

CAPEEDGE.
DICKENSON IR ACADEMY
DICKENSON



Certificate in Investor Relations & Capital Markets Communications (CIRCMC)

Empowering Future Professionals in Financial Communication & Stakeholder Engagement

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About CapEdge

Shaping the Future of Investor Communication

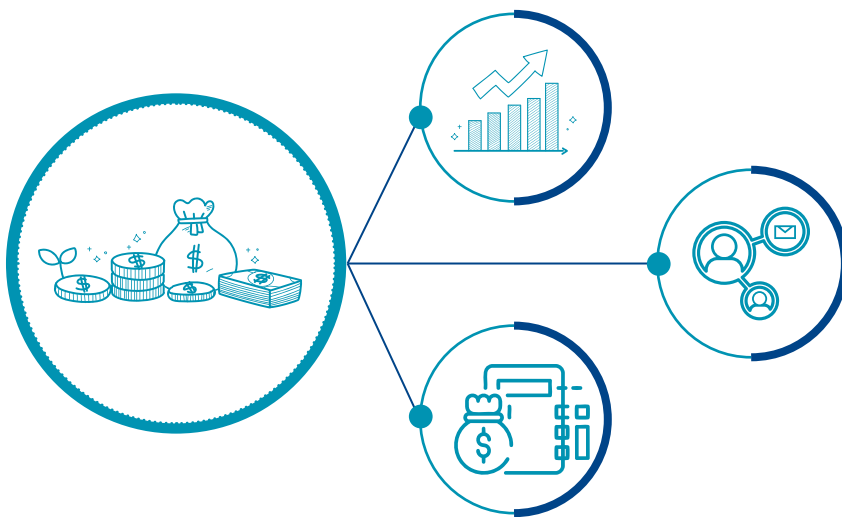
CapEdge is a strategic talent-building initiative by Dickenson, created to bridge the growing skill gap in Investor Relations (IR) and Capital Markets Communication.

Based on Dickenson’s 25+ years of industry expertise, **CapEdge** is designed to prepare young professionals for

impactful roles in finance, strategy, and communication. The initiative combines classroom learning with real-world exposure, equipping students with the technical, regulatory, and communication skills required to succeed in investor-facing roles.

Through its flagship programme, the Certificate in Investor Relations & Capital Markets Communications (CIRCMC), **CapEdge** offers an immersive learning experience shaped by accurate deliverables, industry mentorship, and placement-focused guidance.

CapEdge is not just a programme; it is a pathway to a future-ready career in one of the most evolving and valued domains in the financial services ecosystem.



With CapEdge, we’re investing in the next generation of IR professionals—grooming them not just for jobs, but for leadership in financial communication.

— Shankhini Saha,
 CEO & Director - IR & FPR,
 Dickenson

The CIRCMC Certification Programme

Certificate in Investor Relations & Capital Markets Communications

The CIRCMC Certification Programme is a comprehensive, ~12-week, full-time learning experience designed to equip fresh graduates and young professionals with the practical skills, technical knowledge, and strategic mindset required to succeed in Investor Relations (IR) and capital markets communication.

Participants also gain training in business English, corporate etiquette, and public speaking, ensuring they are technically sound and professionally confident. A dedicated module on Generative AI in IR empowers learners with future-ready communication tools and applications.

The programme concludes with a Job Simulation Assignment, where students execute a mock investor communications cycle—from preparing earnings documents to hosting an analyst Q&A session.

Structured to replicate real-world IR environments, the programme blends classroom instruction, hands-on assignments, expert mentorship, and industry simulation. The curriculum aligns with real-world IR deliverables, including interpreting financial reports, drafting investor presentations, navigating SEBI regulations, and preparing for earnings calls.



Graduates of the CIRCMC programme receive a joint certificate from **CapEdge** and Dickenson, reinforcing the credibility and relevance of their training in the industry. With added career support—including resume development, interview preparation, and placement facilitation—CIRCMC is a direct pathway to impactful roles in the corporate world.

How is it structured?

CapEdge IR Training Programme is designed to provide students with comprehensive, real-world training in Investor Relations (IR) and Capital

Markets Communications. This programme aims to bridge the gap between academic learning and industry requirements, equipping students with

practical skills, hands-on experience, and direct corporate exposure.



- **A Full-Time Training Programme Lasting 2 to 3 Months**
 - ▶ An immersive training programme that lasts two to three months and is structured effectively.
 - ▶ Operates 6 to 8 hours daily from Monday to Friday, providing a rigorous and focused learning environment.



- **Multiple Intakes Per Year**
 - ▶ Conduct three to four times a year to ensure continuous talent development.
 - ▶ Each batch comprises 10-15 students, allowing personalised mentorship and training, benefiting from a low student-to-faculty ratio.



- **Hands-on training with Live Projects & Industry Interactions**
 - ▶ Students will actively participate in real-world investor communication projects, working on live assignments with actual financial data and corporate disclosures.
 - ▶ Corporate interactions will be integrated into the curriculum, offering insights from industry leaders, fund managers, analysts, and corporate communications experts.

What to Expect After the Course?

A launchpad for long-term careers in finance, communication, and capital markets.

Upon completing the CIRCMC programme, students walk away with more than just a certificate—they gain a competitive edge, industry-relevant experience, and the confidence to succeed in dynamic corporate environments.

The programme is meticulously designed to equip you with the exact skillsets that employers in capital markets value most:

- **Financial Writing & Analysis** – Learn to craft investor reports, performance summaries, and disclosures.
- **Investor Communication & Engagement:** Develop the ability to

interact confidently with investors, analysts, and media.

- **Regulatory & Compliance Awareness** – Understand SEBI regulations, insider trading norms, and governance structures.
- **Corporate Reporting Fundamentals** – Get hands-on experience with investor presentations, press releases, and annual reporting workflows.
- **Business English & Communication Skills** – Improve written and spoken English clarity, tone, and professionalism.

Graduates of CIRCMC benefit from the programme’s industry alignment, mentorship, and exposure, enabling them to:

- Step into specialised roles in Investor Relations, ESG Reporting, Financial PR, and more.
- Attain higher starting salaries and greater job mobility than peers with generic qualifications.
- Access multiple career pathways across finance, communications, and capital markets strategy.

Backed by Dickenson’s extensive network and reputation, **CapEdge** graduates stand out and are ready.

Unlocking Career success through strategic academy benefits



Corporate collaboration



Network Access



Fast-Track Academy



Internship Support

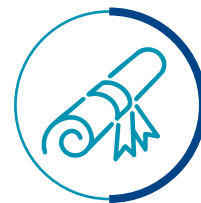


Placement Success

Who Should Enrol?

A programme built for future-ready professionals in finance and communication.

The CIRCMC programme is ideal for students and early-career professionals who aspire to build a career at the intersection of finance, communication, and capital markets. Whether starting fresh or seeking a specialised career path, this programme offers the right mix of technical skill-building and real-world application.



This programme is best suited for:

- Graduates and final-year students from commerce, finance, economics, or business backgrounds looking to enter roles in Capital Markets Communication.
- Young professionals seeking to pivot into a strategic, communication-led finance career.
- Postgraduate aspirants in management or finance who want practical experience and industry exposure before joining the workforce.
- Candidates with strong communication skills are looking to apply them in the context of financial and capital markets.
- Anyone interested in understanding how companies communicate financial performance, build investor confidence, and manage reputation in public markets.



This programme is built for you if you want to differentiate yourself with a niche, in-demand skillset and make a confident transition into capital markets.

What Do You Learn?

Instructor-led sessions, practice labs, group assignments, and expert interactions.

The **CIRCMC** programme offers a rich and immersive learning experience through classroom instruction, guided simulations, and practical exercises. Throughout ~12 weeks, learners will gain exposure to real-world deliverables across the following modules:



1

Introduction to Investor Relations & Capital Markets

- 1.1 Overview of Investor Relations
- 1.2 IR Stakeholders & Ecosystem
- 1.3 The Role of an IR Professional
- 1.4 Introduction to Capital Markets
- 1.5 IR Across the Company Lifecycle
- 1.6 Market Expectations & Investor Sentiment
- 1.7 The Annual IR Calendar & Workflow

2

Financial Reporting & Investor Communication

- 2.1 Understanding Financial Statements
- 2.2 Financial Metrics for IR Professionals
- 2.3 Regulatory & Disclosure Requirements
- 2.4 Drafting Earnings Releases & Management Commentary
- 2.5 Preparing Investor Presentations
- 2.6 Earnings Call Preparation & Delivery
- 2.7 Responding to Investor & Analyst Queries

3

Business English & Corporate Communication

- 3.1 Professional Business Writing
- 3.2 Writing Investor-Facing Materials
- 3.3 Verbal Communication in Professional Settings
- 3.4 Public Speaking & Presentation Skills
- 3.5 Corporate Etiquette & Workplace Behaviour
- 3.6 Personality Development & Professionalism

5

Digital Communication & Financial PR

- 5.1 The IR Website: Content and Best Practices
- 5.2 Leveraging Social Media for IR
- 5.3 Introduction to Financial PR & Media Relations
- 5.4 Writing & Issuing Press Statements
- 5.5 Managing Crisis Communication
- 5.6 Investor Engagement Through Digital Channels

7

Industry Exposure & IR Tools

- 7.1 Introduction to IR Platforms, Dashboards, & Tools
- 7.2 Simulating the IR Workflow
- 7.3 Shareholder Analytics & Targeting
- 7.4 Guest Lectures & Industry Interactions
- 7.5 Mock IR Simulation – Results Season Drill
- 7.6 Career Mapping & IR Team Structures

4

Generative AI in Investor Relations

- 4.1 Introduction to Generative AI & LLMs
- 4.2 Prompt Engineering for IR Tasks
- 4.3 Drafting Investor Communication with AI
- 4.4 Creating Investor FAQs and Fact Sheets
- 4.5 Sentiment Analysis & Market Intelligence
- 4.6 Overview of AI Tools for IR
- 4.7 Ethics, Risks, & Responsible AI Use in IR

6

Regulatory Compliance & Governance in IR

- 6.1 SEBI Regulations and LODR Compliance
- 6.2 Insider Trading & Silent Periods
- 6.3 ESG and Sustainability Reporting
- 6.4 Corporate Governance Principles in Public Companies
- 6.5 Annual Report & Regulatory Filings
- 6.6 IR's Role in Compliance Communication

8

Job Simulation Assignment & Career Readiness

- 8.1 Job Simulation Assignment Briefing
- 8.2 Planning the IR Strategy
- 8.3 IR Deliverables – Development & Execution
- 8.4 Investor Interaction Simulation
- 8.5 Resume Building & LinkedIn Optimisation
- 8.6 Mock Interviews & Career Mentorship
- 8.7 Reflection & Course Wrap-Up



Shankhini Saha

CEO & Director - IR & FPR, Dickenson

Shankhini Saha holds an MPhil with distinction from the University of Cambridge and a BA magna cum laude from The New School, USA. As Associate Director – Investor Relations at Dickenson, she leads the crafting of high-impact investor engagement strategies for clients across sectors. Her expertise is developing differentiated equity narratives, structuring investor days, and driving broker engagement through strategic coverage positioning.

Shankhini works closely with CXOs to prepare earnings scripts, analyst call responses, and strategic disclosures that reflect the company's financial performance and future positioning. She has managed IR mandates across diverse verticals, including Financial Services, Technology, Industrials, and Consumer.

Her global academic and professional background allows her to operate with clarity and nuance in cross-border investor interactions. She strongly aligns corporate messaging with stakeholder expectations while helping companies build long-term investor confidence.

As a key faculty member of the **CapEdge** programme, Shankhini leads sessions on investor messaging, earnings communication, and perception management. Her ability to blend real-world scenarios with classroom training equips students with the strategic thinking and communication rigour needed to excel in investor relations.



Bhushan Wankhede

CEO - CapEdge

Bhushan Wankhede is a finance professional with over a decade of experience spanning investor relations, wealth advisory, and academia. With UGC-NET and MH-SET qualifications and an ongoing Ph.D. in Commerce, he brings a unique combination of research-driven thinking and applied financial insight to corporate communication strategy.

At Dickenson, Bhushan focuses on the analytical and disclosure side of investor relations. His work includes interpreting quarterly performance, building investor FAQs, benchmarking peer commentary, and assisting with IR communication frameworks grounded in numbers and narrative. His sharp understanding of market expectations helps companies create more informed and impactful disclosures.

With prior experience in financial advisory and teaching, he can translate complex financial data into actionable insights for corporate leaders and aspiring professionals. His ability to simplify, structure, and synthesise data makes him a valued mentor.

At **CapEdge**, Bhushan leads modules on financial analysis, earnings communication, and peer benchmarking. He also contributes to curriculum development, embedding analytical depth into each module to ensure learners build strong foundations in investor communication and capital markets research.



Kinneri Koko Saha

CEO & Director - IAR & ESG, Dickenson

Kinneri Saha is an Economics graduate from New York University (NYU), with minors in Liberal Arts and Business Studies. Since joining Dickenson in 2016, she has played a pivotal role in strengthening the firm's Investor Relations and Corporate Reporting practice areas. Her core competencies include strategic investor presentations, data analytics, news releases, and financial PR content, which she has successfully implemented for clients across sectors.

In 2017, she led the establishment of Dickenson's UK operations, which operate from London, spearheading business development across the North Atlantic region. As Director of IAR & ESG, Kinneri has progressively developed strong credentials in authoring Integrated Annual Reports aligned to <IR> and GRI frameworks, embedding materiality-based narratives that link strategy, performance, and sustainability imperatives.

She has also been instrumental in building Dickenson's ESG advisory capabilities, guiding corporates through evolving disclosure requirements such as SEBI's BRSR, TCFD, and SDG-aligned reporting. Her ability to bridge ESG strategy with investor-grade communication has made her a trusted advisor to CXOs and sustainability leaders seeking to enhance transparency and stakeholder engagement.

Kinneri's capital markets communication expertise and practical IR experience also position her as a key faculty contributor to the **CapEdge** programme, where she mentors professionals on best practices in financial disclosure, ESG integration, and investor engagement.



Manoj Saha

Managing Director, Dickenson

Manoj Saha is Dickenson's Co-founder and Managing Director, bringing over 30 years of global experience in investor relations, corporate reporting, and ESG communication. A graduate in Accountancy and Business Finance from London Metropolitan University, Manoj has advised companies across BFSI, IT, Industrials, and Infrastructure sectors on capital markets communication and disclosure strategies.

He has been instrumental in shaping Dickenson's core service offerings, from investor engagement to integrated reporting. His expertise spans SEBI disclosure practices, <IR> and GRI frameworks, ESG content development, and best practices in stakeholder communication. Manoj has also developed internal SOPs and message architecture tools that enable companies to manage feedback loops and improve reporting outcomes.

As Managing Editor for several years, he has guided the development of Dickenson's storytelling and communication standards across annual reports, earnings materials, and ESG documents.

At **CapEdge**, Manoj offers strategic guidance and delivers select masterclasses on integrated communication, ESG frameworks, and real-world reporting workflows. His sessions bring clarity and structure to students seeking to understand investor relations' regulatory, strategic, and communicative layers.

About Dickenson

25+ Years of Trust, Strategy & Communication in Capital Markets

Dickenson is a specialist capital markets communications firm with a legacy of over two decades in advising listed and pre-listed companies across India and internationally. With a presence in **Mumbai, Delhi, London, and Dubai**, we bring a unique blend of strategic insight, financial expertise and communication excellence that enables companies to engage meaningfully with the investment community.



1 Mumbai 2 Delhi 3 London 4 Dubai

Founded in 1999, Dickenson has evolved into a multi-disciplinary partner for public companies, offering integrated services across:



Investor Relations:

Strategic IR programmes, earnings communication, investor targeting, roadshow management, and perception audits.



Financial Public Relations:

Media strategy, crisis communication, and narrative development for capital markets visibility.



Corporate Reporting:

Integrated and annual reports, ESG and sustainability disclosures, and shareholder communications.



ESG & Sustainability Advisory:

BRSR guidance, stakeholder reporting, ESG content integration, and investor-aligned positioning.



Capital Markets Transactions:

Communication advisory for IPOs, demergers, M&As, and corporate restructuring.

Our client portfolio includes leading companies in financial services, manufacturing, infrastructure, IT, pharma, consumer goods, and energy. Our team comprises analysts, corporate strategists, and communication experts, enabling us to operate at the intersection of finance, strategy, and storytelling.

Dickenson’s approach is rooted in research-driven messaging, compliance-first communication, and a deep understanding of investor psychology. We do not just deliver content—we help companies deliver clarity, build trust, and position themselves effectively in capital markets.

The CapEdge initiative is built on this solid foundation, extending Dickenson’s rich experience to develop the next generation of investor communication professionals.