



connect



ASA // CCI

QUARTERLY NEWSLETTER OF ASA & ASSOCIATES LLP // CORPORATE CATALYST INDIA

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2018 has arrived, and post the fun and frolic, we are all in the planning mode for the new fiscal year. We are keen to set-up interesting challenges in the new year and, in this regard, the APMM will be a flag bearer. Watch this space for updates. Alongside, your senior management is equally focused to close FY 17-18 on a high, and we are aggressively chasing collections and closing on identified management issues.

As regards 2017, I had mentioned in the New Year message that “in face of significant challenges, we made significant progress”. This is so true and I am personally delighted to see the picture emerging, and clearly a good one! While all of you wholeheartedly worked to make your firm still better, you also played hard, as this magazine is testimonial. Himanshu impressed us all by winning a highly competitive game during the new year festivities - I always knew he had it in him! On a separate note, I am so very pleased to hear similar views echoed by all our “real heroes” even though they sit so far apart – a confirmation we are well directed. Thanks again to this Connect magazine, we have been able to identify the song our new Bangalore partner will burst into at the APMM - practice hard Ramprasad! Kamal, I hear you, and we work towards a paperless (or printer less) office.

Congrats to all you wonderful people, as also the newlyweds and the newly blessed.

I look forward to renewing my bonds with each of you in 2018.

Best regards

Ajay Sethi





Englobally Group Meet

The Englobally group which is an association of independent firms across the Globe, met at Rome this year on October 5th and 6th. A new team took over the reins of the group and it was a moment of pride as Rajiv Arya took over as the President.

Such developments give ASA-CCI an impetus in expanding our global presence.



Session on Companies Act at the City of Taj

Agra branch of ICAI invited Parveen Kumar to be a guest speaker at the seminar on 'The Companies Act' on October 14th followed by a wonderful interaction with around 150 Chartered Accountants, from the historical city of Taj.

Session on Managing Risk as a Practicing Chartered Accountant

Parveen Kumar was invited to speak on 'Managing Risk as a Practicing Chartered Accountant - Frequent Regulatory Changes' at a seminar organised by "North Ex CA Study Circle" at Delhi on December 27th. This session was received well by the enthusiastic budding professionals.

Event with MOSSADAMS

ASA-CCI organised an event with MOSSADAMS in Mumbai, which looked at ways and means of protecting the interests of the foreign investors and founders. Kishor Patel took the audience through the striking points of Indian tax implications which Foreign Investors would generally encounter at the time of investing in India.



Session on 'Government Accounting Standards vs IFRS'

Parveen Kumar was invited to speak on 'The differences between Government Accounting Standards and International Financial Reporting Standards' at a Conference on Accrual Accounting organised by 'The Accounting Research Foundation of India'.

The conference saw representations from national and international professionals as well as senior officials from the Railway, Postal Department, Comptroller and Auditor General of India and other Ministries.





Corporate Dinner at Delhi

This year our annual corporate dinner was organised at 'The ZORBA' on December 1st. This gave us an excellent opportunity to informally share light moments with clients and business associates. The event was well attended and provided a much needed warmth in the cold evening.



India as an Opportunity

Ajay Sethi recently spoke about 'India as an opportunity' at a private corporate gathering in New Delhi. The audience included representatives from amongst the leading names in Indian manufacturing industry.



Session on Risk and Compliance

Parveen Kumar was invited to speak on 'New India Confluence for Public and Private Enterprises-Governance, Risk and Compliance' in an event organised by ASSOCHAM in Delhi.



MA Worldwide - Rainmaker Summit

Hemant Agnihotri participated in the MA Worldwide Convention, the Rainmaker Summit 2017, in Barcelona, Spain on October 26th and 27th. The summit gave a platform to meet experts from all over the world and get direct access to their industry experts.

The meeting included various topics such as 'Best Practices- Cross Border Transactions and B2B Workshops'.

The discussions included investment opportunities in India and current mandates being run by ASA-CCI.

The agenda also included a half day Global Investor Meet which was attended by more than 100 delegates representing Corporates across Europe.





AHMEDABAD

Unlock your Potentials!!!

SC-TD invited Jayesh Jain, CFO of Hero Fincorp Ltd (Former CFO of PNB Housing Finance Ltd) to take a session for our trainees and other members on importance of 'Chartered Accountancy course, the practical life forward and some learnings' from his own experience.

The session was very interactive and had good participation from the team members. Shri Jayesh Jain was very candid and patiently answered all the questions with utmost sincerity.



TIPS Program 2017

SC-TD organized Training and Induction (TIPS) program which commenced with our partners extending a warm welcome to all the newbies.

It contained the right mix of all elements to make it a very interactive and informative session. The program had discussions ranging from Ind AS to the complexity of genders and techniques on how to tackle the tricky areas in auditing.

The program gave good exposure to the trainees and made them understand the intricacies of various technical subjects. At

the end of such trainings, achieving high benchmarks in the professional work is the primary objective of every trainee and we tried to ensure that this objective is well met.



CHENNAI

DELHI

TIPS Program

SC-TD kicked off the half yearly TIPS program in October. This firm initiative led by the partners was conducted for new professional staff to orient them with the organisation and standard processes prevalent in the firm preparing them for their journey with ASA CCI.



GST Session

An in-house training session on "GST Implementation Challenges - Perspective from a GST Expert" was organized by SC-TD in the month of November.

Various important aspects of GST such as components, applicability, benefits and it's understanding from the perspective of auditors were presented by one of the well-known speaker from Chennai, Mr. G.Viswanathan.

In the changing scenario with introduction of GST, it has become very important for all professionals to keep themselves updated about GST. This was a successful effort by SC-TD to educate us about practical issues faced during GST implementation.



BENGALURU



AHMEDABAD

Festival of Durga Puja and Garba!!!

Although Navaratri is celebrated throughout India, there is remarkable change in the atmosphere of Gujarat and its people. We all geared up in traditional attire with dandiya sticks for the most exciting Garba night. We danced to the rhythm of Garba till the end and had lots of fun followed by mouth-watering snacks.



The Sacred Festival of Lights - "Diwali"!!!

On the occasion of Diwali, the entire office was decorated with Diyas and Rangoli. The day started with Puja honouring the Goddess of Wealth-Lakshmi. We all dressed up in traditional attire and performed the rituals with great devotion. Delicious lunch was organised and Diwali Gifts were distributed at the end of the day.



Much Awaited Annual Trip

We bid farewell to 2017 with our year end trip to Somnath. The bus journey was something to look forward to as we played lots of games and had crazy fun.

On the first day of the trip, we visited Somnath and some other temples. At noon we started for Gir and got sight of the Lions there. Next day was a perfect beach day and we all relaxed at the beach. At last, we returned with countless memories which would be cherished throughout our lives. In all it was an incredible and unforgettable trip!!!



Celebrating the New Year in Style!!

The young and jubilant team of ASA-CCI Ahmedabad decided to welcome the New Year with full enthusiasm along with some important lessons about their professional career path ahead. The last week of 2017 was celebrated on different themes such as Floral Day, Tiara-Hat Day, Pair Day, Group Day and



Red-White-Black day. All the team members participated and competed with each other and on the last day winners and runner ups were announced.

The last working day of the year ended with a bang when everyone with child-like innocence exchanged their "Secret Santa" gifts organized by SC-RC!!! This event witnessed a mix of emotions and everyone was overwhelmed with surprises.





BENGALURU

Diwali Celebration

Amidst a month of hectic deadlines for return filing, tax audits and GST, was the festival of lights - Deepawali. However, all this could not stop us from celebrating the most gracious festivals of India, Deepawali with full fervor.

The office was beautifully decorated for the festival with lights and diyas. Everyone graced the occasion by wearing traditional dresses. The festivities began by invoking the almighty's blessings with Lakshmi and Ganesh Puja. It was heartening to see our beloved Ramprasad Sir reciting the shloka's along with the priest.

After the Puja, Deepawali gifts were distributed by our beloved mentors and concluded on an exciting note.



Tour Dé Pondi

A place six thousand miles away from France with bright yellow buildings, sculptured pillars of temples and the most beautiful beaches! A pleasing mélange is the word that sums up Pondicherry. The Bengaluru ASA-CCI team decided to experience all this as a part of the annual trip.

On the first day, SC-RC conducted interesting activities that kept us on our toes and we spent the noon playing in the pool, the soothing atmosphere of the beach made our hearts sing, the powerful waves hugged us tight every time it returned.

The evening began on a musical note when the singers dedicated a medley of old classics to

our beloved PR Jayakumar. Then came the real stress buster- the much awaited DJ night!

The second day was a city tour where we explored the gorgeous French colony that had exquisite heritage buildings. The Ashram and the Rock beach cleansed our minds with its purity. The trip turned out to be a wonderful occasion for the whole team coming together and creating some ever lasting memories!





CHENNAI Navaratri Celebration

Celebrations at its Best!!! In order to have a perfect blend of work and pleasure, we decided to celebrate Navaratri by keeping Golu (typical way of celebrating Navaratri in South India) in ASA-CCI Chennai office. Everyone was excited and dressed up in traditional attire which filled the place with lovely colours.

The festival of Navaratri signifies the victory of righteousness over evil. The Navaratri Puja was done at our office to revive the blessings of God. The office was decorated with floral rangoli, which made it look even more beautiful.

It was altogether a memorable day. But it did not end here as the event concluded with the Garba moves. It was a great stress buster for short yet impactful period, the hectic day turned into a cheerful one!



Words can't Describe How Good this Kerala Tour was!

(But we are here for you to describe)

Words can't describe how good this tour was! These were the rejoinders we got from the bevy. The expedition to Kerala commenced from the Chennai Central with a lot of enthusiasm followed by a pleasant view of the sunrise in Aluva. The crew then departed to the Cherai Beach resorts. It had many adventurous rides out of which Banana ride was a big hit amongst others. The second day was planned to Athrappilly. After two hours of bus journey, the serene view was right in front of us. The feeling of mist gently touching our faces cannot be expressed in words. The crew took off for the devotional ride to Kaladi (Birth Place of Adi Shankaracharya). The place was so calm and quiet that everyone felt inner peace. "The memories may fade away, but the photos will bring it back".



Christmas Celebration!!!!

This time SG-RC and SG-Admin decided to do things a little differently and organised a unique gifting experiment of its own. The terrace was fully decorated for the occasion. The Santa Claus made the grand entry.

The entire staff donned a Red Santa Cap and danced to the tunes of popular Christmas Carols. Then came 'The Secret Santa' and everyone was left guessing who is our very own in-house Santa. The day truly lived up to the spirit of Christmas of giving and sharing.





DELHI/CCN

Kingdom of Dreams - Live Dance Show

This time SC-RC came up with different event in the form of Live dance show in KOD titled 'Beyond Bollywood' performance. The cast of the show was fantastic in terms of energy level and dance performance. Glimpse of different dance forms was appreciated by all. That's not all, everybody enjoyed the delicious food of "Culture Gali" having food variety from 14 states of India.



New Year's Eve

The last working day of this year ended with a New year's eve party filled with lots of exciting games, fun, frolic and awesome memories.

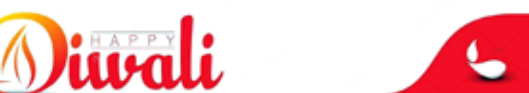
The highlight of the evening was our Partners joining in full numbers along with their 'better halves' adding to the bonding quotient of this evening. It was an entertaining party with everyone dancing to the pulsating music by the energetic DJ over drinks and sumptuous snacks. The fastest Beer guzzler award was won by Himanshu Srivastava, Chetan Kashyap and Neeraj Chauhan!



Diwali Celebration

Festival of joy and happiness was enjoyed to the fullest in Delhi and Gurgaon office. Celebrations began with 'Teen Patti' game which was organized one day before Diwali. All the employees participated with enthusiasm and 10 of them were declared as winners.

Diwali puja and many games like "Paper Dance", 'Hot Sizzle' (searching for grains in the ice cubes), 'Tol-Mol ke Bol', 'Lemon Race', 'Golgappa Competition' and 'Ghar ki Lakshmi' were organized followed by lunch at the rooftop and gift distributions.





DELHI/GGN
Children's Day Celebration

To revive our childhood memories, SC-RC distributed candies and organized quiz in Delhi Gurgaon office wherein on the basis of famous dialogues of cartoon character, people had to identify the character.



Christmas Celebration

Who is your Secret Santa, you'll never find out. Yes, this is the Game we played this Christmas. The Secret Santa Game.

The X-Mas celebration was started by decorating the office. The office looked stunning and vibrant with the red and white balloons all over. The gifts were kept by all the employees for each other secretly and placed right below the Christmas tree made the occasion all the more special. On December 22nd the Secret Santa arrived and distributed the gifts along with toffees and chocolates to everyone. The celebration concluded with cake cutting and mouth-watering snacks.



Annual Picnic

An outstation office trip to Rishikesh was organized. It took us around 6 hours to reach Rishikesh though it was absolute fun travelling with everyone playing games, enjoying snacks and a midway halt at a dhaba. We reached Rishikesh by 7 am in the morning and checked into a resort near Ganga banks named 'Ganga Beach Resort'. After having breakfast, we went for rafting which was really adventurous through all the rapids we covered.

One of the boats toppled in between a rapid and that moment was quite scary for all of us as it took quite a while to get them out, but the overall experience of people was very good. In the evening, snacks and dinner were enjoyed with Music (DJ Party) and Bonfire. It was a great experience and we all had great fun. This trip was certain 'one of the best trips with a thrilling experience'.



HISTORY TRAILS OF THE FIRM

With a modest beginning of just one room office space at "Barsati" of 120 sq ft now spread across 8 locations covering over 40,000 plus sq ft area

Small start up of 4 employees growing manifold to over 600 staff PAN India

1st employee Ram Prasad (our office boy) still working with us

Our first client A big Japanese conglomerate still running strong with us

Consistently prepare a quality budget synopsis since 22 years

Yesterday's bosses are today's colleagues, a norm at ASA. Three article trainees of ASA went on to become partners - Sunil Arora (Taxation), S. Sundar Rajan(Assurance) and Subroto Bose (Compliance)

Parveen Kumar was auditor of the firm before coming on board as Partner after the first merger of ASA

Unity in diversity amongst our partners belonging to 12 different states

Functioning under the patronage of an Independent board and panel of experts

We are auditors of the India's largest Insurance company and India's 2nd biggest Oil & Gas company

How AJAY SETHI & ASSOCIATES changed to ASA & ASSOCIATES?

In one of the Annual Partner Manager Meet an Assistant Manager raised a question: "Ajay Sethi and Associates gives impression of a proprietor ship firm. Can't we consider change in name to bring in line with the growing status". This triggered off a series of discussions amongst the management finally leading to this change in name to "ASA & Associates"
But, do you also know who that AM was? Well it is Prateet Mittal, our Assurance Executive Partner.

The first ever transfer pricing order in India obtained in case of french company

We have been assisting ICAI in drafting study material and guidance notes.

Assisting Indian railways in converting single accounting entry system to double accounting entry system

Statutory auditor of our own regulator for three consecutive years

Our Bollywood connection - some actors as our clients. And guess in which office, of course where the hub of bollywood resides

We have solemnized inhouse marriages and the list includes

- * Sujeet Anand and Vandana
- * Rishabh and Namrata
- * Aakriti and Saurabh Sood
- * Preeti and Amol Rane
- * Pranjal and Parag
- * Sneha and Sreekanth
- * Ashwini and Vipul
- * Pranali and Kunal
- * Prateet Mittal and Yogita Khatri
- * Akhil Parashar and Supriya Tulsyan
- * Shuchi Chug and Punit Arora
- * Gaurav Bhatia and Bhumika Ghai
- * Utkarsh and Sushma

and many more in process...

The company which runs metro & the company which makes metro coaches, both are our clients.

Subcommittees are the foundation of our existence and a truly unique management module. Subcommittees coordinate various functions such as connect, recreation, technical, admin and IT under the supervision of partner, chairperson and teams



HYDERABAD

Diwali Celebration

On the eve of Diwali, the office was decorated beautifully with diyas and Rangoli. Diwali puja was organized in the office premises followed by lunch and gift distribution.

SC-RC organized some entertaining games like Sudoku and a game named "Draw the tale". In this the person who was drawing the tale was blind folded and two of the team members were guiding him/her and two members from opponent team were misguiding on how to draw the tale. Overall the Diwali celebrations was amazing and filled us with joy!!



Secret Santa

"Christmas came to have some fun, I leave a gift and Run, Secret Santa week had begun". To spread the festive Sprit, SC -RC organized "Secret Santa". Every one of us experienced the joy of giving by being a secret gift giver. We all were excited about what and who gave us the gifts. After opening our gifts we started a new game in which we had to guess the name of the person who gifted us. HO HO HO...Thank you Secret Santa!!!



Annual Picnic

A trip to Lonavala was organized by SC-RC to get a break from our busy schedules to enjoy the nature and beauty of hill station. The trip began by visiting Narayani dham temple which gave us immense spiritual satisfaction. After that we went to Karla Caves, a complex of cave shrines built by Buddhist monks around 2nd or 3rd century B.C.

We also visited Wax Museum. After that, we moved to Sunset point and experienced the beautiful view of the sun setting down between two hills. We were then back to the Villa where SC-RC organised games with bonfire. The second day, we went to a very interesting place called ADLABS AQUA MAGICA where unlimited fun was waiting for us. To feel the thrill of exciting rides SC-RC planned for Aquamagica where we enjoyed the water rides. The trip ended with lots and lots of sweet and beautiful memories to take home.





KOCHI Festival of Lights

The biggest festival celebrated across India on 15th day of Kartik month of Hindu calendar. A day which removes all the darkness within and enlighten your soul. The word "Deepawali" consists of two words-Deep and Awal; Deep means "light" and Awal means "a row", hence "Deepawali" means "a row of lights".

Deepawali commemorates the victory of good over evil, of the triumph of light over darkness."

People of Ayodhya lit the entire kingdom with earthen diyas on return of Lord Rama, his wife Sita and brother Lakshman to Ayodhya after ending a fourteen-year long exile which was celebrated in our office with lots of gaiety, sweets and festive moments.



Annual Picnic

We gathered at the Gateway of India from where the amazing ferry-ride was flagged off. All on-board, accompanied by the sea-gulls and waves of the sea headed straight for the shores of Alibaag! From the shores to the road, everyone boarded the (Venga) bus to the Hotel Ravikiran. Freshened up, enlightened faces were then treated to an over-filling, tasty lunch.



Everyone was directed to the beach area, where beach games along with three thrilling water-rides awaited them: Jet-Ski, Banana and the Bumper. The eventful evening ended with the tranquility of a beautiful beach sunset and after another freshen-up session back at the hotel, along came the time for party-games!

Followed by DJ, dance and drinks, the staff ended up with hot and delicious food. The night caved into a bright morning with the warm comforting rays of the sun, accompanied by a cool morning breeze with ever lasting memories

Diwali Celebration

Diwali is the festival of happiness and forgiveness. It represents the triumph of light over dark, good over evil, and knowledge over ignorance. The entire office was enlightened with LED lights, lamps, electrical diyas, flowers, rangolis and this made the day even more special. Everything was decked up, right

from alleyway entrances to workstations. Like every year, the staff at Mumbai office continued their custom of performing a small puja and offering to the deities, to mark the festival. The spirit of Diwali celebration turned out to be all the more colorful, as the staff also enjoyed wearing traditional attire.



BENGALURU Azhar Desai - Mr. Positive

Azhar Desai, a person well known for positivity and enthusiasm, enjoys life to the fullest, has a rare mix of hardworking and fun loving nature. He has a great sense of humour and lightens up even the most serious situations by making people laugh with his ever joyful nature and bunch of jokes. He sticks to his favourite phrase 'HAKUNA MATATA' meaning no worries and be happy. He is an ardent film lover and being a big-time foodie, uses a variety of food apps and loves to try Mughlai/Chinese food at different places. He wishes to travel the whole world and explore new culture, people and most importantly food, as Azhar says it "I get high on food".



Rahul Pai R - A conqueror of all Miseries

One who is persistently cheerful and optimistic, even when given a cause not to be. You call him an optimist, but we call him Rahul Pai R. Team Kochi is blessed to have him, full of energy and enthusiasm.

He is a person who brings positive vibes among us. One who puts his full efforts into work to complete it on time. A lovable person, he excels not only in work but also in different spheres of art. He is a multifaceted and multitalented person.

Before starting his articleship he was a tutor which very well describes his teaching skills. He is ambitious and determined and knows where he is going to be. His tag line can be summed up as "RESPECT your hustle, SUPPORT your ambition, PROTECT your heart, VALUE your loyalty, and UPLIFT your spirit".





Management Funda

A sales rep, an administration clerk and their manager were going for lunch when they found an antique oil lamp. They rubbed it and a Genie came out in a puff of smoke.

The Genie said, "I usually only grant three wishes, so I'll give each of you just one."

"Me first! Me first!" said the admin clerk "I want to be in the Bahamas, driving a speedboat, without a care in the world." Poof! She's gone.

In astonishment, "Me next! Me next!" said the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of pina coladas and the love of

my life." Poof! He's gone.

"OK, you're up," the Genie said to the manager.

The manager said, "I want those two back in the office after lunch."

Management Lesson: Always let your boss have the first say.



RELIVE A MOMENT

BENGALURU



Once Upon a Roof Top!

We went to a restaurant 'Once upon a roof top'. Splendid terrace, the light, the breeze, the ambience, it was the perfect place for the fun filled evening!! Light moments were shared over yummy food and hearty laughs which made the evening a memorable one!

Upasna Sunder



DELHI/GGN

A Moment to Cherish

What better than a Team lunch for building great culture, creating meaningful experiences and a good interaction that offer us the opportunity for personal connections. Sharing yummy food table with your team members leaves a sort of personal touch. Also, time away from work lets us know one another at a deeper level.

Sonali Bansal





BENGALURU

Music Fills the Infinite Between Souls.

-Rabindranath Tagore

"Music has always been a very important part of my life. At the age of 7, I started learning classical music and developed an inseparable passion" says our girl with a charming voice, Aishwarya. Her love for music was encouraged by her family as she did several concerts and bagged many prizes at school and college level competitions. She received major recognition at a state level competition named 'Sapthaswara'. We wish Aishwarya on behalf of ASA-CCI to continue moving towards her dreams and entertain everyone with her divine voice.

Aishwarya



DELHI/CCN

Live Free

Sitting under the blanket of stars,
I feel like running very far.
So far, so I could look for my lost soul.
To find things, I could fall for.
From all this stress and negativity.
To catch the road that ends with positivity.
Feet wants to step on a new land,
To explore places with the playlist of my favourite band.
Lungs want to breathe in some fresh air,
Ain't possible if I don't get rid of this silly chair.
Ears want to hear the songs of winter,
not the sound of over flowing printer.
Eyes want to adore the beauty of this earth,
To change the life I have been living since birth.

Kamal Aggarwal

CHENNAI

Passion and Devotion - Non Stop Mridangam!!!!

Sreedharan's story is not like the story of other teenage boys. Growing up in streets and shelter of Parthasarathy Temple, his devotion for God, can only be drawn parallel to the Bollywood movies of 1970's. He took up music at a very young age under the guidance of his guru Kumbakonam Lakshmi Ganesh Iyer and has now become one of the finest and upcoming talents around. He has performed at various prestigious locations and sings with a lot of passion and pride. He achieved the feat of playing the Mridangam non-stop for 7 hours!!!



Talent Trove - Life is an Art of Drawing without an Eraser

Painting is a silent Poetry through which every good artist depicts his inner self, thoughts, emotions and feelings. We would like to introduce you to one such member from our Chennai office, Deepika.

Pablo Picasso, a legendary artist quoted "Every child is an artist. The problem is how to remain an artist once he/she grows up".

Deepika feels **"Drawing is not what one sees but what one can make others see"**



DELHI/CCN

Our in House Emcee

Our in house hostess and emcee, Aafreen Zeenat believes 'What's life if you can't add a little twist of your own'. She is a girl who believes in doing everything that scares her. Apart from her love for taxation laws, she has overcome her stage fear by doing stage plays, voiceovers, and became RJ and hosted many shows, including bodacious events of ASA-CCI. She loves stepping out of her comfort zone and a firm believer of "What you think you become, what you believe you attract, what you imagine you create".





BENGALURU

"Life is Meant for Admirable Friends and Adventure"

Finally after a hectic schedule, a three day exciting, curious freak out plan materialized in the form of visit to Chikmagalur (Land of coffee estates). There are umpteen number of things that make trips special- good company, great laughs, nice weather and we expected to have all these in our kitty. The slated day arose to awakening and we kicked off our trip with safari "THE BIKES" at 6.00 in the morning in the freezing weather. We were swiftly crossing limits, racing and competing each other filled up with enthusiasm and thrilling attitude and hit our destination by the evening.

The sun filtering through the curtains of hotel room woke us up for the commencement of new day. Trekking on Mullayanagiri Hills gave imperishable moments in our lives. It was tremendous ride on curved roads and there were tall trees and flat coffee plantation adding to our rejoicement. Enjoying the

long road trip we reached Jhari waterfall. It was a phenomenal view and we all loved getting into the flowing stream. We returned back with unlimited and everlasting cherished moments

John Babu



Night Trek!!

A bucket list is 'To Do' for life, with each tick off, you keep crossing a milestone. Sleeping under the stars on a starry night amidst woods was something on my list from a very long time and I got an opportunity to tick it off this season.

We trekked on a hill called Nishaane Gudda in Uttarkannada, Karnataka and were trying to pave our way based on pure intuition. We had organized a fire camp to save us from the chilly breeze. Even the best of the cameras could

not capture the glazing sky and everyone just surrendered to the moment. It seemed like the entire universe was embracing us from above. When we woke up, the morning view captivated our souls we saw shades of sky-dissolving behind the brightness of the sun, a view to die for. Coming back home was strange as our mind and souls were still in the hills. It turned out to be one of the best treks of our life.

Naveen S



MUMBAI

Iceland Trip

Being die hard Shahrukh fans and amazed by the cinematography in the song 'Gerua' from "Dilwale", me and my husband, Parth, decided to travel to Iceland for our vacation. Our 13-day stay in Iceland left us in awe of mother nature.

Iceland is a rather-deceptive name. The irony, it isn't just a land of Ice, but of fire too! Iceland is home to Europe's largest glacier (named Vatnajökull) and also few of the biggest volcanoes. Iceland has over 30 live volcanoes, with mount Hekla which has a history of erupting in intervals of every fifteen years. Having such volcanic assets, Iceland also possesses the "Glacier Lagoon". You get to see one of those Icebergs in Lagoon that caused the popular Titanic disaster. "Blue Lagoon" is one such note-worthy place to visit there.

Apart from all this, Iceland also have one of the most beautiful and world's largest waterfall "Goddafoss". But one waterfall that amazed us was "Sejilansafoss" –the first and probably the only waterfall where one can witness the water falling 360 degrees around

oneself. There's also the amazing Gljúfrabúi, a secret waterfall within a cave.

The best thing in Iceland is the Icelandic night-sky "Aurora Borealis – Northern Lights". We've been told that these lights change colours from green to red to blue and many more during winters!

It is hard to cover all the best aspects of Iceland in a single article. Iceland simply feels like heaven on earth, an Instagram-perfect place where you can upload great Snapchat stories and tease your friends over Facebook.

Drashti Shah



DELHI/GGN

Lucknow: The City of Nawabs

Generally, the beauty, vibe or history of a place excites people to select a travel destination. In our case, the sole intent was to meet our friend (Rohit). It was a chilled Saturday morning when we reached the City of Nawabs and were welcomed in full nawab style. Started with visiting Lucknow Residency, Imambara, streets of Hazratganj, Bhool Bhuliya and then finally some lavish food in the famous Aminabaad market. Unplanned trips turn out to be the most memorable ones. It was an awesome trip.

Nikhil Mittal



CONGRATULATIONS AND CELEBRATIONS



DEEP SHAH
PRINKLE SHAH
(Ahmedabad)



ISHA MAHAWAR
GAZAL GUPTA
(Delhi)



DEEPA SHARMA
NAKUL TYAGI
(Delhi)

Weds

Weds

Weds



ABDUL AZIZ
FAHMEEDA BEGUM
(Hyderabad)



Shifa **Mohammed Ishaq**

Shafeeq PK
(Bengaluru)



Puja Sree

Daughter of Ramakrishna V
(Hyderabad)



A CANDID DISCUSSION WITH OUR NEW PARTNER

1. Please let us know your success story.

Failures are stepping stones for success. Losing in one of the CA final attempt was my stepping stone.

2. What inspired you to go for Chartered accountancy profession?

I wanted to be independent in life and I followed the legendary chartered accountants whom I have met in my life.

3. If you were not a chartered accountant, what would you be?

I would have become a doctor. But diagrams were the fear factor for me to choose biology!

4. Work life balance is a problem for youngsters these day, what message or suggestion would you like to give them.

Enjoy the work that you do. Also, one should know how to create time to be able to pursue some interest for yourself.

5. Which is your favorite destination and Why?

Kumbakonam, because it is a temple town.

6. How would you pass your time if you are not allowed to touch any book?

Deep meditation and prayers

7. Your thought on social media.

Big distraction for the youngsters. Social media is to be used judiciously and people should not get addicted to it. One should have control in using it, else it would control your life.

8. Which is your favorite song and whom would you select to sing it along with you?

Andhi mazhai Pozhigiradhu song from the movie Raja Parvai. S.Janaki being my favourite singer, given a chance, I would sing along with her.

9. A challenging situation you have been in and tell how you resolved it?

I detected a fraud in my earlier employment where a student was involved in it. I wanted to expose it without affecting his future which was very challenging.

10. The gift you received which you consider as the most precious one.

Books on Hindu dharma gifted by my friends.

11. If you had a time machine, what point in the past or future you would visit?

I will go back to my school days when my innocence was never lost. I will also forward my life and visit my retirement age where I would like to be in solitude with delightful Carnatic music and my books around me.

12. If you are requested to give a speech on spirituality, what would be the topic that you choose?

Hindu dharma and why one should follow it.

13. Any embarrassing situation that you have come across during your younger days, now finding it funny.

I did not have a very good choice of colors when it came to deciding clothes because of which I have faced embarrassment at younger age.

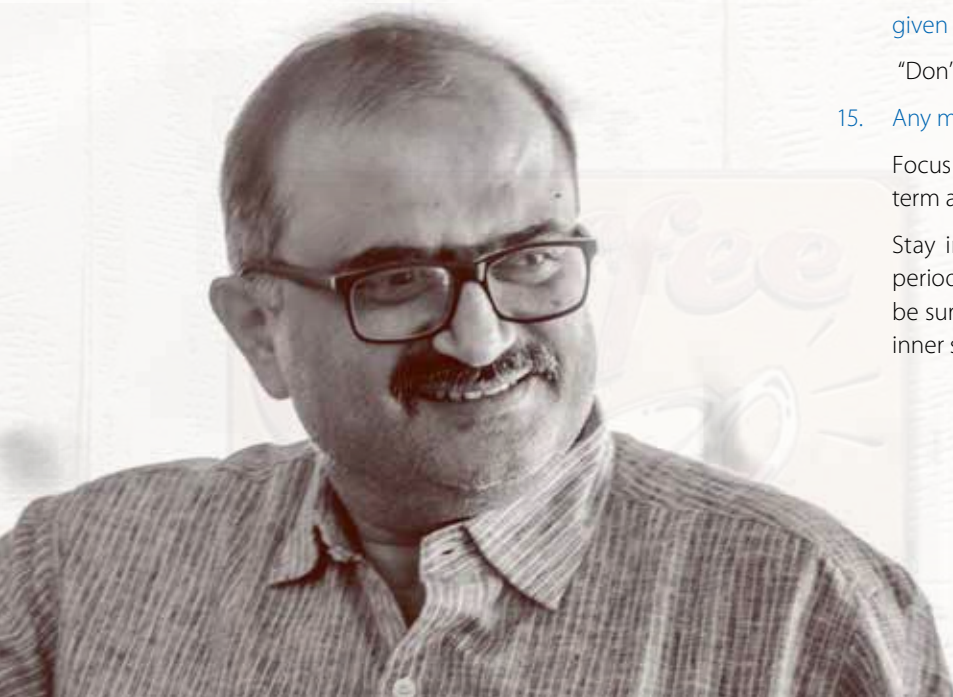
14. What is the greatest bit of advice a parent or mentor has given you?

"Don't rush! Stay still! Have patience!!"

15. Any message for our Connect readers.

Focus on long term goals and aspirations, Don't have short term agenda!

Stay invested with one organization for a considerable period of time Invest in long term good relationships and be surrounded with good people. Seek strength from your inner self!





Ramprasad (Delhi): 26 years

"It is amazing to see this company grow like a big giant tree from those tiny seeds we had sown together and I am proud to be part of this journey throughout".



Rakesh (Delhi): 6 years

"ASA-CCI changed my life altogether. It's my lucky charm. Since the moment I joined this company everything fell into place just right".



Ram Lal (Gurgaon): 25 years

"I never thought working here would be such a wonderful and fulfilling experience. I did not even realize when I managed to spend most of my life here".



Bharat (Ahmedabad): 1.5 years

"This is a great place to work and even though I belong to Rajasthan, I never felt an outsider here".



Aradhya (Bengaluru): 8 years

"I have received enormous support from ASA-CCI and working environment is tension free. As I travel a lot, I have learnt how to interact with people at client places and government offices".



Narayana Swami (Chennai): 7 years

"I am proud to be a part of ASA-CCI family. Today, I am a respected individual inside and outside of workplace because of being an employee here. Everyone here treats me as a very good friend."



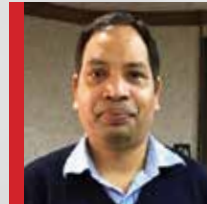
Ajay Wangde (Mumbai): 6 years

"I feel very motivated here as people are very helpful and I enjoy working in a team environment".



Neeraj Jadhav (Mumbai): 11 years

"I feel lucky to be a part of ASA-CCI. Working here makes me feel blessed and I also got an opportunity to learn computer by way of preparing list of files, courier, dispatch etc.



Rajesh (Delhi): 20 years

"I have always been treated with respect in this company. Partners have helped a lot personally and professionally whenever needed. I have excelled the skill of remaining calm even in disturbing situations".



Dhanpat (Delhi): 2.5 years

"Working here has been a great experience and not just an everyday obligation for me. I love to work here amongst my extended family".



Ram Singh (Gurgaon): 7 years

"Working here has been an enriching experience for me where, I not only started my career but also got married and have a loving family today. I have grown here as a professional".



Vinod (Bengaluru): 6 years

"Everyone here treats me as a good friend and I feel so happy to be connected with ASA-CCI family".



Akkamma (Bengaluru): 2 years

"Work here is stress free and people around show huge respect. Workplace seems to be homely. I have learnt that in order to perform good, one ought to enjoy the work they do".



Raju Chetan (Kochi): 25 years

"I feel very nice to work in a company like ASA-CCI and have grown a lot over time both personally and professionally".



Pravin Gurav (Mumbai): 5 years

"Everybody is very co-operative. Flexible office timing gives me flexibility to maintain my work life balance intact. I am very happy to be a part of such a wonderful family".



Santosh Pawar (Mumbai): 10 years

"ASA-CCI is a great firm. People here are very helpful in nature. It feels great to share a workplace with such good human beings".



Roses are red and
so is my wine,
Refill my glass and
I will be just fine.

Blessed and
yoga obsessed.
This surely relieves
all my stress.

ASA & ASSOCIATES LLP

CHARTERED ACCOUNTANTS

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