

# CONNECT

ASA-CCI



Quarterly Newsletter of ASA & Associates LLP / Corporate Catalyst India

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## THE STORY OF THE PENCIL

A boy was watching his grandmother write a letter.

At one point he asked:

'Are you writing a story about what we've done? Is it a story about me?'

His grandmother stopped writing her letter and said to her grandson:

I am writing about you, actually, but more important than the words is the pencil I'm using. I hope you will be like this pencil when you grow up.'

Intrigued, the boy looked at the pencil. It didn't seem very special.

'But it's just like any other pencil I've ever seen!'

That depends on how you look at things. It has five qualities which, if you manage to hang on them, will make you a person who is always at peace with the world.'

'**First quality:** you are capable of great things, but you must never forget that there is a hand guiding your writings. He always guides us according to His will.'

'**Second quality:** now and then, I have to stop writing and use a sharpener. That makes the pencil suffer a little, but afterwards, it's much sharper. So you, too, must learn to bear certain pains and sorrows, because they will make you a better person.'

'**Third quality:** the pencil always allows us to use an eraser to rub out any mistakes. This means that correcting something we did is not necessarily a bad thing; it helps to keep us on the road to justice.'

'**Fourth quality:** what really matters in a pencil is not its wooden exterior, but the graphite inside. So always pay attention to what is happening inside you.'

'Finally, the pencil's **fifth quality:** it always leaves a mark. In just the same way, you should know that everything you do in life will leave a mark, so try to be conscious of that in your every action.'



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MAY YOU LEAD YOUR PENCIL TO FULFILL YOUR DREAMS IN 2019



# A word from our Managing Partner

I am holding a pencil. But I today see it with new eyes. What delightful qualities it has, and one needs to only read it's story inside here. Deep!

Having the privilege to read connect before most, I vicariously participated in annual picnics, travels and innumerable parties – to name a few. The annual picnics were certainly charged! Good going team RC. I thoroughly enjoyed reading the views of our Ambassadors aka the first point of contact aka the smiling ladies managing our front desks.

Was lovely to have visuals of the spanking new offices at Delhi and Ahmedabad. We can be proud of all our offices now. A good working environment is not only impressive, it creates positive working vibes – I say this from experience. With infrastructure needs generally sorted out now, in the year ahead, we will focus on improving policies, bringing digital closer to our lives and adding to our client base.

Certainly enjoyable was “Alumni Speak”. Pay special heed to Kanwaljeet’s views in Q12, as also to Hemant’s in Q4 – I am hoping these echo well with you too. How interesting that 2 people who have never met feel so similarly about the firm!

I, for one, certainly feel delighted to be part of such a wonderful family. May our tribe grow.

Best regards

AJAY SETHI

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## Taking the next step: A win for the entire team - Introducing "Case Ware"

Technology is changing rapidly and so are our endeavours of keeping up with it. Taking a step forward in this direction, Assurance team implements 'Case Ware - An Audit Software Tool' for conducting its audit engagements PAN India. Training sessions were conducted for the same across locations. The session was inaugurated at Gurugram by a warm speech from Parveen Kumar followed by Prateet Mittal.

The training was moderated by Abhishek Madathil from the Case Ware team and Rahisuddin Saifi in DEL/GGN. It was very interactive and provided great learning to all the attendees. The session concluded on a high note with an inspiring story by Parveen Kumar.

@ GLANCE



## Session on - 'Interpretation of Indian Tax Laws' - DEL / GGN

SC-TD organised a session on 'Interpretation of Indian Tax Laws' by Dr. Girish Ahuja, a renowned tax expert of India. The session was made successful by enthusiastic participation from the audience.



## WE CARE - Mission Million 2018 - War against hunger on Independence Day - DEL / GGN

ASA-CCI collaborated with Robin Hood Army to serve the underprivileged on the occasion of Independence Day. Staff contributed towards the rations that was later distributed amongst the slum dwellers on the outskirts of Delhi.



## We are listening - Sensitivity workshop on POSH - DEL / GGN

ASA-CCI organised a sensitivity workshop on Prevention of Sexual Harassment (POSH) conducted by Asif Choudhary, external trainer at Delhi, which was streamed live across all locations as well.

ASA-CCI has a clearly laid down policy on POSH at workplace revised as per the Act. The policy is easily accessible to all employees on the company server. A helpline id-[posh@asa.in](mailto:posh@asa.in) has also been created for the staff to formally register any complaint as per the provisions of the POSH policy and Act.


An Internal Complaint Committee (ICC), according to the requirement of the law is also in place with Shefali Goyal as its Chairperson. The firm has ensured that all the ICC members have undergone capability development training on how to investigate and redress such cases, if at all they arise.

Posters have been displayed at each office stating "Zero tolerance towards sexual harassment". The firm is also committed to ensure and is taking all the necessary measures to curb such incidents from even happening. Going forward, the firm plans to conduct the sensitivity training on a quarterly basis and at the time of induction of new recruits as well.



**ASA | CCI**

**Our pride lies in your safety!**  
Zero tolerance for sexual harassment



We pledge to work together and always keep this a safe workplace.

We condemn such behaviour and will ensure strict action is taken against anyone found guilty.

Read the Firm Manual for details on our global policy against sexual harassment at workplace and in case of queries, feel free to write to us on [posh@asa.in](mailto:posh@asa.in)

## Session on US tax reforms for Indian businesses & subsidiaries - DEL / GGN

SC-TD organised a guest session of Christine Ballard, International Tax Partner at Moss Adams LLP. She is an expert in inbound and outbound planning with heavy emphasis on structures that will encourage global venture financing.

She has assisted many companies in their US income tax obligations with respect to global operations. The session was an intriguing one where everyone gained useful insights about how US tax reforms shall lead to changes in the requirements from their Indian subsidiaries.



## Keeping up with technology - Initiatives by SC-EDP

### IT Helpdesk System

Moving towards a more system driven approach, SC-EDP has implemented a new IT Helpdesk System through ERP module to troubleshoot IT related issues/complaints with proper tracking of query raising and resolution.

### Introduction to DMS

Managing Document, often referred to as Document Management Systems (DMS), efficiently stores, manages and tracks electronic documents on click of a button. All our locations now use DMS for data management.

Sessions were held across locations by EDP staff on DMS to help employees get a better understanding of DMS and help them use it more easily and efficiently.



## CORPORATE DINNER @ The Olive Bistro

- DEL / GGN

*"Cheers to a night of fostering & nurturing new and old relationships"*

The annual ASA-CCI corporate dinner was hosted at "The Olive Bistro".



## Webinar on 'GST Audits' - DEL / GGN

SC-TD organised two webinars on GST Audit, one being in Nihongo for Japanese clients.

## Client Clinic - Recent amendments to tax laws in india - BLR

Technical client clinic was taken up by Suresh Kumar, Nageswara Rao and Neha Kumari on issues and challenges of E-Assessment along with expectations from the department, Foreign Tax Credit and Amendments introduced in Budget 2018.



## GST Session - BLR

The IDT Team organised an elaborative session on GST Law & Audit. In this interactive and informative session, the IDT team explained the various provisions of the law & Basavaraja helped the staff understand the practical problems faced during the audit of those provisions.



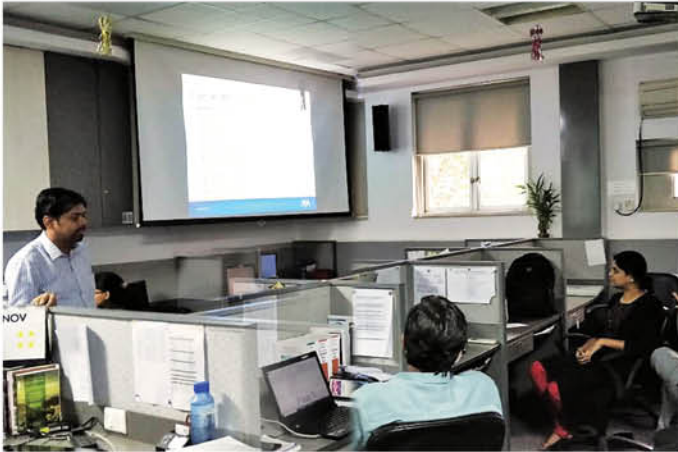
## Workshop at WACIA on GST - BLR

One Day Seminar on GST was held at Whitefield Area Commerce and Industries Association (WACIA). The Session was handled by Nitish P, Subroto Bose, Basavaraja MN, Santhosh Kumar PP, Pinky G Bhonsley and concluded by Ramprasad D.



## Overview of NBFCs in India - **MUM**

People prefer NBFCs over banks as they find them safe, efficient and quick in assisting with financial requirements. However, as per the current scenario, it is said that the NBFCs are capable of taking the Indian Economy to unimaginable heights or plunging the markets to an unforeseen collapse. Dinesh Vishwakarma took us through the journey of NBFCs – From its origin to its current scenario.



## Session on “Fall in Value of INR Against USD” - **MUM**

The recent steep depreciation of the Rupee has created headlines. Swati Bhatia helped us to become aware about the reasons for such steep depreciation; how to face it and what steps are being undertaken by Government to deal with the situation.



## Session on ‘GST Diagnostic Study’ - **HYD**

In order to familiarise employees with GST implications and complexities, a session on GST was taken by Subroto Bose. He presented a GST Diagnostic Report and also discussed the practical issues that have cropped up after GST implementation. The session was very insightful and helped everyone delve into the crucial aspects of GST.



## Client Clinic - Changing Accounting Standards - **MUM**

SC-TD organised a client clinic on the challenges faced by companies due to the implementation accounting standards - Ind AS. The session was taken by Meghdoot Jajoo. It was aimed at discussing impacts of Ind AS 115 and Ind AS 116.



## Recent Amendments in Companies Act - **MUM**

SC-TD organised a training session on “Recent Amendments in Companies Act”. Bhagyashree Lad helped us comprehend the various important aspects of the new law such as changes in definitions, new procedure and timelines etc.

## Celebrating the sacred bond Karwachauth Celebrations - DEL / GGN

On the auspicious occasion of Karwachauth SC-RC wished all the married women a lasting and fulfilling marriage and gifted them goodies and sweets.



## GAME ON! Game Room - DEL / GGN

To break the monotony of everyday routine, SC-Admin has introduced indoor games at Delhi office. An indoor soccer game table and carom table have been set up at Lift Lobby to boost everyone's recreational energies.



## Gurupurab Celebration - DEL / GGN

Wishing Everyone a very Happy Gurupurab.

*Nanak Naam Jahaaz Hai  
Jo Chadhe So Uttre Paar!  
Happy Guru Nanak Jayanti!*



## FUN AND FROLIC

### Halo re Halo!

## Dome Dandiya Nite - MUM

With Navratri, it was time to grab the Dandiya sticks & Ghagra choli costumes and celebrate the magic of Garba. Navratri 2018 was marked by a gala event 'Dome Dandiya Nite' at NSCI (National Sports Club of India) a spectacular celebration of the colourful and much loved festival. The celebration was kicked off by some lip-smacking snacks served at the office while people put on their dancing shoes. The troop then moved to NSCI for a fusion of Traditional Garba with Bollywood style Dandiya. The dance floor witnessed some great twists and twirls with enthusiastic participation from everyone.



## Children's Day Celebration - MUM

What could be better than reliving your childhood memories? On Children's day all staff members were asked to pin their childhood photos on office pin board. A lucky draw was conducted and winners won exciting prizes and since no celebration is complete without food, sweets were arranged for all.



## DIWALI POOJA AND CELEBRATIONS

### Welcoming the festival of lights

The festival of lights is celebrated every year with great joy to illuminate our lives with prosperity and happiness. All our offices were decked up with bright and colorful lanterns and diyas. Everyone dressed up in graceful ethnic attire to add to the festive mood.

The celebration was graced with an auspicious Lakshmi Pooja performed in house followed by fun-filled games and sumptuous lunch. Gifts were exchanged and a variety of sweets were distributed as a ritual of this auspicious festival. Here's a glimpse of our Diwali celebrations.

### MUM



### HYD



### BLR



### KCH



### AHD



### DEL/GGN





## ANNUAL PICNIC & TOUR

### Let loose!! - DEL / GGN

SC-RC organised annual picnic at Country Club, Manesar. Everyone enjoyed an interesting game of cricket and various other fun activities.



### Annual tour to Madikeri - BLR

December ended our wait for the most anticipated event of the year, the SC-RC annual outing. This year's choice of destination was the serene and scenic "Madikeri". As per the plan, we reached Club Mahindra resort at the break of dawn, reminiscing the beautiful journey from the night before.

A fine breakfast was followed by a refreshing game session conducted by SC-RC, all leading up to another great lunch. Post this, the staff dispersed to explore the resort and to enjoy swimming, cricket, and other games. Then it was time for the much-awaited event - DJ Night where everyone let their hair down and swayed to the beats.

The next morning, breakfast was followed by more fun-filled activities and we bid adieu to the resort after lunch. We stopped for a typical North Karnataka dinner on the way home, taking back wonderful memories that we would cherish forever.



### Life is better barefoot! - HYD

The much awaited Annual tour 2018 was organised to the city of beaches 'GOAA!'. The journey began with a sleepless night of bus journey filled with fun and excitement. The first day of the tour began with feasting on seafood for lunch. We visited the famous 'Dil Chahta Hai' lighthouse - 'The Aguada Fort'. It was panoramic view of the splashing waves, the sun going down in the horizon and the blue sea stretching as far as the eye could see.

After the fort we proceeded for the 'Mandavi River Cruise'. The view from the cruise was breathtaking and made us forget the world outside. We visited the Panjim City market to fill our shopping bags. Next we visited the famous 'Calangute Beach' at midnight to experience the high tides under the moonlight. The Baga beach welcomed us with its thrilling water sports. Parasailing and jet-skiing gave us an adrenaline rush. Everyone jumped into the open sea (with our life jackets) and swam around like dolphins. After the tiring and adventurous day we began our journey back home with lots of memories and the beauty of Goa in our hearts.



## Journey to the “Kashmir of the south” - Munnar - KCH

It is rightly said that one’s soul finds peace when they return back to the nature. The Annual Trip for the year 2018 was conducted at “Munnar” a hill station in the western ghats in the state of Kerala, surrounded by rolling hills dotted with tea plantations. It is one of the most preferred hill stations in the tourism map of India. Accompanied with the misty climate, we drove a thrilling ride to Wonder Valley Adventure Park in this paradise hill station. Zip Line, Suspension Bridge, Cross walk and many other activities were thoroughly enjoyed by everyone. The entire day was filled with adventure and enthusiasm. Morning walk through the lush green bushes of tea leaves enriched this experience further. We all came back rejoiced, refreshed and with memories to cherish.



## Annual tour KODAI KONDATTAM! - CHN

The destination for this year’s Annual tour was Kodaikanal, “The Princess of Hill Stations”. The Admin team showed great enthusiasm in planning the tour. During our two-day stay, we visited tourist spots like the Coaker’s Walk, Guna Caves, Moir Point, Berijam Lake, Silver Cascade falls and many more. Some of us also went boating and cycling around the lake, while few preferred to stay back and play cricket.

It was not about the places that we got to visit, but the people we got to spend time with. The most favourite part of the tour was the bonfire at the end of day one, which had everyone including the partners singing and dancing alike. Even the travel was so much fun with most of us dancing in the little space that we had in the vans and also talking of horror stories and playing dumb charades, thus going sleepless in the train.

Each one of us left with a lot of memories, with no heart to get back to routine.



## Trip to YMCA - MUM

This year’s Annual Picnic was at YMCA for three days and two nights. YMCA is known for activities like Kayaking, Rifle Shooting, Rock Climbing, Natural Rappelling and many more. The journey from Mumbai to YMCA takes five hours. The picnic group left Mumbai early in the morning and reached the venue by afternoon.

The group was served with delicious lunch immediately on their arrival. People had fun rock climbing, rifle shooting and playing indoor games on first day of picnic. Next day began with a scenic view of the sun rise. A team building activity was planned for the first half of the day. The second half was spent swimming in the Andhra Lake that was almost 200 feet deep. The day concluded with a camp fire and good soulful music.

The last leg of the picnic began with jogging on the lake side in the morning followed by some games and activities. The group left YMCA in the afternoon and returned to Mumbai with beautiful memories of the picnic.



## CHRISTMAS CELEBRATIONS

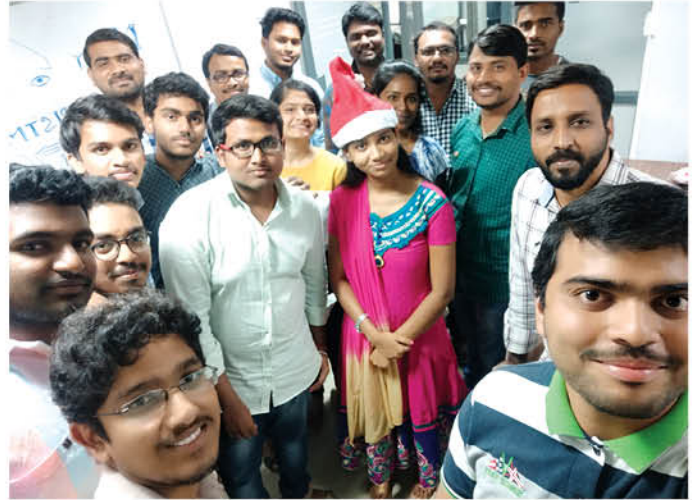
### Secret Santa - DEL / GGN / MUM

Christmas is celebrated with great zeal in our offices. This year Secret Santa task was organised to spread the cheer. Everyone in office had to pick a chit and get a Christmas gift for the person whose name appeared on it. Christmas was made merrier when Secret Santas bestowed everyone with gifts.



### Deck up the halls - HYD

The entire office got together on Christmas Eve to cherish its joyful spirit. The programme began with the traditional part of the celebration - cake cutting ceremony. Everyone sang a few Christmas carols together. SC-RC organised carrom matches for everyone to add to the celebration.



### Jingle Bells...!!! - KCH

"Christmas waves a magic wand over this world, and behold, everything is softer and more beautiful."

The Christmas party for the year was held at Renai Restaurant, Cochin. Santa welcomed everyone to the venue by gifting Christmas caps for men and tiaras for women. The entire function was made splendid with everyone enjoying various games including the Secret Santa Competition followed by a grand Christmas Lunch.

### Christmas Festivities - CHN

The best of all gifts around any Christmas tree is the presence of a happy family around it. Christmas was celebrated with much joy along with adorned Christmas trees, Santa and cake.



## NEW YEAR CELEBRATIONS

### Happy New Year - DEL / GGN

To bring in the New Year in ASA-CCI style, SC-RC organised a New Year party at Toxic Lounge and Bar.



### Cake cutting on New Year's Eve - BLR



### New Year Bash 2019!! - HYD

The entire office got together to welcome the New Year with a bang! There was an interesting discussion on everyone's New Year resolutions and how we had to get it right this time without fail. The event ended with a cake cutting ceremony.



### Welcoming 2019 - KCH

SC-RC organised New Year celebrations on the very last day of 2018. It all started with boating through Vembanad Lake, popularly known as "Kerala backwaters". Cheers to the new year was done with cake cutting by P N Ramachandra Kamath, followed by various games and events on the boat. It was a refreshing experience as all enjoyed the calm and peaceful banks of the backwaters.



### Feel Rich with Richfeel - MUM

Due to the increasing number of professionals going bald, SC Admin had taken an initiative pertaining to hair fall and scalp issues faced by staff and their family members. A Hair and Scalp Check-up camp for the Mumbai staff was organized in a tie-up with Richfeel.



## Vijayadashami Celebration - **HYD**

Navratri is celebrated in different styles all over India. It is one of the most glorious festivals of Telangana. On this occasion our office was decorated with flowers and colorful rangolis. A feast was organised after the pooja to embrace the spirit of the festival.



## Happy Birthday Kerala!!

### - Keralappiravi Celebrations - **KCH**

The 62nd Birthday of Kerala locally known as "Keralappiravi" was celebrated on 1<sup>st</sup> of November. All staff members dressed up in traditional attire of the state and the best dressed were crowned as the "Malayalee Manka and Mannan" (The King and Queen).

As a part of the celebrations, many other tasks and games were also organised by SC-RC including 'Photo Bombing' competition, followed by distribution of prizes for the Malayali Manka, Mannan and winners of the various games.



### Let's take a break - Team dinner - **KCH**

To relax and take a break from the busy Tax Audit schedule, SC-RC organised a team dinner at Hotel Trivium Kochi. The night was very calm, loving and memorable for everyone. Owing to the hectic month, everyone felt as if they are meeting each other after a very long time. The function started with the birthday and anniversary celebrations of few staff members followed by a delicious dinner.

# SMILES THAT MAKE YOUR DAY

Our Front Desk staff share their experience of working at ASA-CCI



**How long have you been working with ASA-CCI for?**

I've been working here for 8 months and it's like my journey has just begun.

**How has your journey / experience been so far with ASA-CCI?**

My experience here has been great so far. I like the professionalism here. The best thing that I have ever experienced in 8 years of my career is the way everybody celebrates all the occasions in the office. I'm looking forward to my future at the company and I believe ASA & Associates is an excellent organisation to build a career.

**What's your way or style of greeting people? Any unique trait about you?**

I guess there are many! However, the most important quality or a unique thing about me is "my smile". It plays an extremely important role in my job as well. According to me, we should smile for everyone. Being at the front desk, we are the first point of contact that visitors, candidates or clients usually interact with. So in a way, we are the face and voice of the organisation. So, the way I greet people is the most essential part in my job.

*Ms Shilpy Sabharwal  
GGN*



**How long have you been working with ASA-CCI for?**

It's been seven years working with ASA-CCI.

**How has your journey / experience been so far with ASA-CCI ?**

Well, my experience with ASA-CCI has been great so far & can be described as "GGG". "Good Company, great people, good overall experience"

Great people to work with and the work environment is very positive. Managers & colleagues are affable and the Management, all are experts, each one having a unique specialization. "Alles gute" to ASA & CCI for having access to shared knowledge and expertise across the network.

**What's your way or style of greeting people? Any unique trait about you?**

I am the first point of contact of the company so I could make or break the client's first impression. I can easily interact with a wide variety of personalities over the phone and in person so I have no doubt that I represent the company in the best possible manner. Using my pleasant disposition, I see to it that all clients have a positive impression of this company.

My unique trait is that 'I cannot forget a voice' if I talk to a person twice or thrice on phone. I can easily recognize the voice of the person, no matter even if that person calls after a longer period of time.

*Ms Anju Kapoor  
DEL*



**How long have you been working with ASA-CCI for?**

I am working with ASA since the past Two and a half months.

**How has your journey / experience been so far with ASA-CCI?**

This is my first job and I have learned many new things while here. In fact, Both Mohit Sir and Yogesh Sir have taught me a lot and I never hesitate to ask them if I have any doubt or queries. They always co-operate with me even if I take time in learning something. The most important thing is that I feel safe here.

*Ms Mukhi Chandni Subhashbhai  
AHD*



**How long have you been working with ASA-CCI for?**

I have been associated with ASA-CCI for about 3 months now.

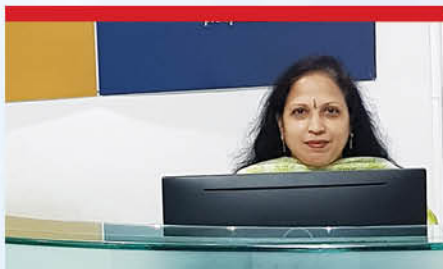
**How has your journey / experience been so far with ASA-CCI?**

It has been a pleasure working with ASA-CCI. Everyone helps each other and work as a team. The experience is memorable.

**What's your way or style of greeting people?**

I put a smile on my face at all times

*Ms Joshmy Joy  
KCH*



**How long have you been working with ASA-CCI for?**

I had joined ASA on 2 Jan 2013, as Executive Secretary to Partners. I worked with two Partners at Mumbai office till May 2016. In May 2016 I have moved to Front Desk. So I have been a part of ASA-CCI for almost 6 Years now.

**How has your journey / experience been so far with ASA-CCI?**

I had a magnificent time working under the leadership of two Partners for four years. They both had very different working styles, but I could handle all the tasks given to me efficiently. Since there were only a few issues which needed the intervention of a senior person from Admin; I had started my journey at Front Desk from May 2016. Functioning of Front Desk has been made so smooth now, that all tasks are completed on daily basis.

**What's your way or style of greeting people?**

I always give due respect to everyone in the organisation, hence I greet my seniors with "Good Morning Sir" daily. My colleagues are my friends; hence greeting them with a smile is enough. I believe that words are secondary in friendship.

*Ms Bharti Dave  
MUM*



**How long have you been working with ASA-CCI for?**

I've been associated with the company for nearly 8 years.

**How has your journey / experience been so far with ASA-CCI?**

Journey in ASA-CCI was a helpful one which enabled me to explore more avenues relating to my career. The friendly environment is the particular trait of ASA-CCI that I enjoy a lot. This trait makes me feel that ASA-CCI is like my family. I love my work-space and enjoy it to the fullest. I also enjoy my duties and responsibility here in ASA-CCI. In a nutshell, ASA-CCI can be expressed as a "Corporate Nest & Big Family".

**What's your way or style of greeting people?**

Being a calm jovial and kind-hearted person, I like helping everyone out.

*Ms Chitra M  
CHN*



**How long have you been working with ASA-CCI for?**

I have been working with ASA for approximately 9 years

**How has your journey / experience been so far with ASA-CCI?**

I have been part of ASA family since 2009, I feel really proud to be an employee of this firm. One thing that I like very much about this firm is that it provides a very quiet and friendly atmosphere. I really enjoy working with everybody here and it has been very satisfying so far. I would like to thank PRJ sir for giving me the opportunity to work here.

*Ms Roopa Gunalan  
BLR*

## WE HAVE GOT A MAKEOVER

### DEL / GGN

An extension of our Delhi office was recently inaugurated with new hot desks and meeting rooms. In addition to Kaigi, Kaiwa and Hanasu, our Delhi office now boasts of Kettei and Toron conference rooms as well.







## Our New Office - AHD



## ALUMNI SPEAK

### Kanwaljeet Singh

(Ex employee ASA - Assurance, Delhi)  
(Presently - GM, Funds Administration at Actis)

**1. Which office (location) and division did you work in at ASA-CCI and in which year?**

It was February, 2003 when I had just qualified my CA and ASA was my first job post qualifying. I joined Mr. Rajiv Arya's division. At that time ASA had a small office in a basement of GK-1 in New Delhi.

**2. Who took your interview at ASA-CCI, can you share any particular memory of it?**

I was interviewed by Rajiv. I clearly recall waiting in the small reception area and suddenly Rajiv came out of his cabin and called out my name while walking towards the meeting room. I was actually expecting a grilling session but it turned out to be more of a candid interaction.

**3. How would you describe the corporate culture at ASA-CCI?**

I was pretty impressed with the overall very vibrant environment in ASA-CCI. A good blend of young qualified & experienced partners. There was a lot of exuberance in everything we used to do, be it day to day work or weekly knowledge sessions or annual off-sites. A very professional organisation with a special focus on following standard operating procedures in everything they do and thereby ensuring a high quality performance delivery every time.

**4. Who played an instrumental role in shaping you at ASA-CCI?**

It was a mix of both Rajiv & Shashi Mohan Jha (my mentor), with whom I worked the most. I learnt a lot from them in terms of client dealing especially sophisticated foreign clients & learnt a lot on communication front as well.

**5. Which was the best quality of your mentor which you admired?**

My mentor Shashi Mohan Jha carried a vast experience in the field of audit and assurance & was a very independent thinker. I often used to witness his debates with Rajiv on various technical issues and how clearly he used to put forward his point of differences.

**6. Can you share any funny incident/ mischief or a memorable day at ASA-CCI?**

Well not funny though, but I recall I was auditing a real estate client. One day I was asked by our tax division to carry some advance tax computation and pass on the same to the client. Alas, the same had some errors which the client had spotted. Though I was only a messenger in the entire episode but I ended up bearing the brunt of it!

**7. What did you enjoy the most and miss the most about working here?**

The firm had a standardized approach in everything that they used to do. Even in the smallest of things like writing a letter, the format/template of the same would be fixed (for example 5 spaces to be left blank from the top etc.) or sending out annual reports to the clients (along with a hand written complimentary slip). This form of work discipline I had never seen before and really enjoyed the most as well.

**8. How did your ASA-CCI experience prepare you for your career ahead?**

It was at ASA-CCI, that I got used to working in a corporate style of environment. My 8-9 months' stint with ASA-CCI actually helped me settle down well with the more challenging & dynamic corporate environment in Deloitte, Fidelity & Actis.

**9. What does your current role at Actis comprise of and what is the key challenge that you face in this role?**

My current role in Actis comprises of investment valuations, real estate & private equity fund management, supporting fund raising programs, performance reporting, financial statements reviews & their audits. The most challenging part of my role is to deal with the dynamic working requirements, legal complications involved in running of our funds, dealing with growing reporting requirements of our Limited Partners and making sure that you are planning the overall operations in the most efficient manner.

**10. Can you share your thoughts on how to best prepare oneself for a career in private equity?**

In order to do well in PE, one needs to understand various nuances of the industry. Stay abreast with the latest developments in the space, the overall macro-economic environment, government policies etc.

I am lucky to have been both a CA and a CFA charter holder, both of which actually helped me in not only understanding the financial services & more particularly the investment management industry very well but also helped me contribute a lot in my day to day job as well.

**11. What skills do you believe are essential to succeed in your current role and how do you think working at ASA-CCI helped you in developing them?**

I think working in the current role requires thorough planning, efficient execution, very clear communication skills and following up till the end. Working at ASA-CCI actually helped in learning initial lessons of being proactive and improving upon my communication skills very well.

**12. What advice would you like to give to our new joiners starting their career with ASA-CCI?**

ASA-CCI has actually come a long way. It's a great firm to be in which not only provides you a Big 4 type of working environment but a good space to launch yourself with absolute independence.



1. **Looking back on your journey in ASA/CCI, what do you think was your defining moment?**

I think the very fact that I could pour my heart out to a few people without them being judgmental, really defined my journey here. I feel I was plain lucky to have found them.

2. **If you had off from work today, what would you do?**

Of late I have been addicted to Netflix'. I think I'll need to go to rehab to de-Netflix myself if I had an off.

3. **Name one thing you'd like to pursue post-retirement?**

I want to own a large vineyard in the south of France and sell wine labeled as "Made in India".

4. **What is your piece of advice to the young guys in the firm?**

The young guys should stay here for as long as they can as loyalty and merit are a few virtues which are greatly appreciated in this firm. The firm allows you to be what you want to be and grow as an individual and professional. The independence and the freedom to take your own decisions here is inspiring to say the least.

5. **When you were younger what did you think you were going to be when you grew up?**

I was quite clueless but before being clueless- for the longest time I believed my grandma, when she told me that I was a reincarnation of Gautam Buddha. It took a few below average grades in school for both of us to change our mind. Incidentally, I was born on Budh Purnima.

6. **What in your opinion is the most essential skill that one should possess if they want to make a career in transaction advisory?**

I think that good communication is a very essential skill which is required to make a career in this field.

7. **What do you enjoy the most about working here?**

This place lets me be what I want to be.

8. **What's your hidden talent?**

I have this uncanny ability to smile in the strangest of situations- Isn't that some talent?

9. **What energises you and brings you excitement?**

A hearty chat with friends is always energizing but there is nothing that beats success, you can never have enough of it.

## COFFEE WITH CONNECT

### Quick Bites

**Your favorite TV show currently?**

The First.

**Your favorite street food?**

Can binge on anything that is edible.

**What are you currently reading?**

Lake Success-by Gary Shteyngart

**What do you fear the most?**

Losing someone dear to me.

**What are you most grateful for today?**

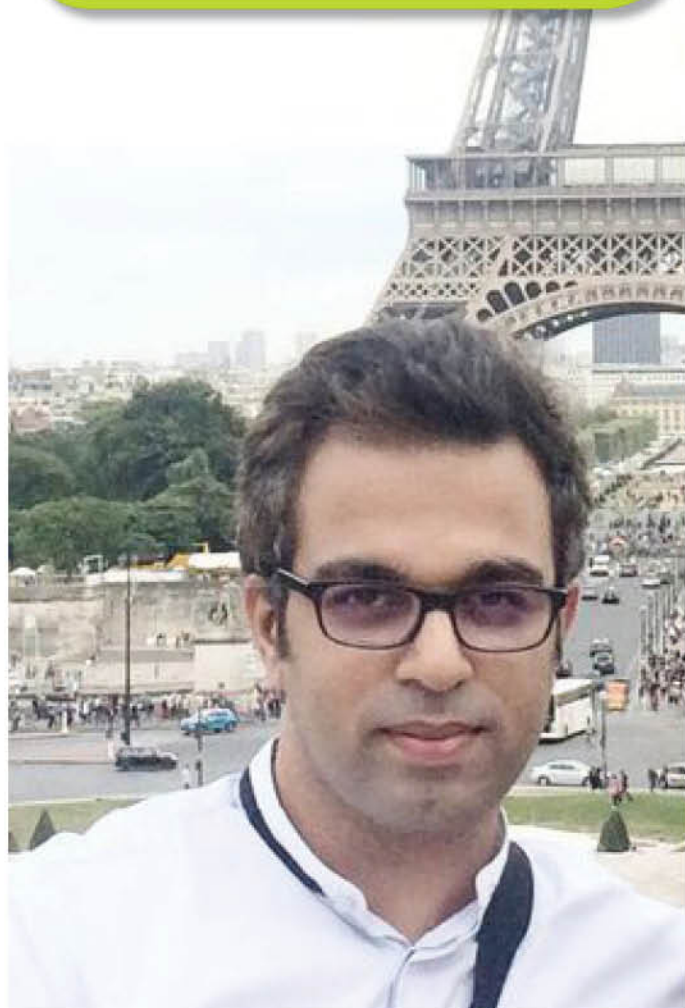
That I'm alive!

**If you could change one thing about yourself what would it be?**

My bank balance.

**Where is one place you feel most like yourself?**

I believe I'm mostly myself at all places.



## TRAVEL DIARIES

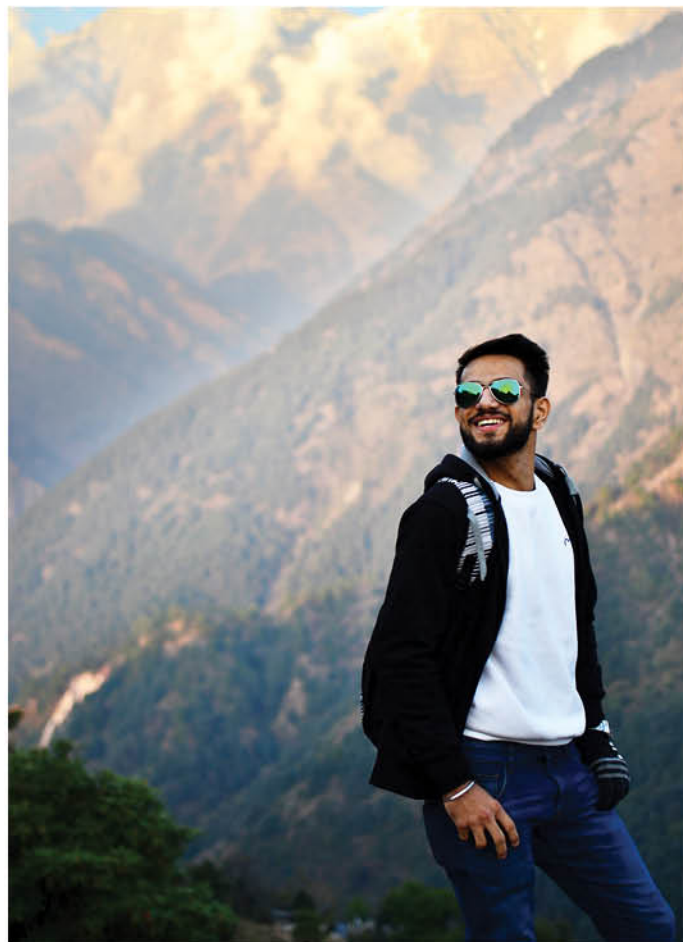
### The Mountains calling...

**Nitin Gupta - DEL / GGN**

Mcleodganj was a much-needed break from the hectic schedule at work. The view of the hills from our hotel room was something I went there for. To start off this trip with the blessings of God, we visited the Bhagsunath Temple followed by shopping at mall road and lunch at a rooftop restaurant. Thereafter, we went to visit the Dalai Lama Temple in Dharamsala.

After having the blessings of his holiness showered on us, I proceeded to visit one of the theatres of my dreams- The Dharamsala Cricket Stadium. It is one of the most beautiful cricket stadiums in the world with an amazing sight of the snow-clad mountains in the backdrop. In the evening, we went to the Sunset point in Naddi to catch the setting sun in the twilight. After a day full of highlights, the closure to the day was set for a bonfire, quality time with family, Teen Patti and Old Monk.

The final day at Mcleodganj was the chilling with cold breeze and a grey cover of the clouds. The weather was just perfect to have Maggi at the Bhagsunath Waterfall. After dinner at the rooftop café, we left for Delhi. Until next time, Mcleodganj and Dharamsala....



### Mesmerizing vacation to Coorg

**Upasna S - BLR**

When we decided to go on a short trip, the first place that flashed in our mind was Coorg! Being close to Bangalore, it is one of the most picturesque places with lush green forests and coffee plantations all around. We stayed in a resort called 'Evolve Back'. I felt like I left one world behind and stepped seamlessly into another. The entire place was perfumed with the subtly intoxicating aroma of coffee and spice. It was such a naturally beautiful and luxurious place that we spent 3 days there!

Starting with fresh coffee in the misty morning, there were many activities inside the resort. Spotting rare and beautiful birds early in the morning, a walk in the dense Dubare forest and having fun moments in the holy river Cauvery were the highlights of our trip. We also enjoyed a walk around the 35-acre coffee plantation learning about the stages of coffee plants, mainly the difference between Arabica and Robusta.

After all the walks, a relaxing massage in the Vaidyasala was exactly what we needed. They care a lot for nature, hence they don't use plastic and there was a session where they taught to make bags with newspaper. Being a person much interested in craft works, I loved to learn it. Small things like pens with banana bark, jute slippers, wooden dustbins, lemongrass fragrance all around, people saying 'Namaste' whenever they see us, newspaper bags, a cultural event in the evenings, impressed me!

Even long after we returned to the hustle and bustle of our daily lives, the scenic beauty of the place stayed with us!



## Travelers' Paradise - Goa

### Meghdoot Jajoo - MUM

If you want to head for a vacation without planning much and studying the destination, Goa is an obvious choice. It has something for everyone so that people from all age groups can enjoy their stay to the fullest. Right from budget hotels to five-star resorts, Goa has stay options in all price ranges to suit different tourists. There are peak and off-seasons, but there's no period when there are no tourists at all. No wonder that it is the richest state with the highest per capita GDP and growth rate in India where tourist services are abundant. The state is very clean in spite of tourists thronging from all over the world.

I knew Goa as just beach destination, but I was proved completely wrong when I visited its southern part which has Portuguese influence. Goa has much more to offer than just beaches and parties. Goan culture is a very unique mix of Indo-Aryan, Dravidian, and Portuguese cultures. Even today, watching the weaving of these cultures together into a strong bond is an enjoyable experience. As I've lived in Maharashtra for my entire life, I could see customs from southern Maharashtra and Goa mixing to show the cultural exchange between these societies in the ancient times. We visited little before Diwali where the local lanes had put up the statues of Narakasura – the demon that is burnt on a day before Diwali as per local traditions.

The Portuguese culture also brought Christianity in Goa. The Basilica of Bom Jesus holds remains of St. Francis Xavier who died in 1552. It is a World Heritage site and a scientific wonder as to how the remains of a human body are preserved till date. One can see his body in a glass coffin from distance which was brought down for public viewing in 2014.

The city changes its colour when one moves from Old Goa to New Goa or its two states namely South Goa and North Goa. North Goa is vibrant with many young tourists heading towards beaches, water sports, casinos and enjoying

the nightlife. No wonder that Goa is amongst top cities in the world to enjoy the nightlife. Whereas South Goa has heritage culture with religious harmony holding old houses, coconut tree parcels, churches, Shanta Durga Temple and Mangeshi Temple (yes...you guessed it right, the famous Mangeshkars family temple). The locals live their life happily close to nature. Goan music and folk dance are famous all over. After admiring the heritage, we enjoyed on a river cruise in the evening.

For millennials, it may be interesting to know that even after the independence of India in 1947, Goa continued under Portuguese rule. It's only in 1961, 14 years after India's independence that Goa became part of India. I remember studying in my school days Goa as Union Territory along with Daman and Diu, which was split as a separate state in 1987.

We loved visiting the attractions in South Goa and in North, relaxed on the beaches of Arabian Sea, enjoyed ferries in the mouth of Mandvi River with Dolphin site seeing near Coco Beach. The highlight was scuba diving to watch corals on the seabed which I experienced for the first time in life. North Goa has many different beaches namely Calangute, Anjana, Baga and so on. There are local markets on the access roads to all these beaches selling local stuff. Though the climate is hot, the excitement of so many places to visit overcomes the temperature.

A little far from Goa is Dudhsagar waterfall which became more famous due to the shooting of the movie "Chennai Express". The water falls straight from the vertical cliff and looks white and frothy like milk, hence the name. We had a day tour to the waterfall and enjoyed it very much. The trains whistles when it is passing through the bridge over the waterfall, surely attracting attention from the tourists as they click photographs! The forest department takes the tourists to waterfall through its own vehicles as it is located in the thick jungle.

Goa really has so much to offer to all tourists from different backgrounds, religions and financial strata so that everyone can visit and enjoy. It's a great memorable and fun-filled vacation.



## FAREWELLS

## Bid Adieu...

*"Good friends never say goodbye, they simply say see you soon!"*

Bidding adieu to our colleagues is always bittersweet. We at ASA-CCI try to give them a memorable parting moment. It is sad for all of us to give them a farewell, however we will always stay grateful for their valuable contribution to the organisation and wish them all the best for their future endeavours.

Till we meet again....



## BEST WISHES FROM ASA-CCI

## Congratulations

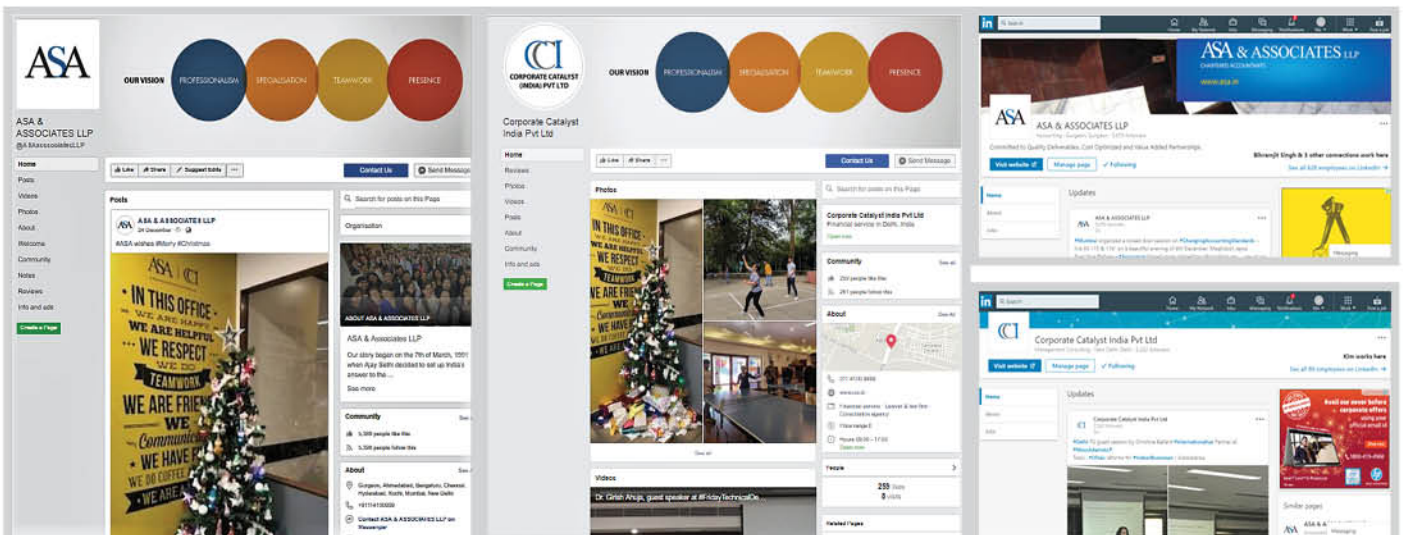


# Newlyweds



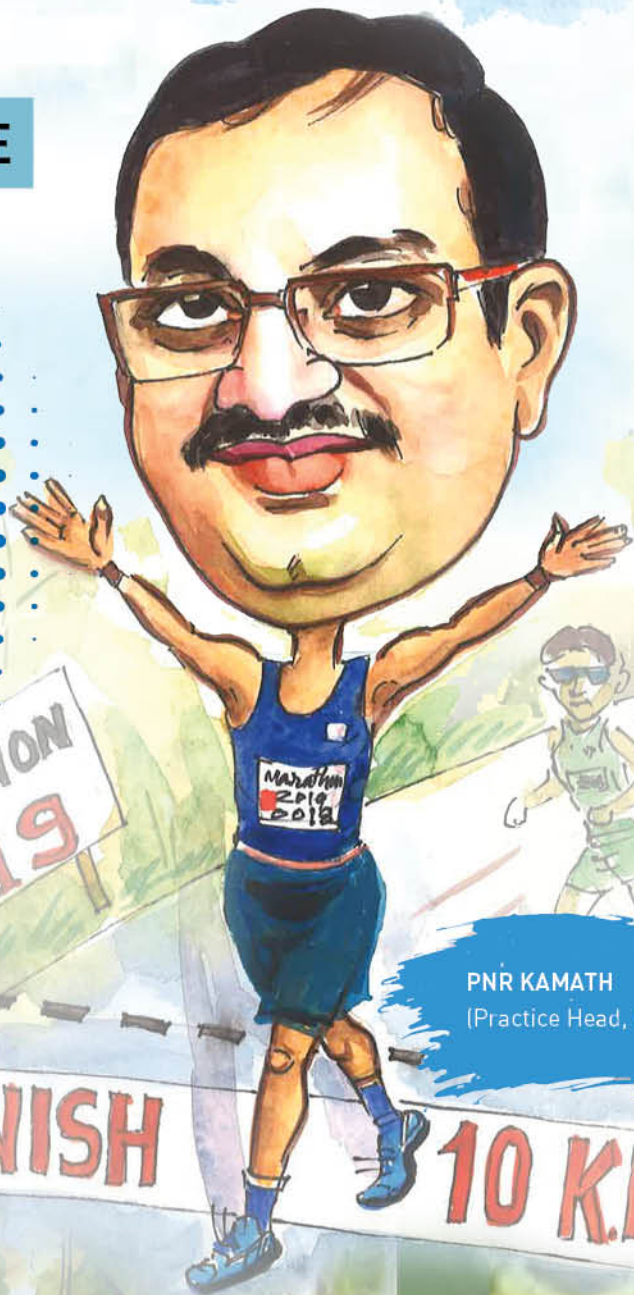
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## SOCIAL MEDIA

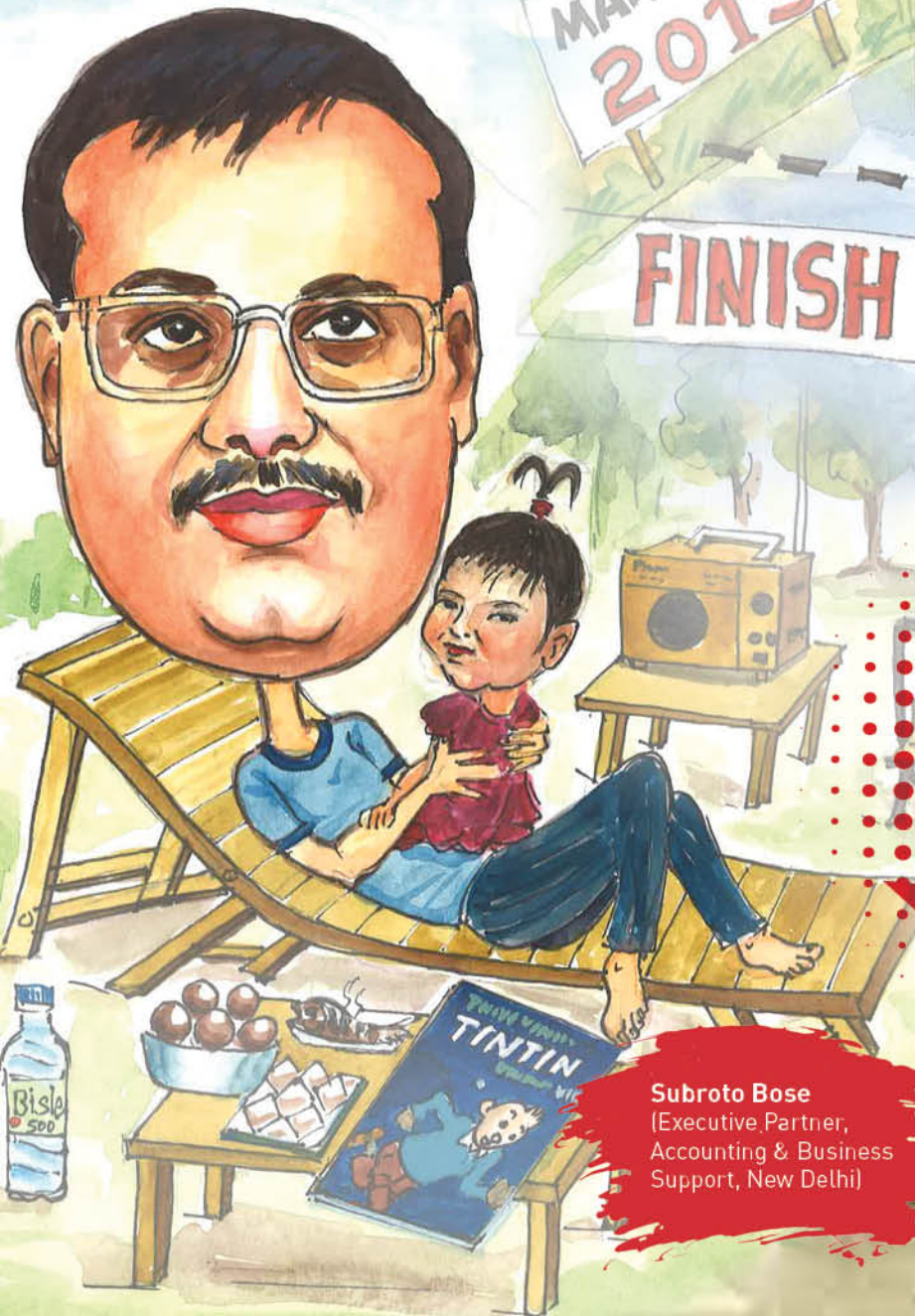


## ON A LIGHTER NOTE

“Excited to run marathons and win each race; Derives equal delight in matching audit strategies with clients’ pace”



**PNR KAMATH**  
(Practice Head, Kochi)



“A doting father who loves old melodies; Takes keen interest in giving our clients GST remedies”

**Subroto Bose**  
(Executive Partner,  
Accounting & Business  
Support, New Delhi)