



# ASA & ASSOCIATES<sub>LLP</sub>

CHARTERED ACCOUNTANTS

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# BUSINESS STRATEGY

idea!

Creative Thinking

Online  
Smart Solution

stability growth

Success

Decision

Mentor

Support

Teamwork

Jobs

Goal

Smart Project

WEBSITE

Global Logistics Workshop Support

Construction Management Project Planning

Synergy expertise Brainstorm Jobs

WWW.

Jobs

solution

growth

Solution

Jobs

Construction Management Project Planning

synergy expertise Brainstorm Jobs

https://

solution

The purpose of this document is to provide information to clients and firm personnel only.

Technology Innovation

Webinar Online

ASA & ASSOCIATES LLP

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# RELIABLE ACCOUNTING

STRICTLY BY THE RULES OF THE GAME

# & INNOVATIVE CONSULTING

PURELY ON SKILLS AND STRATEGY



# AT A GLANCE

A full service firm of corporate strategists, auditors, tax advisory experts, financial and marketing analysts with over 29 years of experience in servicing SMEs & Fortune 500 companies.



**6000+** CLIENTS  
**700+** EMPLOYEES  
**60+** LOCATIONS  
**32** PARTNERS & SENIOR ADVISORS

**18 INDIAN LOCATIONS AND 6 FOREIGN DESKS** COMBINED WITH **INTERNATIONAL AFFILIATIONS** ENSURES GLOBAL STANDARDS WITH REGIONAL EXPERTISE.

Our strengths are our **people,**  
**processes and professionalism.**

PRESENTLY POSITIONED IN THE  
TOP 10 ACCOUNTING FIRMS

Well structured teams with domain specialization are guided by leaders who possess expertise and experience and are present PAN India to ensure excellent client service.

## SERVICES

- Accounting and Business Support
- Assurance
- Business Advisory
- Taxation
- Transaction Advisory



PARTNER LED OFFICES IN 8 KEY LOCATIONS ACROSS INDIA

Making optimal use of our PAN India presence in assisting with adherence to complex Indian legislative framework including accounting and regulatory compliance outsourcing.

# ACCOUNTING & BUSINESS SUPPORT

- Financial Accounting
- Payroll Administration
- Regulatory Compliances
- Compliance Diagnostics
- Virtual CFO

#### Financial Accounting

Our teams are fully conversant with Indian and International accounting software viz. Tally ERP, SAGE, NAVISION, NETSUITE, etc. We ensure that your accounts are maintained in accordance with domestic regulations as well as international reporting norms. Our teams review, analyze and flag any potential issues to ensure timely remedial action.

#### Payroll Administration

We set-up, maintain and ensure timely and accurate processing of employee payroll. We also assist in preparation of HR manuals to document your HR policies in compliance with Indian labor regulations and setting-up social security benefits including insurance and claim administration.

#### Regulatory Compliances

Through our PAN India presence, we assist in regulatory compliances and advise on critical issues under various regulations enacted by the Federal, State and Local Authorities. We provide a 'one stop shop' solution to businesses to manage the complexities of multiple compliances through a single window.

#### Compliance Diagnostics

A specialized activity wherein we carry out a comprehensive diagnostic check of your business to identify compliance gaps, risks thereon and suggest mitigation measures. This helps in building up your corporate governance and provides comfort to the Management, Board of Directors, Shareholders and Auditors.

#### Virtual CFO

We act as your Virtual Chief Financial Officer (CFO), providing analytics and business insights for decision making without you having to maintain a full-fledged finance function.

Advising on risk mitigation where our objectivity, reliability and transparency enables fair presentation of results and ease of management analysis.

## **ASSURANCE**

- Risk Advisory
- Forensic Audits
- Internal Controls
- IFRS/ Ind-AS/ US GAAP
- Financial Statements Audit
- Special Purpose Audits





**Risk Advisory**

We provide customized risk management advice to keep the organization compliant with Indian regulations, ensure that financial statements are reliable and overall help you to curtail avoidable losses.

**Forensic Audits**

Security of an organization's assets is a growing concern. We undertake forensic audits at the specific request of the management or regulator to detect fraud, misappropriation of resources, misconduct or financial irregularities.

**Internal Controls**

We review and evaluate the effectiveness of your organization's internal controls. Based on the risk assessment, we evaluate the adequacy of existing internal controls and perform checks whether these are appropriately implemented. The processes, risks and controls are documented, recommendations provided for improvement and we stay involved through the implementation.

**IFRS / Ind-AS /  
US GAAP**

Where applicable, we carry out reviews and provide an impact analysis of reporting under International Financial Reporting Standards (IFRS), Indian Accounting Standards (Ind - AS) or US GAAP. We also ensure that reporting requirements are adequately met.

**Financial Statement  
Audit**

We carry out Statutory and Tax Audits to ensure that your financial statements present a true and fair view of financial positions and operational results in accordance with the guidelines issued by the regulator.

**Special Purpose  
Audits**

We assist our clients with special purpose reviews wherein we check on management or regulator specified areas viz. Corporate Social Responsibility, Anti-money laundering, Information Technology Systems, Grant utilization, etc.

From identifying the most suitable entry route to providing a one stop shop for regulatory approvals and consolidate the new set up.

## **BUSINESS ADVISORY**

- **Corporate Advisory**
- **Entry Strategy**
- **Insolvency Management and Restructuring**
- **Factory Set-Up Support**
- **Secretarial Compliances**

#### Corporate Advisory

We assist our clients to examine a proposed action or strategy vis-à-vis the Indian regulatory environment. Our experts from varied service verticals work together and provide clear advice on matters which could concern Foreign Exchange Management Act (FEMA), Foreign Direct Investment (FDI), Company Law, Direct and Indirect taxes, labor matters, Special Economic Zone (SEZ), etc.

#### Entry Strategy

We recommend the most appropriate structure to match your India business strategy. We map risks and necessary steps required to register and operate your entity (be it Liaison, Branch, Project Office, Limited Liability Partnership, Wholly Owned Subsidiary or a Joint Venture in India), in accordance with the applicable regulatory and foreign exchange requirements.

#### Insolvency Management and Restructuring

We analyze and develop structured solutions for closure of an office or factory, management and termination of human resources, hiring contractual employees or building a recovery plan. Where restructuring may not be feasible, we can assist in the liquidation besides exploring the possibility of a merger or amalgamation through our team of insolvency professionals.

#### Factory Set-Up Support

We assist you in establishing a factory anywhere in India. We manage the entire process from identifying an ideal location, key service providers/contractors, to procuring the necessary clearances from government bodies i.e. 'Reserve Bank of India' (RBI), 'Secretariat of Industrial Assistance' (SIA), 'Registrar of Companies' (ROC), 'Foreign Contribution Regulation Authority' (FCRA), Ministry of Environment and Forest, etc.

#### Secretarial Compliances

On a routine basis, we assist you to meet your statutory requirements viz drafting and maintaining statutory records such as minutes of meetings (Annual, Shareholders, Board), appointment and resignation of key personnel, increase/reduction in capital, etc. We organize the office infrastructure and manpower during the 'in transit period' when a company is in the process of setting up, including acting as nominee resident directors.

Proactive and innovative solutions customised to create certainty in structuring business transactions and advice on emerging tax regulations.

## **TAXATION**

- **Planning and Advisory**
- **Cross Border Taxation**
- **Transfer Pricing**
- **Expatriate and HNIs**
- **Indirect Taxation**
- **Representation and Dispute Resolution**



### Planning and Advisory

We monitor the overall tax strategy keeping in view the changing dynamics of Indian tax legislation. We review your commercial and inter-company contracts, build tax management positions and risk mitigation strategies, conduct tax due diligence and undertake tax efficiency analysis of your transactions.

### Cross Border Taxation

We advise on setting up tax efficient holding structures, business models that mitigate the risk of Permanent Establishment, assist in tax efficient fund repatriation and improve cash flows by obtaining lower tax withholding certificates and advance rulings from Indian revenue authorities.

### Transfer Pricing

We review, build and manage a robust transfer pricing policy and compile documentation aligned to your global transfer pricing approach that meet BEPS guidelines too. We routinely assist our clients on Advance Transfer Pricing (APA) scheme, Safe Harbour rule and to meet new documentation and reporting requirements viz. Country by Country Reporting 'CbCR' and the Master File.

### Expatriate and HNIs

We have built specific capabilities in HNIs and international employee assignment management i.e. developing tax efficient compensation packages, advising on social security obligations, developing and managing stock option plans, obtaining no objection certificates and filing tax returns.

### Indirect Taxation

Through our PAN India presence, we assist in regulatory compliances and advisory on critical issues under Goods & Services tax (GST) and other State and local body taxes. We advise on GST implications on transactional issues, cross border transactions, tax classification and transaction structuring for achieving tax efficiency.

### Representation and Dispute Resolution

Our teams proactively manage risks and avoid conflict with Indian revenue or appellate authorities. Our partner-led representations assist in the entire cycle of tax litigation i.e. drafting and submitting replies/appeals, appearing before the revenue officer/first appeals and assisting senior counsels in representing before judicial bodies.

End-to-end advisory for clients on inorganic growth strategies. Specialized team to guide on buy-side or sell-side cross border M&As.

## TRANSACTION ADVISORY

- Mergers and Acquisitions
- Due Diligence
- Valuation
- Fund Raising

**Mergers and Acquisitions** End-to-end support on deals from planning to closure.  
**Sell-side Advisory:** We assist clients in understanding and realizing the potential value of their business. We work closely with them to devise tailored strategies during deal negotiations.  
**Buy-side advisory:** From market analysis to defining an acquisition strategy, domestic or cross border, we find potential targets, negotiate a fair value and support the management through till the finalization of definitive agreements.

**Due Diligence** We offer both desktop due diligence i.e. promoter and company background checks as well as detailed Financial and Tax Due Diligence involving on-site reviews and interviews with the management. We also offer post-merger integration support.

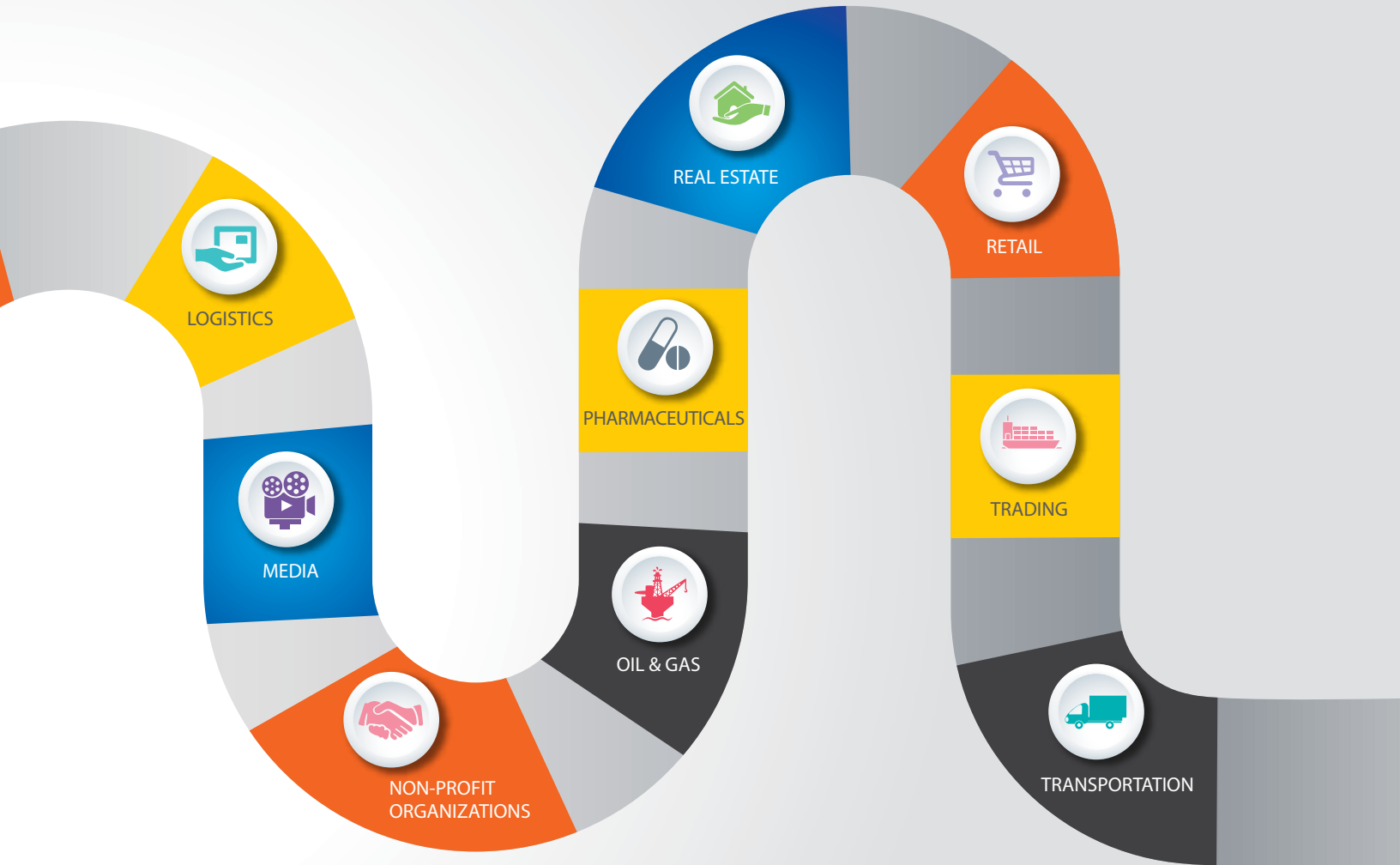
**Valuation** We select the most appropriate, internationally acceptable valuation technique to arrive at a fair business value prior to accepting or making an offer. Valuations can be done for family settlements, dispute resolutions, purchase price allocations, etc.

**Fund Raising** We help our clients raise growth capital through venture capital, private equity or banking channels (non-equity) by offering turnkey support involving preparation of pitch documents, building of a valuation model and assist during the ensuing negotiations.

# INDUSTRIES SERVICED







Spread across 8 offices in India, we are in a position to assist across India. In addition, we partner with various national and international trade agencies/ chambers as their knowledge partners in India.

## STRATEGIC ALLIANCE



# KEY PEOPLE

## MANAGING PARTNER



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## NATIONAL HEADS

## ADVISORY BOARD



**Dr. Ashok V Desai**  
Chairperson



**Deepa Gopalan Wadhwa**  
Vice Chairperson



**NVP Tendulkar**  
Director



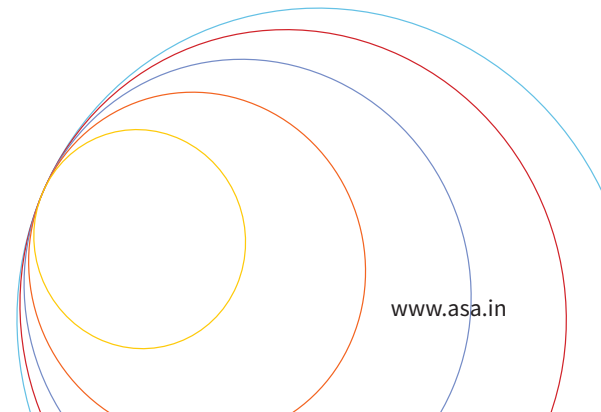
**Tatsundo Maki**  
Director



**Mark Runacres**  
Senior Advisor  
*International Affairs*



**Arjun Asrani**  
Mentor



## CORE TEAM MEMBERS



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## NATIONAL OFFICES

Gurugram, Ahmedabad, Bengaluru, Chennai,  
Hyderabad, Kochi, Mumbai, New Delhi

## NATIONAL AFFILIATES

Chandigarh, Kolkata, Pune and  
Vishakhapatnam

## INTERNATIONAL AFFILIATES

Algeria, Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada,  
China, Denmark, Egypt, France, Finland, Germany, Hong Kong, Hungary,  
Israel, Italy, Japan, Luxembourg, Malaysia, Mexico, Morocco, New Zealand,  
Netherlands, Norway, Poland, Portugal, Romania, Saudi Arabia, Singapore,  
South Africa, Spain, Switzerland, Sweden, Thailand, Tunisia, Turkey, UAE,  
UK, USA, Vietnam