

CONNECT

ASA-CCI



Quarterly Newsletter of ASA & Associates LLP / Corporate Catalyst India

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Which one are you?

Once upon a time a daughter complained to her father that her life was miserable and that she didn't know how she was going to make it. She was tired of fighting and struggling all the time. It seemed just as one problem was solved, another one soon followed.

Her father, a chef, took her to the kitchen. He filled three pots with water and placed each on a high fire. Once the three pots began to boil, he placed potatoes in one pot, eggs in the second pot and ground coffee beans in the third pot. He

then let them sit and boil, without saying a word to his daughter.

The daughter, moaned and impatiently waited, wondering what he was doing. After twenty minutes he turned off the burners. He took the potatoes out of the pot and placed them in a bowl. He pulled the eggs out and placed them in a bowl. He then ladled the coffee out and placed it in a cup.

Turning to her, he asked. "Daughter, what do you see?"

"Potatoes, eggs and coffee," she hastily replied.

"Look closer" he said, "and touch the potatoes." She did and noted that they were soft. He then asked her to take an egg and break it. After

pulling off the shell, she observed the hard-boiled egg. Finally, he asked her to sip the coffee. Its rich aroma brought a smile to her face. "Father, what does this mean?" she asked.

He then explained that the potatoes, the eggs and coffee beans had each faced the same adversity-the boiling water. However, each one reacted differently. The potato went in strong, hard and unrelenting, but in boiling water, it became soft and weak. The egg was fragile, with the thin outer shell protecting its liquid interior until it was put in the boiling water. Then the inside of the egg became hard. However, the ground coffee beans were unique. After they were exposed to the boiling water, they



changed the water and created something new.

"Which one are you?" he asked his daughter. "When adversity knocks on your door, how do you respond? Are you a potato, an egg, or a coffee bean?"

The moral

In life, things happen around us, things happen to us, but the only thing that truly matters is how you choose to react to it and what you make out of it. Life is all about learning, adopting, and converting all the struggles that we experience into something positive.

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A WORD FROM OUR MANAGING PARTNER

I really enjoy the front page stories of Connect - deep and meaningful. Life is a learning. Well said! I think it defines us. We have learnt, adapted and reacted wisely in these trying time. And, thereafter, wholeheartedly shared our learnings with others. This spirit is central to us ASAians.

I have been especially pleased with initiatives of TD to engage teams in knowledge enhancement as well as joint trainings through workshops. RC stood hand in hand to bring cheer and joy, not to forget pockets of fitness, for all. Then there is our Connect, through which we could connect to all the joys across our offices – Onam, Independence Day, Eid, Janmashtami, Ganesh Chaturthi. And who can ever forget our Admin and EDP in these times. Thanks to all our Sub-Committee Chairs and Members.

Moving inside the issue, while Thejeshvini wants to reset her CA entry, we have Keyur talking a “no looking back” policy. In his usual inimitable style, he talks about pushing forth. More power to all you maverick thinkers and doers.

Must add that I like the Swedish attitude towards work. A balanced approach indeed and something I practice. Give it a look and a deep thought. Meet you over “Fika”

Best regards

AJAY SETHI



GET • RESET • GO

**RESET YOUR MINDSET.
REDESIGN YOUR WORKPLACE.
REBUILD YOUR BUSINESS.**

The phase of UNLOCK has begun. Now, it is a time of HOPE for businesses but also for MOVING ALONG with caution.

- **RESET: Create a Relaunch Map:** ‘Slow and Steady Wins the Race’. Be smart, don’t be in a haste it’s time to reset, create a detailed relaunch map to boost the business and move forward confidently with proper safety and precautions
- **REDESIGN: Your Products & Services:** ‘Better Safe than Sorry’. Restore client trust and ensure safety, provide products and services that adhere to the most rigorous health and safety conditions and be able to show or explain them to clients
- **REBUILD: Steering the Restart with Care:** Keep in mind that business after COVID-19 will not be the same as before. Keep improving continuously by implementing changes before and after you reopen your doors and start rebuilding the business again!

As they say, ‘Everything will be OK in the end. if it’s not OK, it’s not the end’. The good news is, there is life after COVID-19.

Be Safe. Not Scared

FROM LOCKDOWN TO UNLOCKING -

Check out how we at ASA-CCI stayed connected and helped our clients reset their businesses and in moving along these COVID times.



OUR WEBINARS SERIES

We conducted a series of webinars to provide our perspective to our clients on the current industry trends and the impact of COVID-19 on businesses today.

Transfer Pricing in the COVID 19 Scenario

in collaboration with World Trade Center Chennai by K Venkatraman, Karthik SS and Mohamed Rizwan

CFO Responsibilities - Direct & Indirect Taxes Relevant to Start-Ups

in collaboration with Crescent Innovation and Incubation Council (CIIC) by Sundar Rajan, G Viswanathan and PP Santhosh Kumar

Deal Making in India in times of Covid19: Commercial, Legal and Tax View

in collaboration with DMD Advocates by Sunil Arora, Nitin Arora, Sumit Sharma (Partner, Corporate- DMD) and Sanchit Jolly, (Partner, Taxation-DMD)

ASA & ASSOCIATES LLP

WEBINAR : SIGNIFICANT REGULATORY UPDATES

ASA & Associates LLP invites you to a webinar to dwell upon the various regulatory changes announced by the Government and applicable from April 1, 2020 onwards in the areas of Accounting and Reporting, Indirect and Direct Taxation, Corporate and Labour Laws

AGENDA

- Introduction and Overview by *Rajiv Arya*
- Detailed presentation on the regulatory updates and their impact by *Sundeep Gupta and Subroto Bose*

SPEAKERS

Rajiv Arya
National Head
Accounting and
Business Support

Sundeep Gupta
Partner
Accounting and
Business Support

Subroto Bose
Executive Partner
Accounting and
Business Support

CLICK HERE TO REGISTER

Date
Wednesday
29th July,
2020

Time
12:30 -1:30pm
IST

Contact: Mr Vipul Kumar Gupta | vipul.kumar@asa.in | +91 98733 98900

Expatriate Taxation in Times of COVID

in collaboration with the Yokohama India Centre, Japan by Satoshi Noguchi (SCS Global) and Kazuharu Kono

Significant Regulatory Updates

by Sundeep Gupta and Subroto Bose

Decoding India Digital Tax

in collaboration with Armanino LLP, USA by Sunil Arora, Rajiv Arya, Jon Davies (Partner- Armanino LLP) and Marcus Sharei (Director- Armanino LLP)

ASA & ASSOCIATES LLP

DECODING INDIA DIGITAL TAX

➡ Checkout the entire webinar series on our website www.asa.in / www.cci.in or on our LinkedIn

Parveen Kumar was invited by ICAI at the CA Parivaar- Ask the Expert session to speak on the topic practical approach to Forensic Audits



CA Parivaar
knowledge sharing series-
Ask the Expert

Topic
Practical approach to Forensic Audits

Keynote speakers

Arpinder Singh,
Head - India and Emerging
Markets, Forensic & Integrity
Services, EY India

CA Anurag Gupta

CA Praveen Kumar

CA (Dr.) Sanjeev Singhal,
Central Council Member, ICAI

Moderator

July 25 2020 10:30 AM to 12:00 Noon



The Article Series

From views on making video conferencing, your powerful business tool to making businesses understand the importance of managing their working capital and treasury in these tough times. Our partners have been loud and clear about how they perceive the impact of COVID-19 on India Inc.

Checkout their opinions in the following articles published on various platforms:

The Atmanirbhar Avtaar of Form 26AS

*Bikramjit Bedi,
Jyoti Gupta (Article
published in Taxmann)*

Digital Tax: The Road Ahead

*Sunil Arora
(Article published in
Business Today)*



Why CFOs must disclose more in the new normal

*Keyur Dave (Article
published in ET CFO)*

Logistic Companies Post COVID-19 World

*Prateet Mittal
(Article published in
newsletter of ICAI-
Gurugram Branch)*

SMP driving social mobility

*Himanshu Srivastava
(views published by
ACCA in their report
on CSR activities by
small and medium
sized accountancy
practices (SMPs))*



The Art of Video Conferencing

Ajay Sethi (Article published in Taxmann)

Working Capital & Treasury Management in Covid Times

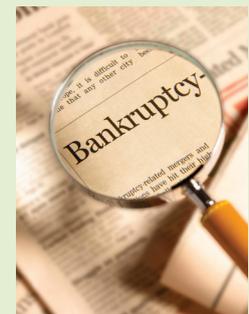
*Sundeep Gupta (Article published in 'Navigating the Storm'
- A joint report curated and published by ASA & Associates,
India, NHS GmbH and EUnited and also published in Sixth
Sense - Motoring Trends Magazine)*



Business Practices for International Manufacturing Companies

*Sandeep Khanna (Article published in 'Navigating the Storm'
- A joint report curated and published by ASA &
Associates, India, NHS GmbH and EUnited)*

Himanshu Srivastava was quoted in the article "Personal bankruptcy against Anil Ambani to force promoters to take IBC seriously" published in Business Today



Sunil Arora, was quoted in a report published by ACCA on "Careers in small and medium sized accountancy practices (SMPs)"



Read the complete articles on our LinkedIn page

E-Tips 2020

At ASA-CCI, we believe that every adversity brings with it many opportunities. 2020 has been the year of challenge, change and of innovation. "Every Setback is a setup for a Comeback", SC-TD's determination proved the same with the kickoff of our bi-annual "Training and Induction of Professional Staff", for the first time ever entirely conducted online Digitally!



From introduction sessions taken by our leaders of various service verticals to fun ice breaking and recreational sessions like Know your Colleagues, Know your Firm, Skit Competition etc., every session was seamlessly implemented digitally by the well synchronized efforts of SC-TD, SC-RC and EDP.



Strategic Alliances

- SCS**
 - **SCS Global**, a Japan originated consulting group
- osaka 大阪府**
 - Official India promotion desk of the **Osaka Prefecture**
- ENGLOBALLY**
 - **Englobally**, an international association of independent accounting and advisory firms
- M&A WORLDWIDE**
 - **M&A Worldwide**, an international association of independent M&A firms
- SWITZERLAND GLOBAL ENTERPRISE**
 - **Switzerland Global Enterprise**, official trade representation of the Swiss Confederation (preferred consultants)
- AIP**
 - **Access India Programme**, an initiative of High Commission of India in UK, Make in India and UK India Business Council

In addition, we partner with various national and international trade agencies/ chambers as their knowledge partners in India.

#Knowledge Reset

SC-TD reset the way knowledge is spread at ASA-CCI by conducting online national level knowledge sharing sessions on digital platforms from our experienced senior management along with interactive Pole questions concept to increase the effectiveness of such sessions.



National Level Service Vertical Workshop

SC-TD launched quarterly service vertical wise knowledge sharing workshops aimed at increasing the interaction between the existing team members of each service vertical, providing them an open platform to discuss real life case studies, understand the problems and share experiences of working on current/ past-clients in detail



Weekly TD Sessions Go Digital

SC-TD revamped and relaunched the weekly TD sessions in a standardized format on digital platform - ZOOM. Sessions organized on relevant topics today such as:

LinkedIn 2.0 – importance of managing your LinkedIn account?

by Kim Collaco,

Making Engagement Letters meaningful

by Rajiv Arya,

Faceless Assessment in Income Tax

by K Nithyananda Kamath,

Fact check on the accounting profession - post COVID scenario

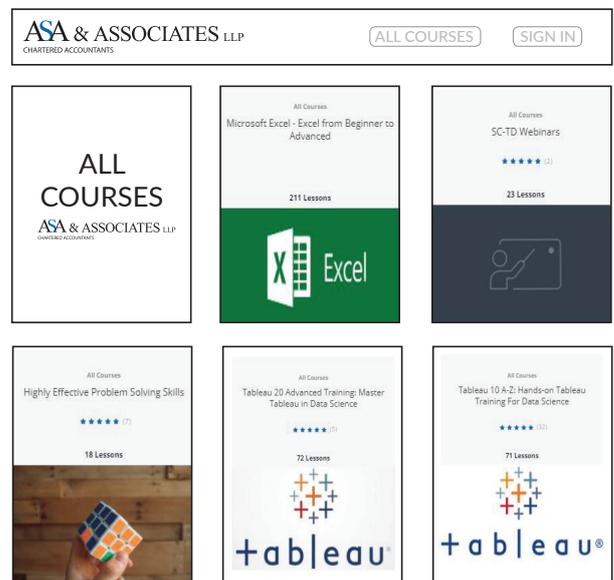
by Dr. Sanjeev Singhal, Council Member ICAI

and many more of such insightful sessions.



Think Knowledge. Think Thinkific.

Keeping in mind the necessity and importance of ensuring continuous upskilling of staff, SC-TD with the help of Digital Strategy team initiated an online Learning & Development platform – Thinkific, which offers various learning opportunities to staff in terms of online courses, access to weekly sessions etc. Currently technical courses like Tableau and Advanced MS-Excel are accessible on the portal along with soft skills trainings like 'Highly effective problem-solving skills'.



National TD Quiz

SC-TD conducted 'The National TD Quiz on Tableau and MS- Excel' to test the knowledge of the participants through the online courses ongoing on the Thinkific portal. Various winners were awarded with exciting prizes.



HE WHO HAS HEALTH HAS HOPE, AND HE WHO HAS HOPE HAS EVERYTHING.

With the novel coronavirus still around, the emphasis on your health has never been more important. Connect Kitchen brings to you some healthy, tasty, and easy home recipes to lift up your taste buds and brighten your mood. Wanna try some YUMM...?

Orange & Chicken (Tofu/ Paneer) Salad

(Salad with loads of Vitamin C to build your immunity)

RECIPE

Ingredients

½ big broccoli cut into florets

1 medium sized onion thinly sliced

½ red bell pepper thinly sliced

½ green bell pepper thinly sliced

Any Shredded chicken or Tofu /
Paneer (Add qty as per your liking)

1 cucumber chopped into
semicircles

2 big oranges (with each
segment's peel removed)

1 orange for the dressing

Dressing Recipe

3 tbsp olive oil

1 tbsp vinegar

2 tbsp lemon juice

Juice of 1 orange

Salt (Add per your taste)

Pepper (Add per your taste)

Mint/ Basil

Method

Step 1:
Stir fry some shredded chicken or tofu/ paneer with some cooking oil in a non-stick pan till cooked and then keep aside to let it cool

Step 2:
Mix all the chopped vegetables and chicken or tofu/paneer in a bowl/serving dish

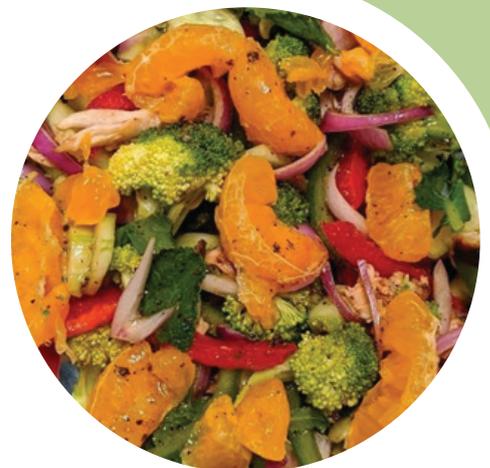
Step 3:
Mix all the ingredients of the dressing together SEPARATELY in another bowl

Step 4:
Now, Pour the dressing over the veggies & chicken/tofu/paneer. Mix it all together

Step 5:
Garnish with Mint/ Basil

Step 6:
Refrigerate for 30 min – an hour, and serve

Note: You can also add other types of Salad leaves and quinoa to this recipe as well to make it even more refreshing!



Happy Munching!!



SWEDISH WORK ETHICS



Sweden, famously known as a 'Nordic or Scandinavian country' is a part of Northern Europe. In Sweden, the focus is on "less hours, but higher productivity". This works from a psychological perspective because longer hours often result in higher depletion of energy. It is said that presenteeism, or the nature of being at work when one should not be, is much more costly than its counterpart, absenteeism.



#1 Polish your planning skills

Swedes like to "plan ahead", which makes planning skills an essential requirement. Spontaneity is neither common nor appreciated in business life and it's normal to schedule meetings weeks or even months in advance. Consensus building is very important in the Swedish culture.

Numerous meetings are arranged to keep everyone informed, to seek their opinions, to discuss and to provide feedback. So, don't expect any quick decisions or results.

#2 Learn how to "fika"

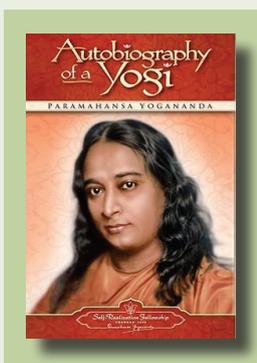
"Coffee breaks" or "fika" are an integral part of Swedish business culture. Standard fika consists of coffee and something sweet, typically cinnamon buns. Fika breaks are your opportunity to socialize with your colleagues and to catch up informally on office news. They usually take place at least once a day. Though not compulsory, missing fika on a regular basis will earn you black marks for lack of interest in building relationships.

#3 Work/life balance is taken seriously

A healthy work/life balance is considered very important in Sweden. Far from being appreciated, working overtime on a regular basis is considered by many to signal lack of competence or organizational skills. Taking holidays, including at least three consecutive weeks in the summertime, is viewed as maintaining a healthy work/life balance and showing commitment to your job by ensuring that you return to work well rested and fully revitalized for the rest of the year

Literary Connect

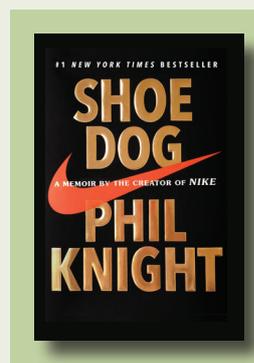
Connect brings to you a magnificent collection of literary work. Grab your reading glasses with a hot simmering cup of tea and let your mind wander and explore the alluring world of BOOKS...



AUTOBIOGRAPHY OF A YOGI

What a crazy book! The idiom "never judge a book by its cover" fits perfectly here. This book takes you on a spiritual journey of a yogi who unlike others is very practical and logical. This book will help you develop a better relationship with life.

by Paramahansa Yogananda



SHOE DOG

It is memoir by the creator of NIKE. It is a wonderful account of how Nike was created, how it flourished and was made what it is today. It will teach you on how amazing things happen in your life once you decide not to give up, no matter what!

by Phil Knight

10 special support services curated to sail through these uncertain times.

"A satisfied customer is the best business strategy for all", At ASA-CCI, satisfaction of OUR clients is OUR No.1 priority. As businesses reset and rebuild their plans, we at ASA-CCI have launched 10 special support services carefully curated to provide focused solutions to our clients to help them sail through these uncertain times



01 Risk and Fraud in Times of COVID 19: Identify and Control

by Assurance

COVID-19 Impact Assessment on Financial Reporting

by Assurance

02



03 Re-designing Internal Financial Controls (IFCs)

by Assurance

Go Digital: Build And Implement a Long Term Digital Vision

by Accounting And Business Support

04



05 Liquidity Management Plan: Rolling Cash Flow, Treasury Management and Expense Control

by Accounting And Business Support

Re-evaluating your Transfer Pricing Policy

by Taxation

06



07 Permanent Establishment in India: Evaluate and Manage

by Taxation

Business Viability Analysis: Restructure, Lock-out, Wind-up

by Business Advisory

08



09 Revitalize Operational Efficiencies in Times of COVID-19

by Business Advisory

Debt Funding or Restructuring to Resolve Financial Distress

by Transaction Advisory

10



RESET CONTEST WINNERS

The winners share their experiences of how they RESET their mindset, workspace, habits during this pandemic and even share their interesting RESET button Wishlist with us...Read on

"Jenga with family and tried my hands at cooking, if Dalgona Coffee can be considered as cooking!"



During the initial days of the lock down, I was a little taken aback as to how to cope up with the "Stay Home". For someone who's in Audit, staying at one place is definitely a task. Resetting the mindset was imperative so I sketched out a new schedule for myself. Started the day with workout, finally used my kindle, evening game of Jenga with family and tried my hands at cooking, if Dalgona Coffee can be considered as cooking! 🤪

Working remotely surely was a challenge in the start but since everyone was aware of the situation, the transition from shaking hands to raising hands on zoom was quite an ease. Scanned copies of the documents instead of physically checking them, discussion over virtual meetings and screen sharing are some "new normal" ways to handle the clients. And now since we are all well connected online, the seniors are just a call away, literally.

I tried my hands-on video editing and video making. A thousand followers on Instagram was a price worth. Surely keeping this new habit alive even after this pandemic ends.

If I'd reset even a single day in my life, the lesson learnt that day would go away too. To be honest, I don't even want to reset the everyday metro ride, I am missing the Rajiv Chowk crowd a little more these days 🤪.

Yash Jain – Assurance

"I would like to reset the aging factor and live my childhood once again (for at least sometime!!)"



I thought of this time as an opportunity to re-connect with myself, to see what really makes me happy. I found that one just needs work life balance to keep going and I felt I was in complete equilibrium in this pandemic!!

A major challenge in working remotely comes in meeting ends with the client, one needs to understand their situation as well, that everyone is trying hard to cope up with the pandemic in their own ways. Empathy is the greatest virtue we can showcase in such situations, discuss regarding your requirements in advance and set your priorities as per client availability.

I finally developed the habit of having my meals on time and would definitely want to continue the same even post pandemic.

I would like to reset the aging factor and live my childhood once again (for at least sometime !!)

Navrachit Gupta- Assurance

"I developed this habit of "watching Korean-dramas" OMG!! They're so good!"



To reset my mindset, with all the misleading information around I decided to take a break from social media and recently developed the habit of writing 'diary', when I started recording what I have done in my day, it reminded me of all the little things I did in the day (which generally go unnoticed) that made me feel happy.

I personally think during these difficult times only, we can show our perfection & extraordinariness to clients by completing works on time. I would like to share that, our client is very strict about deadlines, even during pandemic they could not extend the timelines for any deliverables. When the lockdown and WFH was announced, our client had serious doubts about us completing the work within the deadline. But our team was well managed and worked exceptionally, helping us deliver all deliverables on time. Our US client was surprised and very happy and satisfied with us and Our team & ASA-CCI as a whole was viewed as trustworthy.

I developed this habit of "watching Korean-dramas" OMG!! They're so good!

I want to reset my CA entry 🤪 I want to go to a normal college first & enjoy hanging out with my friends, participate in dramas and cultural fests and then enter CA 🤪.

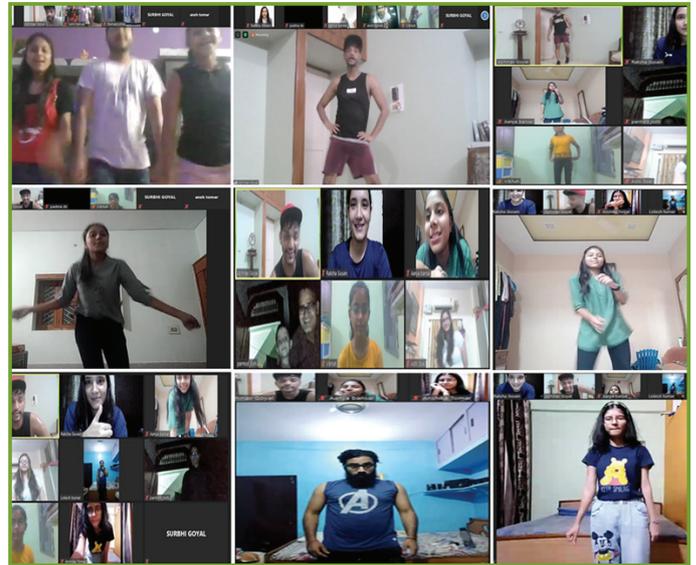
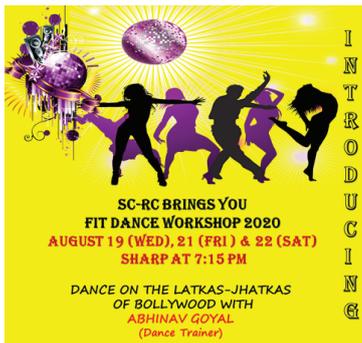
R.Thejeshvini – ABS

FUN AND FROLIC

They say, "Where there's a WILL there's a WAY". This pandemic wasn't able to blow off the spirits of ASA-CCLian's with SC-RC resetting the stage and redefining the way ASA-CCLian's have fun!!

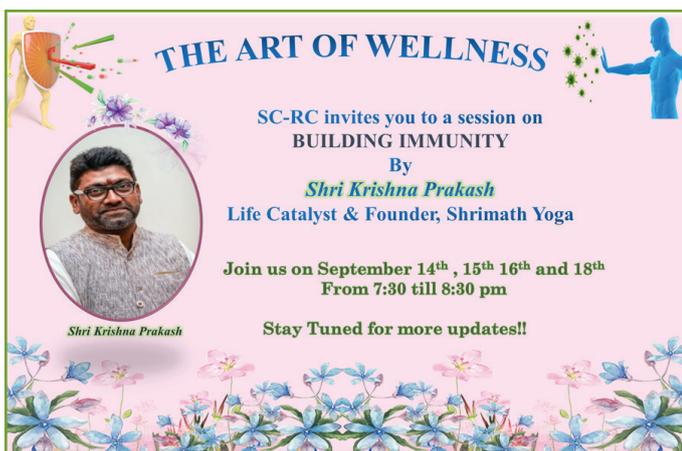
Dance it away!

'SC-RC Fit Dance Classes', is the new way to stay fit and groove to the Bollywood beats. SC-RC organized ONLINE! Bollywood dance classes at the national level across locations, where employees along with their family members tapped to the B-town beats with dance trainer Abhinav Goyal.



Building Immunity

"OUR immunity is OUR biggest weapon", Keeping in mind the need of the hour, SC-RC organized a National level immunity booster ONLINE workshop presented by expert speaker 'Shri Krishna Prakash' with a full house attended by employees along with their family members.



Inhale. Exhale. Just Breathe!

At Kochi office, SC-RC organized an in-house Yoga session by Yoga teacher Joythi V Bhat.



Let's Spice it Up!

At Mumbai, SC-RC organised a culinary face-off! where employees recorded videos of cooking their favourite lockdown recipes Master Chef Style! The winning dishes included a quick and delicious 'Apple Smoothie', healthy and tasty 'Jowar Pattice' and an immunity boosting drink 'Corona Kadha'.



Get. Set. Match!

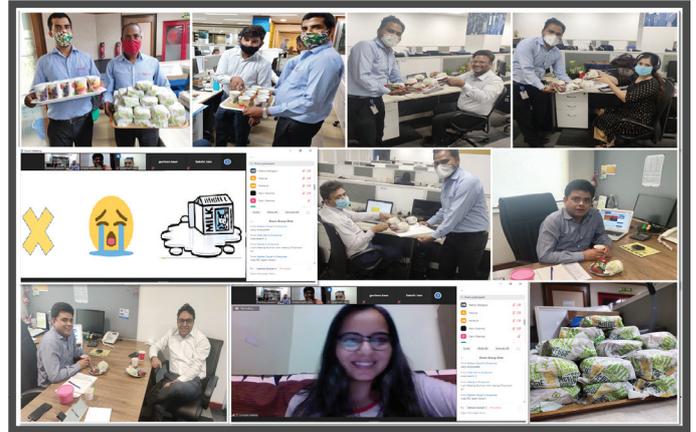
Dil Se Mumbai, Dimaag Se Dhoni

The IPL fever is back and how? At Mumbai, SC-RC organized 'Dil Se Mumbai, Dimaag Se Dhoni' contest here several quizzes were conducted for the Mumbai Indians matches in IPL 2020 schedule. To make things interesting the quiz asked questions/predictions related to the Match/ Players/ IPL with the responses to be submitted BEFORE THE TOSS of each match. 'Howzat for cricket lovers?'



Khelo, Khao aur Jeeto

To set the weekend mood in motion a virtual quiz 'guess the idiom' was organized at Delhi & Gurugram office, followed by yummy snacks.



Ping Pong. Stress is gone!

The latest stressbuster addition from SC-RC at Chennai office is the 'TT table' that sways the employees to the multipurpose hall to try their hand at the game at the end of a workday.



Festive Celebrations ASA-CCI Style!

'WE' Indians are proudly known around the world for our festivals. And 'WE' at ASA-CCI are truly Indian at heart. By following all the social distancing norms and keeping all the precautions in mind we welcomed and celebrated our festivals in TRUE ASA-CCI STYLE!

Ganesha Habba!

Even though 2020 has been one of the most difficult years of our entire life, but even the pandemic could not stop the Ganesha from coming to our Bangalore office and showering his blessings on all of us along with a healthy and safe lunch.



Ganesha banda, Kaayi kadbu tinda;
Chik-kerel bidda, dod-kerel edda

It's time for BinGo!

Bingo! You got it! At Chennai office, SC-RC thrilled everyone by organizing a game of 'Virtual Bingo'.



Independence Day celebrations!

All ASA-CCI functional offices were safely and beautifully decorated in the tri-colours. SC-RC organized in-house lunch followed by virtual flag hosting and national anthem across all locations via zoom. The day was ended with a National level history quiz over zoom.



Happy Onam!

A completely different experience compared to the past: 'A Mask & Gap Onam'. Onam is an emotion to all Keralites. It is a festival of brotherhood. At Kochi office, our ASA-CCI family together made a colourful onapookkalam and lightened the lamp as symbol of lighting the hope of life. Delicious onasadhya along with sweet payasam served made the occasion even more memorable.



Eid and Janmashtami celebrations!

The festivals were celebrated by sharing warm wishes & sweets.





MASALA TEA WITH CONNECT

IN CONVERSATION WITH



KEYUR DAVE
Practice Head – Mumbai,
Partner-Assurance

He is the new addition to the ASA-CCI family. His immense love for his 'MASALA TEA' even made us switch our title taste from 'Coffee' to 'Tea'. Bringing in a wind of change...

When did you start your journey with ASA-CCI? What would you describe as the defining moment in your career?

I started my journey on 6th July 2020 as Practice Head of Mumbai office. Defining moment of my career is, I guess when I decided to move from industry to the consulting world.

After working for almost a decade in the corporate world, my decision to move to consulting has changed my career. Worked on almost every aspect of F&A, ranging from preparation of Indian GAAP, US GAAP, MIS, Fund raising, IPO, FPO, travelled overseas places for work and then to start consulting was not only a new game but a long term goal of mine. Today, I carry mixed experience of both the world and certainly can do my best at both the places.

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

There is nothing that I want to change about myself, because if I would change something about myself then, I won't be the person that I am today and what I am today is what I wanted to be.

What is the roadmap you see for Mumbai office during this COVID-19 situation?

Covid-19 is an opportunity for us to understand where do we stand? what are our strength in such crisis situation? and as a Mumbai practice Head, what Mumbai has achieved in last two months in terms of business, client coverage, visibility are great pointers that as a MUMBAI team we can achieve more during normal times.

I personally think that in this new normal we had demonstrated good growth, which says a lot that we have a great story for Mumbai in future and we will make Mumbai practice not only as one of the significant contributor to the firm as a whole but also a place with such unique skill sets which will make the entire firm proud.

One example of change being, making an Online Tool called Accounting Policies and Procedures Tool (APPT), which Mumbai office has made during Covid-19 where the fruits of it will be available to the entire firm in the future.

What did you want to become when u were growing up?

I wanted to become someone, so that when I see myself in the mirror – I can be proud of myself. To become that someone, one could get any professional or non-professional degree, the goal was to achieve and make your name in whatever you do.

I also have a day goal to achieve, which is - to become a better person than I was yesterday

What is the first quality that you look for in the people you meet?

Honesty and to the point discussion

Name one thing that you would like to pursue post-retirement.

There is no word called 'retirement' in my dictionary. Till date, I have always worked for myself, my goals and development and will continue to do so in the future as well.

I will work till I go to ground, and my only prayer to the almighty is to allow me to do that.

What energizes you and brings you excitement?

The thought of what next!

One thing that you realized during/post this lockdown?

That 'your cash' is your biggest friend.

QUICKES

with Keyur Dave

×

How do you like to spend your free time? One Hobby?

Movies, good web series, music and reading

3 words that describe your current state of mind.

Now What next.....

Favorite binge watch series you would recommend on Netflix/Amazon Prime.

"Suits" and "The Originals"

Favorite movie & actor.

Zindagi na Milegi Dobara and Hrithik Roshan

Favorite food/street food?

Pav Bhaji and Bhel

Your all-time favourite book. Would you like to quote anything from it?

"The secret" by Rhonda Bryne and a favourite quote is "The law of attraction is always working whether you believe it or understand it or not"

The song currently playing in your mind

Number song for Mumbai Practice

A leader you follow passionately

I have always preferred myself. I set my own goals and I follow myself.

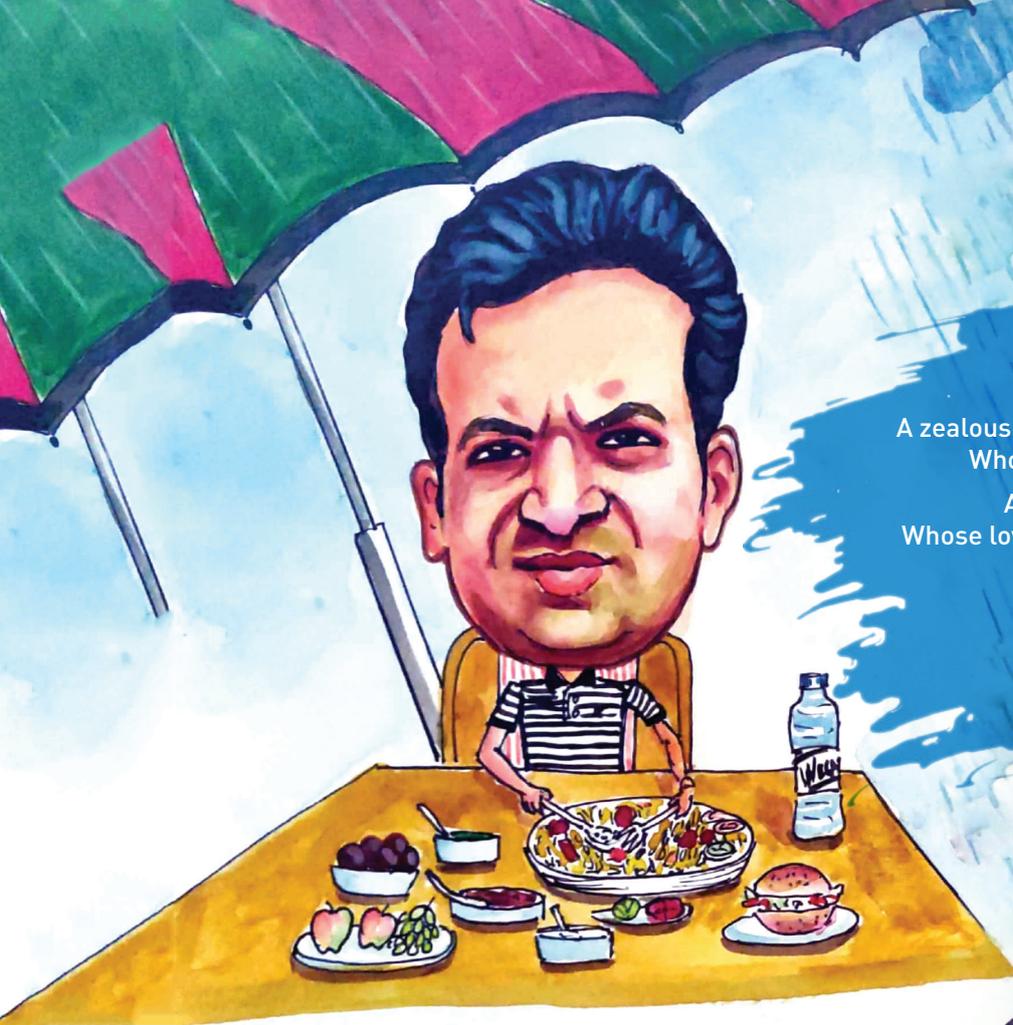
If you could RESET one thing in life or anything about yourself, what would that be?

There is nothing to reset, I am where I wanted to be and I will go where I want to go. As I said, I set my own goals and I achieve them. So, what I am today it's my own path which I laid for myself.



"The law of attraction is always working whether you believe it or understand it or not"

"I am where I wanted to be and I will go where I want to go."

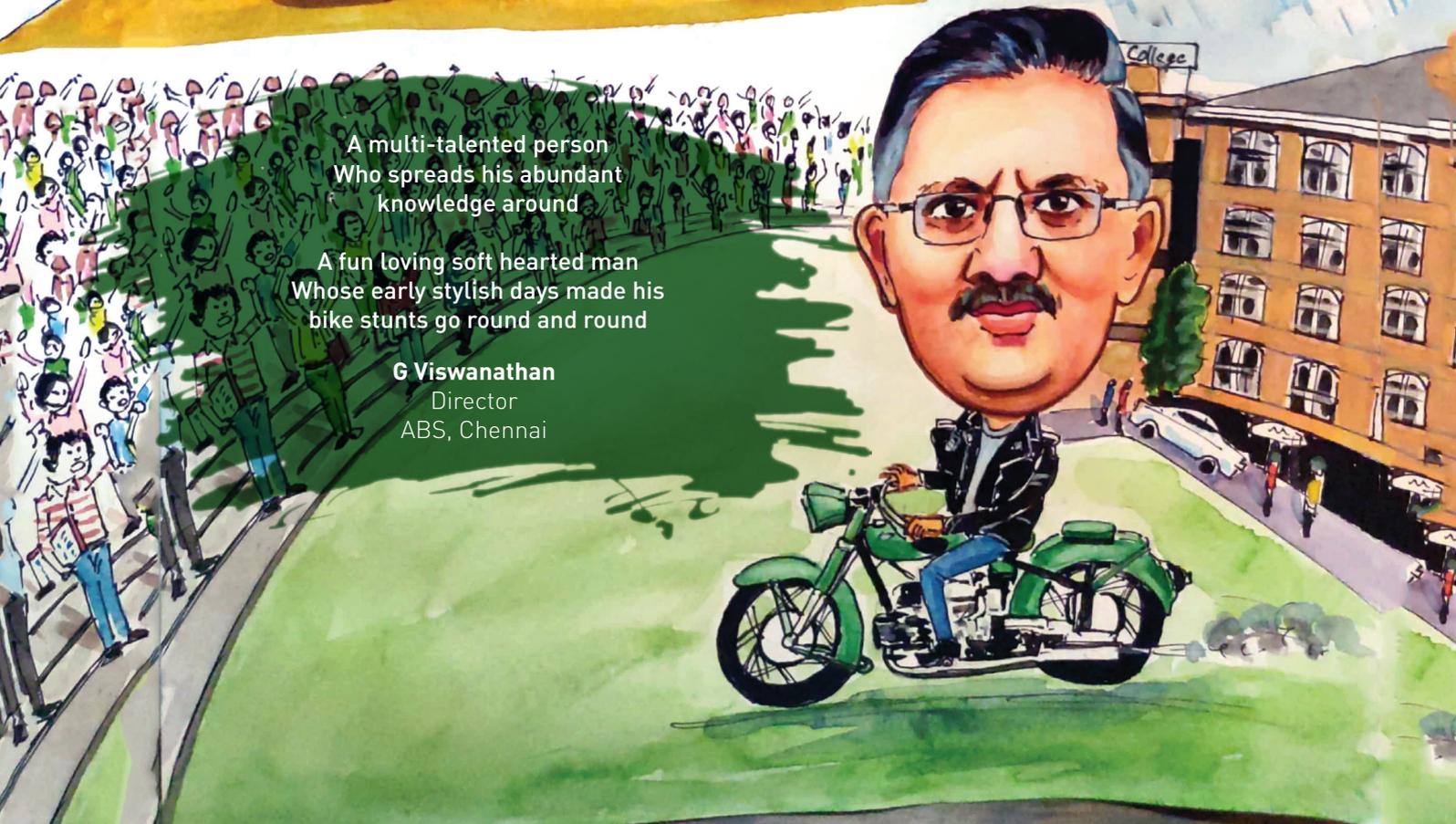


A zealous professional with a simple lifestyle
Who always tries to self-improve

A benevolent happy person
Whose love for veg biryani, fitness and rains
makes him move

Nitin Gupta

Associate Director,
Assurance, Delhi



A multi-talented person
Who spreads his abundant
knowledge around

A fun loving soft hearted man
Whose early stylish days made his
bike stunts go round and round

G Viswanathan

Director
ABS, Chennai

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