

Quarterly Newsletter of ASA

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The Gift of Freedom

Years ago, I read about a charming Asian custom of giving a recently caged pigeon as a special birthday present. Traditionally, the new bird-owner releases their birthday present, soon after receiving it. Idea being that by giving freedom to their bird, they are freeing themselves. Together, they fly away from all their fears and worries. It is meant to be a deeply spiritual moment, and a profound reminder of our connection with all forms of life, and with life itself.

I gave my first pigeon to a strong, forceful, and beguiling woman who was my agent and manager. It was her birthday. She was delighted by the symbolism of her present. She insisted on releasing the pigeon immediately.

We walked to the local park. My dear friend opened the small cage with all the aplomb of an opening night. Nothing happened! Well, the pigeon looked a little stunned, and cowered further back in its cage. My friend waved the cage in the air, encouraging our little winged companion to be free but he clung on to the cage as if his life depended on it.

I did not know what to say. My gift was supposed to be a symbol of freedom, but this symbol of freedom was determined to stay trapped.

We fell onto the grass and turned the cage onto its side. Our bird scrunched himself deeply into a barred corner. It was a strangely embarrassing moment until my friend burst into a contagious laughter. I laughed with her, and she rewarded me with a big hug, and kind words, "It will always be a beautiful thought. Thank you."

Her kindness seemed to be the exact cue needed by our living gift to walk out of his cage. We were stilled and bonded by our mutual wonder. The bird seemed disorientated and staggered around, until he started pecking the grass. Other pigeons flew down to the same pecking ground as our precious bird. They accepted him into their midst. Their acceptance had a magical effect upon our feathered friend. He finally comprehended he was permanently out of his cage.

We watched as the realisation of freedom settled upon him. His life was his own again! He flew a short way across the lawn. I heard my friend's intake of breath. We were both spellbound. He became bolder, and stronger and then it happened! Our pigeon flew - higher and higher, flying away with all my friend's woes and worries -taking her closer to heavenly bliss.



A WORD FROM OUR MANAGING PARTNER

Our firm is maturing. Delighted to see we are taking up issues like breast cancer. You also talk about mental health, which was earlier picked up by RC as well. Bringing such issues into mainstream discussions is the right way. I am confident that we shall talk about diversity too as we walk along.

A fair bit of knowledge sharing happened. Everyone made an effort to share their knowledge - within and outside the firm. I am not surprised. That's the spirit of ASA! TIPS went very well and kudos to the TD Team for managing this remotely, and yet so successfully. I saw some fantastic articles including the one on 'global minimum tax' which was published in Taxmann. Yours faithfully was also interviewed by ACCA and UKIBC, at the latter to talk about how global SME's should plan their India entry. The demand for ASA leaders as experts keeps growing. To that tribe we are proud to welcome Sunil, who joins us as a Mentor and Guide. It is a pleasure to have you on board.

Of course, fun was not far away. Never is from us spirited ASAians'. Dussehra! Eid! Diwali! Christmas! New Year! Movies! Each done in our inimitable style. The roving ASA camera even captured Sundeep sneaking in sweets! I will remind him next while he utters 'no sweets'. While on food, I want to congratulate Minar of Kochi. Well done indeed!

In closing, I salute Sundar for having come such a long way by overcoming unimaginable obstacles. You are an inspiration for many in the profession. His Chi ku runs strong. And, it is our joint Chi Ku which makes ASA the best and we will continue to rise thanks again to your Chi Ku. Keep it strong!

Best regards

Ajay Settii



ASA conducted webinars on topics specially curated by our experts to help our clients navigate smoothly through the essential aspects of their businesses.

OUR WEBINARS AND ARTICLES

How to support and encourage staff and teams during tough times like the pandemic

in collaboration with ACCA Careers by Ajay Sethi

Key NFRA observations in its Audit Quality Review (AQR) reports

in collaboration with Taxmann by D Ramprasad



Parveen Kumar authored an article explaining how clarifications by RBI have put an end to debate between managers and auditors and removed inconsistencies and non-compliance in certain areas.

Demystify the Ind AS/ IFRS - A digital training on practical aspects

in collaboration with Achromic Point by Pranav Pendharkar

The Production Linked Incentive Scheme

Himanshu Srivastava gave our Japanese Clients an overview of PLI scheme and covered the incentives available for Japanese corporates looking to expand their manufacturing in India.

Sunil Arora and Ameet Baid authored an article describing what Global Minimum Tax will look like in practice, what does it mean for India, and its impact on multinationals and international businesses.



TECHNICAL EVENTS

Ajay Sethi spoke to UK India Business Council about investing in India and few key issues that SMEs need to look at when investing in India.

Parveen Kumar was the speaker at the Confederation of Indian Industry North Banking and Finance Summit 2021.





National Level Service Vertical Workshop

Continuing its quarterly effort to organize vertical wise knowledge-sharing workshops, SC-TD conducted service line specific PAN India sessions.



A session on "Valuation-Concepts & Issues" by Bhupendra Bijlani



A session on "Section 115A & DTAA Relief and Section 195" by Veerendra Baligeri



A session on "Foreign Exchange Management Rules, 2019 (Non-debt instruments)" by Shyam Ramakrishnan





INTERNAL TRAINING

E-TIPS 2021

We successfully onboarded new team members to our ASA family in December Bi-annual "Training and Induction of Professional Staff" session conducted online.

From introductory online practical training sessions conducted by our leaders to team building and recreational sessions, each session was seamlessly implemented digitally by the well-synchronized efforts of SC-TD, SC-RC, and EDP.

The whole idea of E-TIPS is to bring an ease to the participants and impart knowledge in the best possible manner. The three-day event was organized from December 9 to December 11, 2021.



Symposium

SC-TD organized an event called TD-Symposium. It was a day event conducted at the Bangalore office. The workshop was a combination of technical sessions and soft skills training by external speakers with around 35 participants across all service segments.



Blogothon

SC-TD organized Blogathon Contest where staff from across the locations was encouraged to publish a blog or write-up related to their area of expertise on their LinkedIn account using #TDBLOGATHON.

Deepankar Roy from Taxation Division (Delhi) was announced the winner of the contest and was awarded prize money of INR 500.

Weekly Sessions at ASA

SC-TD conducted multiple internal knowledge sharing online sessions across locations via digital platform.

"Overview of IND AS-116 leases"

by Sunil Varghese Manjooran "Internal Audit-Principles, Methodology and Practice" "Video Conferencing-Importance of Body Language" by Raiiv Arva

Live sessions by Chennai

To mark the completion of six months of conducting weekly sessions, TD Chennai organized Half Year End ceremony. The event was filled with knowledge sharing by partners and managers. The event came to an end with the distribution of certificates and gift vouchers by partners.

HEALTH SPEAK

Breast Cancer Awareness

October is the official Breast Cancer Awareness month, an annual campaign to raise awareness about the impact of breast cancer. Breast cancer is the most common form of cancer amongst females worldwide. It is said that 1 out of 8 women in the world are at a high risk of developing breast cancer in their lifetime. Although rare, men get breast cancer too. It can occur at any age but, is most common in women above the age of fortv.

Breast cancer is caused by the uncontrolled growth of cells, which results in the formation of lumps in the breast. It is one of the treatable forms of cancer. However, if not detected early, it can be a lifethreatening since it can also spread to other parts of the body. Major causes of late detection are lack of knowledge, fear, stigma, and awareness of self-screening.

Some of the common risk factors of breast cancer are family history and genetic factors, menstrual and reproductive history, lack of breastfeeding, diet and lifestyle choices such as smoking, high fat diet, alcohol consumption, sedentary lifestyle, obesity, etc.

Thus, it is important to carry out the following simple steps for prevention, early detection, and treatment:

Know your family history

If your mother, sister, father or child has been diagnosed with breast or ovarian cancer, you have a higher risk of being diagnosed with breast cancer in the future.

Self-Examination

It is important to self-examine your breasts once every month, day 5 to day 7 of your menstrual cycle. If you feel any changes such as development of lumps, change of shape, size, colour, rashes, pains, skin texture etc. then immediately consult your doctor.

Mammogram

It is advisable for women who are 40 or above to get their mammography done annually. Mammography is a simple x-ray technique which helps in detecting irregularities in the breast tissue.

Clinical Examination

A clinical breast exam is performed by a healthcare professional who is trained to recognize many different types of abnormalities and warning signs.

Healthy Habits

It is important to maintain a healthy weight, stay physically active, eat fruits and vegetables and limit alcohol and smoking.

New Mothers

For new mothers, it is advisable to breastfeed their child at least for one year.





Mental Health Session

Mental Health is the way we think, feel, and our ability to deal with ups and downs. It's something which provide us with a sense of purpose and direction, and the energy to do things we aspire to do.

Here are some basic points we all can focus on to have a good mental health



Acknowledge our mental state

The first step is to acknowledge the current state of our mental health. Share your feelings with people close to you.



Be with people who make us happy

It is often said that people who are happy are less prone to mental disorder. They suffer less stress, depression and anxiety. As a result, they enjoy both psychological and physiological wellbeing.

Set practical and realistic goals, in work and personal life

Decide what you want to achieve academically, professionally and personally. Set realistic and achiveable goals. You'll enjoy a tremendous sense of accomplishment and self-worth as you progress towards your goals.

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Screen time and mental health

It is good to avoid any screen time at least an hour before bed and spend some time by your self.



Seek help when and if necessary

Seeking help is a sign of strength. People who get appropriate care can recover from their mental illness and can lead full, rewarding lives.

Diet

Diet can help us think clearly and feel more alert. It can also improve concentration and attention span. Eating high-quality foods that contain lots of vitamins, minerals, and antioxidants nourishes the brain and protects it from oxidative stress.



Daily exercise

People who exercise regularly have better mental health, emotional wellbeing and lower rate of mental illness. It not only boosts our mood, concentration, and alertness but also improves cardiovascular and overall physical health. Experts suggest 30 minutes of exercise at least 5 days a week

Try to spend some time on yourself, enjoying something you love

People with strong family and social connections are generally healthier than those who lack a support network.



Good sleep

Sleep is essential for both physical and mental upkeep of the body while it also helps to maintain cognitive skills such as attention, learning, memory, and emotional regulation.

Practice compassion and kindness

People who are kind and compassionate are most satisfied with their lives, have better physical and mental health.

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Have patience, with others and with ourselves

When we practice patience, we feel more satisfied with our lives and others, and enjoy higher levels of self-esteem.

by Connect Kochi

MOTIVATIONAL ANECDOTES

Some stories do matter! These real life incidents empower, motivate and harmonize. Connect brings you few such incidents to derive inspiration to surpass all barriers with contentment.

Be the warrior!

During the pandemic we read many stories about patients who suddenly collapsed while on their recovery path and then some recovered after being mortally ill. Case of Naman Maheshwari, a 26 year old Chartered Accountant, may become a textbook case of what all can go terribly wrong with a corona patient and how he still makes a miraculous recovery.



Naman spent almost half a year in the hospital - 155 days to be precise and has lived to tell the tale. With sheer resilience and determination to live, the young professional from Rajasthan had faced almost every known Covid-19 implication but he fought with a sheer will power to stay alive. He had survived not only one but two cytokine storms, three punctures in his severely damaged lungs and even morbid secondary fungal and bacterial infections. He also got the highly debilitated viral infection Guillain-Barre syndrome. He had spent nearly four months in the ICU out of which he was hooked on to the ventilator for over three months.

His mother recalled that it all started with a simple bodyache and fever. He became breathless and was admitted in Udaipur hospital, however, as things worsened he was rushed to a hospital in Ahmedabad. Naman had experienced a cytokine storm in the beginning of May and was admitted on Tocilizumab. Next month, he again suffered the dreaded inflammatory reaction which has proved fatal for many but he managed to recover. By August, he developed Guillain-Barré syndrome (GBS) where the immune system attacks the nervous system and makes muscles weak and numb. In all, Naman spent nearly four months in ICU and over three months on a ventilator. Due to his condition, a tube was inserted from his throat to stomach to provide him with the liquid diet. He still needed oxygen, but he started moving around on his own by October and took his food orally and also managed to speak for a limited time.

The doctors credit his family as his rock-solid support system who made the difficult calls to agree for the medical procedures. Naman now describes that it had been an extremely painful and difficult journey for him. But from the start, he had convinced himself for a long haul in hospital. He didn't count days or complain about his condition. He had faith in doctors and God. The episode brought him much closer to his parents who were around him since April, constantly taking care of him and praying for his recovery. He advises everyone to not take Covid lightly and let guard slip off. If not Covid, there could be something else some years down the line. He suggests everybody to follow hygiene rules and exercise restraint for some more time.

by Connect Delhi

Keep going!

Minar CA, one of our article assistant is a content creator on Instagram. He owns a food page named 'Kochin Food Blogger'. The page was created with the notion to hunt down the best food in town. He, once posted a very inspiring story of an old man aged 60 who undertakes Zomato food deliveries. Despite his age, the old man was seen delivering the food in the scorching heat on his bicycle. The old man seems to be content with his life and toils day and night to earn his livelihood. Neither did he complain about his hardships, nor did he seek any sort of assistance from anyone. Appreciating his hard work, many people decided to help him; the most notable amongst them was a gift of a motor vehicle by one of the well-wishers.



by Connect Kochi

DID YOU KNOW



The Chinese culture's work ethic is majorly based on a Confucian Principle, which demands respect for the elderly and perfection at work. The Chinese are driven by results and leave no stone unturned in delivering the best. A 2014 Wall Street Journal article reported that the average Chinese worker clocks in somewhere between 2,000-2,200 hours each year. This again goes back to the Confucian work ethic, one aspect of which being "Chi Ku" – the act of persisting through hardship. Chi Ku is a valued way to earn respect — and possibly a promotion.

#1 Guanxi- Good relationships

It is common for coworkers to spend time together in China after work, all to build a good working relationship. Another respectful aspect of work culture in China is the tendency of using indirect communication. As such, it is preferable to rely less on words and be more attentive to expressions or tone of voice to understand one's meaning, all to maintain harmonious relations. In China, more importance is given to Grapevine communication, because the Chinese believe that this helps in Business relationships in both formal and informal ways.

#2 Nap Between Works

As a common employee who does not enjoy small powerful nap in between work, one would consider that as a boon. While the Chinese prioritize hard work and diligence, it has become an integral part of China's worldwide success to allow employees to take naps in between work. While taking a nap during office hours would be frowned upon in Western companies, in China it is widely acceptable to take a 20–30-minute nap post lunch before going back to work. They believe it power boosts employees' mental as well as physical health.

#3 Greeting by bowing head down & Time

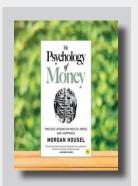
Chinese have different way of Greeting. Standing in straight posture and bending head down as a respect is well practiced throughout China, as they believe that a Chinese person always wants to save face and never lose it. In order to give face, they believe that one needs to pay attention to elders and rankings, especially when it comes to government officials. In present scenario, almost everyone strives to become punctual but hardly anyone can reach to the utmost punctuality that is where the Chinese take the cake from others. The Chinese are always on time and will easily take offence to tardiness.

by Connect Bengaluru

Literary Connect

Winters should be spent at home with a cup of tea or coffee and good stories!!! Connect brings to you some of the captivating collections to keep you entertained while gaining wisdom.





THE PSYCHOLOGY OF MONEY

The psychology of money is all about how to manage money and invest it. Generally, people don't make financial decisions on a spreadsheet. They make them at the dinner table or in a meeting room. In this book, the author shares short stories exploring the strange ways people think about money and it shows you that doing well with money isn't necessarily about what you know, it's about how you manage.

by Connect Hyderabad



MOVIE REVIEW

Based on true events, 'The Blind Side' depicts the story of a homeless, emotional, and lonely African American teenager who is adopted by a loving, supportive, well to do and well-respected family. It is a heart-warming and inspiring story about love, kindness, and humanity. It teaches us that race, size, or background does not matter. A pure heart and hard work can give you all the success and happiness in the world.

by Connect Mumbai

LEADERSHIP CONNECT



A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say; we did it ourselves {"Lao Tzu"} and one of such leader is Mr Girish Mathrubootham – Founder of Freshworks. Connect elucidates his journey from which we can take inspiration to broaden our vision and develop skills like strategical and critical thinking, open-mindedness and creativity, flexibility, etc.

Girish Mathrubootham is the star of the Indian startup scene, transforming the lives of hundreds of his Freshworks employees who are now millionaires. Mathrubootham says he did not start Freshworks to buy a BMW, but so that his employees could. The idea to start Freshworks was simple, says Mathrubootham. In the past, before the explosion of social media, customers used to simply call the customer care centres to raise an issue or inquire about something.

However, with the arrival of social media all that has changed, with customers raising issues and posting queries on Twitter and Facebook – this is something that most of us have done at some point in time.

This requires companies to address customer complaints across different channels, and so, having their information like account details, plans/services subscribed to, or payment information, in a quickly accessible manner becomes important. This is where the idea for Freshdesk, the company's flagship product, was born.

Then known as Freshdesk, the company rebranded itself as Freshworks in 2017. It now has tools for sales, marketing, information technology (IT) service management, and human resources. It claims to have over 52,000 customers and counts Tiger Global, Sequoia Capital and Accel amongst its investors.

That is an amazing feat for someone born in the temple town of Tiruchirappalli in Tamil Nadu, going on to launch a billion-dollar IPO in the US.

Girish Mathrubootham's story is one of persistence paving the way from ordinary to extraordinary.

Rising from humble beginnings and early struggles, Mathrubootham created a software giant in less than 10 years.

At 46, he is the Founder and CEO of Freshworks Inc., the Chennai-born, and now US-based, company that is behind the most recent blockbuster IPO at the New York Stock Exchange which not only helped the company to raise \$1 billion (over Rs 7,000 crore), but also made 500 of its employees crorepatis overnight. Here's how Girish Mathrubootham scripted his inspiring success story.

After 9 long years in a well-paying and comfortable job at Zoho, a comment on a website inspired Mathrubootham to create a new IT Helpdesk product. In 2010, he launched Freshworks (as Freshdesk) with his friend and colleague Shan Krishnasamy out of a small 700 ft. warehouse in Chennai.

His company went from Rs 0 in revenue to \$100 million in 8 years and from there to \$200 million in the next year and a half. Headquartered in California with global offices in India, Australia, the UK, and Germany, Freshworks today is worth over Rs 95,000 crore (\$13 billion) with more than 50,000 customers around the globe, a list that includes brands like Honda, Hugo Boss, Citizens Advice Toshiba and Cisco.

Sometimes stepping out of the comfort zone is all that you need to do something extraordinary. Despite his well-paying job at Zoho, Mathrubootham did not let complacency seep in or stop him from achieving this extraordinary feat. His journey is definitely for aspiring youngsters who want to do remarkable things in life and step out of their shells.

'WE' Indians are proudly known around the world for our celebrations. Having said that, 'WE' at ASA are truly Indian at heart. By following all the social distancing norms and keeping all the precautions in place we welcomed and celebrated various festivals & occasions in TRUE ASASTYLE

Let's test your mythological insight this Dussehra!

Dussehra, also known as Vijayadashami, signifies the victory of good over evil. This Dussehra, Delhi organized a mythological quiz to test the knowledge of our colleagues about the history of our scriptures. All participants had a great time responding to some of the most difficult questions while enhancing their mythological knowledge. The most speedy and accurate answers were awarded exciting cash prizes.

Hyderabad celebrated the Victory of Good over Evil. To imbibe the spiritual preaches and disseminate the culture of praying, Puja was conducted which was followed by a Fun Zone Carnival (some fun games), sweets and treats.



Eid Mubarak!

Eid-e-Milad-un-Nabi or Mawlid is the birth anniversary of Prophet Muhammad. To commemorate this day, desserts were distributed in Delhi and Gurgaon offices. Everyone enjoyed the desserts and remembered the noble teachings of Prophet Muhammad "to spread harmony, brotherhood and peace".







Smile Please!

To mark the occasion of World Smile Day, Delhi hosted comedy nights, the stand-up comedy event hosted by Rajat Sood and Badel Bhaiya. The event was hosted live at the Delhi office. Gurgaon and Mumbai teams also joined through online mode.

Everyone loved it and the feedback was wonderful. After the event, snacks were also distributed.



Eye Check-up Camp in ASA Chennai!

SC Admin organized a free eye checkup camp in collaboration with Dr. Agarwal's Eye Hospital on the 23rd and 24th of November 2021. Almost 75% of the ASA Chennai staff got their eyes checked.



FUN AND FROLIC

Karwachauth Competition!

Karva Chauth is one of the most popular Indian festivals. Women wear beautiful ethnic outfits with matching accessories. Delhi came up with the idea of awarding the most beautiful of them. The decision was a difficult one as all of them were prettily dressed up.



International Chef Day Competition!

International Chef Day is focused on educating kids around the world about the importance of eating healthy, promoting culinary arts as a career, and helping change their local communities. On this day, Delhi organized a contest for the staff at PAN India level to share videos and pictures of their home cooked food. The top three delicious-looking foods were awarded cash prizes.

Neeya Naana!

Chennai had organized a program called "Neeya Naana". Neeya Naana is a Tamizh talk show on Vijay Television. It is a modern version of Pattimandram where a topic is debated and healthy conversations take place among two sets of people. People from the sets of Vijay TV had come to Chennai office. The eminent speakers were selected to participate in Vijay TV program and were called for the shooting as well.

We have sweet tooth too!

Desserts can add a sense of anticipation and excitement to anyone's day. They can make your day, or moment, just a little bit sweeter. Considering this, we celebrated Dessert Day with the ASA family. Ice cream was distributed at our Delhi and Gurgoan offices. The sweetness of desserts was evident from the faces of our colleagues.







It's Movie Time!

Chennai organized,' Movie Time', where staff watched entertaining movies 'Rudrathaandavam' and "Kannum Kannum Kollaiyadithaal. It had been more than a year since we watched a good movie in a theatre due to the pandemic.



Happy Navratri!

Mumbai organized Navratri week where the staff was required to dress up every day in a particular Navratri colour of the day and share pictures of the same. The best and most consistently dressed employees won prices. Tambola and karaoke were organized at the end of the week and mouth-watering munchies were served.



An outing with ASAians!

Hyderabad organized an event to have full-on fun for the whole day out of busy schedule in Pragathi resorts, which had lots of water rides and other activites to enjoy.



The festival of lights!

Hey, It's Diwali!! the festival of lights was celebrated with high spirit at all our offices across India symbolizing the spiritual "Victory of Light over darkness, Good over evil and Knowledge over ignorance". To imbibe the spiritual preaches and disseminate the culture of praying we at ASA conducted puja and offered prayers for brighter and healthier tomorrow, followed by some fun games, sweets, and treats.

Be it Mumbai, Delhi, Hyderabad, Chennai or Kochi office, ASA family at all the locations together lit up Diya for goddess Laksmi's pooja and enjoyed sumptuous lunches, fun filled games, lovely gifts, dance and tambola parties.



Jingles all the way!

The aroma of Christmas pudding was in the air. The tradition of decorating a Christmas tree is one of the most awaited occasions every year. So, to keep up this tradition, our offices at Delhi, Hyderabad, Kochi, Bangalore and Mumbai were decorated in the spirit of Christmas. Ornaments, lights, gifts were there to adorn the tree. While Hyderabad started Christmas celebrations with an ice cream party, all the offices embellished the day by arranging cake cutting.



Welcome 2022!

Hyderabad and Chennai entered the New Year with cakes and fun vibes with the ASA Family. As a part of the New Year celebration, SC RC, Kochi organized an annual trip to Wayanad for Kochi ASAians. Everyone wore matching T-shirt with a caption of "100% Chill Aanu". All of them had a wonderful experience with vibrant music, stay and a new year party to start 2022.







COFFEE WITH CONNECT

He loves reading books and is always ready to take up the challenges as this excites him!!

In conversation with S Sundarrajan

Partner, Accounting & Business Support Services, Chennai



When did you start your journey with ASA?

My professional journey started in 2001 which continues with ASA from 2011. It has been around 10 years since I started my journey with ASA.

How has your journey been so far?

Full of challenges, learning, development, and what not?

What is the one change that you would like to bring to this workplace?

Leaving the office on time (It's simple when put in words but in reality, it needs a lot of hard work, planning, work scheduling, etc.)

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

Eager to learn Sanskrit.

You learn of a last-minute business trip, what do you do first?

Grab the laptop.

One piece of advice you would like to share with your colleagues here in the firm

Must spend time updating what's happening in our chosen field like reading ICAI / BCAJ Journal.

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

Every time I read the "Idthikasa", it is new and fresh. I like the section called Yaksha Prasanna which is a conversation between Yudhishtra and Yaksha. The questions and answers in it are fascinating. To quote one question and answer:

In what is comprised all happiness?

Character comprises all happiness

What is something you can't do?

"Summa Irukka Mudiyathu" (Being Idle)

Are you a morning or a night person?

It all depends on the demand of the work. Be it personal or official.

If you could travel right now, where would you be? Kanchi Sankara Mutt

What is better: certificates or experience?

Certificates with experience

If you could compare yourself with any animal, which would it be and why?

Cow... All its produce is useful to others.

Tell us one thing that you realized in 2021 the year gone by. Lot was planned, nothing has been achieved. Realized that this will repeat.

What would you describe as the defining moment in your career?

Meeting my teacher, Mr NL Mirajkar was the defining moment in my life that led me into this Profession.

What did you want to become when you were growing up? Wanted to be a Teacher (Tamil & Mathematics)

What energizes you and brings you excitement?

Challenges energize me and solving them excites me.

Tell us one thing about yourself that nobody knows

During my school days, I had to go to work on holidays. I didn't have any summer holiday... It would be toiling during summer. After 12th, due to my family condition, I went to daily wage work and did not think of college. One day when I was returning home for lunch, Mr NL Mirajkar, my teacher, saw me and convinced my father for my further studies. But by that time, college admissions were closed. I don't know what happened or how it happened, but "Sankara College" extended the admission for a week. I was fortunate to join the college and later became a Chartered Accountant.

Who do you think has had the largest influence on the person you are today?

One is Mr KRV and another is Mr K Venkatraman. Mr KRV, my English professor is known for his dedication to his work. Now, he is the Principal of Sankara College. I spent most of my time in the office, so naturally, the influence of Mr K Venkatraman on me cannot be underplayed.

How would you define growth and progression in your life?

I believe I am still progressing from an immature to a mature person. Growth in materialistic terms has always been adequate.

What are you most grateful for today?

I have always got good-hearted people around me, both in my personal and professional life. I am grateful to God for this.

What are you currently reading?

"Turn a Blind Eye" by Jeffery Archer (William Warwick Series)

COFFEE WITH CONNECT



How do you like to spend your free time? One Hobby? I am addicted to books. Will go on reading...

One old hobby you rekindled with during the lockdown. Played "Dayapass/ Dayakattai" with my son

Which are the 3 places on your wish list that you want to explore next?

Kashmir, Delhi, and Kumbakonam Temples

Current song on your mind?

"Vennilavae Vennilavae" song from "Minsara Kanavu"

3 words that describe your current state of mind Happiness, anger, and despair???? All these are cyclical...

Favourite movie & actor

"Avvai Shanmugi" by Kamala Hassan. Favourite actor is Rajinikanth

Favourite meal of the day and where...? Lunch/ Dinner at Kashi Vinayaka Mess.

Favourite ice cream flavour? Chocolate

Favourite holiday destination? The one and only Kodaikanal.

A leader you follow passionately? Abraham Lincoln

Your favourite TV show currently?

Any comedy show. I used to watch any comedy-dramas of S Ve Sekar on YouTube.

Do you consider yourself an indoor or outdoor person? If outdoor, then which is your favourite sport? "Kabaddi".

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

CELEBRATIONS GALORE

Welcome Aboard



We are delighted to welcome Sunil Bhumralkar to the ASA Family.

Sunil Bhumralkar is an experienced Chartered Accountant with 35 years of experience working with leading professional firms in Assurance Services, including 24 years as a Senior Audit Partner at S R Batliboi & Associates LLP. Sunil specializes in Financial Reporting and Accounting Advisory Services under Indian GAAP/IND AS/IFRS. Sunil has joined us as a Senior Advisor and Mentor (Assurance), and we wish him long and successful journey with us.

Wedding Wows



Sonal Goyal - Delhi



Ayushi Gupta - Delhi



Sanjay Raj - BLR

Stork's Visiting



D/o Vipul Kumar - GGN



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