



ASA'S GLOBAL CAPABILITY CENTRE (GCC)

YOUR OFFSHORING PARTNER FOR ACCOUNTING, ASSURANCE, TAX AND CONSULTING

ASA is a full-service firm of corporate strategists, accountants, tax advisory experts and financial and marketing analysts with over 32 years of experience.

The firm's GCC is committed to quality deliverables with guaranteed cost savings, added with technical capability allowing scalability in your operations. We bring digital solutions and smart operations to clients across the globe while delivering timely, reliable and quality solutions.

We have vibrant cross functional and multi-disciplinary teams headed by dynamic leadership possessing expertise and experience, consistently ensuring quality and efficiency.

OUR SERVICE OFFERINGS

ACCOUNTING

We handle bookkeeping and accounting as your extended team in India with our comprehensive expertise in IFRS and local GAAP

- ◆ **Bookkeeping**
 - Recording financial transactions
 - Reconciling bank statements
 - Managing accounts payable / receivable
- ◆ **Financial Reporting**
 - Preparing financial statements
 - Compliance with local GAAP and IFRS
 - Consolidated financial statements
- ◆ **Payroll**
 - Calculating and processing employee payments
 - Compliance with employment laws
 - Filing relevant taxes and deductions
- ◆ **Others**
 - Share Based Payments accounting
 - Derivatives and Hedge Fund accounting

Software (illustrative list): XERO, QBO, ADP, SAP, SAGE, NetSuite.

TAXATION

Our teams have multiple years of experience in managing clients with various levels of complexity, while ensuring quality and accuracy

- ◆ **Taxation**
 - Compliance with local tax laws
 - Preparation and submission of tax returns for corporations and partnerships
 - Preparation and submission of extensions

- Computation of estimated quarterly tax liability
- Preparation and submission of state tax returns (USA)

◆ **Sales and Use Tax / VAT**

- Assistance with sales tax nexus study (USA)
- Sales tax / VAT registration and de-registration
- Filing of sales tax / VAT returns
- Compliance with sales tax / VAT legislation

◆ **Personal Tax**

- Preparation and submission of individual tax returns
- Compliance with personal tax laws

◆ **Transfer Pricing (TP)**

- Compiling local documentation
- Compiling Master File for group companies
- Assistance in Benchmarking
- Drafting Global TP Policy

Software (illustrative list): GoSystem, Lacerte, ProSystem, Drake, CCH, Caseware, Taxfiler, IRIS, Digita, TaxCalc, Taxfiler.

ASSURANCE SUPPORT

With our trained, qualified, and experienced Assurance support services team, audit has never been so effortless. We have trained and experienced staff ensuring high-quality assurance support, including for Employee Benefit Plans, Not for Profit organisations, etc.

- Opening Trial Balance verification and mapping
- Assistance in the planning stage, risk assessment and the preparation of materiality work papers
- Preliminary analytical review including performing materiality calculation

- Planning documentation and preparing assurance requirement list
- Prepare, verify and review working papers
- Audit evidence verification including linking and mapping of documents
- Evaluate accounting policies, estimates, and judgment
- Quality review of financial statements and review files for documentation completeness

Software (illustrative list): CCH, CaseWare.

DUE DILIGENCE

Our dedicated teams are a combination of Accountants and Business Analysts providing a clearer understanding of the business deals

- Desktop due diligence (company / promoter background checks)
- Review of historical financial data
- Identification and advising on valuation adjustments
- Data book preparation
- Analysis of financial statements viz. working capital trends, quality of earnings, quality of net assets, price volume, etc.

RISK ADVISORY

Our Risk Advisory team helps organizations improve governance and increase efficiency in operational and financial performance

- Support in risk / fraud risk assessment
- Testing of controls as part of internal audit support
- Dispute and investigation assistance
- Desktop review - vendor and third party
- Forensic imaging and processing of digital assets

DIGITAL

Our Digital team brings to bear its experiences on your digital journey as well as connected compliances

- Assistance in SOC reporting
- Assistance in Information Technology testing
- Network architecture review
- Vulnerability assessment and penetration testing
- Data analytics



APPROACH



Initial Consultation

- Understanding requirements and objectives
- Identifying the services and engagement model



Service Proposal and Agreement

- Outlining scope of services (SoS), timelines, and fees
- Executing the service agreement



Onboarding and Knowledge Transfer

- Gathering necessary information
- Setting up communication channels and processes
- Implementation of services
- Regular communication



Quality Control and Review

- Regular monitoring of service quality
- Implementing necessary improvements based on client feedback and internal assessments
- Identifying areas for further improvement



Ongoing Support

- Addressing any client queries and concerns
- Providing continuous support

WHAT MAKES ASA'S GCC UNIQUE

Scalability

- Recruiting network
- Multiple locations
- Infrastructure
- Highly trained staff

Quality Control

- Subject matter expert
- Diverse workforce
- Industry experts
- SOPs and KPIs

Learning and Development

- Rewards and recognition
- Ability and knowledge
- Upskilling

Cost Arbitrage

- Economies of scale
- Competence
- Resourceful and adaptive

Data Security Measures

- Access control
- Device protection
- Active Directory (AD) credentials
- Firewall

Contact

Rajiv Arya
National Head
rajiv.arya@asa.in

Sundeep Gupta
Partner
sundeep.gupta@asa.in

Manoj Sharma
Executive Director
manoj.sharma@asa.in

ASA Corporate Catalyst India Pvt Ltd
www.asa.in