



ASA
Going The Extra Mile

 **bakertilly**
NETWORK MEMBER

www.asa.in

A circular, multi-tiered stone structure, possibly a well or a temple, with a bright blue sky visible through the opening at the top. The structure is made of light-colored stone and features intricate carvings and architectural details. The perspective is from the bottom of the structure, looking up towards the center where the sky is visible.

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

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

Reliable accounting and Innovative consulting

SERVICES

- Accounting and Business Support
- Assurance
- Business Advisory
- Digital Automation and Transformation
- Taxation
- Risk Advisory
- Transaction Advisory



ACCOUNTING & BUSINESS SUPPORT

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 | 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. |

An aerial photograph of a large, ancient stone amphitheater. The structure is built into a hillside and features numerous tiers of stone seating. In the center of the amphitheater is a large, rectangular pool of water. The stone is weathered and shows signs of age. The lighting is bright, casting long shadows across the tiers.

ASSURANCE

Ensuring authenticity and trustworthiness of the financial information based on the principles of integrity, insight, and commitment to professional excellence.

Assurance

Accounting Advisory Service	Our teams, conversant with global financial reporting standards, ensure that accounts are maintained in accordance with domestic regulations and meet international reporting norms. We review, analyse, flag and remedy any potential risk or inaccurate reporting.
Financial Statement Audits	As independent auditors, we enhance trust in companies we audit by providing assurance that financial statements are free from material misstatements, are reliable and enhance investor confidence.
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 ensure that reporting requirements are adequately met, including issues arising during and post transition.
Special Purpose Audits	We assist organisations 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.
Pre-Audit Support	We review and ensure that the financial statements are compliant with accounting standards, regulatory environment and management policies, and advise management on those issues which can be remedied prior to the detailed external audit or else need proper disclosure.



BUSINESS ADVISORY

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	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.

A photograph of a large, ancient stone staircase with a central light blue text overlay. The staircase is made of weathered, reddish-brown stone blocks and is flanked by high, textured stone walls. The walls have several small, dark, irregular openings. The lighting is bright, suggesting an outdoor setting. The text overlay is a semi-transparent light blue rectangle containing the title and a paragraph of text.

DIGITAL AUTOMATION AND TRANSFORMATION

Digital solutions to bring efficiency, reduce cost, eliminate process delays, build future ready businesses and bring in predictive data analytics.

Digital Automation and Transformation

Data Analytics

We build descriptive and predictive KPI based dashboards with advanced data analytics. These comprehensive and focused dashboards become a critical go-to tool for quick and growth oriented business decisions

Digital Solutions

We offer easy to deploy customizable digital solutions which automate manual processes, including implementation support and training, viz, GST Automation (return filing, e-invoicing, e-way bill), compliance management, litigation management and more.

Digital Transformation

We help you leverage technology for transforming your business cycles viz Procure to Pay (P2P), Order to Cash (O2C) and Record to Report (R2R). We analyze key business processes, define tailor made and cost effective digital strategies which we hand hold your teams through implementation.

Cyber Security

While technology becomes essential for your business, is your cyber security resilient and trust-worthy? We reinforce confidence in your digital setup through assessment of your security protocols, data penetration testing, privacy assessment and compliance certification.



RISK ADVISORY

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

Risk Advisory

Internal Control Reviews	We review and evaluate the effectiveness of 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.
Forensic Audits	Security of 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, including areas of digital forensic, anti-corruption and cybercrime.
IT Audits	Our highly specialized teams identify weaknesses in organisation's existing ERP systems, processes and IT Infrastructure including Information Technology General Controls (ITGC), IT and Cyber security, Vulnerability Assessment, and Penetration Testing.
Enterprise Risk Management (ERM)	Our robust Enterprise Risk Management solution helps organisation in identifying key risks and controls. Our ERM approach considers all types of risk (strategic, operational, compliance, reporting) and flags areas requiring immediate attention.
Business Process Re-engineering	Besides documenting processes for adequate controls, we ensure that archaic processes are removed and solutions are embedded to deal with exception, with an overall objective to improve operational efficiency and performance.

An aerial, top-down view of a circular stone well. A spiral staircase made of stone steps and wooden handrails winds down the interior wall of the well. At the bottom, there is a pool of dark water with several bright green lily pads floating on the surface. The well's walls are made of weathered stone and brick. A semi-transparent teal rectangular box is overlaid on the left side of the image, containing text.

TAXATION

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

Taxation

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 advice 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.

The background of the slide is a photograph of ancient stone ruins, likely a temple or palace. The structures are built with large, rectangular stone blocks, some of which are weathered and moss-covered. The architecture features intricate carvings and a series of steps leading up to a platform. A teal-colored rectangular box is overlaid on the center of the image, containing white text.

TRANSACTION ADVISORY

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

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



Automotive



Aviation



Banking & Finance



Capital Goods & Engineering



Chemicals



Energy



Food Processing



Healthcare



Hospitality



Information Technology



Logistics



Manufacturing



Media



Non-Profit Organizations



Oil & Gas



Real Estate



Retail



Trading



Pharmaceuticals



Transportation

ADVISORY BOARD



Deepa Gopalan Wadhwa
Chairperson



Ajay Sethi
President



Dr. Ashok V Desai
Mentor



Sunil Bhumralkar
Director



Mark Runacres
Senior Advisor
International Affairs



K Venkatraman
Director

Well structured teams with domain specialization guided by leaders possessing expertise and experience with PAN India presence ensure excellent client service.

PRESENTLY POSITIONED IN THE

TOP 10 ACCOUNTING & CONSULTING FIRMS



18
Locations



70 Partners/
Directors

6000+
Clients

1000+
In-house
Professionals

GLOBAL PRESENCE



43,000
Staff



658
Offices



141
Territories



\$5.2bn
Turnover