

CONNECT

ASA
Going The Extra Mile

 **bakertilly**
NETWORK MEMBER

Digital Horizons

Quarterly Newsletter of ASA

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Celebrations in the Digital Realm

Aarav and Meera's wedding wasn't just an event—it was a fusion of tradition and technology. A seamless blend of age-old traditions and futuristic convenience. Welcome to the great Indian wedding—2025 edition.

No heavy gold embossed invites, just sleek QR codes leading to a digital portal with RSVP, schedules, directions and gift registries. Sangeet rehearsals? Zoom. Virtual dance sessions where long-lost cousins reconnected. Real-time step corrections. Even Meera's uncle in Melbourne nailed his moves. The Haldi ceremony was a hybrid delight. Guests who couldn't attend in person got turmeric-smeared filters for their selfies. A quick delivery service ensured even grandma in Bhopal had her traditional sweets on time.

On the big day, guests scanned QR codes for seamless check-ins. The mandap had live-streaming and AI-translated chants. The Baraat? A cinematic experience. Drones captured the baraat, while virtual guests sent cheers flashing on LED screens. and AI priests translated rituals in real time. Aunties on WhatsApp were impressed. At the pheras, guests toggled between camera angles on their phones. Close-up of the bride? Done. The pheras felt intimate yet global, with AR projections of ancestral blessings. Emotional. Futuristic.

Gifts? No bulky boxes. Guests sent digital—NFTs, AI poetry, and blockchain transactions.

Tradition met convenience. Even the feast was tech-driven, with QR-based menus and synchronized global dining. Food was served on a conveyor belt or delivered by robots. Finally, a holographic guestbook. People left messages, AI-animated memories, and even 3D sketches. The grand finale? A virtual toast, where holograms clinked glasses across time zones. Tradition wasn't lost—it was reimagined, proving that culture and innovation could dance together beautifully.

Aarav and Meera's wedding was a celebration in the digital realm. Technology didn't replace tradition. It elevated it. The sacred chants still echoed under the mandap, but now, they reached ears across the world in real time. The rituals remained unchanged, yet they were now more inclusive, accessible to those who once had to miss out. The bond of family and culture stretched beyond physical boundaries, creating a wedding where everyone—whether present in person or logging in from a different continent—felt like they belonged. It was a testament to how the essence of tradition, when woven with technology, could create something truly extraordinary.

"Technology is the brush, tradition is the canvas. Together, they paint a future where the spark of our heritage shines brighter than ever before."



A WORD FROM OUR MANAGING PARTNER

I think, Bikram is a chickenophil.

What a delight it is to get to know each other through our Connect. We don't fully realise how it binds us together. Not just when we are participating in events and moments, but more so when others at different offices too vicariously enjoy our moment through here. I certainly do.

This Connect celebrates our favourite quarter - Oct through Dec. Navratri. Ayudha puja. Dusshera. Diwali. New year. Christmas. Annual outings. How come we did not turn our ghoulish best and go for Halloween too?

Congrats to those welcoming permanent tiny guests into their houses, as well as to Tarun, who welcomes in his life partner.

A special thank you to Connect for celebrating our cherished Support team. What would we do without them!

It was a delight to meet many of our colleagues from Baker Tilly, some visiting us and some we visited. The happy pictures well exhibit the joy within. Great to see the bonds grow stronger. And great to see our advisory board growing stronger too - welcome Taguchi san!

We had great technical and knowledge sessions. The partners' annual offsite at Phuket was just great. From intense conference room meetings to tabletop dancing at the bar to swimming in the choppy sea - we lived the moment. As should all of you!

While we run into the year closure and strategize our next year, remember to play well too. And anniversary is right round the corner. Let me dust my dancing shoes.... RC listening?

Best regards

Ajay Sethi

EVENTS AND WEBINARS

At the 47th Annual General Meeting of the Indo-French Chamber of Commerce & Industry (IFCCI), **Sunil Arora** engaged in the Governing Council meeting, while **Léa Parmentier** contributed to the CFO/CSR Committees luncheon. The event successfully brought together over 330 prominent business leaders and featured distinguished guests. Among the key guests were Shri Piyush Goyal and H.E. Mr. Thierry Mathou, further highlighting the strength of Indo-French collaboration.



ASA hosted **Harsh Maheshwari**, Global Head of Corporate Finance, Baker Tilly International, at its offices in Delhi, Mumbai & Gurugram. This visit facilitated a meaningful exchange with the leadership teams, fostering collaboration and strengthening the partnership.



TECHNICAL EVENTS

ASA Partners and their families convened for the Bi-Annual offsite in Phuket, reflecting on the firm's progress and aligning on future goals. The event balanced insightful discussions with moments of relaxation, reinforcing the strength of partnerships and shared vision.



Congratulations to **Ajay Sethi** on his appointment with the APAC Regional Advisory Council of Baker Tilly International! His expertise, vision, and dedication are certain to bring significant value to both Baker Tilly and the broader industry. This achievement reflects his outstanding leadership and will undoubtedly contribute to the continued success and growth of the organization



Congratulations

Ajay Sethi
Managing Partner
Baker Tilly ASA India



Rajiv Arya shared valuable insights on best practices for delivering accounting and outsourcing services to multinationals in India at the 2024 Baker Tilly World Conference in Vienna.



TECHNICAL EVENTS

In the webinar "Decoding CFOs' Dilemma: Navigating M&A Challenges," **Nitin Arora** joined a panel of industry experts to delve the key issues CFOs face during mergers and acquisitions. The session covered critical strategies for managing financial risks, optimizing cash flow, and aligning financial objectives with business goals. He also provided insights into effective due diligence, deal management, and integration processes. Additionally, he discussed why small and medium enterprises (SMEs) may choose IPOs over strategic investors, offering a comprehensive view of the M&A landscape.



Akhilesh Thakur and **Bhushan Sharma** were part of the panel at the Great Indian CFO Leaders' Summit & Awards 2024 in Mumbai, discussing "The Great Indian CFO Leaders Playbook for Innovations in Financial Management and Stakeholder Engagement and communication." While Akhilesh shared valuable insights on how CFOs can leverage technology to drive innovation, manage risks, and integrate ESG into their business strategies for long-term success, Bhushan shared key insights on how effective stakeholder engagement and clear communication are essential for finance teams in mitigating various risks.



Kristian Lawson from Pitcher Partners Melbourne visited the Delhi office, where he met with our Managing Partner and leadership team to strengthen Indo-Australian ties and enhance collaboration between both firms.



Chintan Nisar had a productive meeting with the Baker Tilly Azerbaijan team in Baku, where he engaged in discussions about mutual opportunities with Rustam Safaraliyev, FCCA, Narmin Hajiyeva, and Farhad Parvizi strengthening collaboration and exploring potential avenues for growth and partnership between the teams.



Gaurav Bhatia and **Akhil Mishra** had the pleasure of meeting Dilorom Ibodova from Baker Tilly Uzbekistan, during their recent visit to Tashkent. They expressed gratitude for the warm hospitality and beautiful souvenirs, highlighting the insightful discussions and valuable exchange on professional growth and collaboration.



TECHNICAL EVENTS

Ajay Sethi participated in a panel discussion alongside other high level dignitaries He emphasized the critical role of Free Trade Agreements (FTAs) in driving India's economic growth and discussed how ECTA and CECA can be further leveraged. The panel also explored ways to strengthen trade ties between India and Australia beyond formal agreements, focusing on key sectors for collaboration and the evolving priorities over the past decade.



Over 300 participants from the Assurance team across multiple offices of ASA , recently participated in a series of in-house training sessions on the auditing tool – AuditorsDesk. Led by experts from the AuditorsDesk Technical Team, these hands-on sessions enhanced the team's skills and knowledge, focusing on improving audit quality, precision, and efficiency. This initiative is a key step in strengthening ASA's capability to deliver exceptional results for clients and stakeholders, ensuring that the team stays at the forefront of industry standards and best practices.



Parveen Kumar and **Gaurav Bhatia** were invited by the Institute of Internal Auditors – Delhi branch to speak on "Integrity and Insight: Impact of AI on Forensics & Governance." During the session, they explored how artificial intelligence is reshaping forensics and governance, emphasizing the importance of integrity and the insights AI can offer in enhancing decision-making and strengthening governance frameworks.

Rahisuddin Saifi presented an insight on "Key Considerations in Audit of the Transportation and Logistics Sector," at an event organized by the Auditing and Assurance Standards Board of The Institute of Chartered Accountants of India. The session covered industry-specific risks, supply chain management, audit planning, fraud risks, and internal controls. Key themes included professional skepticism, audit of financial statements, going concern, compliance, accounting estimates, and communication with governance, with a focus on CARO 2020 and provisions of the Companies Act, 2013 offering participants valuable guidance for auditing.



Leadership represented ASA at the Annual Dinners and Year-End Cocktails organized by IFCCI in Mumbai, Chennai, Hyderabad, Bangalore, and Delhi. This participation highlights firm's strong partnership with IFCCI and commitment to strengthening business ties between India and France.



TECHNICAL EVENTS

The Second Bi-Annual Training and Induction of Professional Staff (TIPS) for this year took place on December 6th to 7th, 2024 as a hybrid event uniting over 100 professionals from different locations in India. The event featured a series of professional training sessions aimed at fostering growth, sharing knowledge, and preparing young professionals for future challenges.



Favourite Childhood Memory



This memory is tied to the picture itself: my absolute obsession with the toy car I'm sitting on and the doll I'm holding. They were my world, and I guarded them fiercely. My mom often recalls how I'd cry inconsolably if anyone tried to take them away. We had a small lawn outside our house where I spent endless hours with my beloved car and doll. Even as I grew too big for the car or too old for dolls, I refused to let them go. Eventually, the car broke, and I had no choice but to part with it. The doll, however, stayed with me—broken nose, dirt stains, pen marks, and all.

One day, while I was napping, my mom gave the doll to a neighbor's house-help for her daughter. When I woke up and realized it was gone, I cried my heart out, my mouth wide open—something my mom still jokes about, saying that's why I have a big jaw today. I didn't rest until she retrieved it (sorry, Mom, for putting you in that spot). Looking back, it's a little funny. Even now, I find it hard to let go of things, people, or chapters of my life. A part of me always clings on, no matter how much I've moved forward. Some habits, it seems, are hard to break.

As a child, I also had an insatiable drive to excel at everything. It wasn't just about staying at the top academically; I was equally determined to shine in dance, music, art, craft, and every extracurricular activity. While it might sound impressive, it felt like an exhausting race to be the "best" at everything. Back then, it felt like an accomplishment worth celebrating. But now, as I look back at a file full of certificates and a rack full of awards, it feels like I sacrificed precious parts of my childhood for achievements that didn't truly matter in the long run.

I was the quintessential Ms. Goody-Two-Shoes, the wannabe Ms. Know-It-All, always striving to be perfect. That identity consumed much of my school years. I was the girl with two neat braids and spectacles, sitting with the geeky group, the go-to person for homework, assignments, and covering up classmates' mistakes. At that time, I thought I was everyone's friend, but now I realize those "friendships" weren't as genuine as I believed.

If I could go back, I'd tell my younger self to relax, stop being so hard on herself, and let go of perfection. Childhood is too short to spend chasing medals and marks. It's about moments, mischief, and memories that truly matter.

by Ruchika Maheshwari - ABS [DEL]



CELEBRATIONS GALORE

Tying the knot, becoming a parent or joining a new company... each represents a courageous leap forward, symbolizing pivotal moments demanding bravery, adaptability and a willingness to embrace exciting changes, steering life into thrilling new chapters of growth and discovery.

STORK'S VISITING



S/o Vivek Kumar Goyal, ASR [DEL]



S/o Sona Satija
ACCOUNTS [DEL]



D/o Sheethu Sara James
ASR [KCH]

WEDDING WOWS



Tarun Kumar Bandaru
RAS [MUM]

WINNERS OF SC CONNECT QUIZ

Abhishek Kumar	ABS [DEL]
Vidhiya M	ASR [CHN]
Bharath T	ASR [CHN]
Midhun M G	ABS [KCH]
Jagadeesh V	ASR [CHN]
Arti Sharma	TAX [DEL]
Mahalakshmi S	ASR [CHN]

OUR LEADERSHIP TEAM EXPANDS

ASA is delighted to welcome Mr. Yoji Taguchi to its Advisory Board. With 37 years of experience at Mitsubishi Corporation, Mr. Taguchi has played a pivotal role in driving growth in India and the Indo-Pacific region. His leadership at Mitsubishi Corporation India strengthened Indo-Japan relations, and as the founder of MC Craftsman Machinery and CEO of Future of Two Oceans (FTO), he continues to advocate for Japanese investment in the region. His extensive expertise will undoubtedly contribute to ASA's continued growth and success.



A DAY WITHOUT SUPPORT SERVICE

In the whirlwind of office life, we often forget the unsung heroes who keep everything running smoothly the Office boys. The everyday mantra goes by "Arrey, aap rehne do, mai karta hun."

From making that first cup of tea to keeping the office clean, they are the glue that holds everything together. And when the deadlines hit, they are the ones still smiling.

Without them, we'd all be drowning in paper, chaos, and empty mugs. So, next time you sip that perfect cup of tea or walk into a clean office, remember: "An office without an office boy is like a laptop without Wi-Fi impossible to function."



Let's be real – without our office boys, we would be utterly lost! They are like the stealthy ninjas of the workplace, swooping in just when you're battling that dreaded mid-afternoon slump or rescuing us from the chaos when the photocopier throws a tantrum.

Seriously, how do they always know when we need a caffeine boost or a tech miracle? They work tirelessly behind the scenes, keeping everything running smoothly while somehow managing to avoid the spotlight like true office superheroes!

Without them, we would probably be running around like headless chickens, trying to find a stapler or figure out how the printer works. So here is to our office boys-the real-life superheroes who keep our sanity intact and our coffee cups full!

Our office boys are the people whom we run to for literally every single thing in office, whether its looking for papers to refill the photocopying machine or some important documents to be sent to a client.

No matter how trivial or demanding the job is, their response is always in the affirmative; needless to say, with a smile.

From becoming Santa for Christmas celebrations to being the disciplinarian who would take care that no department disturbs others, they're on their toes 24X7. Let's acknowledge that without these people who would respond "hanji kahiye" to our "bhaiyaa," the office would be a literal chaos .



In the bustling world of our office, it's easy to overlook the ones who work tirelessly behind the scenes. While we enjoy our weekends, they come in with unwavering dedication, cleaning up after our chaos and ensuring everything runs smoothly. Their cheerful smiles and relentless spirit remind us of the true essence of teamwork. We are profoundly grateful for their hard work and resilience, often going above and beyond while we, in our comfort, forget to appreciate their efforts.



We have three support staff at our branch who help us out with warm smiles and kind words.

Raju Chettan and Vishnudas maintain a friendly rapport with everyone in the office. They possess immense energy and enthusiasm and bring unique flair to their roles as they work tirelessly to ensure the workplace runs like a well-oiled machine. They are always at your side, a call away, to help each person in office, whether it be for a printout, office stationery, client files, or even refreshments. Sujatha chechi brews tea and coffee with a practiced hand, each cup infused with warmth and care. With meticulous effort she keeps the facility spic and span.

Without the support of these three, our branch would never be the same. Hats off to them for all that they do for us!!

Travel Tales - Chopta

Our journey began in Rishikesh, where we immersed ourselves in the spiritual atmosphere, starting with the mesmerizing Ganga Aarti at Triveni Ghat. The ceremony, with its chanting priests and floating lamps, was an unforgettable experience. We also enjoyed thrilling river rafting on the Ganges, surrounded by the stunning landscapes of the Himalayas.

On our way to Chopta, we stopped at two sacred sites. The Dharidevi Temple, located by the Alaknanda River, offered both peace and beauty. At Devprayag, where the Alaknanda and Bhagirathi rivers converge to form the Ganges, we felt a deep sense of reverence at this holy confluence.

Arriving in Chopta, we were greeted by breathtaking views of snow-capped peaks and lush meadows. The trek to Tungnath Temple was challenging but rewarding. At 3,680 meters, it is one of the highest Shiva temples in the world, offering a serene and spiritual experience. The stunning views of the surrounding Himalayan peaks, including Nanda Devi and Trishul, made the journey even more special. This trip combined adventure, spirituality, and natural beauty, creating unforgettable memories.

by Shambhavi Rimal – ABS [DEL]



A journey when the likeminded meet

A memorable journey is rare, but experiencing your favourite one truly matters. All you need is a friend, your favourite vehicle, a companion, or a loved one. My journey began when I said, "I'm getting bored," to my cousins. With their crazy energy matching mine, they made things happen. On our way home, they asked, "What do you want to do?" It was 1 PM. I replied, "No maps or directions—let's ask locals for the route."

We turned the car around and asked a passerby for an adventurous spot. He suggested a hilltop temple surrounded by a forest, and it sounded perfect. The 45 km drive wasn't smooth, and the car struggled as we climbed the hills. For the last 3 km, we walked, spotting elephant footprints that added an exciting thrill to the trek. Unfortunately, the temple was open only on weekends, so we couldn't enter.

On our way back to the car, we faced another twist—the fuel was critically low, with just enough for 35 km. Driving cautiously through the forest, we found a man after 20 km, who directed us to a fuel station 8 km away. By God's grace, the car held on just long enough to refuel.

by Suhas S – ABS [BLR]

Brahmatal Trek - A journey Through the Heart of the Himalayas

Before 2025 began, I yearned for a break from the constant distractions of daily life, so I sought refuge in the mountains. Our journey started from Delhi, heading towards Rishikesh, with the majestic Brahmatal Summit at 12,250 feet as our goal. The scenic drive to Lohajung in Chamoli district, passing through Devprayag where the Bhagirathi and Alaknanda Rivers converge, set a serene tone for our trek.

The next morning, we began our trek to Bekatal, the first base camp. The night sky at Bekatal was mesmerizing, filled with countless stars, a sight lost in the city's glow. The frozen lake and snow-covered surroundings created a magical winter wonderland.

We continued to Brahmatal via Tilandi, spotting a Himalayan griffon basking on a rocky outcrop. The path, surrounded by oak and rhododendron groves, led us to Jhanditop, the highest meadow before Brahmatal. By evening, we reached the frozen lake at the campsites.

The final ascent began at 4 AM, battling freezing temperatures and a challenging trail. After hours of effort, we reached the summit, where peaks like Mt. Trishul and Mt. Nanda Ghunti greeted us, bathed in sunrise's golden light. The snow crunched beneath our boots as we stood in awe of the endless mountain panorama.

This 30-km trek was more than a physical challenge—it was a journey of reconnecting with nature, finding tranquility, and discovering a universe of peace both around and within..

by Arjita Rastogi – TAX [DEL]



The Kolukkumalai: A Tale of Adventure, Friendship, and Growth



On the evening of August 14, 2024, a group of 14 HR professionals from Chennai and nearby areas gathered at Trisulam Railway Station. Beneath the dim station lights, excitement filled the air as we prepared to embark on a journey not just as colleagues, but as explorers.

We arrived in Dindigul at dawn and recharged with a hearty breakfast before heading to Kolukkumalai. The breezy roads led us to Tentgram Hostel, nestled in serene hills where time seemed to pause. Activities like ziplining and a sunset trek filled our day with adventure. As the sky turned shades of orange and pink, we stood awestruck, silhouetted against nature's grandeur. That evening, stories and laughter around a campfire strengthened our bonds.

At the peak of Kolukkumalai, the first rays of sunlight illuminated the mountains, revealing Surya Nalli, a sacred sunrise spot. From there, we explored Munnar, where a light drizzle added romance to the lush scenery. Seeking blessings at the Pazhani Padhala Chembu Murugan Temple, we were touched by the locals' hospitality, transforming our meal into a feast of shared memories.

This journey transcended a mere escape, fostering connections and blending joy with professional growth. We returned not just as colleagues, but as friends, eagerly awaiting the next chapter.

by R Rajagopal – Admin [CHN]

The Mighty Kumara Parvata Trek

Everyone wants to end the year with a memorable event, and this year, my colleagues and I decided on an adventurous trek to Kumara Parvata. This 14 km journey involves reaching the Kumara Parvata peak, moving on to Shesh Parvatha, and then returning to the base camp. The trek includes steep uphill, downhill, and a challenging 85-degree slope that requires serious effort to climb.

While the trek started off easy, after the first 1km, we stopped for a 10-minute break, laughing at our early exhaustion. One major concern during the trek was the leeches. However, we took precautions by wearing thick socks and shoes, and we even packed 1kg of salt.

Reaching the peak of Kumara Parvata brought a huge sense of relief. The mist rolled through, creating a breathtaking view that made the tough journey worthwhile. Fortunately, we escaped without any leech bites.

The next day, we had fun at a nearby waterfall, where we unexpectedly encountered a poisonous snake. We wrapped up the adventure with some kayaking before heading home, with our legs completely exhausted but our spirits high.

by Muni Kishion Singh G – ASR [CHN]



Diamond in the rough

Whenever someone hears the name of the town Tiruchirappalli, the image of The Rockfort immediately comes to mind. Geologically, it is 3.8 billion years old, making it older than the Himalayas. The Rockfort is famous for the Ganesh Temple at its summit, but most visitors miss what lies beneath (literally).

The lower cave temple, built by the Pandyas on Chola land, is a hidden gem. You can reach this temple on the way to the Uchipillayar temple, which has been listed as a historical monument by the Archaeological Survey of India. The temple, being ancient, houses seven deities—Ganesha, Subrahmanya, Brahma, Surya, Sakthi, Vishnu, and Shiva—representing the Hindu Shanmatha doctrine of Adi Sankara. The main attraction of the monument is the statue of Lord Ganesha standing, which is a rare sight to witness elsewhere.

The lower cave temple has existed for over a millennium, yet it remains largely unexplored. Explorers must visit this place to witness its mesmerizing architecture.

by Pitchiah B – ASR [CHN]

NEW AGE FESTIVAL WITH TECHNOLOGY



Technology in Traditional Crafts

3D Printing for Festival Decorations:

During festivals like Diwali and Ganesh Chaturthi, 3D printing technology is used to create eco-friendly idols, decorations, and gifts. This reduces the use of plaster of paris and harmful chemicals, promoting sustainability.

- **Digital Art for Festivals:** Artists are using digital tools to create modern takes on traditional festival art, including digital Rangoli designs and creative posters for events.

E-commerce for Festival Shopping

- **Online Marketplaces:** E-commerce giants like Amazon, Flipkart, and small local businesses leverage tech to help people buy festival essentials (clothing, sweets, gifts) from the comfort of their homes.
- **Festival-Specific Apps:** Some festivals have their own apps for organizing events, sending invites, and tracking ritual performances. For example, apps help people buy tickets for festivals like the Jaipur Literature Festival or manage large-scale events like the Goa Carnival.

Virtual and Augmented Reality Experiences

- **Virtual Darshan:** During festivals like Diwali, Navratri, and Ganesh Chaturthi, many temples offer virtual darshan, allowing people to experience the festival remotely through live streams or VR.
- **AR Temples:** Some temples have incorporated Augmented Reality (AR) to allow devotees to view 3D images of deities and mythological stories on their smartphones as they visit.



Digital Lighting, Drone shows and Projection Mapping

- **Light Displays:** During Diwali, cities like Delhi and Mumbai use digital lighting and projection mapping to create stunning displays on buildings, which can be viewed on mobile apps or live-streamed.
- **Projection Mapping during Durga Puja:** In West Bengal, the traditional Durga Puja pandals (temporary structures) have incorporated projection mapping, creating intricate and dynamic visual experiences.
- **Drone Shows:** Festivals like Diwali, Independence Day, and New Year's Eve in cities like Bangalore and Delhi feature spectacular drone light shows, which are eco-friendly and technologically advanced.

Social Media and Online Campaigns

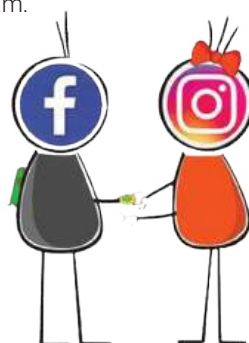
- **#Hashtag Campaigns:** Festivals like Holi, Diwali, and Ganesh Chaturthi are widely celebrated online, with people sharing images, videos, and messages using hashtags like #HappyDiwali or #GaneshChaturthi.
- **Live Streaming:** Festivals such as the Kumbh Mela and Durga Puja are live-streamed on platforms like YouTube, Instagram, and Facebook, allowing people from across the world to participate in the celebrations.
- **Virtual Communities:** Social media platforms have allowed people to form online communities to plan, discuss, and share their experiences of festivals like Karva Chauth and Onam.

Festival-Based Gaming and Entertainment Apps

- **Festival-Themed Games:** Many mobile games and apps incorporate festival themes, allowing players to celebrate Holi, Diwali, or Durga Puja through in-app activities, challenges, or special rewards.
- **Interactive Experiences:** Apps like "Holi Color" or "Virtual Ganesh" provide fun and interactive ways to participate in festivals digitally, especially for children or those who can't attend in person.

Digital Payment for Donations and Offerings

- **Online Donations:** Many temples and religious organizations now offer digital payment options for donations, making it easier for people to contribute to causes during festivals like Ganesh Chaturthi, Eid, or Christmas.
- **Virtual Pujas:** Platforms like "BookMyPuja" or "Shubh Pujas" allow people to book virtual or in-person pujas, perform rituals online, and even send prasad (offerings) through courier services.



Diwali

Diwali, the vibrant festival of lights, ignites joy among millions globally. All locations celebrated with offices shimmering with vibrant decorations, dazzling lights, twinkling diyas and exquisite rangoli designs embellishing the floors. The atmosphere was filled with laughter, camaraderie, and the spirit of togetherness, making cherished memories with colleagues!



Dussehra Celebrations

ASA Bangalore Dussehra celebrations were made extra special with a unique tradition where we followed the 7-day color-themed attire suggestion. Each day brought a new burst of color, adding excitement and creativity to the office atmosphere.



Navaratri Celebrations

ASA Mumbai and Chennai office kicked off the third quarter with a vibrant Navaratri celebration. Where, in Chennai office employees were encouraged to wear outfits reflecting the colours associated with each day of Navaratri, the Mumbai office organized a lively Garba event, with a professional DJ bringing infectious beats that had everyone on their feet, dancing in traditional attire..



Kannada Rajyotsava

SC-RC Bangalore celebrated Kannada Rajyotsava with a fun-filled Kannada movie and places guessing competition! The event wrapped up with a heartfelt gratitude message from our seniors to the juniors, recognizing their hard work and dedication.



Board Games Evening

SC-RC organized a fun-filled team building evening at Delhi office. The event featured a variety of engaging games that participants enthusiastically played through the evening. The evening wrapped up with delicious snacks enjoyed by all.



Box Cricket

To ignite the spirit of sportsmanship and camaraderie, thrilling cricket tournament were organized at our Hyderabad, Chennai and Bangalore locations. The outing was an absolute blast, offering a much-needed break and giving everybody an opportunity to unwind and recharge.



Annual Outing

Our office annual outings at multiple locations were packed with thrilling activities offering a perfect blend of fun and adventure. Team-building games and challenges strengthened bonds and created lasting memories.



Year-End Party

SC-RC Mumbai and Delhi-Gurgaon wrapped up the year with fantastic Year-End Parties. Everyone had a blast, creating memories that will be cherished as we look forward to another exciting year ahead!



Christmas & New Year Celebrations

Christmas & New Year Celebrations at office was in full swing. The smiles and laughter were contagious, as the festive spirit filled the air. It was a heartwarming moment, bringing the team closer together in celebration and holiday cheer!



How has the experiences in ASA moulded you as a person, professionally and personally?

Professionally, handling diverse client requirements gave me new learnings each day and helped me evolve into what I am today.

Personally, ASA values all its employees. Each employee is celebrated be it their birthdays or wedding anniversaries or personal milestones, the feeling of being valued boosts one's confidence and self-esteem.

What is your mantra for stress management?

You can do it! "This too shall pass".

One memory of a crucial issue you faced in your professional life and how did you fix it?

There was a time when the team in my previous organization was not responding to instructions given and were resistant to work as per directions. I resolved this conflict by talking to them in one-on-one meetings

What are your planning strategies to finish work assignments on time?

I understand the scope of work, delegate work and clearly instruct requirements. I follow up with continuous and timely monitoring.

What is the best learning you had while working on an audit?

The most interesting /challenging part is to gain a deep understanding of client's business. Any learning in audits is invaluable. Hard to name one.

Who is an inspiration/ role model for you and why?

My dad- I draw inspiration from his way of handling tough situations with ease. He inspires me in ways more than one. In fact, both my parents are solution oriented, any problem comes their way, they come up with a practical solution.

What do you do in your free time?

I relax on my beanbag and read a good book.

What do you do to make others happy?

I involve in engaging and light conversations with people who like my presence; sharing memories and good times together makes them happy.

The most memorable day of your life:

There are two days -the day my girls were born

Best piece of advice to your juniors:

Not to expect spoon feeding, to think sensibly.

Rapid Fire

- Favorite travel destination - Kashmir
- Food that you will relish at anytime - Masala Dosa
- Favorite movie - Three Idiots
- Favorite drink - Virgin Mojito
- Forever Bestie - From my school – Vidya Parasuram
- Hidden talent - Writing
- Favorite book - The Evening News by Arthur Hailey
- Song that you love - Taare Zameen par
- Your life mantra - 'Stay Positive, Stay healthy'



In conversation with
Shalini R
Associate Director
Assurance, Kochi



Bikramjit Singh Bedi

Partner, Taxation, Delhi

A partner, the go-to for all,
The most amicable, standing tall.
From Delhi, where street foods call,
Butter chicken, naan, and dal makhani,
his favorite of them all.

He drives to work in a car so grand,
Handling tax officers with a steady hand.
With skill and charm, he takes a stand,
A true expert in his command.



Jugal Agarwala

Partner, Risk Advisory, Mumbai

Jugal's the name, and he's always so bright,
With a grin that can light up the darkest of nights.
He lounges at home, where the snacks are divine,
Vada and bhel-puri, his perfect evening line.

A people's person, with laughter to share,
He spreads joy like confetti, with love everywhere.
So raise up a snack, let's give him a cheer,
For Jugal, the jester, our buddy so dear!

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