



 dvisory

 trategy

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Comprehensive Solutions for Complex Matters

MISSION

The positioning of
ASC in Top 10
Consulting
Companies in
India.

VISION

To help one
million clients run
a more profitable
business.

From the desk of
Founder and CEO



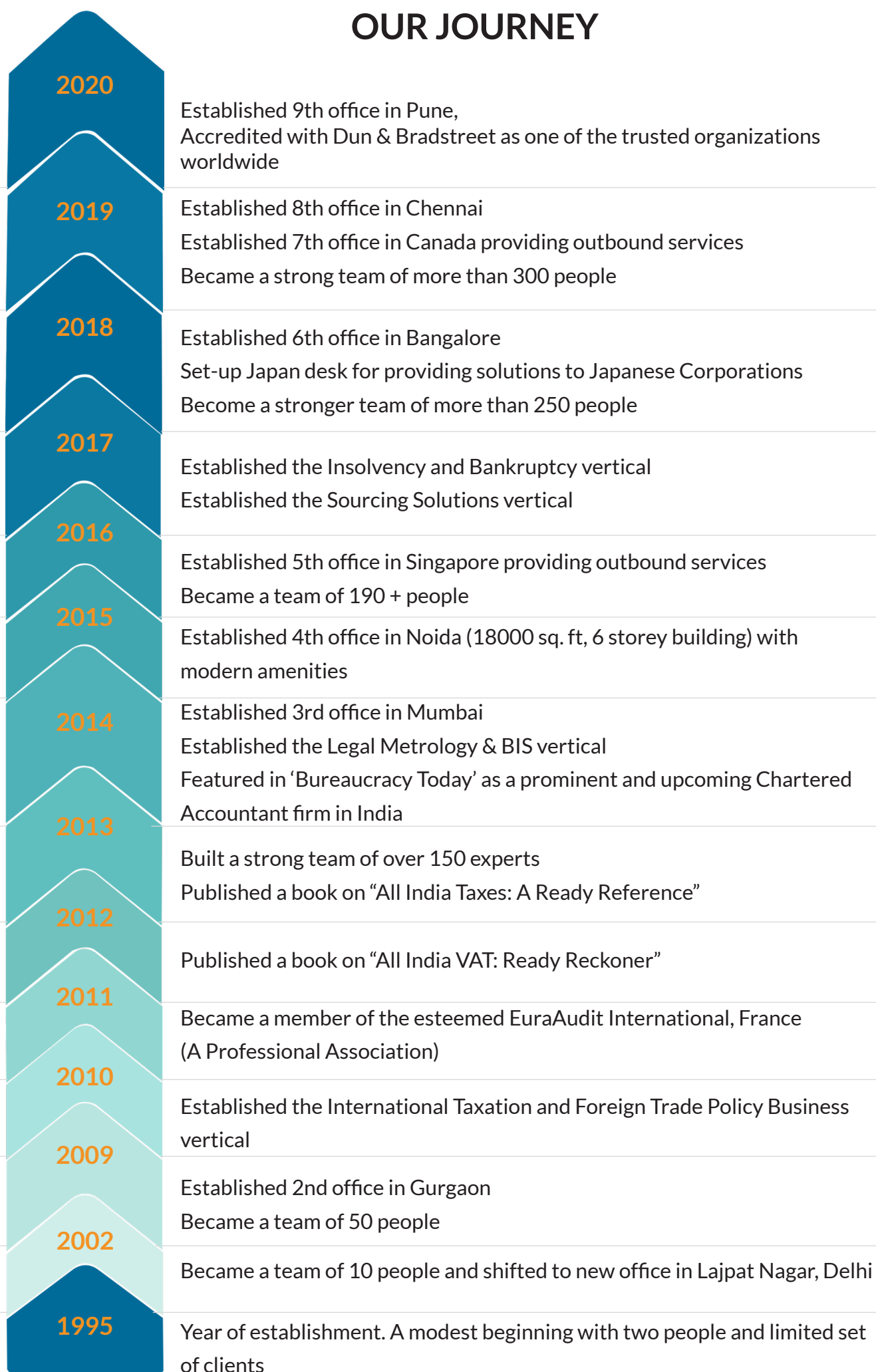
I would like to take this opportunity to express my heartfelt thanks to my team and my well-wishers for their active involvement, support and trust in me; without whom I would not have been successful in building ASC as a leading Consulting Group.

I take immense pleasure in saying that our team consists of experts from diverse fields. This expertise and experience helps us in addressing client issues with a unique and innovative approach which facilitates strategic business growth for our business partners.

Building on our strengths as a multi-dimensional consulting group which serves across industries, we at ASC believe in delivering economically viable solutions for complex financial and legal matters. We strive for customer satisfaction which is of utmost importance to us.

Founded as a CA firm, ASC now has many legal entities and service verticals operating from 9 offices (Delhi, Noida, Gurugram, Mumbai, Bengaluru, Pune, Chennai, Canada and Singapore) and more than 80 associates throughout India. Our core strength is exhibited in our diverse team of more than 300 members.

OUR JOURNEY



What makes us different?





Services

Taxation

- International Taxation
- Transfer Pricing
- Expat Tax
- Corporate Income Tax
- Withholding Tax
- Personal Income Tax
- Goods & Services Tax
- Assessment & Tax Litigation

Risk Advisory & Assurance

- Audit
- IFC/ICFR
- Policy & SOP formation
- Financial Statements
- Governance & ERM Implementation
- Forensic & Investigation
- Due Diligence
- Risk Management
- SOX Compliances
- Review Programmes
- Certification

Secretarial & Legal

- Incorporation & Statutory Registrations
- Secretarial Compliances under Companies Act, 2013
- RBI / FEMA Compliances
- SEBI Compliances
- Liquidation services
- Insolvency & Bankruptcy
- Legal Services (Corporate & Labor)
- Drafting of agreements/contracts
- Arbitration & Dispute Resolution

Consulting

- Mergers & Acquisitions
- Foreign Trade Policy & Free Trade Agreements
- SEZ/EOU/STPI/FTWZ Compliances
- Custom & EXIM Policy
- Anti-Dumping Duty
- SVB & AEO Registration
- Legal Metrology Registration
- BIS, FSSAI, ETA Certification
- E-waste / Plastic waste Management
- Entity set-up & compliances in Singapore and Canada
- Sourcing Solutions
- Outsourcing Services





India Entry & Business Startup Consulting

- India Market Entry Strategy to structure business that includes Feasibility Study, Structuring Business Model, Market Projections, etc.
- Company, LLP, Liaison Office, Branch Office, Project Office incorporation with ROC and intimation / approval to RBI
- Entity set-up compliances including regulatory approvals & license under labor laws, environment laws, fire department, MSME, SSI, etc.

International Taxation

- Evaluation of Tax Treaties, Multilateral Agreements, Tax Information Exchange Agreement, Comprehensive Economic Partnership Agreement, etc. for taxability & relief
- Efficient Tax Structuring & Advisory on Cross border transactions like Engineering, Procurement & Construction Contracts (pre-bid & post-bid stage both)
- Advisory on OECD

Transfer Pricing

- Analyzing transactions and preparation of Transfer Pricing Study/Reports
- Issuance of Transfer Pricing Certificates
- Evaluating & formalizing Advance Pricing Agreements
- Compliances for Country-by-Country Reporting and Master File
- Advisory on tax reduction under Double Taxation Avoidance Agreement and identifying taxability of foreign companies in India

Expat Tax

- Structuring the mechanism for taxation of foreign portion salary and income of Expat in India
- Drafting of Secondment/Dispatch Agreement, Employment Agreement, etc.
- Providing assistance in registration with FRRO, VISA renewal, obtaining exit permit from FRRO and income tax clearance certificate from Income Tax Department
- Determination of residential status and calculation of income tax liability on global income in India considering tax reliefs for income tax paid in the home country
- Compliances for personal income tax return filing along with disclosure of foreign assets



Corporate Income Tax, Withholding Tax & Personal Income Tax

- Corporate Income Tax Compliances for all International & Domestic business set-ups
- Advisory on Tax planning for Corporates & Non-Corporates
- Corporate Income Tax, Withholding Tax and Personal Income Tax Compliances & Return filing
- Obtaining lower and concessional withholding tax certificate
- Other compliances under the Income Tax Act, 1961
- Certification for making remittances

Goods & Services Tax (GST)

- GST Advisory services on existing or proposed business transactions
- Structuring of business transactions in the light of GST implications
- Suggesting mitigation plans as well as way forward for business
- Undertake GST due diligence review
- Undertake GST related process as well as system audit
- Undertake work related to reconciliations such as between books of accounts, GSTR returns (1, 3B & 2A), e-way bill, etc.
- Provide litigation support services to the Company which includes assisting in Departmental assessments, audit and their representation, etc.
- Consultancy on documentation, formats, reporting, E-way bill, Anti-Profitteering etc.
- Undertake GST related compliances like preparation and filing of periodic returns
- Preparation and filing of annual returns, audit report, etc.
- Preparation and filing of GST Refund application and represent the Company before the Department
- Provide support services in relation to e-invoicing to the Company
- Providing manpower solution to the Companies for GST related work
- Undertake trainings / workshops for the employees of the Company as per the requirement of the Company

Assessment and Tax Litigation

- Obtaining Advance Rulings from Board of Advance Rulings (Income Tax)/ Authority of Advance Rulings (GST/Customs)
- Assessment, Re-assessment, Tax Litigation & Representation services before all levels including Appellate Authorities under Direct Tax, GST, DGFT, Customs, etc.
- Representation services before the Commissioner (Appeals) and Tribunals including Faceless Appeal System



Risk Advisory and Assurance

- Internal Audits comprising a review of end to end processes & procedures, evaluate operational efficiency & internal controls, etc.
- Review of Internal Controls over Financial Reporting (ICFR) & assisting companies in designing Corporate Governance Framework, Risk Management Strategies, etc.
- Designing & implementation of Standard Operating Procedures (SOPs)
- Assuring Statutory Audit Compliances and Regulatory Standards
- Financial Statement Reporting as per Accounting Standards
- Forensic Accounting & Investigations
- Investigative Due Diligence (Financial, Taxation and Legal)
- Co-sourcing and supplementing Internal Audit function through Management Audit
- Operational Audits to enhance control processes and introduce efficiencies into business operations
- SOX Compliances documentation and testing assistance
- Conducting Review Programmes from accounting & taxation perspective of all compliances
- Certification of IFRS accounts

Corporate Law, Secretarial, FEMA & Legal

- Statutory Registrations under different laws like Income Tax (PAN & TAN), GST, Provident Fund (PF), Employees State Insurance (ESI), Professional Tax (PT), Import-Export Code License (IEC), Shops & Establishment Act, Trademark, etc.
- Compliances under Companies Act, 2013 & XBRL reporting
- Compliances under Foreign Exchange Management Act (FEMA) including External Commercial Borrowings (ECB), Foreign Direct Investments (FDI), Overseas Direct Investments (ODI), Securities and Exchange Board of India (SEBI), FLA/FLAIR return filing, etc.
- Drafting of agreements, contracts, MOU, shareholders & joint venture agreements etc.
- Closure of Company like winding off, struck off, liquidation and fast track exit mode
- Advisory on Corporate Law matters
- Drafting of CSR Policy & Implementation
- Legal services related to Corporate & Labor matters
- Arbitration & Dispute Resolution Services



Insolvency & Bankruptcy Services

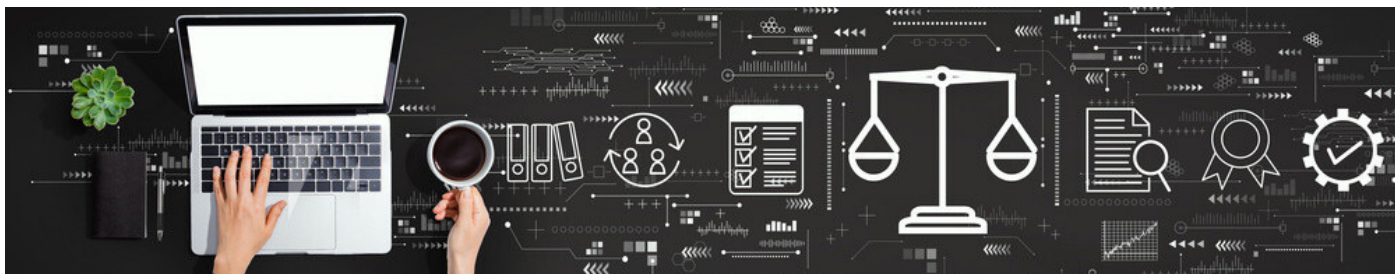
- Advisory and consultancy over IBC matters
- Appointment of IRP/RP, Liquidators, Bankruptcy Trustees
- Claim Verification for verifying the claim of creditors
- Drafting of Resolution Plan and Process Advisors
- Creation and Maintenance of Cash Flow

Mergers & Acquisitions

- Partner search services
- Evaluation of business model
- Transaction & Fund structuring related statutory & legal compliances, planning and approvals
- Valuation of Business, Shares and other Securities
- Buy / Sell advisory for negotiation of purchase and sale agreement
- Franchising to link with right resources for the expansion of business
- Management consultancy over challenges in financial modeling of business
- Corporate Finance to improve investor relations and manage financial transactions
- Debt Restructuring to strategize financial solution

Customs & EXIM Policy

- Advisory on Foreign Trade Policy and Free Trade Agreements signed by India with other countries
- Advisory for set-up, benefits and compliances of units in Special Economic Zone (SEZ) / Export Oriented Unit (EOU) / Software Technology Park of India (STPI) / Free Trade Warehousing Zone (FTWZ)
- Documentation, preparation and filing of an application to get duty credit scrips under SEIS, MEIS and other Duty Exemption Schemes
- Providing assistance in liaising with DGFT and other authorities for obtaining various restricted license
- Special Valuation Branch (SVB) registration & renewal and finalization of BOEs
- Authorized Economic Operator (AEO) certification and renewal
- Documentation, preparation, representation with DGFT to avail EPCG Authorization, Advance Authorization, etc.
- Providing assistance in attaining redemptions from DFIA authorities
- Advisory & Representation for levy of anti-dumping duties
- Drafting of report and negotiations under PTA & FTA
- Obtaining Custom duty refund like EDD refund, CEPA refund, etc.



Legal Metrology, BIS & Other Registrations

- Licensing under Legal Metrology Act (Weight & Measures and Packaged commodity goods)
- Bureau of Indian Standard (BIS) Certification and standardization
- Certification from Food Safety and Standards Authority of India (FSSAI)
- Regulatory approvals for Equipment Type Approval (ETA) Certification and Import License from Wireless, Planning and Coordination Wing (WPC)
- Extended Producer Responsibility (EPR)/E-waste management certification from Central Pollution Control Board (CPCB)
- Plastic-waste management certification from CPCB

Outsourcing and other services

- Accounting & MIS Services
- Payroll Support & HR services including payroll structuring, recruitment service, etc.
- Drafting of Accounting Manuals, Working Regulations, Employment Agreements, etc.
- Compliances of different statutes like PF, ESI, PT, LWF, etc.
- ERP / SAP implementation services
- Advisory & Consultancy over intellectual property rights, patents, etc.
- Advisory on setting-up entities in Singapore & Canada and undertaking pre-setup & post-setup compliances as per respective country laws
- Advisory on the optimal stack of different solutions using FINTECH platforms landscape

Sourcing Solutions

- Vendor management on PAN India basis including negotiations and payments
- Coupon Management to manage the system of disbursement and redemptions of coupons
- Contractual Staff Resourcing eliminating payroll accounting and maintaining budget controls
- Sourcing of goods and supplies on instant basis from GST registered / unregistered vendors



Testimonial

"I would like to convey my heartfelt appreciation for the entire team at M/s ASC group during my latest professional experience with the firm. I am truly delighted with the client experience, the team @ASC delivered to me..! Honestly, I am not able to choose from whether I am more impressed with the professional expertise, an awesome customer service or a combination of both....!! I am not sure whether you have a "Wall of fame" in your office for customer appreciations like these but I am certainly going to use this as a case study in my own training sessions to my teams on Operational excellence & Customer experience. My sincere wishes to ASC group for many more success in future. In my own limited professional experience of 23 years, I strongly believe you guys have the capability to not only become the leading professional firm in the country but globally."



Ashish Kumar

-Asst. General Manager

Head- Outsourcing and Vendor Management (Max Healthcare)



"ASC is like an extended office for Avery Dennison for the matters related to Taxation. Be it Excise, Service tax or VAT, with the approach ASC handles everything I do not worry about them and I know that I am in safe hands."

Sanjay Mathur

-Avery Dennison

"ASC is doing our Vat work from almost Last 2 decades, till date their support and professionalism is highly appreciable. Our association with ASC started way back in 1995 and we at Gillette are happy with their promptness, service quality and professionalism being demonstrated. They will be an ideal Accounting Service provider to any Corporate."



Pradeep Sharma

-GILLETTE INDIA LIMITED



ASC Group has provided their professional support for obtaining export incentives to us. We are happy with their guidance, professional approach, and fulfillment of time commitment. We shall look forward to receiving their continuous support on other assignments. Wish you all the best for your future success!!"

Shosuke Takahashi

-Yushiro India Company Private Limited

"ASC team has been of great support in handling all my requests for tax-related information, especially as this domain is very wide and complex. Moreover their book All India Taxes is resourceful and comprehensive".



Vivien Massot

-TAC ECONOMICS



"We are very happy with the services ASC has been providing us which include transfer pricing, international taxation, payroll etc. They are knowledgeable and professional team."

Naveen Sareen

AGCO

Directors and Promoters



Founder and CEO

Alok Kumar Agarwal

Founder and CEO of ASC, Mr. Agarwal has over 25 years of experience in finance advisory. During his illustrious professional journey, he has played a key role in advising clients on a diverse range of financial matters. The co-author of two comprehensive books on tax, he is a renowned expert on Company Laws, Taxation Practices and Government Regulations. With his industry experience across various fields regarding M&A matters, corporate finance, due diligence, corporate law, strategic planning and taxation, Mr. Alok Agarwal makes ASC Group stand out



Director

Anju Agarwal

An insolvency professional, a Masters in Economics and PGDM in Marketing, Ms. Agarwal leads the Insolvency & Bankruptcy vertical at ASC. Her varied experience in matters of business strategy, legal compliances and in-depth knowledge of the dynamic finance industry is an asset for ASC. With an eye for detail and precision, she excels as a business strategy consultant and plays a vital role in assisting organizations in international expansion and maximizing ROI through planned investments.



Director

Antaryami Nayak

Mentor and advisor to ASC Group, Mr. Nayak leads the new and innovative vertical, BSP Freedo. With a rich industry experience of 24 years, he has thorough knowledge of Mergers and Acquisitions and various corporate finance matters for global multinational conglomerates. Mr. Nayak is also a Six Sigma Green Belt holder and has successfully combined both financial knowledge and operational excellence to implement them in practice. He has devised KPI management system for various departments to achieve operational excellence and for driving growth.



Director

Deepak Kumar Dass

Mr. Dass heads the Indirect Taxation vertical at ASC. Through his expertise and in-depth knowledge of the Indian tax structure, he has helped numerous global corporates in respect to their Indian ventures in matters of Indirect Taxes and thus doing major value addition in strengthening their supply chain structure. He has also co-authored the book, 'All India VAT, A Ready Reckoner' along with Mr. Alok Kumar Agarwal. This book provides valuable insights into the VAT laws and regulations applicable across India.



Director

Shailendra Kumar Mishra

Mr. Mishra is heading International Taxation, Transfer Pricing, FEMA and Foreign Trade policy at ASC. A core member, he has played a key role in advising clients on tax and regulatory advisory in business structure, entity options on inbound and outbound investments. Shailendra's pragmatic and structured approach is highly valued among clients. An author of a book, he has played a pivotal role in establishing Singapore and Canada operations of ASC and has been very helpful in building a next generation team leaders within the organisation.

Core Team



**Vice President
Deepak Maini**

Mr. Maini is a practicing Insolvency Professional with an experience of 37 years as a General Manager in Punjab & Sind Bank. Mr. Maini has played an integral role in developing the Insolvency and Bankruptcy vertical at ASC.



**Vice President
Mayank Singhal**

With an impressive experience across industries, Mr. Mayank specialises in Legal Metrology, BIS Certification and Stock Audit at ASC. His result driven approach is marked by an intelligent and pragmatic methodology



**Asst. Vice President
Jigar Shah**

Mr. Jigar is a qualified CA with 17+ years of experience in various industries viz., Media, Film Production, Automobile, Electronic Security and Health Care. He is also a qualified Resolution Professional under the IBC Code. His experiences are very useful for ASC in handling the Corporate Debtors. He is primarily based in Mumbai & heads the IBC operation of ASC Mumbai.



**Asst. Vice President
Ankush Goyal**

Mr. Goyal has over 10 years of experience in Risk Advisory, Internal Audits, Forensic Audits, ICFR, and Internal Control reviews and he has helped a large number of national and international Corporates through cost efficiency and timely delivery.



**Asst. Vice President
Rakesh Mishra**

Mr. Mishra is an Insolvency Professional, Chartered Accountant and Company Secretary with more than 30 years of experience as Hardcore Finance Professional. Held Senior positions for more than 19 years as CFO/ Head of Finance/Finance Director/Financial Controller/ Head Commercial.



**Operations Head Mumbai
Niten Agarwal**

Mr. Agarwal heads Mumbai operations for ASC. He has been instrumental in shaping and developing ASC as a prominent consulting group in the Western region of India.



**Operations Head Canada
Bhupen Garg**

Mr. Bhupen is an MBA in Finance and has extensive experience in business consulting & development. He helps small, medium and large organizations in simplifying and expanding their businesses and provides support in managing financial KPO services, market research & entry, business set-up services in India, Singapore & Canada.



**Vice President
Ashok Gupta**

Leading the business development vertical in ASC Group, Mr. Ashok is primarily responsible for promoting the Foreign Trade Policy vertical as well as other services offered by ASC across India. He has established and developed the first dedicated Sales Division to propel business growth and leads high performing, cross-functional teams.



**Vice President
Mahak Jain**

Mr. Jain is a Chartered Accountant by profession with experience of more than 15 years. He majorly worked with one of the Big4 companies. He is a trusted financial, M&A advisor & investment planner. He is well-versed in Legal Tax & Regulatory compliances, & Investment planning. He was a key member of Japan-desk in PwC India, thus he has an extensive experience of working with Japanese clients.



**Deepak Sharma
Asst. Vice President**

Mr. Deepak Sharma is a Chartered Accountant by profession and leads the international taxation, transfer pricing, cross-border structuring advisory and India entry strategy practice of ASC. With extensive experience of 9 years in the field of direct tax advisory and litigation, he has advised clients on direct tax issues arising in complex domestic and cross border transactions.



**Asst. Vice President
Tania Kakar**

Ms. Tania is a Chartered Accountant by profession having an experience of 7.5 years. She had worked with two of the Big 4s wherein the broad profile includes assignments related to Indirect Tax advisory and compliances. She has thorough understanding of Indirect Tax Laws including GST, Customs, Service Tax, VAT, Excise, Foreign Trade Policy and their implications on various business transactions.



**Asst. Vice President
Amit Sayal**

Mr. Amit is a Chartered Accountant with expertise in Assurance, Accounting/Taxation matters, and Secretarial compliances. He has a varied experience of 8+ years in Industries like Manufacturing, Service, Oil & Gas, Banking, etc. He has worked with MNCs in the past including Big4. Mr. Amit also worked relentlessly in developing and integrating workflow and efficiency in organizations.



**Operations Head Bengaluru
Faizan Ali Khan**

Mr. Khan is a Chartered Accountant by profession and leads the Bangalore operations. He has been advising on Indian taxation matters including GST, Income Tax, Service Tax, Customs, Excise to the clients. He also handles litigation for Direct and Indirect tax matters.



**Senior Financial Advisor
Anil Kumar**

Mr. Anil Kumar is a professional Chartered Accountant, Masters in Commerce & an Insolvency Professional. He has an experience of working as Financial Professional for more than 29 years. He has single-handedly led more than 15 CIRP & entire liquidation proceedings.

Our Clients







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