



# GLOBAL EXPERTISE INNOVATIVE SOLUTIONS

Offering a full spectrum of **Advisory**,  
**Strategy**, and **Compliance** services

Our remarkable journey began in 1995 with the establishment of 'Alok Sinhal & Co.' by Mr. Alok Kumar Agarwal, who continues to lead as the CEO of ASC Group. Over the past three decades, ASC Group has transformed from a modest operation with just two individuals and a few clients into a leading enterprise in India, renowned for its comprehensive range of business services.

ASC Group is an emerging leader in the consulting industry, operating in over 14 locations worldwide. We are backed by a team of more than 300 professionals, including Chartered Accountants, Company Secretaries, Insolvency Professionals, MBAs, Lawyers, and Financial Management Consultants. Our strength lies in our multidisciplinary expertise, deep industry knowledge, and unwavering commitment to solving complex challenges. This synergy empowers us to drive success and foster innovation across diverse industries, consistently unlocking our clients' full potential on a global scale.

## Empowering Progress, Achieving Limitless Success

**1,000+**

Growing Client  
Portfolio

**30**

Years of  
Existence

**100+**

Specialized  
Services

**300+**

Team of  
Professionals

**14**

Locations  
Around the World

**80+**

Global  
Associations

## International Desks

We are a global consulting firm offering professional services with a strong presence in Canada, Europe, the UAE, China, and Singapore, while also managing our international desk, including operations for Japanese clients. Our commitment to excellence drives our ongoing expansion into the United Kingdom and the United States, further broadening our global footprint.



Canada



Europe



UAE



China



Singapore



Japan



“

**Dear Clients, Partners and Colleagues,**

I am pleased to reflect on ASC's substantial progress over the past years, consistently delivering exceptional value despite a challenging business environment. Our commitment to innovation and excellence has led to significant growth, expanded services, and strong partnerships.

Our achievements are highlighted by our clients' success across various industries, with our tailored solutions facilitating their strategic accomplishments and sustainable growth.

Looking forward, we aim to deepen client relationships, expand globally, and enhance our services. I am grateful for your ongoing support and look forward to a prosperous future together.

**Thank you for your trust and confidence**

”



**Alok Kumar Agarwal**  
Founder and CEO

“

**Dear Valued Stakeholder,**

After three decades, I am proud of ASC's journey, fueled by our team's passion and dedication. Our success stems from our talented personnel and our commitment to a collaborative, inclusive culture.

We adopt cutting-edge technologies and methodologies to offer the best services, focusing on innovation to enhance efficiency and effectiveness. Valuing long-term relationships built on trust, transparency, and respect, working closely with clients to surpass their expectations with tailored solutions.

Looking ahead, we are excited to further develop our team, continue innovating, and deepen client relationships.

**Thank you to our clients, partners, and team for your continued support and collaboration.**

”



**Anju Agarwal**  
Managing Director

**We Serve**

**Evolving** with the Times,  
**Leading** with **Integrity**



**Manufacturing**



**Banking**



**Power**



**Infrastructure &  
Construction**



**Retail**



**Trading**



**Automotive**



**Education**



**Hospitality**



**IT & ITES**



**FMCG**



**Textile**



**E-Commerce**



**Transportation  
& Logistics**



**Packing  
Automation**



**Business  
Consulting**

Our established track record, combined with our unwavering commitment to integrity, quality, and client satisfaction, positions us as the top choice for businesses seeking dependable and impactful consulting services. With a deep understanding of industry needs and a proactive approach, we consistently deliver solutions that drive growth and success. Partnering with ASC means selecting a consulting firm that places your success at the forefront.

## Client-Focused, Ethically Guided, Excellence Assured

# Our Principles



### Client-centric

We prioritize the needs and success of our clients, ensuring that solutions are tailored to their specific challenges and objectives.



### Integrity & Ethics

We believe in maintaining the highest standards of honesty, transparency, and ethical behaviour in all our interactions and engagements.



### Quality & Excellence

We strive to maintain the highest standards of quality in all our deliverables, ensuring that our services meet or exceed clients' expectations.





## Risk & Technology Consulting

### Risk Management

- Internal Audit
- Internal Audit Transformation
- Enterprises Risk Management
- Risk and Control Registers
- Process Designing and Documentation
- SOX/JSOX Reviews - Design and Testing
- IFC/ICFR -Design and Testing

### Forensic Services

- Fraud Risk Assessments & Investigations
- Enforcement Agencies Assistance - CBI, SFIO
- Forensic Audit Under RBI Guidelines
- Transaction Audit Under IBC 2016
- Digital Forensic
- Anti Bribery and Corruption
- Assets Tracing
- AML and KYC Review

### Technology & Automation

- Process Re-designing & Automation
- IT Strategy - Transition to newer optimal solution
- ERP - Pre and Post Implementation Support
- Business Continuity Resilience
- SOC/Cyber /IT audits
- Budgeting & MIS Automation

### Insurance Risk Management

- Insurance Audit
- Insurance Adequacy Review
- Insurance Process
- Claims Assistance

## Taxation & Regulatory Services

### Direct Taxation

- International Taxation Services
- Advance Pricing Agreement (APA)
- Transfer Pricing Services
- Corporate Tax
- Trust, Family Office & Succession Planning

### Goods and Service Tax

- GST Registration
- GST Compliance
- GST Litigation Handling and Advisory Services
- GST Refund and Demand Settlement
- GST E-Invoice and E-Way Bill
- GST Health Check-Up
- GST Annual Return and GST Audit

### Customs and Foreign Trade Policy

- General Advisory Services
- Export Incentive Scheme
- Duty Exemption & Remission Schemes
- Classification & Valuations
- Authorizations & Certifications
- Free Trade Agreements and Preferential Trade Arrangements
- Dispute Resolution Services

### Regulatory Services

- FEMA Compliance Services
- FCRA Registration
- Trade License registration
- FSSAI Registration
- MSME Registration
- Import-Export Code (IEC) Registration

### Secretarial & Legal

- Company Incorporation & Statutory Registrations
- Corporate Secretarial Services
- SEBI compliance Services
- Intellectual Property Rights (IPR) services
- Labour Law Services
- Contract Management Services
- Corporate Legal Advisory Services

## Insolvency & Bankruptcy

### Insolvency & Bankruptcy Consulting

- Interim Resolution Professional / Resolution Professional Services
- Resolution Professional / Bankruptcy Trustee Services
- Liquidator Services for Liquidation and Voluntary Liquidation
- Claim Verification Support
- Process Advisory Services
- Transaction Audit Services
- Legal Advisory and Representation Services
- Resolution Plan Development
- Due Diligence and monitoring services

### Stressed Asset Strategic Advisory

- Pre & Post Acquisition Income Tax Advisory
- Pre & Post Acquisition Indirect Tax Advisory
- Statutory & Legal Compliances
- Due Diligence
- Preparation & Implementation of Resolution Plan
- Exit Strategy Planning

## Accounting & Assurance Services

- Assurance Service
- Agreed Upon Procedures Management Reporting
- International Financial Reporting Standards (IFRS) & IND-AS Implementation
- Accounting Advisory Services
- Financial Statement Preparations

## Trade Compliance (EPR / BIS / LMPC)

- Legal Metrology Certifications
- Bureau of Indian Standards (BIS) Certifications
- WPC Certification Services
- AERB Certifications
- EPR (Extended Producer Responsibility) Registration
- CDSCO (Central Drugs Standard Control Organization) Approvals
- No Objection Certificate (NOC) for Ministry of Steel

## Development Sector Advisory

- Strategy & Growth Consulting
- Impact Assessment Services
- Project Management Life Cycle Support
- Corporate Social Responsibility (CSR) Solutions
- Research and Documentation Services
- Grant Management & Utilisation Services
- Control and Compliance Services

## Transaction Advisory Services

- Due Diligence Services
- Merger & Acquisition Advisory
- Business and Asset Valuations
- Debts & Equity Financing Solutions
- Seed and Venture Capital (VC) Funding
- Strategic Corporate Restructuring
- IPO Listing & Consulting-SME
- IPO Listing & Consulting Main Board

## Business Support Services

### Strategic Business Consulting

- Business Feasibility Analysis & Strategy Planning
- Product Diversification Strategies
- Competition Assessment & Market Analysis
- Joint Venture & Collaboration Strategies
- Profit Optimisation Solution
- Industrial Parks & Zones Development Advisory

### Special Audit/Review

- Project Audit
- Concurrent Audit/Pre-Audit
- Fixed Asset Management and Verification
- Inventory control and Stock Audit service
- Agency for Specialized Monitoring (ASM) Mechanism

### Training and Workshops

- Compliances Training under Corporate & Tax Laws
- Project Management Training
- Internal Audit Training
- SME - IPO Readiness
- Anti-Money Laundering (AML)

## Global Support Services

### Global Delivery

- Business Setup Services
- Market Penetration & Growth Strategy
- Manpower Augmentation
- Financial Planning and Analysis
- Sustainability and ESG Consulting

### Outsourcing Services

- Accounting Outsourcing Services
- Payroll Processing
- Virtual CFO Advisory & Support Services
- Loan Staffing
- Logistics Functions and Processes
- Sourcing & Procurement Management

## Senior Leadership



**Alok Kumar Agarwal**  
**Founder and CEO**

**A Chartered Accountant and Insolvency Professional, with over 30 years of experience** in finance and taxation. He specializes in global restructuring, mergers, acquisitions, and tax optimization. Known for his people-first approach, mentoring, and innovative strategies that continue to shape the industry, he has driven ASC's global growth and fostered strategic investments across sectors.



**Anju Agarwal**  
**Managing Director**

**An Insolvency Professional with over 25 years of experience**, she is an expert in strategic management, holding a M.A. in Economics & certification from INSOL International. She is engaged in professional fora like ASSOCHAM & also serves as faculty at IIPAI, & supports the Graduate Insolvency Programme. A YPO member, she emphasizes EQ & continuous learning, driving innovation & growth in the insolvency field.



**Deepak Kumar Dass**  
**Partner & CFO – Indirect Tax**

**An advocate, with over 25 years of experience**, he heads the Indirect Taxation division at ASC. He is an expert in GST, excise, VAT, and corporate taxation and since joining ASC, he has driven the firm's expansion through strategic tax planning. He provides top-tier legal representation and advisory services, solidifying ASC's position in tax consultancy.



**Raj Kumar Agarwal**  
**Partner - Audit & Assurance Services**

**A Chartered Accountant, with over 30 years of experience**, he has worked with diverse sectors, including IT/ITES, and manufacturing, handling audits under multiple GAAPs and overseeing certifications and special audits, for both Indian entities and multinational corporations. Active in academia & professional associations, he serves as a reviewer, faculty member, & speaker, and is involved in mentoring and committee work.



**Deepak Bansal**  
**Partner - Development Sector Advisory**

**A Chartered Accountant with over 34 years of experience**, he specializes in Development Sector Advisory, Strategy and Growth Consulting, and Project Management. His career highlights include managing high-profile tax assignments and serving as a key advisor to multilateral and bilateral funding agencies, as well as major corporate entities.



**Pawan Jain**  
**Partner - Risk Advisory & International Business**

**A Chartered Accountant with over 23 years of experience**, he leads Risk Advisory Services and International Business. An SRCC alumnus, he is accredited by the Institute of Internal Auditors, USA, and is a licentiate member of the Insurance Institute of India. He specializes in risk-based internal audits, strategic consulting, ERM, and insurance risk management across diverse industries, ensuring robust controls and improved risk management practices.

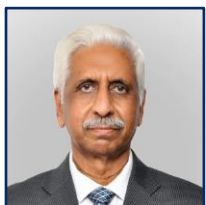


**Inder Pal Singh**  
**Partner - Financial Reporting Services**

**A Chartered Accountant with over 15 years of experience**, he specializes in financial reporting across multiple jurisdictions and industries. He has held leadership roles in three Big Four firms & has extensive expertise in IFRS and IPSAS. A subject matter expert in financial reporting, he is also passionate about leveraging technology to drive efficiency & support organizations in meeting their strategic goals.



## Directors



**Suresh Jain | Director - Environmental, Social, and Governance (ESG)**

**A Chartered Accountant and Insolvency Professional with over 30 years of experience**, he leads ASC's ESG vertical. He holds a CPA from Ireland and has certifications in ESG, Forensic Accounting, and Fraud Detection. His background includes consulting for NSIC, training MSMEs in GST, and leading global export operations. Specializes in GST and insolvency consulting for diverse businesses.



**Mahesh Parekh | Director - Virtual CFO Advisory Services**

**A Delhi Bar Council lawyer, with over 35 years of experience**, he is a key figure in Virtual CFO Advisory. With expertise in direct & indirect taxes, he advises CFOs on strategic financial planning, tax optimization, & compliance. His insights into Indian tax laws help global firms manage liabilities & streamline operations.



**Deepak Maini | Director - Restructuring & Insolvency**

**An Insolvency Professional and Advocate with over 38 years of experience** in restructuring and insolvency services, he leads ASC's Insolvency and Bankruptcy vertical. Formerly at Punjab & Sind Bank, he has shaped asset recovery strategies and represented the bank in critical CDR meetings. At ASC, he guides organizations through complex restructuring and recovery processes.



**Rakesh Mishra | Director - Business Advisory & Support Services**

**A Chartered Accountant, Company Secretary, and Insolvency Professional with over 30 years of experience** in finance and strategic consulting. As a leader of ASC's Business Support Services, he provides customized services, including strategic consulting and market assessments. With a background in senior roles at Tata Steel, Escorts, and Illinois Tool Works, he excels in EBITDA enhancement, working capital optimization, and cross-border operations.



**Mayank Singhal | Director - Trade Compliance Services (LM, BIS, EPR)**

**A Chartered Accountant with over 16 years of experience**, he is an expert in Legal Metrology, BIS, Waste Management, and various regulatory domains. At ASC, he contributes across legal and operational areas, including stock audits, DPIIT, and ISI registration. A renowned speaker on Legal Metrology and taxation, he also excels in Accounts Receivable, MIS, and Internal Audits, ensuring ASC's adherence to industry standards and regulatory compliance.



**Niten Agarwal | Director - Public Relations & Business Growth**

**A Chartered Accountant with over 15 years of experience** in finance, advisory services, and public relations, he is a dynamic leader who excels in business expansion, market growth, and strategic partnerships. His strong financial skills and brand-building capability make him a key asset for organizations seeking domestic and international growth, including managing international offices and navigating diverse regulatory environments.



**Ankush Goyal | Director - Forensic & Technology Advisory**

**A Chartered Accountant with over 13 years of experience**, he is a leader in Forensic and Technology Automation Analytics. He specializes in forensic audits, risk management, ERP systems, and automation. His expertise includes SOC/Cyber/IT audits, enhancing cybersecurity, and developing Risk Control Matrices to improve operational efficiency. He integrates technology with forensic investigations, delivering automated solutions to strengthen internal controls and mitigate risk.



**Priya Juneja | Director - Direct Tax**

**A Chartered Accountant and law graduate (LLB) with over 15 years of experience**, she is a seasoned expert in Direct Taxation, Compliance, Litigation and Advisory matters. Her focus areas include international taxation, with experience in Transfer Pricing matters—covering TP audit defense, litigation and TP documentation. She has significant experience advising clients across a broad industry spectrum, including IT & ITeS, Engineering, Pharmaceuticals, FMCG, and manufacturing sectors.

# Key Clientele

amazon.in

apollo  
TYRES

aranca

AVERY  
DENNISON

awfis

BACARDI

Berger  
Paint your imagination

BLACKBERRYS

BIKANERVALA

BRITISH  
COUNCIL

chicco

Capgemini

DATAMATICS

Domino's  
Pizza

Dr.Oetker

EMAAR  
INDIA

EgonZehnder

EVALUESERVE  
POWERED BY MIND + MACHINE

FEDERAL  
MOGUL

GE  
GE T&D India Limited

Genesis

Gillette

Haier

htc

Johnson & Johnson VISION

KANTAR MILLWARD BROWN

lenskart

McCain

micromax  
nothing like anything

Modicare

Motorola

Nestlé

NOKIA

NXP

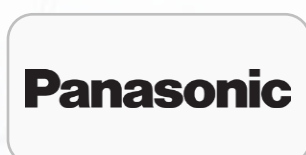
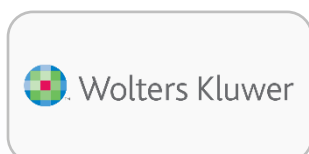
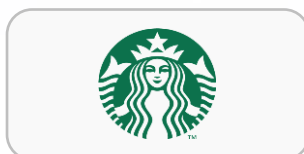
OMRON

ORIFLAME  
SWEDEN

paytm

Paycom

Ray-Ban  
GENUINE SINCE 1937







## INDIAN PRESENCE

### Registered Office

73, National Park, Lajpat  
Nagar-IV, New Delhi – 110024

### Corporate Office

C-100, C Block, Sector 2,  
Noida, UP- 201301

### Gurugram

605, Suncity Business Tower,  
Golf Course Road, Sector-54,  
Gurugram, HR – 122002

### Mumbai

Sagar Tech Plaza, A wing,  
Office No. 315-316,  
Andheri Kurla Road,  
Sakinaka, Andheri (E),  
Mumbai, MH- 400072

### Pune

Office No. 511, City Space, Viman  
Nagar, Nagar Road, Pune MH - 411014

### Bengaluru

420, 2nd Floor, 20th Main, 6th Block  
Koramangala, Bengaluru, KN - 560095

### Hyderabad

241, Regus, Level 2, Oval Building plot  
no. 18, iLab's Hyderabad Technology  
Park, Hyderabad, TL - 500081

### Kolkata

277 Bipin Behari Ganguly St, Kolkata,  
WB -700012

### Chennai

Plot No.2, S, 12/2A, Industrial Area,  
Perungudi, Chennai, TN - 600096

## INTERNATIONAL PRESENCE

### Canada

302-18 Edgecliff Golfway North York,  
Toronto Ontario - M3C 3A3

### E.U.

Via F.lli Gabba 3, 20121 – Milan,  
Italy

### China

RM2106, Huishangsha Edifice, No.37,  
Baoshi West RD, Shiyang Town, Bao'an  
District, Shenzhen - 518108, China

### UAE

Office 1502, Al Manara Tower,  
Business Bay, Dubai

### Singapore

One Raffles Place Tower 1, 27-03,  
Singapore - 048616



With over 30 years of existence, ASC is a rapidly growing consulting firm with a global presence, offering 100+ services.



**Website**  
[www.ascgroup.in](http://www.ascgroup.in)



**Email**  
[info@ascgroup.in](mailto:info@ascgroup.in)



**Contact Number**  
+91-99990 43311