



# PANORAMA

ASC

**SINCE 1995**



**One Team**  
**One Dream**

**ANNUAL EDITION 2019**



# One Team



PANORAMA

# One Dream



ASC



## Forward

**Welcome to the Life of ASC.**

**I** am grateful to release the Annual Magazine (Panorama ASC) in the auspicious occasion of New Year. 2019 has been a very successful year for the company, and we're proud to share our achievements and remarkable occasions with you. Here we are very excited about what 2020 has in store for ASC and opening doors towards higher growth and new opportunities. I take immense pleasure in saying that our team consists of top professionals from diverse fields and has been the driving factor in building ASC as a leading Consulting Group.

I understand that in 2019 itself we have hired various senior people in our organization along with the hiring of new staff who are working with us at present and contributing to the growth of the organization. I am happy that we have been able to take a great initiative and would look forward to this process to continue for future years as well.

Our reputation is our most treasured asset and excellent work environment on which we have built our company. ASC works on a single mantra to work hard and celebrate hard by exceeding the client's expectations, meet our commitments, innovating, delivering excellence and celebrating every occasion together.

By understanding and embracing the diverse talents, ideas, vision, project objectives and goals, ASC has built stronger and lasting relationships in both the curricular & extra-curricular era. I have also recognized the importance of the project initiatives entrusted on us by our clients and we need to ensure we take special care to meet and exceed their business objectives.

Project Saksham is one of the educational projects initiated by UTTHAN-the Trust (brainchild of ASC) that aims to identify 100 brilliant students from underprivileged sections of society and guide them on a professional course in the finance stream (CA and CS), handhold deserving students and offer allied support (both monetary and non-monetary aspect) till successful completion of professional studies.

Best wishes for the glorious year ahead on behalf of the ASC family for the overall development of the company.

Warm Regards,  
**Alok Kumar Agarwal**  
CEO/Founder

# Message from The Desk of Director



*"Shedding tears over missed opportunities of the year gone by might cloud your vision and may cause you to miss out on opportunities of the present."*

Dear All,

I take this opportunity to thank all of you for the great contributions made this year. Wishing you and your family a Happy New Year. I hope that all of you would continue to be the greatest assets an organization can own. For continuous success we need constantly, improving the skills we have and focus on the growth at the macro level. For that to happen we need to create an environment which is happy and conducive to growth and prosperity. For which @ASC we keep implementing new policies and best practices.

Considering the wonderful year waiting ahead with new opportunities and new determination, I on behalf of ASC would like to highlight the implementation of new practices effectively. Practice management software in our company which will help to make stronger processes for the end deliverables of the client and the organization would have better control over the business as well. We would also need the timesheets to be implemented for all the seniors (including VP's) and juniors (including executives) to understand and input the data on this platform. I believe all we should be thinking of the best interests of the organization whenever we are working in the organization or outside the organization.

*"Tomorrow is the blank page of a 365-page book. Write the most fruitful lesson! Happy New Year"*

Warm Regards,  
**Anju Agarwal**  
Director





## Message from The Desk of Director

On behalf of ASC, I would like to thank each everyone for the exceptional contribution through the year. I found many people with diverse perspectives who can disagree\agree ASC culture with me without any fear of retaliation. The culture was just one, among several, important elements in any organization's makeup and success – along with vision, strategy, marketing, finance, and alike... I realize that, in my time at ASC, that culture isn't just one aspect of the game, it is the game. In the end, an organization is nothing more than the collective capacity of its people to create value. Why is culture so important to a business? Here is a simple way to frame it, the stronger the culture, the less corporation process a company needs. When the culture is strong, you can trust everyone to do the right thing. Shaping one's culture is more than half done when one hires the right team.

I look for two things when hiring a new employee: ambition and humility. Without a proven track record of initiative and ambition, the person likely becomes a drainer rather than a contributor to the company – even a really smart and talented one. One can't buy true emotional commitment from their managers, no matter how much it's willing to spend; this is something too valuable to have a price tag. And yet a company can't afford to have it. I always treat our employees exactly like my best customers.

Here's what I tell the great performers, Come spend time with us if you want to do something special. Don't take it personally if you get yelled at for something you did or did not do rather get over it, and work more efficiently. If you ask for help, we will be there. If you do not ask for help, we will assume that you are performing in a blaze of glory so be ready to show it. Don't tell us later that you were confused or did not agree with what we were doing. You can say whatever you want to whomever you want when the decision is up for discussion – and this will be encouraged in many formats, from quick huddles to day-long strategy sessions. But when the decision is made, you march with the decision and not with what makes you happy.

Warm Regards,  
**Deepak Kumar Dass**  
Director

# Message from The Desk of Director



Firstly, on behalf of all the senior leaders of ASC, I want to thank each employee of the organization in contributing and putting efforts for the growth of the entire organization.

While we have been growing at a very good pace in the recent past but the best of it is yet to come. At ASC, in the past years, we have established various new verticals in the organization which has shown tremendous potential and reaped the benefits as well. Currently, operating from our 6 offices in India and 2 offices in Singapore and Canada, we have been able to establish our brand in the eyes of more than 1000 MNC's worldwide.

In 2019, we have added various senior leaders in our system to give strength to our existing teams working in India and abroad. In 2019, we had set up our two offices i.e. Canada and Chennai and added various USPs for many clients working in India and abroad. 2020 as well would be a very crucial year for our organization as there are a lot of efforts that would be needed from the organization's side to establish relationships with Embassies, Trade Bodies, Chambers of Commerce and various MNC's across the globe to bring ASC in the eyes of the world.

We are very much focused on bringing our organization in the range of top consulting companies in India and abroad and the efforts that we put in today would give the benefits to our existing and upcoming employees, our clients and the society as well too.

Warm Regards,  
- Shaiendra Kumar Mishra  
Director

## Letter From Editor

This is the first edition of our annual magazine 'Unified ASC'. I am deeply overwhelmed by the response received from ASCian that led to ensuring that this would be an annual issue to showcase the Life at ASC and exceptional endowment ASC holds.

Everyone needs a home-like environment and flexible work structure to innovate, revolutionized, invent, nurture, and explore excellence. ASC believes in a work culture having One Team and One Dream. ASC is a compact family of 300 members scattered in 8 locations globally with unique characteristics and talents putting effort together to make each day worth remembering at ASC.

In this issue, we have tried to highlight the life of ASC and welcome 2020 with greater strategic thinking and higher determination by grabbing, cherishing and making the best possible utilization of the upcoming year. There is a trend that is increasingly popular globally in the corporate and philanthropic world 'more the flexibility and goal-orientation, more productivity in work'.

At ASC, we search for a person who has eyes, nose, and sense of business execution. We celebrate each occasion with immense fun, and value. ASC also organizes a special occasion for employees, where best employees are facilitated with 'Employee of the Month Certificate', and 'Employee of the Year award'.

At the beginning of every month, ASC also produces a monthly magazine named 'ASC SANSAR' which aims to motivate and give recognition to exceptional contributions and those making a great difference with their excellence in work and performance. ASC preserves precious moments and occasions with utmost prominence making Life at ASC fun working and staying together. We hereby believe in sharing smile, memory, and happiness with the world around us to set an example 'The Team that Celebrates Together, Stays together'.

From  
**Rinku Kumari**



# INDEX

● Remarkable Journey.....	01
● The Key to Success is to focus on Goals, Not Obstacles - Amit Kumar Rai.....	02-03
● 24 <sup>th</sup> Annual Meet.....	05
● Annual Awardees 2019.....	06-08
● Together we celebrate each festival.....	09
● Social Responsibility - Uttban tbe Ufliftment.....	10-11
● The Tradition continues: Birthday Celebration.....	12
● Employee of the Montb.....	13-14
● Yesterday,Today, and Always a family: On completion of 5 years at ASC.....	15-17
● Nature of Balance - Rupak Gaudel Regmi.....	18
● Poems.....	19
● A Platform to Grow Comprebensively.....	20
● Time flies but leaves a memory behind - Anand Deep Gautam.....	21
● Poem - Ravi Negi.....	22
● And life continues...Ansu Kumar.....	23
● Grand Mother's Secret Kheer Recipe - Pinaki Kanungoe.....	24
● In-house Digital Marketing department -Team Digital Marketing.....	25-26
● Cyber Laws - Dipansbu Garg.....	27-28
● We are One - Vikrant Sbarma.....	29
● ASC preparing the ordinary people for extra-ordinary Journey.....	30
● Do you remember the night folk tales and school days stories? - Anurag Sbarma .....	31
● Work Culture at ASC.....	32-33
● Moral Lesson.....	34
● Project Saksham: UTHAN - Tbe Trust.....	35
● Testimonials from Clients.....	36
● Clientele.....	37-38

## Our Journey

2019

Established 7<sup>th</sup> office in Canada, Established 8<sup>th</sup> office in Chennai  
Became a strong team of more than 300 people

2018

Established 6<sup>th</sup> office in Bangalore  
Set-up the Japan desk for providing solutions to Japanese corporation  
Become a stronger team of more than 250 people

2017

Established the Insolvency and Bankruptcy  
Established the Sourcing Solutions vertical

2016

Established 5<sup>th</sup> office in Singapore providing outbound services  
Became a team of 190 + people

2015

Established 4<sup>th</sup> office in Noida of 18000 sq ft.6 storey building with modern amenities

2014

Established 3<sup>rd</sup> office in Mumbai and launched the Legal Metrology vertical  
Featured in 'Bureaucracy Today' as a prominent and upcoming Chartered Accountant firm in India

2013

Built a strong team of over 150 experts  
Published a book on All India Taxes: A Ready Reference

2012

Published a book on All India VAT: Ready Reckoner

2011

Became a member of the esteemed Euraudit International, France (A Professional Association)

2010

Set up International Taxation and Foreign Trade Policy Business vertical

2009

Established 2<sup>nd</sup> office in Gurgaon  
Became a team of 50 people

2002

Became a team of 10 people and shifted to new office in Lajpat Nagar, Delhi

1995

Year of establishment. A modest beginning with two people and limited set of clients



**“The Key to success is to focus on goals,  
not obstacles”**



When we have dreams, we have a passion.... When we have a passion, we want to do it with perfection.... Often, when we have some goals, we want to start it with a blast. We want to become an overnight star. We want to achieve the best as soon as possible...

What is your dream life? What kind of destiny do you want to create for yourself? At one point, we have a clue what it could be. However, it keeps changing with time. We tend to have another dream or goal just because the earlier one seems impossible to achieve...

My life is full of problems. When I resolve one thing, I found myself in another difficulty. Ohh, God!! Why it's always me?" This is how we keep saying about obstacles in life. We grow up playing around favorable and unfavorable conditions in life. Unless everything is going as per our way...

We all have a different perspective on life. Some of us see positive aspects of whatever happens. While some keep blaming that life is hard.

In this world, there are three categories of people:

1. Who has talent – (Everyone has)
2. Who knows they have talent – (Some of us knows)
3. Who use their talent – (Only a few qualify here)

When we are young and finishing our education, we know what makes us alive. We believe in our dreams. We know our specialties. Often, we forget our talent when we choose our profession based merely on our educational qualification and certificate. We neglect our interest & specialization and our talent starts vanishing. Everyone is born with the potential to do extraordinary in life. Unfortunately, we settled ordinary. When someone asks what our talent is, we think for a while and say that we do not have any talent.



To accomplish our goals, we should always be persistent and concentrated. Our goal should be the only thing which we can see in our life and we always push ourselves in that direction. Our goal should be very clear and prompt which will help us to energize our life... which will give the aim to live our life.

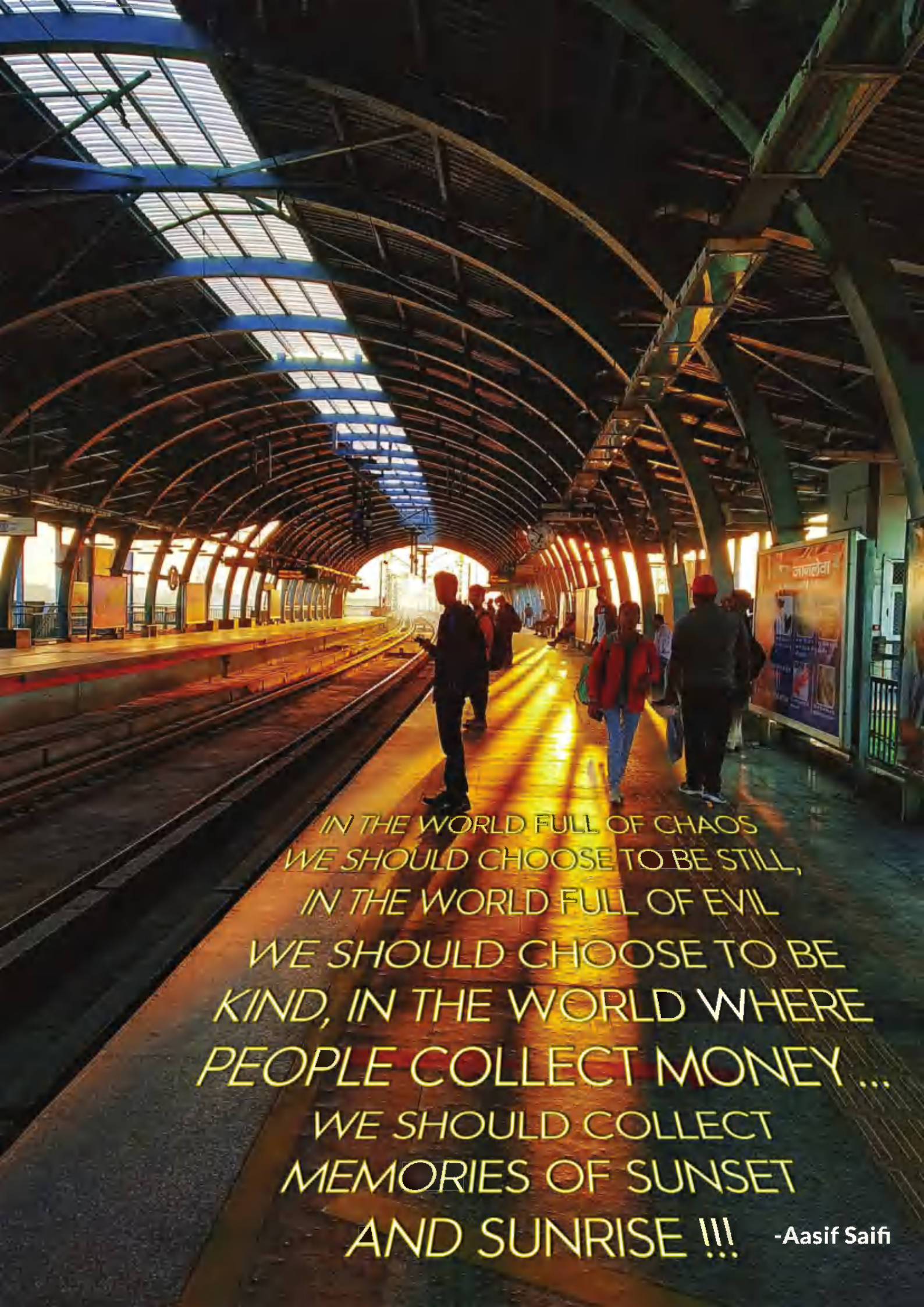
Here are five goal-setting tips which will help you achieve your goals:

- 1. Aim High, But Start Low, Celebrate and Keep Going:** Set a high goal for you. Don't be satisfied for less when you have more stamina to perform much better. Maybe you reach your goal slowly but it should be continuous and gradual. Always keep going on.
- 2. Don't Let Others Set the Goals for you:** Set your own goals for yourself. Because you are the only person who knows you better than anyone else in this world.
- 3. Be Clear What Success Looks:** You should be very clear about the importance of success in your life. Don't take failures as granted. Learn from your mistakes and other success stories.
- 4. Understand why this Goal is important:** You should understand the importance of goals in your life. The goal gives direction to the human character. Everyone will live in this world but those who have some goal in their life will live a meaningful and satisfying life.
- 5. Track Your Performance:** Track your performance simultaneously is also important. You can track your performance with the help of your seniors. Your seniors will always show you the better way to achieve your goal because they have already faced the problems in their life which you are facing now. So, if they are giving you any suggestion take it as a help, not as ordered.

Having ambition and setting goals is a massive part of who you are, so don't take it lightly. At last, just want to say: **DON'T LIMIT YOUR CHALLENGES, CHALLENGE YOUR LIMITS**



By Amit Kumar Rai  
Vice President



IN THE WORLD FULL OF CHAOS  
WE SHOULD CHOOSE TO BE STILL,  
IN THE WORLD FULL OF EVIL  
WE SHOULD CHOOSE TO BE  
KIND, IN THE WORLD WHERE  
PEOPLE COLLECT MONEY ...  
WE SHOULD COLLECT  
MEMORIES OF SUNSET  
AND SUNRISE !!!

-Aasif Saifi

# 24<sup>th</sup> Annual Meet: The Kikar Lodge, Punjab



# Annual Awards 2019

## BEST DEBUT



**ANUJ KUMAR**



**DEEPAK VERMA**



**MOHIT SINGHAL**



**PREETI SONI**



**SHIVANG SHUKLA**



**VIKAS TYAGI**

## CIRCLE OF EXCELLENCE



**ANKIT KAINTH**



**DIVYANSHI MOHAN**

# Annual Awards 2019



**MAYUR C KUNDAR**



**PAYAL GUPTA**



**RADHIKA TOSNIWAL**



**TANIYA AGRWAL**



**VIPIN KUMAR GOYAL**



**VIVEK VINOD MISHRA**



**CREATIVE CORNER:  
RINKU KUMARI**



**KEY CONTRIBUTOR:  
ANKITA PRASAD**



# Annual Awards 2019



**KEY CONTRIBUTOR: KANCHAN**



**KEY CONTRIBUTOR: NAMAN THAKUR**



**MS. CONSISTENT: SWATI THAKUR**



**SPOTLIGHT AWARD: MAHIMA TULSIAN**



**SPOTLIGHT AWARD:  
ANURAG KUMAR**



**STAR SERVICE  
SAMEETA DHAN**



**STAR SERVICE  
SONAL GIRISH JAIN**



**CHEIF CLOSER- BEST SALE  
SHASHANK CHATURVEDI**

Together we celebrate each festival



## Diwali Celebration



## Christmas Celebration





### Women Empowerment: Menstrual Hygiene Day at Harola Village, Noida

The theme of Menstrual Hygiene Day was 'It's Time for Action'. ASC Group took an initiative to conduct a menstrual hygiene awareness event initiated by the NGO 'Utthan' in Harola village, community Centre sec 5, Noida. More than 200 girls and Women turn out to attend the event and took equal participation in sharing their experience, problems, believes, and norms. Also, it was followed by one-one interaction, discussion session and finally distributed sanitary pads to women and girls who attended and participated in the event.

### Education: Training session for bankers

Mr. Deepak Maini, our partner at Insolvency Services held a session for banking professionals at the National Institute of Banking Studies & Corporate Management.



### Pahel: Better Tomorrow

Biding goodbye 2019 with an initiative to begin 2020 by bringing smiles, happiness, and warmness in the life of poor, homeless, vulnerable, and needy. The program was conducted on 31st December 2019 at Noida/Delhi NCR. Utthan the brainchild of ASC took one step forward to build a harmonious and empowered society where every individual receives equal opportunity. ASC contributed from their life by distributing unused/old shoes, clothes, blankets, non-perishable food items, etc.

## Clean and Green India



### Health & Hygiene: Clean & Green India

UTTHAN took initiative to clean the 500m area around the ASC Group and plant 25 trees in the park opposite its office in Noida. Two employees from ASC have pledged to water the sown plants every alternative day and take care of them. Employee along with the team leader actively participated in the play card making activity and each member came up with their unique creation to create awareness among the people on the matter Clean and Green India. Employee enthusiastically educated and motivated people by conducting activities like one-one interaction with shopkeepers, food store owners, traffic police, garbage picker, youth people walking in the street, etc.

# *Birthday Celebration*



*The tradition  
continues*

# Employee of Month

## APRIL 2019



**Sonal Jain**  
Business Development (SEIS  
Mumbai)



**Deepak Verma**  
Talent  
Acquisition



**Shalu Tyagi**  
GST Team



**Tanya Agarwai**  
DT Team



**Shashank Chaturvedi**  
Business Development  
(Japan Desk)

## MAY 2019



**Nishant Sharma**  
Insolvency & Bankruptcy  
Team (Noida office)



**Sameeta K.C**  
SEIS (Mumbai  
office)



**Randhir from**  
Metrology (Noida office)

## JUNE 2019



**Isha Rajpal**  
BIS & Legai  
Metrology team



**Divyanshi Mohan**  
SEIS Team



**Radhika Toshniwal**  
insolvency  
Team

## JULY 2019



**Tinku Jha**  
BIS & Legai  
Metrology Team



**Shivam Tiwari**  
DT Team



**Sahil Gupta**

## OCTOBER 2019



**Narender Singh**  
Finance Team



**Sujata Dhamria**  
DT Team



**Richa Garg**  
IP Team



**Kanchan Saini**  
GST Team

## Message from old Employee

### Yesterday, Today and Always a Family: On completion of 5 years at ASC

I started my journey at ASC as an executive in April 2000. "Old stone is always heavy if stay at one position for a long period", it proved true in my case. Stay in an organization for a long period and you will emerge as a talent box than growing on an average basis with multiple field\organization. The more energy and attention you invest in it, the greater it yields. Working on the right thing is probably more important than working hard. I experienced that the dynamic range between what an average person could accomplish and what the best person could accomplish was 50 or 100 to 1. I experienced that leadership is not only about inspiring action, but also about guarding against mid-action. I experienced that an employee who believes that management is concerned about them as a whole person – not just an employee – are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability. You want to set goals that you can hit, so when you start hitting them, you can celebrate those wins. People will start trusting in your way of projecting the work.



**DEEPAK KUMAR DASS**



**JASWANT SINGH**

My name is Jaswant Singh and I am working as a Senior Manager in Indirect Taxation. I was just 19 when I joined ASC Group with lots of fear within me and no option left except working to financially support my parents. But, God has better plans for you and had chosen the world I deserve to be. And the destiny played its role by making me a tax consultant through a platform of ASC Group. Unbelievably, I have completed 16 years at ASC Group and never felt to switch to any other organization. ASC Group gave me a wonderful experience and made me a better person with more confidence, determination and a sense of responsibility. I have earned the faith of my seniors and the Founder/ CEO as well. ASC has always treated me like a family member and has always been a second home for me.

I hail from a very small town of UP with no such contacts in Delhi, but collecting courage with lots of hope and dreams in my eyes I stepped down at ASC in 2006. Since then ASC hugged me tight and never let me think of any other option. Today I can proudly say that ASC has helped me in every way to fulfill those dreams. I joined ASC as a trainee with very less knowledge of how things work, but under the guidance of our CEO Mr. Alok Kumar Agarwal along with Mr. Deepak Kumar, I have nourished myself to be a confident person. Throughout the 14 years of the journey at ASC, not only the seniors but my colleagues played an important role in my life. ASC is a place where you build a strong foundation, because of the environment and the supporting nature of every member at ASC. Today, I am working as Senior Manager of iDT with wonderful team supporting me at each step that has furnished my skills, experience and abilities to deliver best. The journey has been tremendous so far and I am thankful to each one who has been a part of this journey.



**FAIZAN AHMED**



## Message from old Employee



**SHAIENDRA KUMAR MISHRA**

I started my career in ASC on 01st December 2010 and since then this company has given me the platform to grow exponentially without any boundaries. My relationship with ASC now has integrated to a level whereby I foresee my entire upcoming career on a very bright side. I believe, ASC gives a platform to any person to grow at very higher levels of their career in a short span of time if an employee showcases such a level of commitment towards the organization and who think of building a long-lasting career with the organization.

I joined ASC in June 2010 as an Account Executive. In ASC I found my career path, being inspired by other articles/trainees I started my CA in 2011 and clear the Final Exams in May 2015. After becoming CA also, I joined ASC as I felt that there is a lot of opportunities for my growth and my career. I feel ASC like my family and I loved to work for it. It's been nine years now in ASC and I have achieved a good position in ASC. I can proudly say that I can compete with the outer world in any way. A good thing about this company is its working environment, I never felt that I am working within boundaries, I was given my space to execute the tasks according to me.

Proud to be a part of the ASC Family!



**SHILPA MITTAL**



**DEEPALI**  
(Gurugram office)

"A good start makes the journey to half!! And luckily I have started it with ASC, almost 10 years of this beautiful journey are going to down the line. Since the day I joined ASC, I have been given many opportunities which have helped me to realize my potential and prove my capabilities to my best. Mentors like Alok Sir, Deepak Sir and Shailendra Sir are the reason behind what I have become today. A school pass out girl turned into a professional one, all because of ASC. ASC is not an office for me it's "A Family" that I truly love!!"

ASC has been learning to groom experience for me. I have completed a decade in ASC working as a trainee to heading operations at the Mumbai branch. My hands were full of opportunity on completion of my training and continue to challenge me with new opportunities. There are no limitations to growth and development with the kind of working environment, colleagues and senior staff. Post-school/college ASC have contributed immensely in developing professionally as I am today. Proud to be ASCian!!



**NITEN AGARWAL**

## Message from old Employee

I joined ASC in 2009 as an office boy, since, then the remarkable journey of my career started. Seeing my deep interest in learning Computer skills, Alok Sir (CEO of ASC) gave me a platform to grow extensively. Soon I was promoted to fieldwork and started sending me to the client place with the utmost confidence and trust. I still remember the day, when I was promoted to Admin and I being most thankful to ASC for trusting in my talent to handle things perfectly. Motivation, opportunity, and inspiration received from my seniors especially Alok sir help me grow both financially and personally. Seriously I have already completed 10 years of my wonderful journey and looking forward to more such experience at ASC. I believe, ASC gives everyone a field to explore and a ground to grow at very higher levels.



**GANESH RAM**



**TANYA MIGLANI**

Happy days rolls quickly, it seems like yesterday when I joined ASC but the truth is that it's been 7 years. Gosh! That's true. ASC has been an integral part of my life which has helped me transformed into a confident girl that I am today. The best thing at ASC is that it gives you the playground to play and it's up to us how we can use that opportunity. You are free to experiment, test your capabilities and expertise in your area of interest with the continuous support of the members of the organization. I am privileged to be a part of ASC's journey.

7 years of working in this organization were extremely valuable under the leadership of Niten sir. Working here helped me to avail of lots of opportunities to learn new skills. The colleague is highly hardworking and dedicated to the work. It also gives proper recognition to its employees for their work. The clients are very impressed by genuineness, work and by staff behavior and thus are happy continuing to work with us.



**ANKUR PRABHAT**





## Nature of Balance

In Ancient Chinese Philosophy, Yin and Yang is a concept of dualism describing how seemingly opposite or contrary forces may be complementary, interconnected, and interdependent in the natural world, and how they may give rise to each other as they interrelate to one another.

We often mention this fact every time we converse about balance and equality – “There are two sides of a coin and balance is inevitable”. Well, this is a fact, I cannot object because you cannot make a coin having unequal sides, can you? But some questions blister inside my head every time I hear this line or lines like this. I often tend to wonder about the deep meaning and purpose of the balance.

In Professional life, we talk about balance in routine, health, and knowledge. But, how many percentages of people who set out on the incredible quest to find balance – really achieve it? And what is the indicating factor?

And Sometimes I Wonder – Why do roses have thorns and why do we talk about stains when we talk about The Moon. Why do we say, “Nobody and Nothing is perfect?” Why cannot there be at least one seamlessly perfect thing?

Why should there be a mitigating factor to everything? Is balance in this world or say, Nature, that much of a mandatory agenda? If so, I wonder – What/ who balances my existence?

*Balance is nothing, but a feeling,*

*And there will never be,*

*A sound of it.*

*Even if I define so, draw a line,*

*There will be another,*

*Unheard beat, to glorify the heat,*

*Thus, Balance is nothing, but –*

*A mere Abstract, in Discrete.*

By Rupak Gaudel Regmi (Auditing)

## "ज़िन्दगी से मोहब्बत "



Anand Deep Gautam

“

कुछ मीठी कुछ कड़वी यादों के साथ ये साल भी बीत गया,  
कुछ पाया कुछ खोया, लोगो ने असली रूप भी दिखाया,  
ऐसे लोगो से भी मिला जिन्होंने ज़िंदगी जीना सिखाया,  
चाहे किसी को खोया, किसी को पाया , मगर हर इंसान ने कुछ सिखाया।  
उन सभी लोगों का शुक्रिया जो एक वक़्त तक मेरे साथ थे,  
और जरूरत पड़ने पर चले गये,  
इस साल ने बहुत कुछ सिखाया है अकेले चलना भी,  
गिरना भी, गिर का संभालना भी।  
ये साल ने एहसास दिलाया है"  
ये दुनिया है खूबसरत पर तभी  
जब खुद से मोहब्बत कर दुनिया की तरफ देखो

”

## ना हिन्दू बन ना मुस्लमान पहले बन इंसान

हिन्दू इस्लाम खुद में सब पाक़ है,  
फिर क्यों धर्म के नाम पर सब राख है!  
राम रहीम ईश्वर अल्लाह सब के अज़ान सामान हैं,  
लाख कोशिश कर लो तुम जोधा अकबर एक नाम हैं!  
मंदिर मस्जिद की दीवारें भी देती ये पैग़ाम है,  
मथुरा हो या काशी धर्म से ये आज़ाद हैं!  
रियासत अलग मानों,  
पर रिवायत यही बतलाती है,  
हो गीता या कुरान बस नेकी ही सिखलाती है!  
रे मानव!

इन धर्म की बातों को छोड़ मुल्क़ अमन का बसाओ ना,  
साथ मिल कर होली ईद दिवाली भी मनाओ ना!  
इन बेबुनियादी रिवाज़ों को अब तो तोड़ जाओ ना,  
इन धर्म की बातों को छोड़ मुल्क़ अमन का बसाओ ना



Vikrant Sharma



### A Platform to Grow Comprehensive...

I started my career on August 2014 as Senior Manager. Wow, about to complete 6 years .....but seems like a short duration. I feel good to recall my initial days in office, Introduction with Senior Management, interaction with all my colleagues, gossips during lunch, Tea breaks, etc. I came here with lots of dreams & hope of growth and since then ASC has given me the platform to grow exponentially without any boundaries. Though I faced some difficulties in starting phase to prove myself for achieving organization goal but thanks to our Group CEO who never lost faith & trust in me and given me subsequent chances. With God's grace and CEO blessings & trust, I started working upon on new segment and achieved success to some extent.

It is an awesome working experience with my team till date without whom I am nothing. Here opportunities are being given to you for new Experiments by knowing your capabilities, asked you to develop skills and converting your best ability into the successive result.

If a person is ready to serve and give a long-lasting commitment to ASC, I can assure you ASC shall never let you go and will always hold your hand tight.

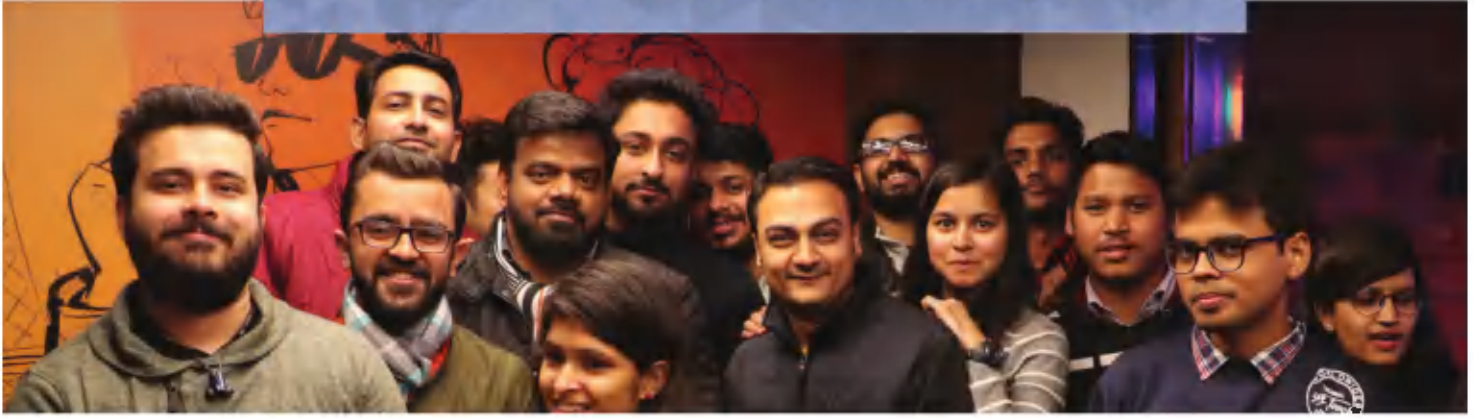
ASC has changed my life in many ways like socially, financially and mentally. I am honestly thankful and blessed for being given this opportunity to work. ASC has not only pushed me to just stay competitive in the work atmosphere but also given me a better lifestyle outside the work as well. For me it's a second family of mine whereby I spend my quality & quantitative hours more than my First family. In the ASC family, we celebrate & enjoy all festivals and moments from the core of our Heart. I wish to achieve all targets of our ASC family in terms of Turnover and Social responsibility.

Proud to be an ASCian!!!

**Mayank Singhai**

Vice President

## Time flies but leaves a memory behind



For me, every day is a Journey and cheers every memory at ASC.

It feels like only yesterday that I became a member of the ASC family and today about to bid Goodbye. I still remember the first day at ASC as an article ship, totally uncertain, chaotic about the new journey and my eyes full of nervousness and excitement. The new chapter of my book was waiting for me to be read, write and grab.

End number question running in my mind after listening to stories shared by my friends and seniors about their experiences and journeys as an article ship, but the real picture I experienced was completely contradictory. I found that the working environment at ASC to be completely flexible, friendly, fun-loving, supportive with a sense of dedication towards work which is rarely seen in reputed companies. I joined ASC in the year 2017 with great hope and dream for my future endeavors. After a few months of working, ASC became my second home & family where I unknowingly started developing my inner self and my overall personality.

In ASC, I realized that article ship is not just about learning excel, making PPT, furnishing returns, doing audits, but a lot more than that. I learned to overcome failure with great confidence & success and to tackle any kind of critical situation with utmost self-reliance. I developed a sense of responsibility, curiosity, and adaptability in myself.

Support of seniors is always very important for someone's success and growth and I was lucky enough that I was always supported and motivated in every possible way by my seniors in both personal and professional problems. No principle assesses the article iTSM Paper and tells about the mistakes and areas to be improved, but I was privileged to assess by him and polishing my areas to be improved.

I would like to thank each one from ASC, especially my team, seniors, HR, Admin, and whoever plays an important role in my journey. I am grateful to ASC for making me a person, what I stand today. I wish and hope my association with this family till eternity.

Gonna Miss my "ASC family"!

By Anand Deep Gautam  
GST Team



## मेरा जिस्म है या गोस्त

मेरे जिस्म के ऊपर लहू की नदी बहाई थी, मुझे याद है मैं बहुत चीखी चिल्लाई थी।  
बदहवास बेसुध दर्द से तार-तार थी मैं, क्या लड़की हूँ बस इसीलिए गुनहगार थी मैं।।  
कुछ कहते हैं छोटे कपड़े वजह है, मैं तो घर से कुर्ता और सलवार पहन कर चली थी।

फिर क्यों खरोँचा गया मेरे बदन को, मैं तो पूरे कपड़ों से ढकी थी।।

मैंने कहा था सबसे मुझे आत्मरक्षा सिखा दो।

नहीं ये चीजें लड़की जात के लिए कही थी।

मुझे साफ-साफ याद है, वो सूर्य के आगमन की प्रतीक्षा करती एक शांत सुबह थी।  
जब मैं स्कूटी से घर को चली थी, संध्या पहर स्कूटी के साथ कुछ भेड़ियों की नियत खराब थी।।

मैं उनके सामने गिड़गिड़ाई थी।।

वहां बैठे हर शख्स से मदद की गुहार लगाई थी।

जिंदा लाश थे सब, कोई बचाने आगे ना आया था।

आज मुझे उन्हें, इंसान समझने की अपनी सोच पर शर्म आई थी।।

फिर अकेले ही लड़ी थी मैं उन हैवानों से।

पर खुद को बचा ना पाई थी।।

उन्होंने मेरी आबरू ही नहीं मेरी आत्मा पर घाव लगाए थे।

एक स्त्री की कोख से जन्मे दूसरी को जीते जी मारने से पहले जरा न हिचकिचाएँ थे।।

खरोँचे जिस्म पर थी और घायल रूह हुई थी।

जब मुझे जलाया था क्या किसी की आँखें नम हुई थी?

कितना कष्ट हुआ था मेरे रूह को।

क्या मेरी कोई जिंदगानी ना थी, मेरे सपने ना थे?

मरा हुआ सिस्टम सोई हुई कौम बताओ तुमको बचाएगा कौन?



## And life continues...

I never knew how it happens, but, once in life, it happens for sure. You fall in love, you live the moment, you create beautiful memories and you end up.

Then you realize what the toughest thing in life to live. Tough being alone!! NO!! It's the never-ending questions left unanswered within you. What was my fault? I made so many sacrifices and given every possible effort, still, the story left incomplete/ unwritten. Why this happened to me?? Hundreds of more such questions start hunting for answers... Those questions tangle the life to such extent that you get hooked by your past and get stuck, shattered, and clueless about how to get unencumbered from these thoughts.

Brain and heart start conflicting with each other asking to give one more try, just one more chance! Maybe one more sacrifice of the EGO that might turn into giving much worthy shape to the life? But the brain says NO!! It's not your turn; again you might pass through the same pain, same struggle, & same question in different shape; it was you who gave effort last time too??

Step back to your life and try to see the beautiful things, your effort was not a waste piece of life but an experience to be admired and continue with a new journey. If your effort does not work, then give it an endearing ending. Don't leave things unanswered and don't live with the unanswered questions within you. Life is not just a series of times being passed; it's the accretion of happiness, sadness, joy, anger, pain, and everything that gives us a new perspective to life. Ending a relationship is just a part of life; it should never bring your life to an end. Understand the life with its extensive dimension and you will find a number of reasons to move on and craft a beautiful life.

By Ansu Kumar



## Kheer Recipe

### Ingredients-

Govindo Bhog Rice-	100gm
Taaza Milk	- 1L
Sugar	- 1cup
Salt	- 1pinch
BayLeaf	- 1
Cardamon	- 4
Ghee	- 1/2tsp
Dry Fruits	- 20 kaju & 15 kismis



For Presentation- Orange Shells

By,  
Pinaki Kanungoe

### Method -

- Soak the rice for half an hour. Rinse the water and spread the rice on a plate. Once the rice is dry add ghee into it and keep aside.
- Pour the milk in the utensil and let it boil for 15 minutes on low flame, then add a pinch of salt.
- Once the milk is boiled, add the rice and mix it properly. Keep the flame low
- Add the cardamom and bay leaf
- After 20 mins check the rice, the milk will be thicker and the rice will also be cooked. Don't overcook the rice.
- Add dry fruits and give it a stir. Kheer is ready
- Take two oranges, scoop the orange pulp out and clean it properly from inside.
- Pour the kheer in the orange and garnish it with dry fruits on the top.

Note- You have to be very careful while adding the salt, as the milk may curdle.

\*\*\*Ghee is optional here



## **In-house Digital Marketing Department - Building Brand Image**

In recent times, the speedy transformation from traditional media to new media has been marked. With the rapid development of Internet technologies, the entire world has become a global village and emerged a new form of media like mushrooms after a spring rain, compelling passively information receiver to learn to obtain it proactively. Today digital media has become basic needs for most making India's internet users expected to register double-digit growth to reach 627 million in 2019. Fast and timely information transmission enables people to access the latest news around the world in a timely manner. Therefore, the Internet is called the "fourth media" after such traditional ones as newspapers, periodicals, radio and TV, and this new transmission model is encroaching upon the domain of traditional media based on its powerful technical support and advantages. Emergence in digital media has made the world global village.

Coming to the business world, without digital marketing or without the involvement of the Internet, running a company is near to impossible. Through digital marketing business, today can reach a mass audience to peddle your goods and services and grow exponentially in a short span of time. In other words, marketing your presence in the digital world is similar to creating your presence.

As the Internet becomes knotted with everything we do today, the importance of new media in creating strong networking becomes crystal clear. With the recitation of modern technologies and preponderance of Digital Marketing, businesses are doing all that they can to match up the pace. Digital Marketing not only helps the organization to earn better revenue, generate more traffic, create a strong brand image, expansion of networking, catering to the mobile consumers, but also by reaching to the target group of audiences.

"Google affirms this in analysis with IPSOS Hong Kong, asserting 2.8 times better revenue growth anticipation for organizations utilizing digital marketing to the individuals who don't." With better revenue generation, little and medium businesses utilizing digital advertising strategies will have 3.3 times better odds



## Digital Marketing Department in ASC

Considering the increasing demand and essence of digital marketing in today's world, the digital marketing department at ASC in the initial stage tried identifying the area that needs immediate attention. Though bringing together all areas of concern was not at all easy to such a wide digital world where every company was competing with each other and trying to be in the top Google page and ASC being totally uncertain. With the fast expansion of smartphones, mobile marketing, social media marketing, paid marketing, E-mail marketing, affiliate marketing, audio-visual marketing, etc. ASC started setting up an in-house team with a never look back attitude.

Every month, we started setting targets by dividing responsibility and concentrating on each aspect of digital marketing. We took the target to bring each service offered by ASC in the top Google ranking by overcoming/ exceeding the competitors and enhancing the engagement, networking & brand image of ASC. The major activity, we conduct frequently are on-page activity, off-page activity, classified Ads, book-marking, video-creation, social-media activities, social responsibilities, e-mail marketing, paid marketing, etc. Though there are still challenges, problems and miles to go but ASC has made a footprint in the digital world and one day sure will become the leading business consulting company.

**By Digital Marketing Team**



# Cyber Law



Cyber Laws consisting of two words. 1. Cyber & 2. Laws.

The word "cyber" came to prominence with the term "cybernetics", which was coined in 1948 by the American mathematician Norbert Wiener (1894-1964).

Law is a system of rules that are created and enforced through social or governmental institutions to regulate behavior.

Cyber law in india governs the legal issues related to cyberspace, cyberattack & cybercrime. In other words, cyber law is an effort to apply laws designed for the physical world, to the human activity on the Internet. In India, The Information Technology Act, 2000 as amended by The IT (Amendment) Act, 2008 is known as the Cyber Law.

important cyber laws must know to everyone

## **Hacking -**

Hacking is not explained in the Information Technology Act, 2000. In general, hacking means unlawful attempts to bypass the security mechanisms of a network or information system. Hacking is a punishable offence under information Technology (Amendment)Act, 2008, Section 43(a) read with the section 66 is applicable and Section 379 and 406 of Indian Penal Code, 1860 are also applicable. Hacking offences are cognizable, compoundable, bailable with permission of the court before which the prosecution of such offense is pending and can be trailed by any magistrate.

## **Data theft -**

Data theft is a rising problem, mainly perpetrated by office workers with the access to technology such as desktops, computers and laptops, proficient in storing digital information such as iPods, flash drives and even digital cameras. Data theft is punishable under Information Technology (Amendment) Act, 2008, Section 43(b) which is read with Section 66 is applicable and under Section 379, 405 and 420 of Indian Penal Code,1860 is also applicable. Data theft offences are cognizable, compoundable, bailable with permission of the court before which the prosecution of such an offense is pending and can be trailed by any magistrate.



### **Spreading virus -**

In most of the situations, viruses can do any kind of damage, the creator intends them to do. The Creator can send the data to the third party and then delete the data from the computer. They can also ruin the system and render it unfeasible without a re-installation of the operating system. Spreading virus is a punishable offence under Information Technology (Amendment) Act, 2008, Section 43(c) and 43(e) read with Section 66 is applicable and under section 268 of Indian Penal Code, 1860 is also applicable. Spreading of virus offences is cognizable, compoundable, bailable with permission of the court before which the prosecution of such offense is pending and can be tried by any magistrate.

### **Identity theft -**

Identity theft is a kind of fraud or cheating of another individual's identity in which someone pretends to be someone else by assuming that individual's identity, typically in order to access the resources or obtain credit and other benefits in that individual's name. Identity theft is punishable under Information Technology (Amendment) Act, 2008, Section 66-C and Section 419 of Indian Penal Code, 1860 is also applicable. Identity theft offences are cognizable, compoundable, bailable with permission of the court before which the prosecution of such offense is pending and can be tried by any magistrate.

### **E-mail spoofing -**

E-mail spoofing is an e-mail activity in which the sender addresses and other portions of the e-mail header are changed to appear as though the e-mail initiated from a different source. E-mail spoofing is sending an e-mail to another individual in such a way that it appears that the e-mail was sent by another individual. Email spoof is punishable under Information Technology (Amendment) Act, 2008, Section 66-D and Section 417, 419 and 465 of Indian Penal Code, 1860 is also applicable. Email spoofing offences are cognizable, compoundable, bailable with permission of the court before which the prosecution of such offense is pending and can be tried by any magistrate.

By Dipanshu Garg



## WE ARE ONE

We are the son of one power then why there is so much of discrimination between caste, creed, and culture. Today, i will prove this that we are the son of divine so we all are brother and sister. It is just that we only do not know this;

### *HINDU*

- H -human being, the creature of divine
- i -immaculate beings
- N -nurtures by nature
- D -discovery of god
- U -unique

### *CHRISTIAN*

- C -creatures of divine
- H -honourable human being
- R -radiant light of god
- I -ideal of god
- S -Spiritual
- T -true devotee of god
- I -incredible innovation of god
- A -aura of god
- N -nurtures by nature

### *MUSLIM*

- M -miraculous creature of divine
- U -unique
- S -Spiritual
- L -light of god
- I -ideal of god
- M -might's son

### *SIKH*

- S -Sacrifice
- I -Ideal of god
- K -keen devotee of god
- H -human being, the creature of god

***So please do not fight and if we does then this means that we are hurting our creator***

**By Vikrant**

As I complete 1.5 years of my journey at ASC, I have always been emotionally attached to ASC. For many people, their first job always has a special place in their life considering the never-ending reasons & experience like facing the corporate world, friendships, excitement & nervousness, learning how the world works and the list goes on.... (I'm sure the person reading this can totally relate to it... LOL!!).

I joined ASC as a Business Development Executive for Legal Metrology, BIS, ETA and other legal services. At first, the excitement of the new work place is enough to get you through the day. Meeting new people, learning new processes, enjoying the work culture, gaining professionalism, workplace etiquette but slowly and steadily the work pressure started gaining and then comes the bomb of targets v/s achieved!!

However, working becomes fun when you really love the work. I seriously enjoy interacting with new people every day, learning about new companies and products, scheduling and meeting people for cracking business deals and what all it intakes to make a business works.

So far it has been a roller coaster ride, as there has been a lot of ups and downs both professionally and personally. I have met people who have supported me at all my ups and downs. All said and done, spending 8-9 hours in ASC makes it my second family, and as each family has some good and some bitter moments and experiences; It's the same thing with me and ASC. My journey is a mix of sweet and bitter, making it an experience from which I have learned, grown and moved on with only positive vibes as in the end it totally depends on us as to how we react and absorb things.



**ISHA RAJPAL**

In the end, I would only like to thank ASC and the mentors who have always stood up for me taught a beginner about professionalism and helped me to upgrade my skills and develop new ones that would be beneficial for me in the future.

ASC has made me what I am today which is a confident and an Independent woman, a person who can take risks, can convert business deals, but most importantly, I learned 'To know when to keep quiet and to know when to speak'.

Thanks for the love and support ASC!!!

**THE  
MORE  
YOU LEARN,  
THE  
MORE  
YOU EARN**

## Do you remember the night folk tales and school days stories?

Many times we blame others for failure/misfortune, but Solution requires introspection.

During my earlier days, Elders used to say that never blame others for any mistake you commit. I think everyone has experienced, Parents and grandparents convincing you through folk tales and different forms of moral stories about the good and bad habit, about future prospects & possibility, etc. Language differs but morals idea remains the same. Then come the school life and its interesting stories that revolve around moral ideas, teaching, and developing a sense of civilization. Each story ends with moral ideas that being good doesn't take away anything from you and that's what our elders want us to learn right from the beginning. There is one more saying that children catch the action of their elders, in their surroundings, at school. They do what they see.

The above-mentioned statement signifies good deeds that count. But, when it comes to reality 90% of the families do not seem to take care of the doings as earlier said children do what they see. In childhood, Parents keep enjoying the doings of their children. But when the child starts growing and their doings start creating the problem, Parents start blaming each other. They didn't introspect that it was their doing that has led to this situation.

When it comes to working culture, we blame our juniors for the mistake. The Rules & Regulations made are never followed until someone asks to follow or causes severe loss. In the race to be successful, we forget humanity and stop following the rules, keep ignoring that our doing will hurt someone's work/feelings. It might definitely lead you toward the path of success but this success doesn't last long. When we reach the top, you might be surrounded by lots of people but none of them are emotionally attached. You found them at your social gatherings but you can't guarantee that they will support you during your difficult times.

When I joined ASC, I was totally clueless but the work surrounding taught me to take responsibility. I can guarantee that the only thing ASC is about to complete successful 25 years is identifying and working on the mistakes made. While others were busy blaming; Our CEO always leads from the front and keeps encouraging to work on mistakes with worrying. They keep saying that think about the reason and introspect yourself to ensure the same mistake is not repeated in the near future.

When we start taking responsibility for our mistakes, I can guarantee that no single mistake will occur in the future because we will be careful for the next time. This will lead us to a slow success but this success lasts long with the people attached emotionally and being there for you in difficult days. So my suggestion to others is stopping blaming others and start introspecting.

Best wishes

**Anurag Sharma (Team BIS)**



## Work Culture



ASC has an energetic and young workforce, aspiring to perform, looking up to their seniors and eager to execute business decisions. The team of professionals at ASC is also conscious of reducing costs, contributing to business targets, showing dedication & loyalty to the organization, and focused on client satisfaction. ASC has a flexible work culture focusing on estimating optative, adhering to Office timings, eager to upgrade skills, professional ethics, strong faith in teamwork, leaders developing new leaders below them, respect for female colleagues, periodic extracurricular activities, tuna entertainment after hard work, recognizing the performers, faith in the direction of leadership of Directors.

**DEEPAK MAINI**



Apart from dedication and determination in work, ASC has known for a strong team and fun-loving work environment.

**Friendly:** Shows that employees and management engage with one another in a positive way throughout the workday.

**Challenging:** Indicates that employees are encouraged to explore the full potential of their skill sets and that they're likely to grow through the job experience. .

**Motivating:** Implies that the company is inspiring, and employees will feel compelled to work hard.

**Engaging:** Suggests that employees will feel invested in their work because it speaks to their interests.

**Nurturing:** Conveys that the company is invested in employees' growth and development.

**Collaborative:** This signifies that employees and teams will work well together cross-functionally to accomplish their goals.

**Autonomous:** Expresses that employees are trusted to have ownership over their work and that they have the individual power to improve results.

**KANCHAN MADNANI**

## Work Culture

You must have heard a dream job in dream company, I felt the same after working in ASC Group. If you are happy in your current job then automatically everything flows in the same direction. ASC Group is not only helping us by promoting professional growth but also in personality growth which means a lot for any individual. The working environment is cool and easy as cherry and the Cake, which makes my skill development at the next level.

Thank you, ASC for polishing my talent.

**DEEPAK VERMA**



So far, experience gained in ASC is fun learning and enduring. I found everyone dedicated to their work which inspires me to work even harder. Excellent team, especially my seniors are very welcoming being a fresher with a positive vibe around me. Deepak sir is very patient in explaining the profit and Kanchan ma'am is very supportive.

**RISHA KHAN**



i feel blessed for getting an opportunity and platform to work at ASC. ASC is known for its balanced work culture and wonderful ambiance. Time and again, ASC conducts several fun activities, employee motivation sessions, events, occasional celebrations, etc. I believe it is a great place to learn and grow with great support from seniors and colleagues.

**SWATI GUPTA**





### THE WINTER MORNING

#### Story:

Once upon a time, in the midwinter morning, a little bird was flying in the southern direction all frozen up. It was so cold that the bird froze and fell on the ground into a large field. While he was lying there, a cow came by and dropped some dung on him. As the frozen bird lay there in the pile of cow dung, he began to feel the warm layer upon him. The dung was actually defrosting him out. He lay there all warm and happy and soon began to sing with joy. A passing cat heard the bird singing and came to investigate. Following the sound, the cat found the bird under the pile of cow dung and promptly dug him out and ate him.

#### Moral of the story :

- Not everyone who shits on you is your enemy.
- Not everyone who gets you out of shit is your friend.
- When you are in deep shit, its best to keep your mouth shut.

Four powerful/successful habits of billionaire which can easily be followed:

**Elon Musk:** Time Block (Time is Money).

**Warren Buffett:** Focus on 1 idea only at a time.

**Mark Zuckerberg:** Challenge Yourself.

**Mukesh Ambani:** Dream Big, Do More & Talk Less.

# UTHAN – The Trust Project Saksham

*“Give a man a fish and feed him for a day. Teach a man to fish and you feed him for a lifetime”  
..... Chinese Proverb*

The above quote defines our aims and objectives in the best way. Education is the basic foundation for building and defining the future of any civilized society. We believe that education and skill development is pertinent for capability building, empowerment, and upliftment of the underprivileged.

‘Saksham’ means capability. Volunteers of Project Saksham pledge to create ‘Sakshamta’ or ‘capability’ for the bright and deserving students belonging to the weaker sections of our community. Project Saksham aims at creating awareness regarding certain professional courses,

namely CA, CS. The project further intends to handhold the deserving students belonging to modest sections of society through offering support, both monetary (through offering scholarships) and non-monetary avenues (through conducting awareness, counselling and English language improvement and other skill development sessions) for pursuing such professional studies. Project Saksham is one of the educational projects initiated by UTTHAN trust for creating professional capabilities among young and bright students from a weaker economic background

### **The broad contours of the program are summarized below:**

1. Our volunteers shall visit government-run schools or private Schools with EWS quota and meet the Principal and the teachers;
2. Nearly 50 government higher secondary schools within Delhi/NCR to be approached and identify top 100 outstanding students willing to pursue a career in CA or CS;
3. We shall identify deserving students on the basis of interactions, interviews, or aptitude tests;
4. The chosen student must belong to a financially underprivileged household and background
5. Meritorious students should be studying in 12th standard in a government school
6. Our experienced team of members shall provide counselling to students. Career counselling and awareness programs shall be run in the aforesaid government schools guiding students to choose between professional studies namely CA or CS
7. We shall mentor these students to crack the various levels of exams along with skill development required for their professions
8. Team Utthan shall assist these students to get suitable placement for corporate training as well as their articleship to enable them to earn a stipend for themselves as well;
9. Encourage and assist qualified students to get a job in the industry.
10. An endowment fund to be created. Our students (beneficiaries of our program) who become successful professionals and start earning a monthly income exceeding one lakh shall be encouraged to become contributors to the fund.
11. The contributions so received will be ploughed back to fund the education of the next level of brilliant underprivileged students in government schools.
12. Accordingly, a self-sufficient system of one underprivileged helping the other will be activated for upliftment of the society.

## Testimonials



"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



"Our engagement with ASC Group is for more than 5 years, and they are not just a tax consultant. ASC is a business partner and a strategic advisor. The firm has helped us grow and manage the complex tax matters of today and has helped in planning for the future as well. Grateful for the services and professionalism offered."

**Pravin Nath**  
-Foresight

"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



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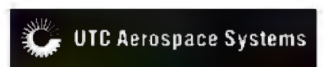
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