



25+

YEARS OF EXCELLENCE

# COMPASS

## ASC ANNUAL MAGAZINE 2023



Empowering Businesses and Inspiring Growth

Volume-II



**ONE  
TEAM**

**ONE  
DREAM**



IF YOU GET TIRED  
Learn TO REST,  
NOT TO QUIT

Picture Credit- Aasif Saifi

# INDEX

- » Remarkable Journey
- » Long- Serving Employees
- » Long- Serving Support Staff
- » Company's Achievements 2022
- » Rewards & Recognitions
- » Celebrating all occasions together- Bringing the fun to work
- » Annual Trips- Exploring new horizons of Connecting
- » Culture of ASC- Building a strong foundation of corporate values
- » Health and Wellness - Empowering our team to thrive
- » Slating my Experience at ASC – Abhishek Periwal
- » A Dream Journey – by Vikas Tyagi
- » Appreciation Letters from Esteemed Clients
- » Ek Kadam Siksha ki aur – Right to Education initiative
- » The 'Saikshik Kalyan' Scholarship Program- Brainchild of Alok Kumar Agarwal
- » Saksham Project- ASC Paid a visit to 3 Govt. Schools in Delhi
- » Achievement for ASC Group- Heralding Ease of doing Business
- » Adopting Insolvency Practice at ASC
- » Our Unyielding Commitment to Excellence- Internal Audit
- » Poor Jack by Aadil Khan
- » Safar by Shahbaz Khan
- » A Moment of divine life and Serenity – By Akshay Tiwari
- » Upcoming Goals of 2023- 2024
- » Testimonials from our esteemed clients
- » Consulting Terminologies
- » Some notable clients

## EDITORIAL

### Editor in Chief

Rinku Kumari

### Contributing Editor

Kanchan Madhani

### Creators & Writers

ASC Group Family from all  
verticals & branches

## VISUALIZATION

### Graphic Designer

Thomas Joy

### Photographer

Thomas Joy

## REVIEWER

### Chief Reviewer

Anju Agarwal

### Director of Editorial operation

Shailendra Kumar Mishra

## SPECIAL THANKS

Alok Kumar Agarwal

## CONTACT US

info@ascgroup.in

9999043311

www.ascgroup.in



# Message from CEO

**A Very Happy New Year to all & Welcome to the Life of ASC !!**

I am delighted to release Volume 2 of our Annual Magazine 2023 to present the COMPASS view of ASC Group. The impact of pandemic COVID-19 on the Company has been huge during 2020-2022, however, the Company remained committed towards its clients and employees. The Company still managed to deliver top services, could generate enough revenue to cover all the costs, completed some of the most remarkable projects and strengthen employee efficiency. ASC sailed through the period elegantly and by God's grace, no casualties happened at ASC. Although the growth was not as expected, sustainability with better business operations and overall development was our big achievement.

We take pride in completing 27 years of being at service and I enjoyed every aspect of the journey both the challenges and achievements. I am very optimistic about what 2023 has in store for ASC and what doors will open for higher growth and new opportunities. I take immense pleasure in saying, ASC has added some senior professionals in 2022 along with existing professionals serving clients from diverse fields. The team of professionals has been the driving force in building ASC as a leading Consulting Group and together we aim to move ahead faster in the coming years.

I am happy that we have been able to create a great company with a sound culture and would look forward to this process continuing for years. We are glad that we have been able to successfully add 300+ clients to our portfolio in 2022 itself with overall 1000+ clients in our kitty. Naming a few of our new clients would be Flipkart, Reliance, Nestle, RBL, etc. Also we expanded by adding one more branch in Chennai making it to total of eight locations in India.

Our reputation is our most treasured constituent and excellent work environment for employees are two pillars on which we have built our company. ASC works on a single mantra to work hard and party harder by exceeding the client's expectations, delivering excellence and celebrating every occasion together. ASC has built stronger and lasting relationships with both clients and employees. I have also recognized the importance of the project initiatives entrusted to us by our clients and we need to ensure we take special care to meet and exceed their business objectives.

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 Director- **Anju Agarwal**

*“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,

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

Considering that the year ahead will bring new opportunities and new determination, I, on behalf of ASC would like to inform you and urge you to support in the implementation of new practices effectively. One such effort would be of implementing ‘Practice management software’ in our company which will help to make stronger processes for the end deliverables of the clients 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 by keeping the best interests of the organization in mind, whether in the organization or outside the organization, one can protect the individual interests.

*“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 Director- **Deepak Kumar Dass**

I take immense pleasure in presenting our Annual Magazine 2023. It is no secret to anyone that 2020-2022 has been a very difficult year, however, together we sailed through the journey with utmost commitment. We take pride in our employee strength which consists of professionals from diverse fields. The Group's foundation lies in its strong team of approx. 300 professionals which consist of Chartered Accountants, Company Secretaries, MBAs, Lawyers, Insolvency professionals, and Financial Management Consultants having in-depth experience in providing multi-disciplinary services. Thus, we always strive to make better HR policies to improvise the work culture of ASC and make ASCian feel like their home & a Growth Centre.

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 one's 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. 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. 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.

Warm Regards,  
**Deepak Kumar Dass**  
Director

## Message from Director- **Shailendra Kumar Mishra**



Last 2-3 years have been important in the history of ASC and some important steps were taken which was crucial to the business and growth of the entire organization. I would like to highlight that each member of the organization has contributed to this growth and would like to thank everyone from my side.

In the past few years, ASC has added various vertical lines which has added to the ground level support to the business of ASC. In the past few years, assurance vertical has taken a good shape being an independent team and doing quality work for all of our clients. These all the initiatives have added to the quality of work being delivered. The outreach of ASC in the eyes of all the clients related to the specific service verticals.

At ASC, we have been targeting every year to take few initiatives which will take us to a next level. Out of which, one of the steps would be to do an alliance with an international network chain. We have been aggressive in terms of doing this exercise and very soon we shall be a part of a network in future years. Future of ASC and all its employees seems to be on a very brighter side considering the initiatives taken by management as of today.

Over the years, we have transitioned ourselves as a leading consulting group in India and we are very much focused in terms of bringing out the change as to how the financial services consulting industry operates. Use of technology has always been a part and parcel of the ways as to how we provide our service and it shall contribute more in the future.

With Regards,

**Shailendra Kumar Mishra**

Director



# Message from Editor

Dear Readers,

Welcome to the 2nd edition of annual magazine 2023, 'THE COMPASS'! It's my pleasure to introduce this year's edition, which highlights the significant achievements and milestones that we've accomplished as an organisation.

As we reflect on the past year, we are proud of the progress we've made despite the challenges brought on by the pandemic. We've adapted to new ways of working and continued to deliver outstanding results, thanks to the dedication and resilience of our employees.

This magazine is a testament to the creativity, hard work, and passion of the team members. We showcase stories of our employees who have gone above and beyond to contribute to the company's success. From innovative solutions to complex problems to outstanding customer service, ASC Group have proven their commitment to excellence time and time again.

We also recognize the importance of corporate responsibility and sustainability. In this edition, we feature initiatives that showcase our commitment to social responsibility and environmental stewardship. We understand that these issues are critical to our long-term success, and we remain steadfast in our dedication to being responsible corporate citizens.

At the beginning of every month, ASC Group 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.

As we look ahead to the future, we are excited about the opportunities that lie ahead. We remain committed to innovation, excellence, and delivering the highest quality products and services to our customers.

Thank you for reading this year's annual magazine. We hope you enjoy it and gain insight into our organization and the people who make it a success.

Sincerely,  
**Rinku Kumari**  
Editor,

# Remarkable Journey



# Long Serving Employees



## Jaswant Singh

### Branch Head - Delhi

My name is Jaswant Singh and I am working as a Head Delhi Branch 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 always has better plans for you. Today, I have completed 18 years at ASC Group and never felt like switching. ASC Group gave me a wonderful experience and made me a better person with more confident, determination and a sense of responsibility. ASC has always treated me like a family member and it has always been a second home for me.

## Faizan Ahmed

### Head-Department Operations

I am Faizan Ahmed working in ASC Group as operational head Delhi since 2006. 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 17 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. The journey has been tremendous and I am thankful to each one who has been a part of this journey.



## Narender Singh Kaintu

### Senior Executive - Finance

My name is Narender Singh Kaintura, working in a financial vertical of ASC for past 12 year. I joined ASC in the year 2010 with lot of fear and limited knowledge of the subject matter, since then ASC hold me tight to grow both professionally and individually by polishing my skills. With each passing year, I saw a better version of me with continuous support from seniors, especially the group CEO Alok Kumar Agarwal. I have always admired the down-to-earth and humble personality of Alok sir. This nature of his acts as an umbrella shade for everyone. Last but not the least, I would like to give special thanks to my finance team and ASC family as a whole for always supporting me I am really thankful to be the part of ASC!



## Niten Agarwal

### Operational Head - Mumbai

I am honoured to have had the opportunity to be associated with ASC Group and witness first-hand growth and success. Being for 10 years at ASC Group have given me opportunity to work closely with all vertical heads of ASC Group who shared their knowledge and experience and have contributed immensely in shaping me as professional. Would like to pass on my sincere thanks to my mentors Alok Agarwal, Anju Agarwal, Deepak Kumar Das, Shailendra Kumar Mishra, Jaswant Singh, Faizan Ahmed, Maya Mehra and equally recognising contribution from my colleagues and team-mates. Thank you for creating a space to explore and learn every day. Let's keep it going and growing for the next coming years.





## **Ankur Prabhat**

### **Assistant Manager - Execution**

---

In my professional life, reaching the 10-year mark at ASC Group was significant. I was given the chance to grow professionally by this company. I was lucky to be surrounded by co-workers that are so devoted, supportive, and diligent. At ASC, the workplace, future opportunities for progress, and teamwork are crucial factors. Overall, it is a great working with ASC with supportive team and seniors.

## **Tanya Miglani**

### **Assistant Manager - Execution**

---

I am proud to be the part of this esteemed organisation for almost 10 years. The journey has been fulfilling and challenging, allowing me to work in a variety of departments. ASC has provided numerous opportunities for growth and development, and I am grateful for the support and guidance I have received from my colleagues and superiors along the way. I am excited to continue to learn and grow in this dynamic and challenging environment and I wish to thank everyone who has been part of my journey thus far.



## **Mayank Singhal**

### **Senior Vice President - LM/BIS Stock Audit**

---

It's been approx. 9 years with ASC family and my experience is great. Working for the same company and with the same team members for such a long period of time has allowed me to truly get to know about the company, its vision, mission and its culture better. For me, ASC is my second family wherein I spent my major quality time hours more than our home family. From celebrating festivals together to work hard for achieving targets, from enjoying parties to new strategy planning, we enjoy every minute being spend in office. I am thankful to God for giving me opportunity to work with supportive team who stood with me during all challenges and performed well in consensus of required task & targets that makes me a successful team leader. Overall, my long-term work experience has been a rewarding and enjoyable experience which I feel proud to be a part of ASC family and shall continue to contribute in coming future too.



## **Shubham Kumar**

### **Senior Executive - Stock Audit**

---

My journey with ASC started in the year 2015. It has been an exciting journey for me. I moved from one city to another, worked on different kind of projects, with different kinds of people. I learnt and explored a lot in these 7 years. ASC has given me lots of exposure and confidence and made me efficient in whatever work that has been given to me. I am very proud to be part of this extended family. My mentor, Mr. Mayank Singhal has also been very significant throughout my journey. He's been there with me since I've joined ASC before 7 yrs. Well, I have many things to say but I'm short of words to say it all. But being a part of this company I would say that this company gave me a lot. I'd like to thank a lot of people personally for everything they've done for me. It's been a wonderful journey that has been a privilege to share with you. I hope to keep doing well in ASC in future.



## Mahima Tulsian

### Senior Manager - Insolvency & Bankruptcy

Time flies fast! It has been more than half a decade since I joined ASC. I was a fresher when I started my career here, but now I can proudly say that ASC has helped me to enhance my skills and even strengthen my professional talents. At ASC, I have been given many opportunities which have helped me realize my potential and transformed me into a confident person. ASC has provided me space to work freely and prove my capabilities to the best with continuous support of my Mentors. Day by Day, ASC has nourished me to become more proficient in my work profile. I would like to thank ASC for trusting me and helping me achieve my milestones in life.



## Ashok Gupta

### Senior Vice President - Business Development

Spending 6 years in one organization is a milestone for anyone, I am happy that I have achieved this with ASC. I consider myself very privileged to grow with the organization and to reach this level after coming from a non-financial background. The opportunity given to me was quite unique as I had never done this in the past, but I am now quite happy to say that I was able to achieve the desired results only because every member supported me thus, I was able to establish our brand presence across India. The open culture of this group helps individuals to take the responsibility and the ownership of decision making. People can learn from every single conversation that happens here. The Senior management along with people at support functions like HR, Finance, and admin department have also worked closely with dedication to make such policies which is not only beneficial for our clients but also for internal employees maintaining their work-life balance and working together for achieving a common objective of our group. I truly appreciate the confidence this organisation has shown in me.



## Vipin Goyal

### Assistant Manager - Stock Audit

I am delighted to express my happiness & satisfaction in completing 5 Years of services with ASC. These years were full of ups and downs, new learnings every day, great experiences, words are falling short to express my noble journey with ASC. I've got a lot to thank ASC as I met some of my very close friends here, all people with the same vision and goals. It's been a journey I've relished every minute and will continue doing so. Thank you ASC for making me who I am today & here's to the next 5 years.



## Kanchan

### Senior Manager - HR & Administration

The experience of a Long-Term Relationship with ASC from Assistant Manager to Senior Manager with lots of ups and downs, promotions, appreciations, learnings cannot be described in words. But to pen it down, throughout my career, I have had the great pleasure of engaging in a long-term relationship with ASC. When I first began, I was a young and eager employee, looking to make an impact within the company. I was given ample opportunities to learn and grow, and I was given the chance to make a difference. I am very thankful to the CEO, Mr. Alok Kumar Agarwal, all the directors, seniors, colleagues and my juniors for the opportunity to have a long-term relationship with ASC. The experiences that I have gained have been invaluable, and I am grateful for the trust and support that I have received from the company. I look forward to continuing this relationship for many years to come.



## Deepanshu Kumar

### Senior Executive - Execution

---



Five years ago, on October 9th, 2017, I embarked on my professional journey at ASC. It has been an exciting journey filled with new experiences and opportunities for growth. I have had the opportunity to work on different projects and collaborate with a variety of teams, moving from one city to another. My time at ASC has been a period of discovery and exploration as I have learned and developed new skills in the Indirect Taxes, E-way bill, SEIS, Customs & Admin department. I am proud to be part of a team that plays a crucial role in ensuring compliance with tax laws and regulations. My colleagues are knowledgeable and always strive to find the best solutions for the company. I am grateful for the support and guidance I have received from my colleagues and the company, which has allowed me to grow professionally. I am committed to working even harder and reaching new heights in my professional career. I would like to extend my gratitude to everyone who has helped and supported me along the way. Thank you.

## Shashank Chaturvedi

### Business Development Manager - Japan Desk

---

As I look back on my five years at this company, I am filled with a sense of accomplishment and pride. From the day I joined the team, I was determined to make a difference and I am so glad that I have been able to do this. The past five years have been filled with some amazing highs and some difficult lows, but throughout it all, I have been able to find joy in the journey. I have been fortunate to be a part of a team of talented and passionate individuals who have pushed me to be better every day. My time here has been filled with wonderful experiences. I have been able to travel to new places, meet interesting people, and work on challenging projects. I have also had the opportunity to work closely with senior leaders and to grow both professionally and personally. As I look to the future, I am excited to continue to learn, grow and make a positive difference here at the company. I am proud to have been a part of this company for five years, and I look forward to many more years to come.



## Simran Rajeev

### Assitant Manager - FTP

---



It's been 5 years and I am still thinking of how fast these years have passed. But one thing is sure these all years were incredible for me. I always gave my 100% in every situation and was always guided to do my best. I have acquired so much knowledge and enhanced my skills during this journey. I am very proud to be part of the ASC family. My overall experience with the company through the last 5 years working there has been great. It has a great work environment, where people aren't only compensated fairly for their work, but also given many opportunities to grow and learn new things in their field of work. I am committed and aspired to work harder and take myself to next level of professionalism. Thanks to everyone for all the help and support.

## Radhika Tosniwal

### Manager - Insolvency & Bankruptcy

---

Five long years passed unknowingly that I didn't even realize it!! There are some magical numbers in life to remember and I surely consider completing this nice milestone of 5 Years as a ASC Employee is something to cherish and brag about. I joined ASC in January, 2018 started working as a senior executive and it's a big achievement for one to complete 5 long years of hard work and have achieved a good position in ASC. The learning experience that I get just by being inside ASC is huge !!! I learn from every single conversation that happens here. Now, as I complete five meaningful years in the company, I look forward to several more years of working and making this company grow to the best potential it could accelerate to. Thanks again for supporting me till date - looking forward for the support in future too.





## **Nishant Sharma**

### **Senior Executive - Insolvency**

---

It's a great pleasure to say that I have completed 5 years with the ASC group. I had joined ASC as a fresher but I would say that I am lucky enough for having this opportunity to work in the environment which ASC provides. With the support of my Mentors, I have not only gained confidence but my professional abilities is also enhanced here. ASC is not only an office for me it's "A Family"

## **Nilesh Bhalchandra Salunke**

### **Senior Executive - Execution**

---

My overall experience with the company through the last 9 years working there have been great. Its great work environment, where people aren't only compensated fairly for their work, but given many opportunists to grow and learn new things in their field of work. I want to thank my colleague and seniors for supporting and guiding me to improve my skills and confident.



## **Shree Prakash Ramasre Sharma**

### **Support Staff - Administration**

---

Success in any organization is not just about having the right skills and knowledge, but also about having the dedication and commitment to carry out the essential tasks that keep the office running smoothly. As an office boy with 5 years of experience in an ASC, I have had the privilege of visiting various departments for document submissions, maintaining files and records, and performing essential administrative duties. My contribution to the organization has been instrumental in ensuring that the office functions effectively and efficiently, which has been a source of pride and satisfaction for me.

## **Binod**

### **Support Staff - Administration**

---

I am Binod operating from Delhi office. I joined ASC Group in the year 2006 as a complete fresh mind. It has been an incredible work experience where I enhanced my skills under the guidance of very supportive seniors and staff members. I am thankful to ASC Group throughout my Journey and wish to continue serving.



## **Sandip Das**

### **Support Staff - Administration**

---

I am Sandip Das working in Delhi branch. I'm glad to share that I have completed 8 years in the ASC Group. I want to thank all my seniors, super senior, and other staff/friend for making my journey easy and worthwhile. Thank you for always showing believe in me and motivating me.



## **Swapan Pal**

### **Support Staff - Administration**

---

My name is Swapan Pal and I am working in Noida branch, ASC Group from 2013. I really want to thank ASC Family for making me part of the family with all support and love showered on me. The best thing I like about ASC is that all the employees irrespective of hierarchy is given equal level of respect. I would like to continue working for another 10 years.

## **Alok Kumar Singh**

### **Support Staff - Administration**

---

I am Alok Kumar Singh from Gurgaon Branch and I am the member of ASC 8 year. During the period I have grown as a person with all love and support from my company's friends and seniors. The behavior towards me is always good and provide good facilities. Thank you for everything.



## **Ganesh Ram**

### **Support Staff - Administration**

---

I am Ganesh Ram I have Completed more than 14 Years in ASC Group. It seriously doesn't feel so long because ASC Group has become a family for me. I would like to thank Alok sir, Anju Maam and all seniors and friends for always showing trust on me and guiding me throughout the journey. I would like to thank you everyone who supports me at each stage.



## **Sahil Gupta**

### **Support Staff - Administration**

---

I am Sahil Gupta and I joined ASC Group 5 Years back operating from noida. I want to thank all my team members and seniors, they are amazing, I am always thankful for your cooperation and involvement. ASC Group is helping me with opportunity to become a better and more confident person



# Company's Achievement

## 2022

---



Successfully Completed 3 Mergers & Acquisitions deal

Added one more branch office in Chennai



YoY Financial growth of 20%

Add two more new vertical in ASC Group i.e. ASC Advisory & FinTech Services



Added 300+ clients

Introduced 5 Lakh Lottery Programme for ASCians



Successfully completed IPOs of the clients

Successfully completed 2 indirect tax health check-up of Reliance group two legal entities



Onboarded 60+ professionals across verticals in 2022

# Rewards and Recognitions



Chandradhari Jha - Execution



Karan Chaudary - CA Article Trainee



Yogender - Executive



Sara Verma - Direct Taxation



Vipin Goyal - Stock Audit



Neha Gaur - Finance



Aditya Banerjee - LM/BIS



Kaushal Kumar Jha - Direct Taxation

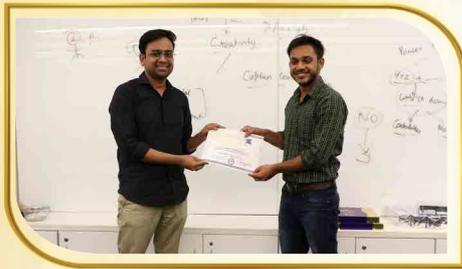


Ankit Chauhan - Direct Taxation



Mohd. Adil - Stat Audit

# Rewards and Recognitions



Akash Srivastava - Internal Audit



Shubham - LM/BIS



Isha Masih - LM/BIS



Ankur Shankhdhar - LM/BIS



Shiwani Aggarwal - Finance



Ruby Sharma - Finance



Sachin Saini - IT



Nitesh B - Execution



Sweety Patel - Execution



Aasif Saifi - Stock Audit

# Celebrating all occasions together- Bringing the fun to work



Birthday Celebration



Women's Day Celebration



Ganesh Chaturthi Celebration



Diwali Celebration



Christmas and New Year Celebration

Celebrating festivals, birthdays, monthly infotainment events, team parties, manager's meet and other get togethers at the office have always brought a positive effect on the work culture of ASC. Festivals are a great way to bring people together, build morale, and foster a sense of camaraderie.

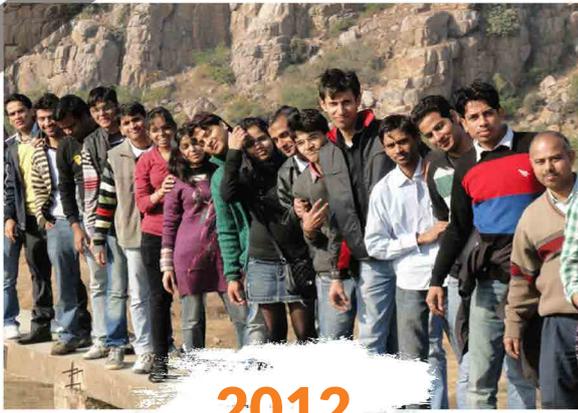
At ASC Group, we do try to celebrate all the festivals which always gives employees a chance to share their joy while also providing an opportunity to get to know each other better. Festivals, birthdays and other social meets are a great way to break up the monotony of the daily grind and make the workplace more enjoyable.

Celebrating birthdays at the office encourages socializing among employees, which helps build relationships and strengthens corporate culture. It also helps to foster a sense of camaraderie and unity among workers, which leads to increased productivity and improved morale.

Events like team parties helps us to increase morale and create a more positive work environment. At the same time, we ensure that the team party doesn't take away from productivity or disrupt the workplace.

Social activities and meetings brings a positive impact on the work culture of an office. It create a sense of community and foster collaboration among our employees. It also provide opportunities for employees to get to know one another better, which leads to a more cohesive working environment. Additionally, these activities help us to break up the monotony of the workday, increase morale, and provide employees with a chance to bond with their coworkers in a relaxed setting.

# Annual Trip - Exploring new horizons of Connecting



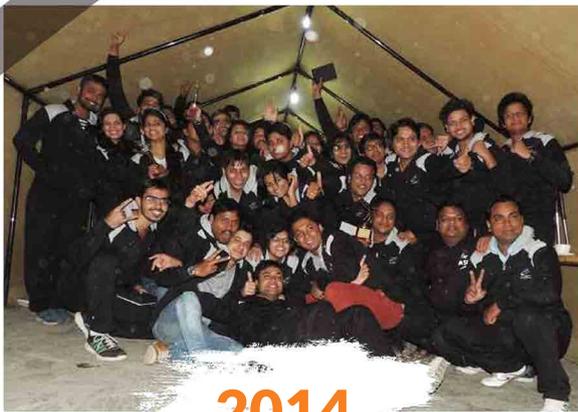
**2012**

Wild Camp Dhauj



**2013**

Jim Corbett



**2014**

Himchal Pradesh



**2015**

Alwar



**2017**

Jim Corbett



**2018**

Bhimtal



**2019**

Kikar Lodge, Punjab



**2022**

Manesar



**2022**

Mumbai Team



**2022**

Bangalore Team



# Culture of **ASC** - Building a strong foundation of corporate values

A strong work culture is essential to the success of any organization. It is what drives employee engagement, motivation, and productivity.

As a major part of Human Resources, it is my responsibility to ensure that our work culture is one of inclusiveness and collaboration. At our organization, we promote a culture of respect, trust, and collaboration. We believe it is essential to foster an environment of collaboration and support. We strive to create an inclusive workplace, where everyone's ideas and opinions are valued. We encourage our employees to communicate openly, and to work together towards achieving our goals. We are also committed to providing a safe and secure work environment. We provide our employees with the necessary resources and training to ensure that they are able to work in a safe and secure setting. We also ensure that our employees are provided with the necessary support to help them reach their highest potential. This includes providing access to professional development opportunities, such as mentorship and career development training.

We recognize that each employee has unique skills and strengths, and we strive to provide our employees with opportunities to use those skills and strengths. We also encourage our employees to take ownership of their work and to contribute to the overall success of the organization. Our work culture is designed to foster a sense of pride, joy, and satisfaction in our employees.

We believe that our employees should feel a sense of accomplishment and pride in their work and in their contributions to the organization. We strive to create an environment of mutual respect, collaboration, and trust. Finally, we are committed to creating a culture of recognition and appreciation.



We want our employees to feel appreciated and valued for their hard work and dedication to the organization. We provide recognition and rewards for outstanding performance, and we make sure to recognize employees' achievements in a timely and meaningful manner. By promoting a culture of inclusiveness, collaboration, safety, support, and recognition, we are able to create an environment where our employees feel valued, respected, and empowered. This, in turn, helps create an organization that is successful and productive.

**By Kanchan - Senior HR & Admin Manager**



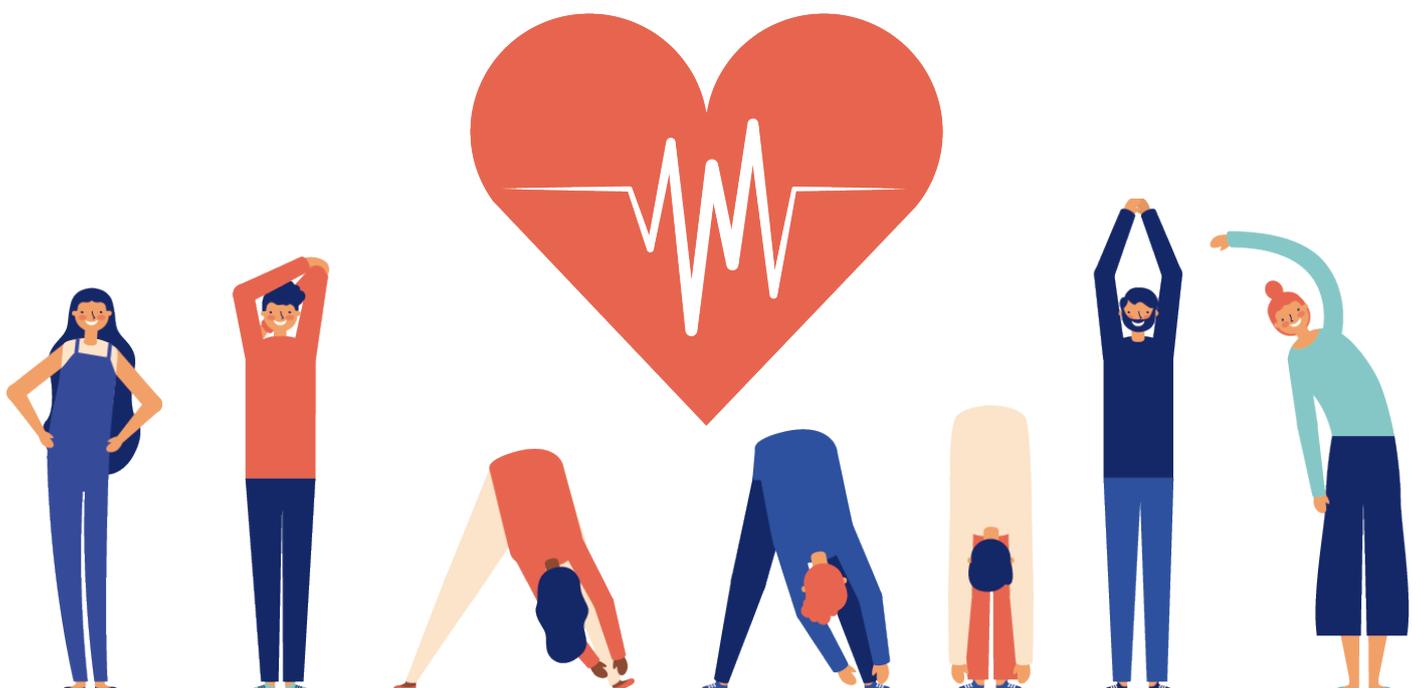
# Health and Wellness - Empowering our team to thrive



ASC believes in the concept of 'Health is the ultimate wealth' thus, conducts regular health and wellness activities in the form of the vaccination programs, Yoga sessions, sports events, health risk assessment, stress reduction programs, etc. We ensure team is physically and mentally healthy at work, which helps employees at maximum productive and active engagement is the goal.

Employee wellness programs undertaken by ASC aims to improve employee health and also to help them overcome particular health-related problems. We offer compulsory employee trainings, staff seminars to aware on variety of wellness programs and fitness activities.

The program model exceeds the traditional "feel-good wellness" perspective and aims at a "results-driven wellness" approach that produces tangible business and health outcomes. The outcome received from this model is commendable.



# Slating My Experience at ASC



Getting work done, no matter what it take,  
Bidding farewell to yesteryear, My name is Abhishek  
2022 was show, full of low and high  
Dabbling to pen it down, Lets Try !

April was good month, I joined ASC  
People so passionate here, like they are on ecstasy  
Was deputed at the client location, Company was ERA  
Looking at the operations scale, like a box of plethora

I was scared at first, then I met Dipanshu & Yogender  
Their zeal and gusto to work are nothing less to wonder  
Was fortunate to witness working of Rahul Pandey  
Accounts on point, works even on a Sunday

I was responsible for the complete legal work,  
Records were a mess, to start with - felt like cork struck  
Forget JD, was dealing PMLA, civil matters, represented in arbitration  
It was a SHOWTIME, every day was like Roll, Camera, ACTION !!

Got Awards in favour, worth hundreds of Crore  
Always will be indebted to ASC, It gave me the platform to Roar.  
In-between the hectic, we used to get invite  
ASC Office and employees there, a sight for sore eyes!

Made a few friends and shoutout to HR there  
Always been supportive, Thanks for always being there.  
2023 will be full of blessings for entire group, as I pray  
With this thought and wellbeing, my pen - here I lay.

**Go On ASCians, work smart and SLAYYY !**

-By **Abhishek Periwal**  
(Advocate - Insolvency and Bankruptcy)



# A Dream Journey....

If any day, you want to gain the attention of a Chartered Accountant, just ask him/her the story of how he/she became a Chartered Accountant specially the article ship journey. And all of a sudden, you will see a new vigour in the conversation and they will share the story of their failures with equal or more pride than the story of their success. The world might call it a Strange Story, but we call it a Great Story. More the number of attempts taken, the greater story it is considered. It is an ordinary everyday story of every Chartered Accountant and hence, sharing the same so that people who do not belong to our fraternity will understand our life a bit.

My actual story from Vikas Tyagi to CA Vikas Tyagi started when I cleared my CA IPCC first group and joined ASC as an "Article Assistant" in 2019 with lots of dreams in my eyes. Lots of questions were running and in my mind after listening the article ship experience of my seniors and friends which in somehow disturbing my mind. I was very nervous and uncertain about my future at ASC. But the things I experienced were totally different and contradictory from the experience shared by my seniors and friends. The working environment, support of seniors and colleagues, flexibility of work and friendly nature of all the employees at ASC was a kind of dream to started my CA Article ship.

The best part in ASC is that you can discuss all of your official or personal problem from any senior or junior to any department without any hesitation. For me my special support system is My Principal CA Mayank Singhal who supported me a lot during my learning phase and my failures & attempts in my IPCC Group II and in my final attempt. I learned to overcome failure with great confidence & to tackle any kind of critical situation with utmost self-reliant just because of ASC.

I would like to thanks my seniors, my team, HR and all the ASCians whoever play an important part of my life for making me today what I am today. I was lucky enough that I have done my article ship from ASC and completed my journey here to add prefix "CA" before my name.

I wish the company the very best going forward.  
"Proud to be ASCian."

**By CA Vikas Tyagi.**



# Appreciation Letter from Esteemed Clients



COMPLETE HEOR SOLUTIONS INDIA PVT. LTD.  
Regd Office: B-7 Extn 99 (Ground Floor), Safdarjung Enclave,  
New Delhi 110029  
Phone No. - 91-11-26107002

When I wanted to register a subsidiary of US company in 2015 and was looking for an appropriate person for the same, a friend of mine already doing business with ASC Consulting Pvt Ltd suggested me the name of Mr Alok Aggarwal and fixed my meeting with him. After discussing all the aspects starting from registration and looking after the overall accounting including the various compliances with the Authorities, I felt grateful to my friend having put me in touch with Mr Aggarwal.

Today It has almost been eight years since we started our ever growing relationship with ASC Consulting Pvt Ltd who have been taking complete care of all obligations under the able supervision of Mr Alok Aggarwal and Mr Shailendra Mishra, be it with Income Tax, GST, ROC, RBI, PF and/or any other Authority. All the concerned Executives in various departments have appropriate knowledge and competence in their respective fields. Of course they have been changing from time to time but the transition has always been smooth without any hassles.

I foresee this relationship with ASC Consulting Pvt Ltd growing stronger and fruitful in the years to come.

With best wishes  
*Manmohan Singh Bagga*  
Manmohan Singh Bagga



## CHEORS

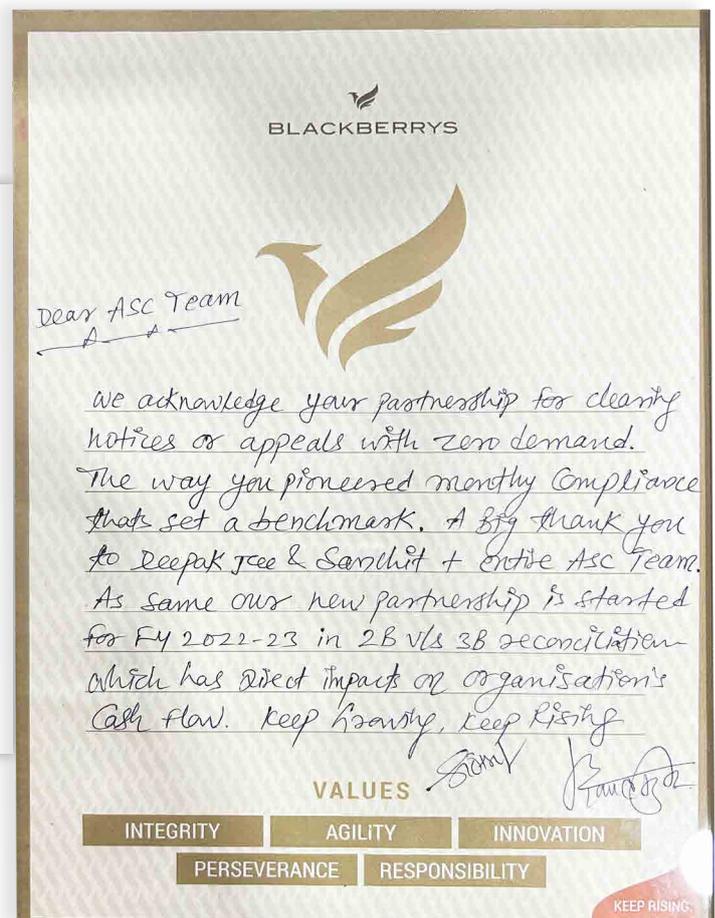
ASC Group wants to take a moment to express its sincere gratitude to Cheors for presenting appreciation letter to Direct tax team.

It is always a pleasure to work with such wonderful clients like you, and we take great pride in knowing that our efforts are appreciated. Your satisfaction and trust are incredibly important to us, and we will do everything in our power to maintain and exceed your expectations. Hope to take this association forward and grow together.

## BLACKBERRYS

ASC Group like to express heartfelt gratitude to Blackberry for the appreciation letter presented to GST team. Your recognition has left us inspired and motivated to continue delivering the best possible service to all of our clients.

Thank you for your partnership with ASC Group. We take pride in our professional service & team. Hope to take this forward to build a long-term association with Blackberrys.



# EK KADAM SIKSHA KI AUR ... (Right to Education)



As we are celebrating the 75th anniversary of Indian Independence, we are moving and committed toward social equality. Dr. B.R. Ambedkar has drafted the constitution whereby he has emphasized the right to education for everyone. But the question is, do we actually perform as per his vision? Did his dream come true in the past 75 years of independence?

There are a lot of reasons why people are still not educated or aware of the importance of education. It could be due to a Lack of communication, lack of money, unawareness of the importance of education, social inequality, human perception, and so on...

How pleasant it would be if a higher section of society identifies the children who actually deserves for a fair education and help them for providing education. This will be helpful to fulfill the dream of Dr. BR Ambedkar.

We can't deny the fact that education is the key for a better tomorrow, education is the seed that will help us to grow the tree of many Techies, Business man, CAs, Doctors, Engineers and other enthusiastic personalities in the near future.

Considering the scenario Me and my group of 10 members have taken an initiative whereby we have adopted 35 children from the weaker sections of our society and taking care of them with a pledge to provide proper food, education till graduation and basic needs from clothes to stationery to other needs, which are necessary for every child and for their better education. Their dream to become a successful person in their life shall be fulfilled by our team.

Our group is committed to drive change in the

and with this small initiative, we are trying to be a part of betterment and development of these adopted children.

On the occasion of 26th January, we celebrated Republic day with these kids and performed cultural activities, slogan competition, and many other playing activities with them. Trust me the talent they have is incredible and they just require a little wing to fly (and these wings are nothing but the education and proper guidance). We distribute sweets, learning books, prizes, stationary to all of them, and this is the first time we felt that we have done anything different that actually bring smile on someone's face. The feeling of the moment was incredible not because we were doing that but because God has given us the opportunity with blessing, that we can drive towards change.

## **Vision of Our group**

"Anybody can succeed if he takes the right step in the right direction",

We have a vision to provide the first step stair to the deserving children's who are somehow not getting to opportunity to learn and to educate himself. We strongly beliefs that for a successful dream 4D's are 4 pillars i.e.,

- Desire
- Dedication
- Direction and
- Discipline

These are the key to deliver this commitment and to build chain of humanity.

*LET'S COME TOGETHER TO BE A PART OF CHANGE!*

**By Mayank Singhal - Senior Vice President**

# The 'Saikshik Kalyan' Scholarship Program - Brainchild of CA Alok Kumar Agarwal

After 37 years, Alok Kumar Agarwal landed down at his school (St. Robert H.S. School in Darjeeling) to present 'the Saikshik Kalyan, an Education Welfare Scholarship/Award' to the deserving students of Darjeeling Hills under St. Robert's School Alumni Association to live by the school motto (I am born for Greater Things).

On 14th September 2022, during his visit to St. Robert H.S. School in Darjeeling, a Huge welcome and facilitation were paid by the headmaster and teachers of the school. He was also honoured with a humanitarian award. "I am thankful to the headmaster, teachers and students for paying such a warm welcome and facilitation"



The Event was enlightening and proceeded with a motivational programme, an award ceremony, engaging activities by students, etc. The program was supported by the SRS Alumni association.

Mr Agarwal gave Scholarships to 42 deserving Students of St. Robert H.S. School and took an oath to take forward this initiative forward by helping deserving students achieve their dreams and build big in other parts of India too.

This programme is the brainchild of CA Alok Kumar Agarwal (Founder/CEO of ASC Group), to help the deserving student achieve their goal through the financial scholarship program, and thus he decided to start from the school which gave him wings to fly high and dream big.



# Saksham Project- ASC paid a visit to 3 Govt. schools in Delhi

Due to covid-19 outbreak and irregular classes in most parts of India, ASC was not able to pay regular visits to the school to identify bright students from weaker economic backgrounds to initiate the educational projects. To initiate the Saksham project, on July 16, 2022, Deepak Maini (Vice President, ASC Group) and Kanchan Madnani (HR head, ASC Group) visited 3 schools in Lajpat Nagar; namely, Govt. Co. Ed. Sr. Sec. School, Rajkiya Pratibha Vikas Vidyalaya, and Rajkiya Sah-Siksha Varishth Madhyamik Vidyalaya.

The visit aimed to initiate the Saksham project and select deserving students from financially deprived backgrounds to pursue professional courses like CA and CS. Mr Maini enlightened the Principal & Sr. Teachers about the Educational initiative taken by ASC Group. The sole motive behind this program is building a harmonious and empowered society. The school management was quite interested in the project and showed a heartwarming response.

Primarily, we are focusing on 12 standard students studying commerce and Art stream in government schools of India. During the visit, Mr Maini educated the students and make them aware of the lucrative career ahead by conducting a one-to-one discussion section with the students and understanding their interest areas. He also sensitized the subject teacher on career options available for the students in India.

Students of the school indicate the involvement of their parents in taking a final call on selecting the career option. On discussing with the teachers, the school management suggested; the most appropriate time to visit schools will be towards the end of the academic year between (January – March) of every year.

## Planning & Target for 2023

In the year 2023, ASC aims to FastTrack the Saksham Project and target to tab 10 government schools of Noida. We will interact with students to understand their interests and make them aware of the career options and opportunities available in the market for



CA and CS courses. After evaluating the student's economic and academic backgrounds, we will select 20-25 deserving bright students to begin with the project.

## About Project Saksham (Giving back to society)

Project Saksham is one of the educational projects initiated by UTTHAN trust for creating professional capabilities among young and bright students from weaker economic backgrounds. Through our program, we aim at building a harmonious and empowered society comprising every individual entitled to equal opportunities. At UTTHAN, we endeavour at conducting an array of educational initiatives namely scholastic campaigns, vocational training, and skills-based development programs to achieve our stated objectives. UTTHAN has resolved to take upon itself the task of identifying such bright students and guiding them on a path to enable them to choose a professional qualification viz CA or CS. In this regard, we shall hold their hands for financial support, provide educational and skill development training, mentor them, take care of their articleship period and finally see them becoming professionals like Chartered Accountants or Company Secretaries.

# Achievement for ASC Group- Heralding Ease of doing Business

Transferee/Importer not responsible upon utilisation of RoDTEP/RoSCTL

It gives us great pleasure to inform you that Ministry of Finance (Department of Revenue), CBDT has considered our various representations and Hon'ble High Court of Delhi Order in Writ Petition (C) No. 11178 of 2022, in which we had sought necessary clarification to be issued so that importer may not have any obligations for using the DCSs for payment of import duty. We had submitted that it will not in any manner prejudice the rights of authorities and there will not be any revenue loss to the government. We also submitted that this would create ease of doing business in #export and import trade.

CBDT has issued notification No. 76/2022-Customs (N.T.) dated 14th September 2022 by which transferee will not be liable for payment of duty. This will further the ease of doing business and bring in the required clarity to the earlier issued notifications. CBDT has acted in compliance of the Hon'ble High Court of Delhi's Order, by which the Court had directed the

Government to deliberate on our representation and pass an appropriate speaking order within 12 weeks.

ASC is a reputed company wherein more than 300 professionals are working. We furthered the best interest of the industry by submitting a representation to the Ministry of Finance on 7th June 2022, with a reminder on 23rd June 2022.

We are happy that CBDT and the Department of Revenue have accepted our suggestion and issued the necessary order. ASC also want to thank VAS Global legal team who made it possible through research, representation and petition before Hon'ble High Court of Delhi.



# Adopting Insolvency Practice at ASC

---



## Insolvencies do happen

It would be prudent to explain that insolvency or bankruptcy is a situation when a company or individual person is not able to repay borrowed funds or payments related to goods or services provided to them.

Getting Insolvent/Bankrupt in the businesses by companies or the individuals is a normal process since the days the manufacturing and trading began. It is as equal to human beings getting sick due to prevailing virus and bacteria around because of not taking enough precautions. The businessman may encounter unfavorable economic situations like change in Government policies, lack of product innovation, unexpected competitions from others emerging entities in their line of business. On many occasions the insolvencies are deliberate or willful as money lent by creditors are misused by the companies or individual borrowers. The economic experiences have also taught us that enterprises or business are built by putting in a lot of thought process, monies, physical efforts of men backed by suppliers of raw materials.

The next very thought is that should we kill such businesses for economic failure or attempts must be made to revive such businesses through a formal legal system.

## Advent of Insolvency Law

The advanced European and American countries had learnt to handle insolvencies about 60 years ago

years ago in much organized manner. India, as a developing nation was just watching the situation to adopt this Law at appropriate time when the economy matures.

Following the footsteps of advanced nations, the Government of India enacted "The Insolvency & Bankruptcy Code" (The Code) in the year 2016. For the purpose of governance the Ministry of Corporate Affairs, Government of India is the parent Ministry, while Insolvency & Bankruptcy Board of India (IBBI) is the designated regulator. The Framework of governance is such that the Code is passed by the Parliament of India, and, for drafting the supporting process legislations (called as "Regulations") the IBBI has been empowered.

## Pivotal Role of Insolvency Professionals

The most important pillar for implementing this law is called as "Insolvency Professional". The Professional qualifications for individual persons to become Insolvency Professional is holding a degree of CA/CS/CMA with 10 years of experience. Besides individuals with 15 years of experience in management are eligible. All such professionals have to qualify a Limited Insolvency Examination (LIE) to have a formal Certificate of Practice (called AFA).

The scheme of the Code is that once the Corporate Debtor is admitted into Insolvency or Liquidation (or for that matter Insolvency & Bankruptcy of Individuals), the control of the Corporate Debtor is

vested in the Insolvency Professionals, who runs it as a going concern and also follows the process steps covered under respective Regulations. Pertinent to mention that in the initial format the Code covered Insolvency of Corporate Debtors, Liquidation of Corporate Debtors, Insolvency & Bankruptcy of Individual Persons. The laws relating to handling Group Insolvency of Corporates or Cross Border Insolvency are yet to be adopted.

## ASC creates Insolvency Vertical

ASC Group, a consulting conglomerate for the last 25 years is already into the business of Restructuring and Turnaround of corporates. Besides, ASC group has been managing the wealth of individuals as consultants. Handling insolvencies strictly involves restructuring of borrowed funds, setting up new innovative business strategies of ailing corporates to ensure turnaround of loss-making businesses. Therefore, setting up of insolvency vertical at ASC Group, in the year 2016, was a natural progression. With enormous business and consulting opportunities knocking the doors the reins of this vertical in ASC group were handed over to Ms. Anju Agarwal, the flamboyant personality, holding Masters in Economics and also Management Expert. To give a rock-solid support to this initiative, as a mentor, was Mr. Alok Agarwal, the charismatic founder of the ASC Group.

The next immediate thought was to create and organize the insolvency vertical. The ground floor at the ASC Group's plush newest building in 2016 was right the choice for the insolvency work. Initiation of team building was highest on the agenda then. The first professional to be hired was Ms. Mahima Tulsian, a Company Secretary.

## Understanding Opportunities in Insolvency practice

Parallel to team building was understanding the nuances of newly introduced Insolvency and Bankruptcy Code, 2016, and, what are the business opportunities and how to catch them.

Looking into the fact that conducting & qualifying the LEI exam may take some months, the IBBI had exempted passing of exams by the professional for

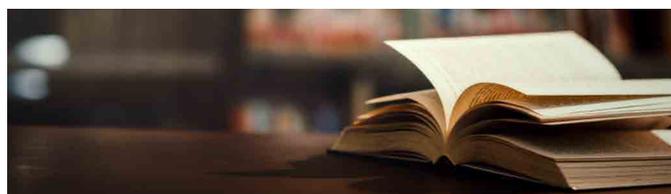


for the first six months, so that they can be directly appointed as Interim Resolution Professionals (IRP) by Hon'ble NCLT our CEO Mr. Alok Agarwal had then become eligible to be engaged as IRP.

Most of the Insolvency Petitions against the Corporate Debtor in the initial phase were filed by the bankers as the Financial Creditors. The engagement of any particular Insolvency Professional in any CIRP was in the hands of the bankers. Thus, reaching out to them became absolute necessary.

## Inducting Experience and Enhancing Team Numbers

Mr. Deepak Maini, a Retired Senior Banker, was inducted into the Insolvency team and with his initiatives marketing strategies were drawn to meet bankers, present out credentials looking for opportunities for assignments under the Court. Both Ms. Anju Agarwal and Mr. Deepak Maini were relentlessly visiting local offices of all major banks and financial institutions in Delhi NCR. A strategy was also formed to share knowledge of the Code and practices with bankers in their staff training colleges. The results were immediate and we started getting recognition of experts of Insolvency domain, but getting assignments under the Code was still eluding us. Getting empanelment as IPs in the banks was "chicken & Egg" situation as each institution wanted us to have prior experience of assignments and empanelment's. Not dis-heartened and with utmost dedication we could not be kept away for long and assignments started coming in by the start of 2018.



## Number of Team Members continues to grow

Ms. Radhika Tosniwal, a Company Secretary and a true business personality joined the Insolvency team early 2018 to support the growing requirements. Mr. Nishant Sharma, our most dedicated worker joined the team around that time only. Thereafter, many recruitments took place including Mr. Nitin Kaushik – Advocate, Ms. Priya Agarwal – Accountant, Ms. Richa Garg – CA, Mr. Sagar Juneja – Advocate, Ms. Isha Madan – CS, Mr. Anuj Kumar – Accountant, Ms. Nainshree Goyal – Advocate, to take care of ever growing work. Amongst the experienced personal Mr. Rakesh Mishra, Chartered Accountant and Mr. Ashok Arora, Ex-banker, were on the board.

Towards the expansion plan, the Insolvency vertical has setup sub offices at Mumbai, Chennai and Hyderabad.



## Formation of Insolvency Professional Entity (IPE) in the name of ASC Insolvency Services LLP and getting Engagement of support services in the large account of ERA Infra Limited having debt size of Rs. 20,000 crore.

The IBBI regulations provide for formation of IPEs in which individual Insolvency Professionals can come together to give a bigger platform to handle complexities of Insolvency & Liquidation. The IPE uses collective wisdom of IPs, common infrastructure and shares a common market strategy to garner business. By January, 2018, we had created our IPE in the name of ASC Insolvency Services LLP.

By setting up the IPE we got the engagement to extend support services for cash flow management & running the CIRP from the RP of ERA Infra Limited in the year 2019. For us it was the greatest opportunity to work for an Infrastructure Company having projects situated across India. Since then a team of eight officials has been working at this project, presently lead by Mr. Deepanshu Garg.

## Knowledge sharing activities and Contributions of ASC Insolvency Services LLP (IPE) to Insolvency Eco-System:

We are circulating of Monthly magazine titled as “Insolvency Times” containing important judgements pronounced by various courts, amendments touching Insolvency laws and other important developments/happenings on the subject of Insolvency. Editor of this magazine is Ms. Anju Agarwal, Insolvency Professional and a prominent face in in the Insolvency Circles. Our designated partners are enrolled as faculty in Indian Institute of Insolvency Professionals of ICAI (IIIPAI). Our senior partners are faculty for preparation of Limited Insolvency Examination (LIE) and “Pre-Registration Educational Course (PREC)” in the modules organised by IPAs of ICSI, ICAI and ICWAI. In the past our partners are held knowledge sharing sessions at Punjab National Bank, Central Bank of India, Ex-Dena Bank, Ex-Andhra Bank, Ex-OBC, National Institute of Banking Studies & Corporate Management (NIBSCOM).

Our senior partner Ms. Anju Agarwal has done active participation as Moderator/Panellists in the seminars conducted by INSOL (India), ASSOCHAM, FICCI, IWIRC and PHD Chambers. We are also instrumental in providing internship to the students of Graduate Insolvency Programme conducted jointly by Ministry of Corporate Affairs (MCA) and Insolvency Bankruptcy Board of India (IBBI)

## Ever growing number of assignments of Insolvency Law

With a humble beginning in year 2017, with one or two assignments of Insolvency, today, at the end of year 2022 the Insolvency Vertical has humongous experience of handling 35 assignments of Corporate Insolvency, Liquidation, Personal Guarantors to Corporate Debtor and providing support services to Insolvency Professionals. Most of our partner IPs our empaneled with PNB, SBI, BOB, BOI, IOB, IDBI, PNSB, IREDA, CBI, IFCI etc.

## Professional Commitments and Quality Services

Towards the end, we reiterate to provide quality professional services at reasonable cost and timely delivery to continue to earn a good name in the Insolvency Eco System.



# Our Unyielding Commitment to Excellence- Internal Audit

Accountability Report of 2022

Our Unyielding commitment to excellence

The success of ASC Group will always be linked to the quality of the services we provide to those that rely on us. For more than 25 years, quality has helped us become a trusted advisor to so many businesses and stakeholders across the world and the measure of our success will be determined by the level of quality we provide – no matter how the world turns.

Providing high-quality services takes hard work, dedication and focus, as well as a continued investment in the people and technology that make it happen.

The past few years have been challenging and our people's remarkable resilience and deep commitment to providing services of the highest quality to clients and stakeholders have been inspiring. And we're helping them expand their careers, supporting their well-being, and building a safe and inclusive workplace. To make sure the above key areas, we're following some modern techniques in Internal Audit Vertical like Data analytics, Risk assessment, Process mapping, Benchmarking, Interviewing and Expert testimony, Social media analysis, Electronic discovery (e-discovery) which will help our clients to gather information about individuals or organizations that may be involved in fraud and to locate and review electronic documents and other digital evidence that may be relevant to the forensic audit.

Audit has been a fundamental part of our business for generations and, we have served clients in detecting violations of laws, regulations, and provisions of contracts and agreements by providing independent assurance that an organisation's risk management, governance and internal control processes are operating effectively for more than 12 successful years.

We'll continue to work hard to provide you with quality and earn your trust.

Thank you for trusting ASC Group

**-Internal Audit Desk**

# Poor Jack

Jack was returning from the canteen. He had a class after lunch break. He hurried because it was already 15 minutes past 2 and he was late. He knew Mr. Jeffrey was going to throw some disparaging remarks at him in order to satisfy his egotistical inclination and to establish dominance over students. Jack passed the founder's statue and was on his way to the main building when suddenly his eyes spotted a familiar face.

He stopped to confirm and yes, it was George, sitting comfortably in the driver's seat of his car. George gave Jack an unenthusiastic smile, as if he would have preferred him to just pass by but now they had seen each other, confrontation became a must. But Jack was excited to meet his childhood friend from the neighborhood, and surprised to see him as George went to a different college.

Jack started to walk steadily towards his friend and neighbor with utmost zeal and enjoyment, as he had also been Jack's best mate among his friends. Maybe at the back of his mind he had thought of welcoming George to his college, to show him around and just maybe sit and laugh about things like they once used to do in their colony.

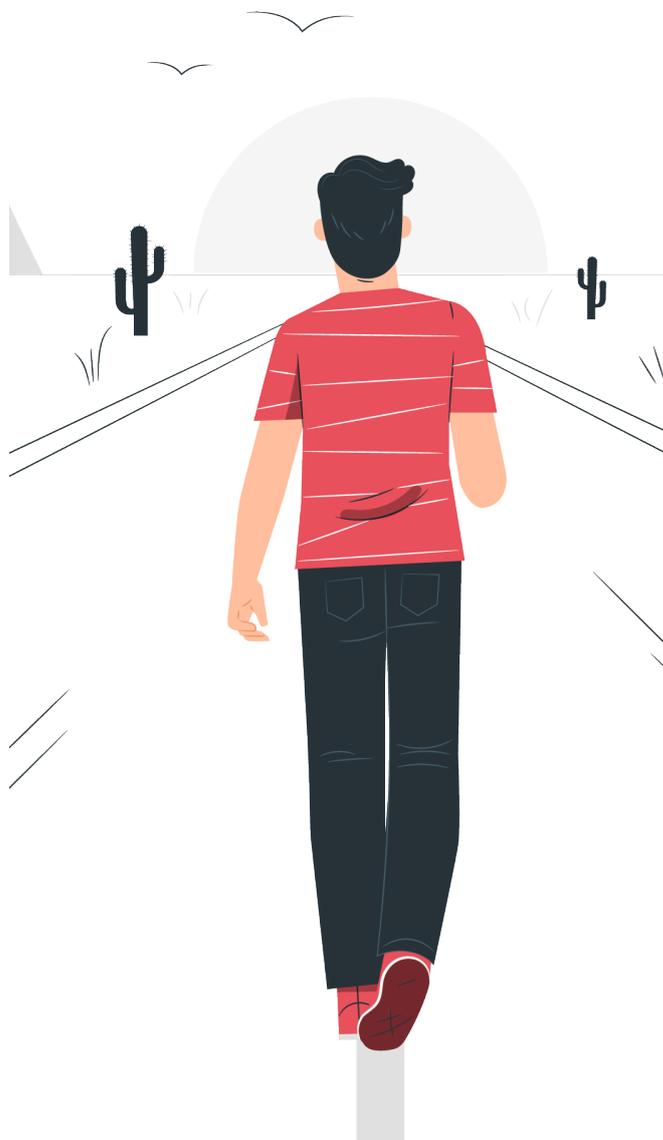
As he approached the car, his steps seemed to abruptly de-escalate on seeing another unfamiliar face right beside George's. It was a girl. A pretty girl with long blonde hair. The de-escalation increased and after two or three spans of regretful steps, Jack finally came to a halt right in front of the driver's window which George had kept open after seeing his visibly over enthusiastic friend approach him with such love and affection that he did not need at that moment of time. It was strange that Jack, who could never stop talking and laughing back in the day with his mate, absolutely did not know what to say to him right now. His thoughts came to a standstill.

After a few awkward seconds of unnatural silence George managed to put out a few conventional greetings to his friend. "Hey man", "How you doing", "Your college is nice". Jack, who was overcome with strange hesitation anxiously stuttered: "Yeah", "Well, thanks", "Yeah". The engine of George's car continued rumbling and he realized it was time to bid farewell. "Alright then, see you later man".

Jack saw George drive away in his car with a girl he knew nothing about. He has been best mates with George since childhood and they had shared everything. And right now, he was confused. He looked around. He saw a lot of people, mostly students. Everyone seemed happy, many were laughing just as he had seen the same people laughing everyday. However, today, he decided to analyze.

He looked closely and observed that many people were walking in pairs. Although there were also people standing in groups and people of the same gender too, but all Jack could see was boys with girls. Jack didn't know what relationship these boys shared with the girls they were with. They could be friends. They might even be siblings. Nor did he know how the girl sitting besides George was related to him. Mr. Jeffrey's class was not that important. He felt cheated.

**-A Short Story by Aadil Khan- Legal Team**





## SAFAR

Abhi kuch hi din pehle ki baat ha me ek safar pe nikla;  
Safar karte karte pta nhi kha pahunch gaya,  
Us sahar ka naam aur pate se bilkul bekhbar tha,  
Wah jagh aaj ki duniya se kafi alag thi,  
yane waha ke log ek-dosre ke saath bahut svaabhaavik roop se  
rah rahe the,  
Waha ki hva me kisi bhi tarh ki nafrat nhi dikhai de rahi thi  
Log ek dusre ki madad kar rahe the: Digital duniya se itna mash-  
roof nhi the  
Aur vha ke aasamaan bina dhundh ke ek dam saaf dikhai padh  
rahe the,  
Jab us shahar ki nirmal vaayu shareer se takrayi, to maano Aisa  
lga jese koi khaab pura ho gya ho;  
Phir vha meri mulakat ek bache se hui jo mere se lagbhg adhi  
umr ka tha,  
Aur maine jo kapdhe usko pehne dekhe sayad aise hi hubahu  
mere paas bhi the jo kai saal pehle chote ho chuke the,  
Fir maine use apne paas bulaya aur usse uska naam puchha to  
pta chla uska or mera naam ek hi tha,  
Maine usse us jagh ke baare me puchha ki yah kon si jagh ha to  
usne mere hi shahar ka purana naam bataya,  
Itne me usse kuchh or puchtha ke mere kaano mein maa ke  
jagane ki avaz sunai pdhi aur ma neend se jaag gya.

**By Shahbaz Khan- Digital Marketing Team**



## A Moment of divine life and Serenity

Have you ever conquered a mountain? People say mountains are beyond everything, however, standing on the topmost peak of the Tungnath mountain felt like I conquered the world and my heart soars to stop for a moment to admire the beauty of nature.

Tungnath Temple was always on my Bucket list but was unable to make it for years. Finally, a sudden plan happened with 5 of my friends discussing. The excitement was over the top and we started preparing for the trip 15 days before the trip. The wait was over and the journey started from Chopta where we were staying in the middle of the jungle camp.

With extreme tiredness, nerve-shaken beauty, a tourist from across the world, temperature up to -9 degree Celsius and most importantly hypnotic adventure started. I still remember our trekking guide Ms Shyori, who was living on the mountain peak for the last 20 years. Shyori told us to follow some rules, the most interesting was not to take bath until the trip ends.

Unfortunately, we did not get to see snowfall but the mesmerizing beauty of Tungnath temple overshadowed the regret. Ms Shyori also advised that; In the forest, we cannot light a fire in the open ground due to the danger of wild animal attack, so bonfire served as a relief factor in our tent house. The next morning catching the sunrise from the peaks of mountains amidst the dense forest was extremely stunning. After watching the fascinating sunrise, we started trekking to Tungnath Temple at 9:30 am. The trekking area was only 4-5 km i.e. 3700 meters altitude above the hilltop was quite difficult was exhausting yet adventurous for most tourists. The trekking was more exciting than my Kedarnath and Vaishno Devi trekking where horse tracking or helicopter facility is available, but foot trekking is the only option for reaching the peak of Tungnath.

During trekking we met some people who surprised us. Finally, we reached Tungnath temple at 1:00 pm and I was stunned seeing the magical beauty. After that, we moved forward to Chadrashila temple situated on the topmost mountain peak. The beauty of nature that we saw from Chandrashila cannot be justified in a few words. It was absolutely beautiful with fresh air, blue sky, and mountains all around. Now we were on the peak of that mountain and I stopped for a moment to look at the magic of nature. After that we started trekking down from there, while trekking down we got the chance to catch the enchanting view sunset of Kedarvelly. So, whenever you go to Tungnath, you must eat Maggi. And then we went back to our camps. There you do not get any food and drink on the way at the time of trekking, so you always have to carry a water bottle with you.

By Akshay Tiwari



# Upcoming Goals of 2023-2024

---



## Invest in Talent

We will recruit and retain 50+ talented employees with the necessary skills to help compete with the Big 4. Provide competitive compensation and benefits to ensure employees are motivated and satisfied.



## Foster a Collaborative Culture

Create an environment where employees feel comfortable sharing ideas and working together. This will help our team work more efficiently and come up with innovative solutions.



## Leverage Technology

By leveraging technology, employees can communicate, & access information easily. This will boost the work flow more efficiently to drive more business success as per technology advancement.



## Focus on Quality

Ensure all of our services meet the highest standards of quality. This will help us stand out in a competitive market with top-notch quality level of Big 4.



## Develop Strategic Partnerships

Identify potential partners/associated from across globe who will help us scale our business and increase market share.



## Focus on Customer Service

Make sure our customers are satisfied with all aspects of their experience with our company, from the initial contact to after-sales service.



## Invest in Marketing

Develop and implement an effective marketing strategy to increase our brand visibility and reach new customers.



## Utilize Data Analytics

Use data to make informed decisions and gain valuable insights into our customer base and industry trends.



## Invest in Research and Development

Invest in research and development to stay ahead of the competition. Develop new products and services that are tailored to your customers' needs.



## Developing EPR Team

ASC Group has become a registered PRO for providing EPR service for waste management rules in India. This year, we will develop separate EPR vertical with professional team.



## Addition of 400+ Clients

In 2023-2024 we aim to add 400+ clients from across globe in our portfolio.



# Recent Testimonials



**Ankur Singh**, *Finance Manager*

**Make Positive Software Solutions Private Limited**

I am always left astounded at the level of dedication and hard work you put in every situation or work we ask you to do. May you reach every height of success. Thanks a lot for your support.



**Sonia Middha**, *Founder & CEO*

**Crossdoor**

Thank you ASC Consulting for the excellent accounting work that your company has provided to Crossdoor. Your invaluable tax advisory & support services have helped Crossdoor grow manifold. We have found your company to be very professional and that pays great attention to detail. Over these years, a healthy business relationship has been built, which is based on trust, reliability and timely service. Thank you for all the hard work and handling our account with great care and interest.



**Ajay Bhalla**, *Head - Finance*

**AECC India**

Partnering with ASC Group, Chartered Accountants for all our monthly financial compliances and other tax related issues has been immensely beneficial from the perspective of AECC India Private Limited. Their quality of work is highly professional with a proactive approach. We can always count on them for all our accounting and taxation needs without worrying about the deadlines. We have been working with them since the inception of AECC in 2014 and we never had to look back at this relationship. Not only on regular matters, they have also given us very sound guidance, counsel and options when we have had Good and Services Tax issues. We truly value this partnership with ASC Group and look forward to working with them for a very long time to come.



**Ishita Bajaj** - *Legal Counsel*

**Knauf India Private Limited**

Our experience of working with ASC Group has been smooth & hassle free in all fields including LM, BIS and other certification work. We can confidently recommend their high quality, professional work to any business and industry. Working with them, means you are in great & safe hands.



**Saroon Kumar** - *Managing Director*

**Omana Consulting Pvt. Ltd / Sarvasttavalambana Pvt.Ltd**

It is with much enthusiasm that I am writing to recommend the services of ASC group. I have been using ASC group services for the past five years and have always been completely satisfied with their performance. They do an excellent job, are always punctual, and offer the most competitive rates in town. I have also hired them on occasion for extra jobs, such as licensing, Legal services, GST issues, etc. They have been very reasonably priced, and always do exactly what we ask of them. I'm happy to recommend the services of ASC Group.



**Jatin Munjal** - *Compliance Specialist*

**One 97 Communication Ltd**

A fantastic organisation! Great customer support from beginning to end of the process. Team is really informed and goes the extra mile at every stage. I would recommend them unreservedly.



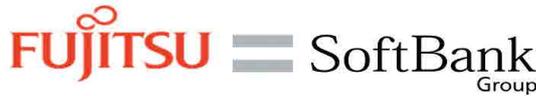
**Monika Lamba** - *Head Finance*

**Yamato Scale India Pvt Ltd**

From our relationship with ASC for more than 5 years I felt that ASC symbolize pure professionalism and be trusted to deliver high-quality work on time. Really appreciate all the professionals of ASC for their knowledgeable & supportive behaviour.



# Some notable clients



GE T&D India Limited



a world of energy





#### REGISTERED OFFICE

73, National Park, Lajpat Nagar IV,  
New Delhi - 110024 (India)  
P: 011-41729056-57, 41601289

#### CORPORATE OFFICE

C-100, Sector-2,  
Noida- 201301  
Uttar Pradesh (India)  
Phone No: 0120-4729400

#### BRANCHES IN INDIA

##### Gurugram:

605, Suncity Business Tower  
Golf Course Road, Sector-54,  
Gurugram - 122002, Haryana  
Phone No: 0124-4245110/116

##### Mumbai:

Office No. 315-316, A wing, Sagar Tech Pla-  
za, Andheri Kurla Road, Sakinaka, Andheri  
(E), Mumbai - 400072, India.  
Phone No: 022-67413369/70/71

##### Pune:

Office No. 511, City Space, Vimannagar,  
Nagar Road, Pune MH - 411014  
Phone No : +91-9022131399

##### Bengaluru:

0420, Second Floor,  
20th Main, 6th Block,  
Koramangala,  
Bangalore - 560095, Karnataka  
Phone No : +91-8042139271

##### Chennai:

**Office 1-** 202, DBS Business Center,  
31-A cathedral garden road,  
Nungambakkam, Chennai  
600034

**Office 2-** Plot No.2, S, 12/2A, Industrial  
Area, Perungudi, Chennai, Tamil Nadu  
600096, India

#### BRANCHES ABROAD

##### Singapore:

One Raffles Place  
Tower 1, 27-03  
Singapore - 048616  
[www.ascgroup.sg](http://www.ascgroup.sg)  
[info@ascgroup.sg](mailto:info@ascgroup.sg)

##### Canada:

302- 18 Edgecliff Golfway, North York,  
Toronto, Ontario-M3C 3A3  
Mobile No:+1437-774-4488  
[www.ascventures.ca](http://www.ascventures.ca)  
[info@ascventures.ca](mailto:info@ascventures.ca)