

# Stay Relevant , Stay Agile and Stay Client Focussed



## Firm Profile

## JAA & Associates Chartered Accountants

Private & Confidential

December 2017

This Corporate Brochure is an introduction to the Firm, the Team and the Services offered. This has been given to the reader specifically at the request or it is actively downloaded from our website and has not been generally distributed or issued to solicit any work.

A blurred background image of an office interior. Three people are visible in the background, standing near a large window. The scene is brightly lit, suggesting a modern, professional environment. The text is overlaid on the left side of the image.

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# About Us

We are a firm of experienced Chartered Accountants. Our goal at JAA is to provide timely, contextual and practical solutions.

What we do has been categorized into Start, Run and Assure with a view to categorizing them in the context of the life cycle of the business and the expertise that may be explained.

Start



Incorporation, registration, compliance, start-up

Run



- Compliance, Taxation Consulting and Litigation
- Controller as a Service, Accounting and FP&A
- Management consultancy & Advisory

Assure



Audit, Due Diligence, Internal Audits, Compliance reviews, Readiness, IS Audits

# Why JAA?



## Unwavering Attention

- Client Satisfaction is paramount.
- We understand your business and expectations.
- As a valuable client, you will receive timely, seamless services.



## Global Approach

- All our partners have worked with Global consulting firms and corporates.
- Tax and IS experts integrate with us to plan as effective audit.
- Regular communication is part of our methodology - no surprises.



## Experienced Client Service

- Each client has a dedicated Client Partner, who is responsible for all engagements of the client.
- Respective experts come in as the Engagement Partners.
- Mr. Jayasimha & Mr. Lakshmanan, as senior professionals provide overall air cover.



## Multi-disciplinary

- We strive to be one stop shop.
- In-house and network experience includes all necessary skill sets.
- Indirect & Direct Taxation, International taxation, IS Controls, IFRS are some of the key specializations.

# Approach & Methodology



## Partner Led

At each stage, we actively involve senior partners to ensure that the right hands are involved in the planning and performance of our services.

This includes partners and advisors who are highly respected in their fields practise and come with deep knowledge and industry experience.



## Risk-based and Industry focussed

By definition, our approach is planned around industry background as well as specific risk identification, including identifying Material account balances and potential risks and related internal controls

Our service approach focuses on identified risks and will be dynamic enough to respond to changed in risks as well as your internal controls.



## Technology Driven

One of our differentiation is our use of technology.

**Papilio** - to provide consistency of expectation to our service process. The same been implemented throughout the firm making a strong knowledge based workflow.

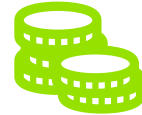
**CAAT's** - for data analysis and tools to address specific risks and data analysis that go behind it.

# Services Offered



## Audit & Assurance

- Statutory Audits under Companies Act, Income Tax Act and VAT Audits
- Internal Audits
- Information Systems Audit
- Specific Audits - Expense Audit, Stock Audits, Certification
- Forensic Advisory
- Development of Manual & SOPs
- SOX & Internal Financial Controls - Advisory Services & Compliance



## Direct Taxes

- Strategy to minimize Effective Tax rates
- Corporate Tax Structuring - Inbound/Outbound
- Employee Tax Management
- Foreign Payments
- Transfer Pricing
- Tax Advisory & Compliance - Registrations / Returns



## Indirect Taxes

- Health Checks
- Compliance-in-a-Box/Virtual Compliance Head
- Tax Implication & Structuring - Location specific strategy
- Multi-state VAT Services - VAT Audits
- GST Transition & Impact Study
- STPI/SEZ/EOU Compliance and advisory
- Litigation Support
- Refund Claims
- Compliance - Registrations / Returns

# Services Offered



## Corporate Finance

- Data Room preparation & Vendor Due Diligence
- Financial & Tax Due Diligence
- Business Valuations
- Private Equity & Debt Fund Raising
- M&A Advisory - Structuring, Negotiation,
- Documentation
- Business and Strategic plan preparation
- ESOP Plans - Advisory and implementation



## Outsourcing

- Book Keeping & FP&A
- Management reporting
- Audit assistance AR/AP Management Payroll processing



## Company Law & FEMA

- Corporate Restructuring
- Advisory w.r.t Inbound Investments and Repatriation
- of Funds from India
- Filing of Statutory Forms, Registrations
- Maintenance of Statutory Registers
- Valuation of Shares for Issue and Transfer to
- Non-Resident

# Team Profile

## K.G. Jayasimha, FCA

### Senior Partner

- Senior Partner leading Taxation and company law matters, including appeals and litigation, especially Income tax and other direct/indirect taxes. Senior Partner in G. Lakshminathiah & Co. Chartered Accountants in Bangalore since 1978.
- Has long relationships with a list of reputed clients for whom he also leads statutory and internal audits of various Corporates, public, private sector and co-operative banks, firms trusts and Financial Institutions.
- Served on audit committees of co-operative banks and is active in various charitable organizations.

## Girish Kaushik, FCA, (CPA), DISA, Dip. Intt

### Partner - *Consulting, Outsourcing services, International Taxation*

- Having worked for nearly a decade with one of India's largest IT house as a senior manager. As a successful Head of finance for one of the large verticals, along with responsibility for financial reporting, revenue assurance, and margin improvement. Girish leverages his experience to provide consulting and virtual CFO services to a number of clients.
- Girish heads the startup desk for the firm and provides end to end advisory including relating to Transaction support, valuations, Virtual CFO. He is also building the firm's capabilities on International Tax and Transfer pricing.
- He is also in charge of new initiatives for the firm.

## Yashaswini K.J., ACA

### Director - *Accounting & Reconciliation*

- Yashaswini has worked in cross-functional & cross-industry consulting assignments, specializing mainly in Risk based Internal Audits, GL Reconciliation audits, Process Reviews and SOX Testing for various clients.
- As the practice leader, she is in charge of the growing virtual CFO/Virtual controller and outsourced accounting services



# Team Profile

## Aradhana Ashok, FCA, DISA, Cert. FAFD

Partner - *Internal Audits, Governance Risk & Control*

- Having worked across geographies for a big4 accounting firm handling audits of large, medium, listed and other entities across engagements, Aradhana leveraged her experience in creating the ***Governance Risk & Control*** practice for the firm.
- She was instrumental in creating the frameworks and approaches for new areas of value add to our clients in the areas including HR and Compensation reviews, Compliance, Internal Financial Control, Director's Responsibility, ERP implementation reviews, Fraud investigation
- Along with Archana, Aradhana heads the training function for the firm

## Archana Ashok, FCA, Dip IFRS

Partner - *Audit & Assurance Services*

- Brings in close to a decade of experience working with a big4 accounting firm handling external audits which included compliance with IFRS, US GAAP and Sarbanes Oxley Compliance. Archana leads the firms expertise in ***Audit & Assurance services***.
- Led multiple statutory audits successfully in the last 3 years - company sizes vary upto Rs. 300 crores. Also delivers advisory services - for example, convergence to the new Sch III requirements of the Companies Act, Ind AS reporting, Accounting consulting under US GAAP etc

# Team Profile

## Vinay Rotti, B.com, ACA

Partner - *Consulting, Transaction Advisory*

- Vinay has cumulative experience of working in Big 4 accounting firms of over 7 years including 3 years at audit team of Deloitte and 4 years at Corporate Finance & Investment Banking and Financial Advisory teams at PwC.
- Post working in Big 4s, he joined industry heading the mergers & acquisitions and business strategy team of India's second largest Surgical device manufacturer. During this tenure, he has successfully handled mergers, take overs, joint ventures, valuations and related advisory matters across the globe and has closely worked in setting up the MIS & internal Controls of the Company and for over 2 years was Head of the Investor Relations
- Vinay consults large multi nationals and investment houses. Over the years, he has built a trusted practice on Strategic Consulting and Transaction Advisory.

## R. K. Suchindra, FCA

Partner - *Indirect Taxation*

- A rank student with over 5years at Deloitte Bangalore -3 years at audit department involved in statutory audits, tax audits, limited reviews and certifications of corporates of various sectors and scales; 2 years at indirect tax department handling advisory, compliance and litigation support services relating to Customs, Central Excise, Service tax
- Highly passionate practitioner of Indirect taxation, Suchindra handles complex tax matters of large multinationals such as Amazon.com group, Cloudtail India Private Limited, Prione Business & Trade Services Private Limited, Makino, Walmart, Exilant, iCreate/Fintellix, Jalan Group of Companies and such others.
- Suchindra is working on expanding the knowledge base of the firm.

# Contact us

We know that sustaining and growing is based on the trust our clients place in us. We do not take the trust placed in us for granted. The privilege of serving each of our clients re opportunities that we highly cherish

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