



KRESTON SG GROUP



**Kreston.
Knowing you.**

(Private & Confidential)

Kreston SG Group was established in 1992 with a singular vision to become a “truly global consulting firm” adding value to our client’s business and optimizing business processes to help them grow exponentially.

We pride ourselves at being a multi-disciplinary advisory firm, which offers a wide gamut of services to domestic as well as global clients. We are well heeled to meet the challenges and demands of the modern business world.



Member of Kreston Global

13th Largest Global Accounting Network

114 Country Presence

27000 Global Staff

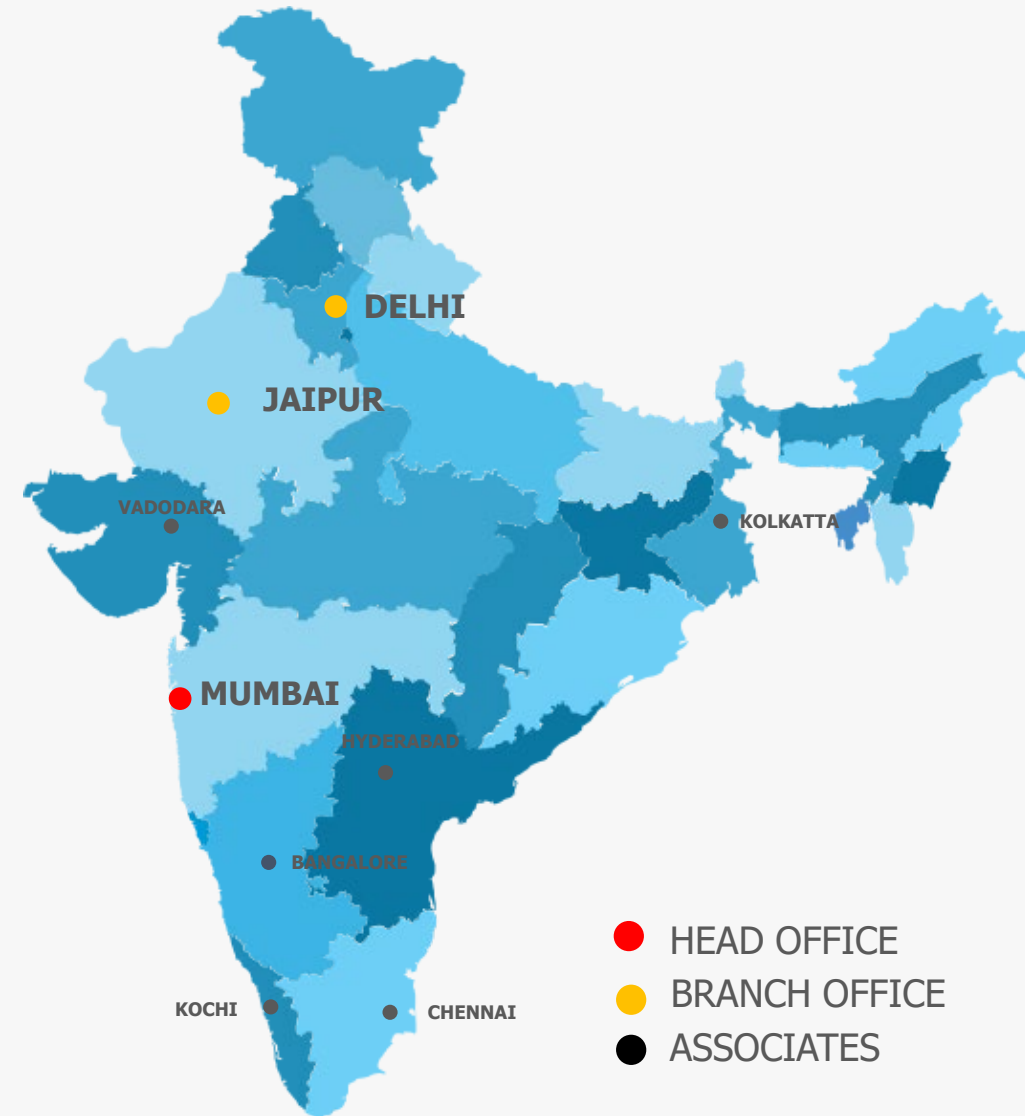
US\$ 2.3 bn Gross Billings

Kreston combines 160 accounting firms in 114 countries worldwide. Set up in 1971 our independent network of member firms works with organisations and individuals looking to expand and develop their international operations.

Kreston Global a member of the “**FORUM OF FIRMS**” a global association of firm networks that perform transnational audits.

Our Kreston firms, partners and employees live and work within their communities, and have a deep understanding of local laws, culture and customs. With access to over 27,000 dedicated professionals worldwide and our groups of global experts, the Kreston network is here to help you succeed internationally.

VERTICALS	8 Service Verticals providing specialized Professional Services.
LEADERS	20+ Specialized Practice Leaders
PERSONNEL	400+ Qualified Professionals & Other Executive Staff
LOCATIONS	Operates from Mumbai, Delhi & Jaipur



Secured Information Technology Environment

Office 365,
Cloud Server
& CCTV
Surveillance

Data
Confidentiality
Agreement
with Users

Restricted
Access to
Data & Assets
with Password
Protection

Data Integrity & Security

Cloud
Backups for
Retrieval of
Data

Utility
Software
Compliance
with No Data
Compromise

Cyber
Security with
Advanced
Technology



Our Range of Services include:

1. Direct & Indirect Tax Advisory
2. M & A, Transaction & Business Advisory
3. Operations & Risk Consulting
4. IT Risk & Cyber Security
5. Audit Support Services
6. Outsourcing of Services
7. Corporate & Allied Laws Advisory
8. Start-up Support Services

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Excellence Is More Than Just A Skill



We are well equipped with a highly skilled, well-trained and strongly motivated team of more than **400 members** including experienced / qualified professionals.



To optimize skill-sets, we operate within a facility of completely automated environment and modern infrastructure giving us strength to render comprehensive multidisciplinary services.



In our gamut of professional services, we have added more feathers, which are in the nature of Advisory on Real Estate Regulation and Development Act, 2016 (RERA), Insolvency and Bankruptcy Code, 2016 and General Data Protection Regulation (GDPR) Compliance for Outsourcing Function.



We are subjected to quality control by Kreston's Global Office in London and we are ISQC (International Standards on Quality Control) compliant.



Leadership translates
vision into reality

OUR LEADERS



Sunil Goyal, FCA

Sunil is an acclaimed professional with about thirty years of experience in diverse fields. He is the founder and mentor of the group.

He specializes in financial and business advisory services enabling companies to accelerate growth.

He is on the board of various listed companies, including Kreston Global. He has also served as Chairman of WIRC of ICAI.



Manoj Singrodia, FCA

Manoj is a seasoned professional with about thirty years of standing in practice. He is also co-founder of the group.

An expert in Transaction Structuring. Manoj has advised companies on prudent tax planning, complex compliance, regulatory and business restructuring issues.

Manoj has diverse understanding of regulatory and tax environment in the country has helped numerous clients in their complex transactions.



Suresh Murarka, FCA

Suresh is an accomplished professional with more than 30 years experience in Assurance Practice of the Firm.

An expert in Indian GAAP, IFRS, and IND AS, Company Law Matters & Management and Financial Due Diligence, Suresh has helped the clients across Industries.

Suresh has deep understanding of audit and assurance practice and has been spreading the firm audit and assurance vertical.



K M Tulsian, FCA, LLB

Tulsian has a versatile experience of more than three decades. He also carries a degree in law.

He is an amalgam of experience and leads the tax attest and compliance function for SME Sector.

OUR LEADERS



Mukesh Singh, FCA, DISA

Mukesh has more than 24 years of experience in advising clients in various capabilities across sectors, scale & geography. He is a qualified Chartered Accountant & Certified for Anti Money Laundering & Financial Crime, Monetary Policy Analysis & Forecasting and Leading High Performing Teams. During his tenure, he was associated with KPMG, BDO & Haribhakti Group of Companies including 6 years working in the USA & equipped with thorough knowledge of Indian Accounting & Auditing Standards and US GAAP, GAAS, GASB, IAS, IFRS.



Ravindra Agrawal, DISA, CA, CS, LLB

Ravindra is a Chartered Accountant with over two decades of professional experience (including close to a decade with PwC).

He has advised clients on direct tax, domestic & international tax and regulatory matters including compliance, representations and litigation.

He specialises in structuring/restructuring transactions and businesses, due diligence reviews etc



Rushabh Mehta, FCA, DISA

Rushabh has a rich experience of almost a decade in Direct Tax matters viz. Compliances, Advisory, Representation before income tax department with specialization in litigation practice i.e appearing before various appellate authorities tax tribunals and assisting various counsels in High Court.

He has handled clients across various industries like Logistics, Gems & Bullion, Manufacturing, Retail and Real Estate.



Jitendra Suvagia, ACA

Jitendra is a Chartered Accountants, having rich experience in assisting multinational clients, both Indian and foreign owned, on business tax and regulatory matters

Over a career spanning more than two decades (including over 15 years with EY), Jitendra has advised clients on range of issues in Tax (encompassing domestic tax, international tax, transfer pricing and personal tax) and other allied laws viz Exchange control laws and Prevention of Money Laundering, Insolvency and Bankruptcy Code etc.

He has advised clients on various sectors including FMCG, Pharmaceuticals, Chemicals, Real estate, Oil & Gas etc

OUR LEADERS



O D Bihani, FCA

Bihani possesses experience of more than three decades and leads the Indirect Tax Vertical.

His core competencies includes GST, Service Tax, VAT, Central Excise & Customs.

He has assisted government sectors in various projects. He is a regular speaker at IDT committee of ICAI & Chambers of Taxation.



Vishal Lahoti, FCA, CS

Vishal is a Chartered Accountant. With an experience of over 18 years in indirect taxation matters, Vishal has assisted in providing advisory, compliance and litigation services to leading MNCs and Indian companies.

His is an alumni of KPMG and PWC.

He has provided advisory on GST matters to various corporate houses across industries.



Pankaj Goel, FCA

Pankaj has rich experience of over 17 years in all facets of indirect taxes and in varied sectors including IT, Telecom, Automotive, Financial Services and consumer durables. Pankaj has represented several clients before the departmental authorities and tax Tribunal.

Pankaj was placed on the merit list in CA Finals and has worked with big organizations such as Maruti Suzuki India Limited and PwC. Pankaj has authored a book on Goods and Services Tax titled "GST – A Ready Referencer" published by Commercial Law House with 4th Edition.



Vineet Nagla, ACA, CS, LLB

Vineet brings over 17 years of multidisciplinary experience and heads the Litigation practice of Indirect Tax and Regulatory practice. His focus areas are GST, Customs, Foreign Trade Policy, State levies, erstwhile Central Excise, Service Tax, VAT, and Central Sales Tax as well as Regulatory advisory under the Legal Metrology, Bureau of Indian Standards ("BIS"), Food Safety and Standards Authority of India ("FSSAI"), Drugs and Cosmetics Act and allied laws.

He was a part of the tax team at Economic Laws Practice and Deloitte and advised various Indian and multinational corporations on transaction structuring, tax optimization and assisted clients in providing advisory on queries related to GST, erstwhile Indirect tax laws, Customs and FTP regulations. He is handling litigation matters at both adjudication and appellate levels pertaining to the GST and the erstwhile indirect taxes, and extensively engages into drafting and filing of replies, appeals, Writ Petitions before various High Courts, Affidavit-in-rejoinder, SLPs before the Supreme Court, Representing before the adjudicating authorities, AAR, Settlement Commission, quasi-judicial authorities, High Court and Supreme Court.

OUR LEADERS



Sudha Shetty, FCA, CMA, FAFD. Ind AS

Sudha has rich and varied experience of over 25 years in Auditing, Advisory, GST matters, Compliances and Accounting. As a professional, she has an ability to handle time bound assignments proficiently. She is a team leader to the core, fosters a harmonious team environment that encourage sharing of ideas and learnings. She believes in surpassing expectations in her profession with accuracy, orientation to detail and clear thinking. Sudha is a Chartered Accountant and CMA, a Certified Forensic Accountant and has done Ind AS Certification Course. She is registered as a faculty with the CA institute for Orientation and GMCS. She has Core competency and rich experience in Statutory audit, has handled audits of very large listed companies (including Fortune 500) in sectors such as Financial Sector, Banking, Mutual Fund, Insurance, Oil & Gas Exploration, Infrastructure Operator & Toll Management. She has independently handled CAG & RBI allotted audits and is well versed with compliances and procedures for conducting the PSU audits. She has handled QIP of listed entities.



Nitesh Musahib, FCA

Nitesh is a Chartered Accountant and has rich work exposure of more than 15 years in the field of Statutory Audit of Large Corporates, MNCs & Public Sector Units, Tax Audit, Company Law Matters, Management Consultancy and translation of IGAAP financials to IFRS/IND AS.

He has handled clients across various industries i.e. Manufacturing, Engineering, General Insurance, Retail, Textile, Power, Logistics.



Gourav Roongta, FCA DIP-IFRS (UK)

Gourav has rich experience of almost a decade in Statutory Audits, Tax Audits, Limited Reviews of clients across various industries i.e Manufacturing, Real Estate, NBFC's, Retail, Textile, Power, etc. He possesses in-depth knowledge of Ind AS, Accounting Standards and complex accounting transactions.

He also has a Diploma in IFRS (ACCA-UK) and has contributed to Practitioner's Guide to Audit of Small Entities as issued by ICAI.

OUR LEADERS



Vidhi Shah, ACA

Vidhi is a Qualified Chartered Accountant having niche expertise in Transactions & Business Advisory with exposure handling high profile clienteles across diversified industry.

She is a part of buy side tax due diligence team to US based private equity giant on India's largest investment spree into technology space (deal size approx. \$1.5bn). Her key skills are Advisory and execution of M & A Schemes, Acquisitions & Restructuring, Share Deals, Slump sale, Buy backs, LLP structures, Real Estate Advisory (incl RERA), Inbound, Outbound Structuring and FEMA Advisory, NBFC Advisory, Business & Equity Valuations, Succession planning, Transfer Pricing



Narayan Daga, FCA, CPA

Narayan is a Finance Expert offering 20+ years of hands-on-experience in financial control, analysis, and budgeting, he thrive on transforming financial data into actionable insights. His journey has been marked by a deep commitment to excellence in financial planning and analysis, MIS reporting and the automation of financial processes, all geared towards enhancing operational efficiency and expediting the closure of books. He having adept at navigating the complexities of US GAAP and IFRS Compliance and have consistently delivered transparent and meticulous financial communication through SEC reporting. His expertise in managing complex financial consolidations and conducting variance analysis has been instrumental in steering organizations toward informed decision-making and sustainable growth. Throughout his career, he have built and led high-performing teams, fostered collaborative stakeholder relationships, and strategically allocated resources to drive profitability and top-line growth. I always integrate seamlessly with cross-functional teams, creating synergies that translate into compelling value for stakeholders. He is passionate about financial excellence and believe in the power of insightful analysis and transparent communication to build trust and drive success. Let's connect and explore how we can achieve remarkable financial outcomes together.



Knowing you is the
key to performance

WHY US?

CUSTOMISED SERVICES

Our business solutions assists clients with tasks such as Book Keeping, Taxation, Compliances, MIS & Finance Controller Services.

Our customized services for businesses also include functions such as data entry and offering specialized manpower.

We provide the future thinking, strategic direction and practical support to strengthen businesses.

STRATEGIC THINKING

We take the time to understand clients and their objectives, so as to design effective solutions to help clients achieve their aspirations.

EXPERT ADVICE

Whether the client is setting up a new business, wants to grow its existing business, expand its operations, or plans for succession, our expert advisors will tailor a solution that is right for the client and its business.

We have curated a suite of services that are designed to complement and enhance businesses at every stage of their business growth.

When a business begins to describe its business challenge, our experience helps us to sense what they will need in the future. This is the advantage clients gain when they deal with us

OUR SERVICE SPECTRUM

- Direct Taxation
- Indirect Taxation
- M & A, Transaction & Business Advisory
- Operations & Risk Compliance, IT Risk & Cyber Security
- Audit Support Services
- Outsourcing of Services
- Corporate & Allied Laws Advisory
- Start-up Support Services

DIRECT TAXATION SERVICES

Compliance & Litigation

- Representation for Assessment, Settlement Commission, CIT (A), DRP & ITAT
- Assistance in Litigation before High Court & Supreme Court
- Filing of Corporate & Individual Tax Returns
- Assistance in TDS matters
- Obtaining Certificate under Section 195 & Section 197

Advisory Services

- Comprehensive Corporate Tax Review (CCTR)

- Business Restructuring including M&A Advisory & Implementation
- Guidance on matters related to GAAR & POEM
- Tax Planning for all entities & HNI's including advising on Advance Tax Payments
- Transaction Structuring including Debt Restructuring Tax advisory
- ESOP, FEMA & DTAA advisory

Cross Border Transaction Services

- Employee & Expatriate Taxation
- Inbound/ Outbound Structuring Services
- Transfer Pricing Study & Planning



Our Specialized Services:

Tax Health Check

Opinion on Tax Matters

Representing in Search / Survey Matters



INDIRECT TAXATION SERVICES

- Complete GST Outsourcing Model
- Structuring / Restructuring of Transactions
- Entry Level Strategy
- Pre Bid Evaluation / Pricing /Structuring. Post bid Implementation
- Advise / Structure to optimize Tax Credits
- Assistance in drafting agreements for business transactions
- Taxation of Goods & Services (GST)
- Developing Tax and Compliance Modules
- Indirect Tax Dip Stick
- Setting up necessary process for Compliances
- Day to day and regular Compliances such as Payments/ Filing Returns/ obtaining Forms
- Assistance in Tax Assessments/ Audit/ Routine Matters
- Drafting reply to Notice/ Query/ enquiry from Department
- Assistance/ representation before Tax Department / Authorities
- Foreign Trade Policy related services
- Drafting of Appeals and Stay Petition before Authorities up to Tribunal
- Assistance in matters before High Court
- Assistance in Industrial Policy of Government



Our Specialized Services:

GST
Health Check / Diagnostic Review
Special Audit

TRANSACTION & BUSINESS ADVISORY SERVICES

- Advising on Business / Corporate Restructuring including Mergers, Demergers, Hiving off of Business Undertaking, Consolidation, Capital Reduction etc considering various Laws and Regulations in force
- Providing guidance on Business Organization and Structuring for diverse Commercial Reasons
- Assistance in RERA Registration & Real Estate Transaction Advisory
- Consultation for corporatization of Proprietorship / Partnership Firms or Conversion of Corporate Entity into LLP
- Family Arrangement & Succession Planning
- Advise on Strategic Alliances and India Entry Strategy in Compliance with the Rules and Regulations
- Outbound Investment Advisory Services including Jurisdictional Analysis for Incorporating IHC etc.
- Liaison for Regulatory Approval & Compliance under FEMA / RBI
- Assistance in obtaining NBFC Registration



Our Specialized Services:

Cross Border Taxation
Transaction Support

OPERATIONS & RISK CONSULTING

- Risk Based Internal Audit
- Concurrent Audit
- Management Audit & Advisory
- SOP formation
- IFC/ ICFR framework & Control Testing
- Financial Due Diligence
- Forensic Audit & Investigations
- Accounting & Audit Support Services
- Special Assignments (i.e. Stock & FA Verification, Cost Reduction, Profit Maximization Studies)

IT AUDIT & CYBER SECURITY

- IT Security Audit & VAPT
- IT Governance Framework Consulting
- SOX Control Testing
- ERP Audit
- Functional Consulting on ERP Implementation



Our Specialized Services:

Cost Reduction & Profit Improvement Studies

Forensic Audit/ Fraud Investigation

Financial, Commercial & HR Due Diligences



AUDIT SUPPORT SERVICES

- Translation of Indian GAAP Financials to IND AS /IFRS
- IPO/ QIP/ ADR/ GDR Support Services
- Opinions on Interpretational Matters – On Company Law and Accounting Standard / IND AS
- Compilation Services
- Team Members possess the Qualification of “Diploma in IFRS–UK ACCA London”
- IDEA software is used as a part of audit support services, which is in sync with the global approach



Our Specialized Services:

Conversion of Indian GAAP Financials to
IND AS/ IFRS

Opinions on Interpretation Matters

Advisory & Support Services

OUTSOURCING SERVICES

Book Keeping Service

- Inventory and COGS accounting
- Vendor Payments
- Employee Expense Reimbursements
- Invoicing and Collection from Customers
- Reconciliations
- Bank Payments

Compliance Services

- GST Compliance
- Direct Tax Compliance

- Withholding Tax Compliance
- STPI Compliance
- Company Law Compliance
- FEMA/RBI Compliance

HR Services

- Labour Compliances
- On boarding New Recruits
- HR Help Desk
- Recruitments
- Contract Staffing



Our Specialized Services:

Book Keeping as per applicable GAAP
Payroll Management
Fixed Asset Accounting



CORPORATE & ALLIED LAWS ADVISORY SERVICES

- Incorporation of Public & Private Limited Companies, Limited Liability Partnership (LLP) and Conversion of existing Business Entities into Company / LLP
- ROC & MCA Compliances like filing of various Forms and Returns including XBRL Filings.
- Opinions
- Assistance in Secretarial Audit, Compliance Audit
- Assistance in IPO Listing and SME Listing
- Representations / Liaising before below mentioned Statutory Authorities :
 - ✓ Ministry of Corporate Affairs
 - ✓ Regional Director(s)
 - ✓ Registrar of Companies
 - ✓ National Company Law / National Company Law Appellate Tribunal
- Consulting on various Rules and Regulations governed by Companies Act, Stock Exchanges, SEBI, FDI, FIPB, ROC and other Regulatory Bodies
- Revival of Defunct Company
- Assistance in Demerger / Merger / Takeover / Acquisition of the Company
- Secretarial Retainership and Review and Implementation of Best Secretarial Practices.



Our Specialized Services:

Due Diligence
Secretarial Services
Outsourcing Services



Our Illustrative Experience



Each Practice Leader of Kreston SG Group individually specializes in one or more industries.

With our specialised experience amongst the Practice Leaders, our Clients have benefited from our domain knowledge in various sectors.

SECTORS

Key Sector-Experience

- Banks
- NBFCs
- Financial Services
- Asset Management Cos.
- Stock Broking
- Life & General Insurance
- Public Sector Undertakings
- IT, ITES & Fintech
- Logistics & Shipping
- Real Estate & Infrastructure
- Service Sector
- Power
- Bullion, Gems & Jewelry
- Oil & Gas
- Mining
- Hospitality
- Multinational Cos.
- Automobile
- Engineering
- Pharmaceuticals
- Education
- Iron & Steel
- Manufacturing
- Retail & Mall Management
- Travel & Tourism
- Healthcare
- Security & Guarding
- Agri-products & Services
- Charitable Trusts & NGO's
- Entertainment
- Gaming
- Foods & Beverages



MUMBAI

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Adarsh Nagar,
New Delhi -110 033

JAIPUR

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Royal Ensign,
Prithviraj Road,
Near Statue Circle,
Jaipur, Rajashtan-302 001



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THANK YOU