

# VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS



Strength  
Integrity  
Expertise  
Character  
Perseverance



VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS

Strength  
Integrity  
Expertise  
Character  
Perseverance





## ABOUT US

The firm came into existence in 1992 as a sole proprietorship and in 2014, witnessed a significant scale up on conversion into a partnership, taking on board partners, who are veterans of the accounting industry, and whose cumulative experience exceeds 60 years. The firm is was renamed in 2014 as Verendra Kalra & Co., and is now led by Mr. Verendra Kalra, as Managing Partner, who himself carries a professional experience of almost 30 years.

We are a multi-skilled, multi-disciplined firm, offering clients a wide range of industry-focused business solutions. Our expertise goes beyond the traditional areas of service, wherein we provide our clients with integrated, objective advice to help them control costs, increase efficiency, evaluate opportunities and improve transaction outcomes.

Our multi-disciplinary team carries rich experience in almost all areas of professional practice such as Audit & assurance, internal audits, Risk Consulting, Direct tax, Indirect tax, Entry Level Strategy etc.

For your critical needs, we'll hand-deliver the right professionals with the right industry or service experience. We recruit the brightest and the best – having specializations which fit the bouquet of services provided by the firm. In picking the right team for your job, we strive to combine the dynamism and fluid-thinking of the young graduate, with the business knowledge and insight of the seasoned executive.

Our differentiation is derived from a rapid performance-based, industry-tailored and technology enabled business advisory services delivered by some of our leading talented professionals. VKC professionals are grouped by industry focus enabling our

clients to deal with industry professionals who speak their language. Our internally deployed sophisticated information technology and knowledge management systems enable the delivery of informed and timely business advice to clients.

Our unwavering focus remains at all times on the client's needs. Before commencing any assignment, we spend a significant time in understanding what is required of us, by trying to step into the shoes of our clients. Having done that, the execution strategy is to bring on significant value add, which the client does not internally possess. The outcomes are constantly benchmarked and calibrated with the initial understanding of client needs so that we zero on to the right solutions.

# CORPORATE STRUCTURE AND ORGANIZATION

## BOARD OF PARTNERS

The firm's apex decision making body is the Board of Partners. The Board meets at regular intervals to decide the Vision, Value Statement, Ethics Policy, Targets, Direction and the Internal and External Policies to be adopted by the firm. The board is chaired by the Managing Partner, **Mr. Verendra Kalra** who is the senior most and founder partner of the firm.

## OUR VISION AND MISSION

Our vision and mission permeates all of what we do, 24X7. How we deal our clients, qualities we look for in people we hire, our attitude and commitment to excel. Our vision constantly reminds us what the purpose of existence of VKC is, and it serves as the framework guiding our individual and collective efforts on day to day basis.

Our mission aligns us to what our purpose is: what we do, who we do it for and why we do it.

'We simply believe that we will be successful only when our clients are successful'

## VISION

To be the most admired and respected firm in the industry, in the scale and size, where in we

operate.

We envision being the most ethical, admired and respected professional services firm in the industry, where clients come back to us again and again for the pure pleasure of working with our caring team, and are not driven merely by the sense of fulfillment derived from the successful outcomes we constantly strive to achieve for them.

We see a future where VKC is recognized for delivering a service standard so high that it becomes a benchmark by which our clients measure the performance of others.

To achieve the firms' vision, we envisage providing our clients with the highest quality of services, delivered in a timely, efficient and innovative manner

## MISSION

**Like always. Like never before.**

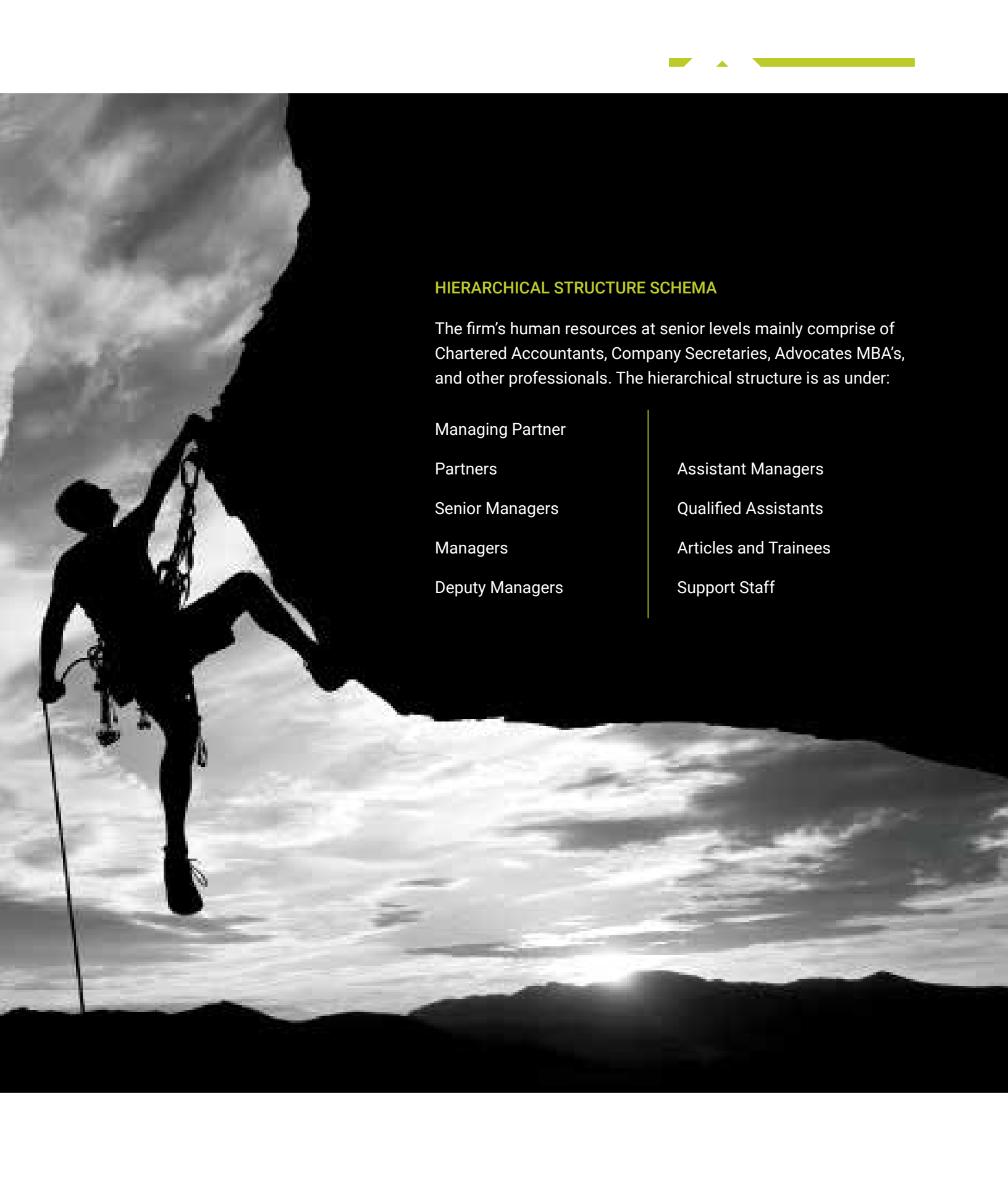
Striving day in and day out, to serve our clients in the most efficient ways....Like always

Never resting on past laurels, constantly evolving to serve you even better ....Like never before.

by a professional team that clearly enjoys working together to exceed their clients' expectations. Enhancing our client's business growth remains our key objective.

Our mission is very simple. It is to give our 100% to each job, without any dilution or discrimination, irrespective of the size of the client or complexity of the issues at hand. If one has to explain our mission of rendering services in one line, it is best captured as mentioned above.

We believe that this mission lived on a day to day basis will in the long term take us to where our vision is aimed at, i.e being the most admired CA firm and where VKC is valued for its dedication to client service, employee enrichment and the community it serves.



### HIERARCHICAL STRUCTURE SCHEMA

The firm's human resources at senior levels mainly comprise of Chartered Accountants, Company Secretaries, Advocates MBA's, and other professionals. The hierarchical structure is as under:

Managing Partner

Partners

Senior Managers

Managers

Deputy Managers

Assistant Managers

Qualified Assistants

Articles and Trainees

Support Staff

## INFRASTRUCTURE AND RESOURCES

### Human Resource

We maintain a panel of high caliber, well trained personnel who are having rich experience in their areas of expertise. They are specialized in different fields to meet extra work and contingency. The partners and staff at VKC have rich experience in industry and consultancy services which is why we can provide lateral, innovative tips and technically sound advice and services which are so critical to today's business needs.

Our stringent code of ethics and shared values provide the critical platform on which this entire infrastructure operates to render the brand of services which distinguish us from our

competitors in the services market.

### Immoveable Infrastructure

Self-owned office space in the city situated at a prime location with a seating capacity of 100 personnel. Fully furnished office space including conference rooms, meeting and training rooms.

### Communication Infrastructure

High speed internet & E-mail connectivity in all offices  
State of the art  
Telecommunications facilities.  
Audio and Video Conferencing facilities

### Information Technology Infrastructure

Hardware support – Desktops/ laptops- 80 Nos., with matching

peripheral support. Each and every staff is equipped with an individual laptop/PC .  
Software support- Using latest licensed software's as required to support the work requirements.

### Network & IT Platform


High end Servers  
Centralized data storage, Backup & retrieval systems.  
Digital data security through centralized firewall, antivirus, antispysware solutions.

### Other Electronic Devices

Photocopying machines, Printers, scanners, projectors

### ERP Systems

To facilitate the work flow & other allied activities and enhance internal control in the organization. A seamless, all-encompassing ERP office



management software takes care of the entire back office and housekeeping needs of the firms, which includes client and staff database management, work and job allocation, modules on income tax, service tax, audits, and HR processes etc.

#### **Intranet**

Extensive support through Intranet to facilitate coordination, documentation and information sharing amongst staff. Best practices, SOP's, Checklists, and Templates etc. are fully hosted on the intranet with access on a need to know basis, so as to ensure that the staff is well updated on intricacies of professional services being rendered by the firm .

#### **IT Tools for work execution**

We are using latest IT tools

such as CAAT tools, Accounting Software, and other Data Analysis Tools to enhance our work execution abilities.

#### **Policies & Procedures**

- Documented Policies and Procedures for clarity, standardization and transparency in the functioning of all the offices.
- Standard Operating Procedures for ensuring standardization, quality control and efficiency in execution of work

#### **Knowledge Management and Skill Enhancement support systems**

- Daily news alerts on topics of professional relevance are disseminated through use of information Technology solutions such as e-mails, Intranet etc.
- Newsflash to staff & clients on SOS basis on important

judicial decisions, regulatory amendments and notifications.

- Monthly publication of Tax and Regulatory Newsletter for updating staff and clients.
- Knowledge Bank for important articles, notes, presentations, samples, etc.
- Induction Training Programmes for new staff.
- Continuous Training Programmes for all staff personnel followed by Brain Storming sessions.
- Interaction on work related issues between all levels of personnel through 'Discussion Board' on the intranet.
- Subscription to Newsletters and Magazines for up gradation of knowledge of personnel.
- Fully equipped library of books, newsletters, magazines, etc. for continuous up gradation of the skills of every personnel.

# OUR VALUES

# 1

## Independence

Independence is about objectivity, skepticism and constantly avoiding prejudices and biases, intentionally and more importantly, unintentionally. It is the hallmark of the audit profession, at the heart of our values, and fundamental to everything we do.

# 2

## Commitment

Committed to ensure a successful end to the assignment, day in and day out, 24X7. Anything short is not acceptable to us.

# 3

## Trust

Implicitly trusting and creating trust through transparent manner of working. Fairness and transparency are the associated values which guide this core value while taking professional decisions and actions.

# 4

## Passion

Bringing passion to everything we do. Bigger the challenge, bigger the passion. Passion to deliver quality services to our clients, beats in the heart of our each staff, every moment.

# 5

## Integrity

Integrity is at the core of all we do, small or big.





## OUR CULTURE



There is always a bit of ambiguity in many organizations about what their culture is. We took a call to consciously define it so that each person working in the organization gets aligned to it formally in the same way.

Culture is defined in the oxford dictionary as “The ideas, customs, and social behavior of a particular people or society”. Keeping this definition in mind, we introspected and found that our culture can be actually defined on certain important parameters, which stand out in the behavioral aspects of our organization.

They are:

Relationships: Building and then nurturing

relationships. We believe in the value of relationships. We view every client relationship like a partnership and every employee relationship as part of a large family. We believe

relationships should be built to last over the long term.

Team work: We believe that nothing great is established without team work. Keeping this in mind, we follow a decentralized approach, empowering every individual within the organization, with a view to unleash their full potential.

Excellence: We believe in excellence. Excellence for us gets defined only when we bring a smile on the face of our clients.

Agility: We believe in the value of time, both for us as well as our clients. If we will not value our time, we will perhaps never value our client’s time. Speed is of essence in saving time, and in turn money and being agile is our second nature.

Creativity: Ingenious and out of the box solutions can only come, where creativity is woven in the fabric of an organization. The staff is constantly encouraged and taught to come up with out of box solutions to create ground breaking value for clients.

Empathy: for our clients and staff and the need for a harmonious co-existence, balancing our personal needs, the needs of our clients, our staff, various other stakeholders and the society at large.

## OUR SERVICE PHILOSOPHY

We are committed to providing a comprehensive range of services relevant and practical for today's economic environment that will help realize our client's goals.

Always attentive to our clients' requirements and offering proactive support for business success, we promise:

Outstanding personal service

Expert professional advice

A team dedicated to your business service needs

A timely response to meet your deadlines and statutory requirements

Agreed fees and service standards

We take pride in giving our client's the assurance that the assistance they receive, comes from years of advanced training, technical experience and financial expertise. Our continual investment of time and resources in professional continuing education, state-of-the-art computer technology and extensive business relationships is indicative of our commitment to excellence.

We differentiate ourselves through the passion and attention we bring to the service needs of each client. Our clientele enjoys our warm and dedicated approach to developing innovative solutions to their needs.

We constantly build our organization from within by rewarding efforts and ideas and promoting a positive work environment that leads to growth, learning and personal enrichment.

Expertise of a large firm combined with the personal attention of a small firm.



VKC combines the reach, depth and expertise of the large firms with the personal attention, value for money focus and relationship approach of the smaller firms. With shorter decision making chains, more senior personnel involvement and distinctive client services, we are able to take a wider view and operate in a coordinated way that's as fast and agile as our clients look forward to.

We appreciate that selecting a firm to entrust with your accounting, financial, and business advisory requirements is an important decision, intensified by rapid economic changes, increases in competitive pressures, and resource availability. With our benchmarking, and other tools, VKC is well placed to help you make an informed decision.

### **More than plain vanilla accounting services**

Our strength also lies in our ability to 'drill down' into the data and present information that can allow you to make better decisions. Those decisions affect how you manage your business and how you evaluate your success. This can mean trouble-free compliance, more efficient operations (and reduction in costs), the ability to confidently pursue new opportunities, and much more...



OUR BOUQUET OF  
**SERVICES**

## ASSURANCE SERVICES

We take time to understand your business, its needs and blend this with the needs of the sectors in which you operate.

## TAXATION SERVICES

With our knowledge and understanding of tax regimes in India and the world, we can offer timely information and independent advice to you.

## CORPORATE LAW SERVICES

We not only provide advice on ensuring compliance with regulations but also provide secretarial support anywhere in India and outside India.

## CONSULTING SERVICES

Drawing on our knowledge and understanding of tax regimes in India and around the world, we offer timely information and independent advice to you.

## FINANCIAL ADVISORY

The financial experts employed by us provide sound advices pertaining to the various aspects of the field of finance to the clients.

## ASSURANCE SERVICES

A comprehensive audit process is essential to extend credibility to the financial information that stakeholders need to make sound business decisions. Our Audit services extend beyond the conventional/traditional financial reporting function. We take time to understand your business, its needs and blend this with the needs of the sectors in which you operate. Seamless integration of business facts with experience allows us to identify major risks and opportunities that help distinguish between roaring success and complete disaster.

Our deep understanding of regulations and legislations, means we can also help with complex reporting issues involving IND AS, IAS, US GAAP and International Financial Reporting Standards (IFRS).

Our assurance service professionals provide a range of audit and advisory services to assist clients in achieving their business objectives, managing their risk and improving their business performance.

The global business landscape is being reshaped by transformational events and trends. And that means the financial and reporting environment is also being reshaped, resulting in significant challenges for management, boards, audit committees and auditors. We can help you understand and address today's most critical financial and reporting issues.

We see audit as more than just numbers and compliance. Our goal is to help our clients better understand and manage their business. We consider it our job to keep our clients informed all year long of accounting, financial and regulatory developments that may impact their business.

We render specialized services in the following broad areas:



OUR BOUQUET OF  
**SERVICES**

ASSURANCE SERVICES

TAXATION SERVICES

CORPORATE LAW SERVICES

CONSULTING SERVICES

FINANCIAL ADVISORY

GAAP review

Statutory audit

Tax audit

Internal audit

Management audits

Concurrent audit services

Special Investigative Audit Services

Due Diligence Review

Costing and Accounting System Design and Review

## TAXATION SERVICES

The changes in the tax and regulatory environment constantly challenge large and growing businesses. How your business meets this challenge can have a significant impact on your bottom-line.

Drawing on our knowledge and understanding of tax regimes in India and around the world, we offer timely information and independent advice to you.

Most business decisions have tax implications which are complicated in nature. We at VKC keep ourselves updated and work with our clients to keep them informed on tax implications to their businesses.

We have a rich experience in dealing with Tax and Regulatory matters. We have a team of Tax Consultants, which stays abreast with the current happenings and changes in the administration, taxation regulations. Also, this team has experience of dealing with matters related to domestic as well as international jurisprudence. We are a reliable service provider, offering the best in taxation Services.

The business and tax landscapes have changed dramatically, and the pace and complexity of change continues to increase. We can help you navigate this shifting landscape. Governments are tempering the need for revenue with increased competition for labor and capital. Tax authorities are adapting their enforcement strategies, focus and policies in response to the changing dynamics of business. Companies are balancing competing priorities, ensuring they maintain compliance while adding value. We can assist you with these critical issues in today's tax environment.

Our taxation advisory renders the following services.

Direct Taxes

Domestic Statutory compliances

International tax compliance

Tax planning and advisory services

Litigation support at various levels including ITAT, High court and Supreme Court

Transfer pricing audit, consulting, advisory services and litigation support

Drafting advanced pricing agreement

Indirect Taxes

Excise/Service Tax VAT/CST

GST (proposed)

Customs

Tax structuring and planning

Litigation and representational services

Statutory compliance services

Excise/Service Tax VAT/CST Registrations

Assistance on deposit of periodical taxes

Filing of Tax returns

Handling refund claims

Audit assistance (VAT audits, special audits under Central excise and Service Tax)

Conducting VAT audits as per the state VAT law requirements

## CONSULTING SERVICES

We help organizations work smarter and grow faster. You can always reach out to us to build effective organizations, reduce costs, manage risk and regulation and leverage talent.

We help you translate vision into reality. Be it help with technology, with strategy, with overall business performance, we are here to help you achieve results. Our consulting group works closely with you to deliver measurable/ quantifiable improvement in business performance, drive shareholder value and create sustainable competitive advantage.

We believe that there is always a better way than ever before of looking at things. We bring a unique combination of business, functional and technical skills to conceptualize and design applications that allow our clients to align their business

objectives and strategies in ways that clearly differentiate winners. Our solutions are customized based on careful analysis of your needs, culture and organizational processes.

We offer the following key consulting services:

Financial management and accounting outsourcing

Payroll outsourcing services

Accounting process review

Preparation of accounting manual

Corporate secretarial services

Fixed asset management services

Technology integration services

## CORPORATE LAW SERVICES

Corporate law today is a complex piece of legislation that governs the activities of not only domestic companies but also that of non-

domestic companies setting up shop in India. At every step, corporates have to comply with the plethora of provisions contained in legislations such as Indian Companies Act and SEBI Regulations, in case of listed companies.

The firm not only provides advice on ensuring compliance with these regulations but also provides secretarial support with respect to incorporation of Companies/Subsidiaries anywhere in India and outside India.

Our wide range of services in corporate law matter includes:

Formation of company in India, viz, Private Limited, Public Limited, wholly owned subsidiary company, LLP etc.

All matters related with Registrar of Companies & Company Law Board

Maintenance & compliance of



Statutory Records

Merger & Acquisitions

Corporate Restructuring

Consultancy in above matters

#### FINANCIAL ADVISORY

Our capabilities lie in providing advisory services to clients based across the globe with full proficiency. The financial experts employed by us provide sound advices pertaining to the various aspects of the field of finance to the clients. To meet this end, they carry out extensive research and leverage their expertise in zeroing in upon the best financial advices to cater to the specific needs of the clients.

Corporate finance advisory

Merger and acquisitions

Sales or divesture

Capital raising – Private equity or capital markets

Strategic & general corporate advice

Project finance & public private partnerships

Business modeling

Funding assistance

Merger and acquisition transaction services

Reorganization services

Advising underperforming companies

Assisting financial stakeholders

Turnaround management

Exit management

Insolvency and bankruptcy services

Insurance

Valuation services:

Business valuation

Intangible asset valuation

Tangible asset advisory services

Dispute resolution support

Fairness opinion

Financial modeling

Foreign Exchange Management Services

Advising clients on and ensuring compliance with the provisions of the Foreign Exchange Management Act, 1999 (FEMA).

Advise on Indian Government's policies on Foreign Investment in India.

Preparation of documentation and obtaining approvals from the Reserve Bank of India for the allotment/transfer of shares to foreign citizens and foreign companies.

Establishment/winding-up/  
extension of and various other  
matters pertaining to the  
operation of Liaison/Branch/  
Project Offices of foreign  
companies operating in India.

Obtaining approvals from the  
Reserve Bank of India with regard  
to various transactions involving  
foreign exchange like stock  
option plans, Technology Transfer  
Agreements, EPC Contracts, legal  
service agreements, acquisition  
of foreign companies, foreign  
currency loans, suppliers credits  
etc.

Advice on Investment Structuring  
decisions.

Advice on Overseas Acquisitions.

Foreign Exchange Management  
Act

We provide advisory and  
compliance services  
encompassing the entire gamut

of foreign exchange law as  
detailed below:

Residential status

Investment in Business in India  
directly and by floating offshore  
companies

Setting up a branch/liaison/  
project office in India

Portfolio investments in India

Banking and remittances

Property

Gifts

Inheritance

Repatriation

Direct investment outside India

Setting up a branch outside India

Foreign Direct Investment (FDI)  
Facilitation Services

Foreign Direct Investments in  
India in shares / convertible  
debentures / preference shares of  
an Indian company either under  
Automatic Route or Approval  
Route, with due respect to sector-  
specific investment limits.

All statutory compliances such as  
reporting of FDI inflow, issuance  
of equity instrument within 180  
days of receipt of FDI, Reporting  
of issue of shares, issue of  
rights / bonus shares and their  
reporting etc.

Valuation of shares / Issue  
Price – All procedural and policy  
compliances according to SEBI  
guidelines, including pricing of  
preferential shares.

Transfer of shares and  
Convertible Debentures – Sale  
/ gift of shares by NRI to NRI  
investor

By way of sale by Non-Resident  
on the stock Exchange and all the  
reporting compliances etc



# VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS

- 75/7 Rajpur Road, Dehra Dun - 248001,  
Uttarakhand, INDIA  
T +91.135.2743283, 2747084, 2742026  
F +91.135.2740186  
W [www.vkalra.com](http://www.vkalra.com) E [info@vkalra.com](mailto:info@vkalra.com)

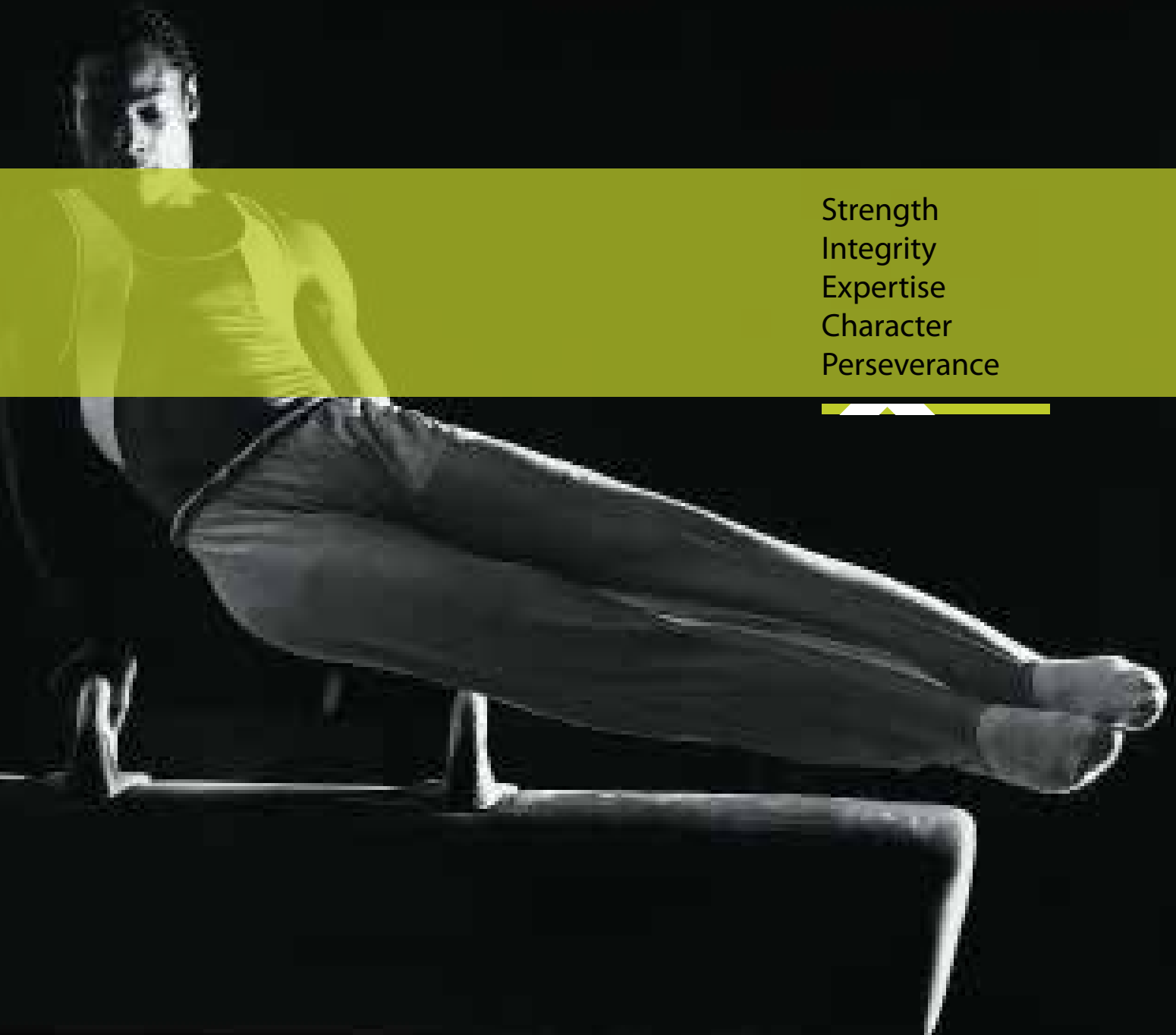
- 80/28, Malviya Nagar,  
New Delhi, 110017 INDIA  
W [www.vkalra.com](http://www.vkalra.com)  
E [info@vkalra.com](mailto:info@vkalra.com)

For private circulation to clients and associates only. The information contained herein is of general nature and is not intended to address the circumstances of any particular individual or entity. © Copyright: Verendra Kalra & Co

# VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS

Strength  
Integrity  
Expertise  
Character  
Perseverance





VERENDRA KALRA & CO

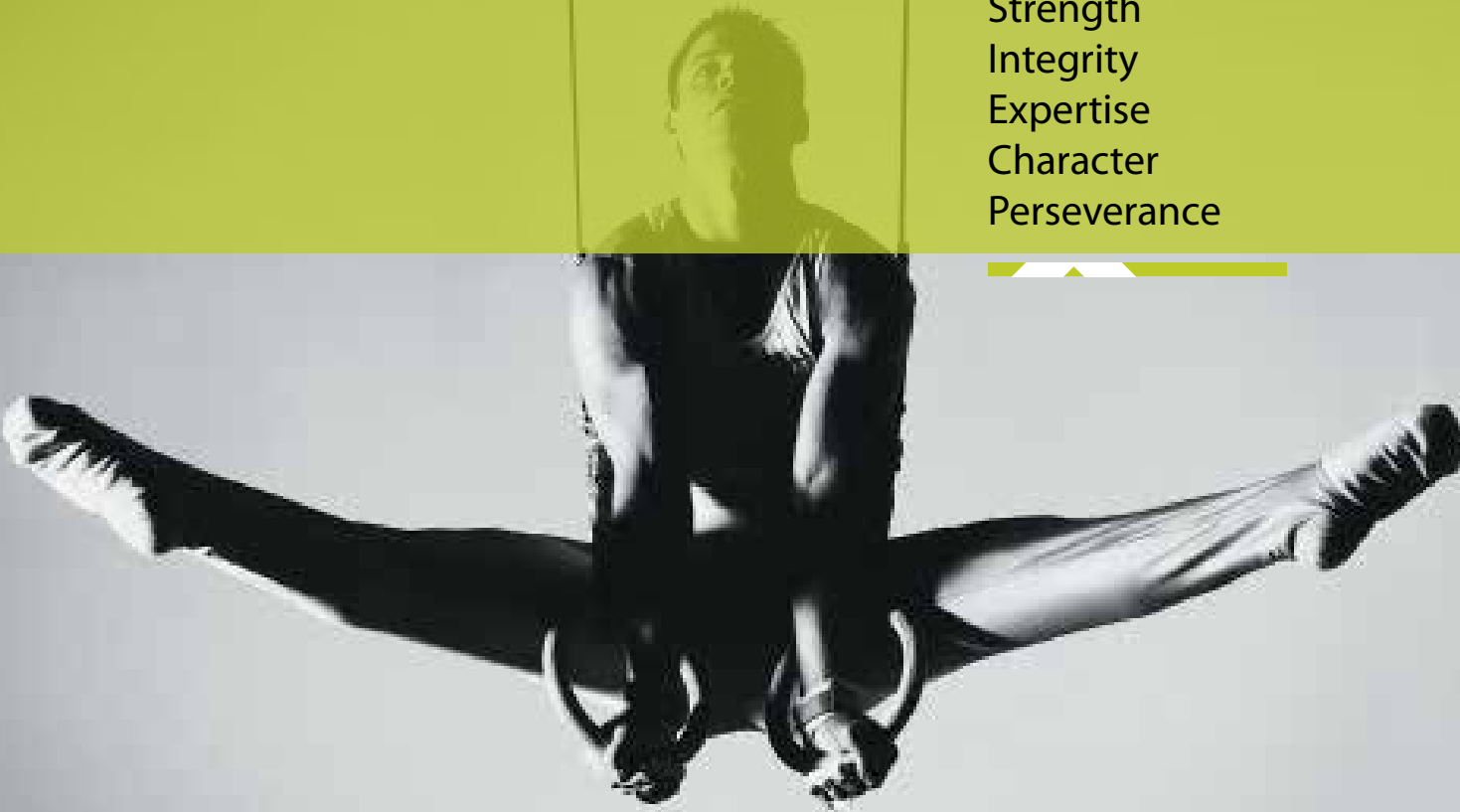
CHARTERED ACCOUNTANTS

Strength  
Integrity  
Expertise  
Character  
Perseverance

# VERENDRA KALRA & CO

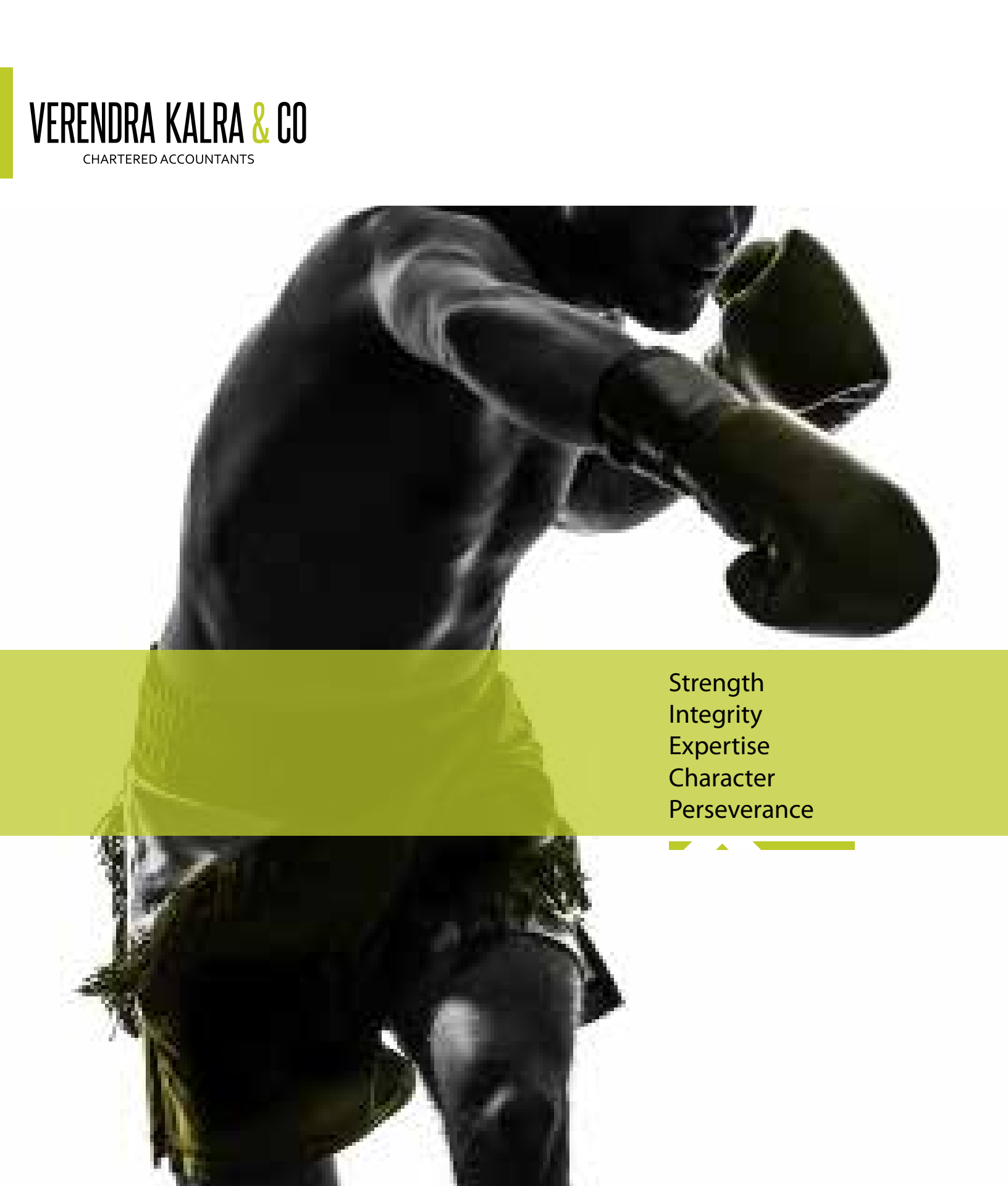
CHARTERED ACCOUNTANTS

Strength  
Integrity  
Expertise  
Character  
Perseverance



# VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS

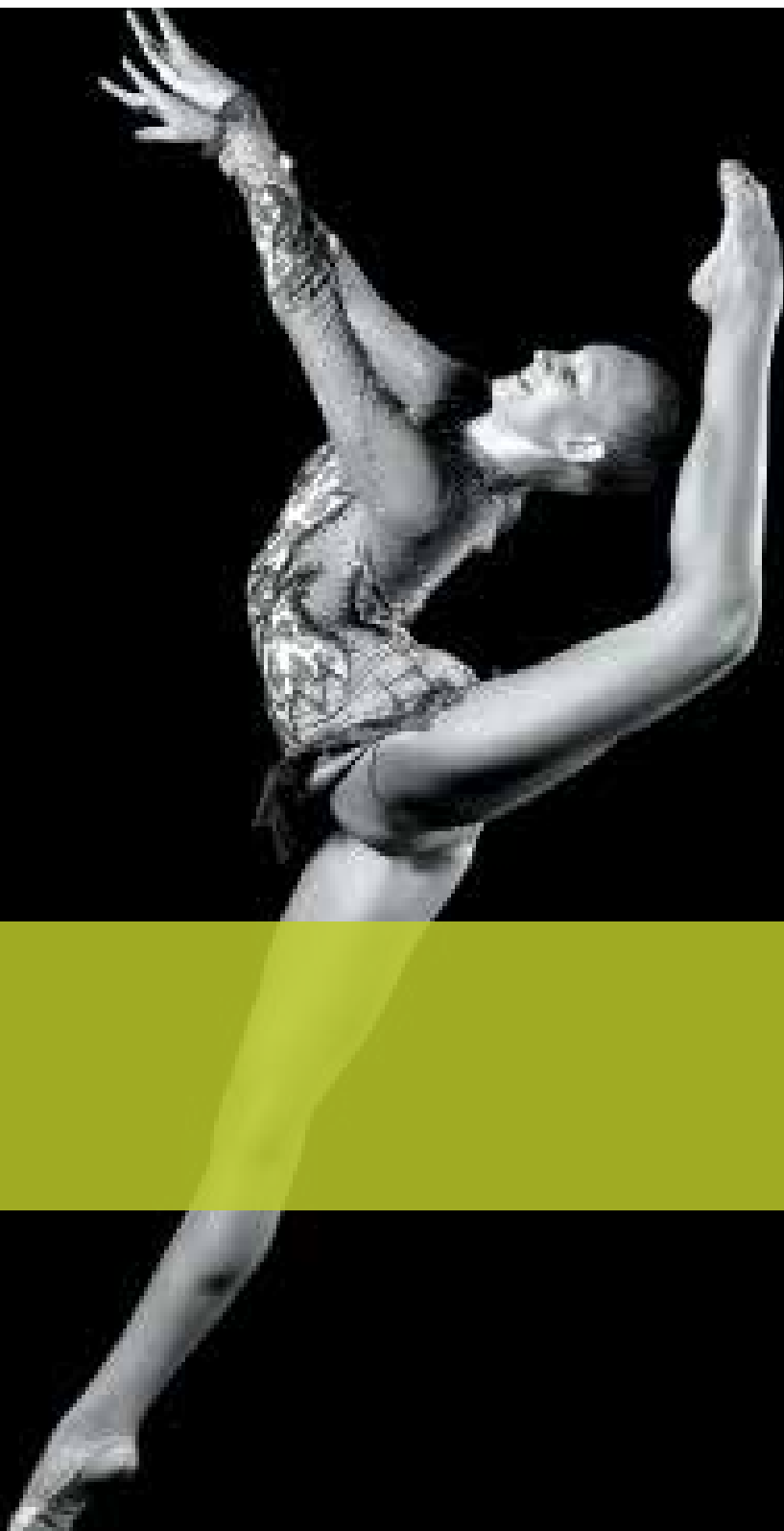


Strength  
Integrity  
Expertise  
Character  
Perseverance



# VERENDRA KALRA & CO

CHARTERED ACCOUNTANTS



Strength  
Integrity  
Expertise  
Character  
Perseverance

