



ABOUT THE ORGANIZATION

- 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 was renamed in 2014 as Verendra Kalra & Co., and is now led by Mr. Verendra Kalra, as Managing Partner. He himself carries a professional experience of almost 25 years, having recently retired as Sr.Partner from M/s Nangia & Co., after putting in a stint of more than 21 years as a partner with that firm.
- Our **multi-disciplinary team** has strength of more than **70** personnel and 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.
- 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.
- At any point in time, there are more than a handful of business issues demanding your attention. Volatile markets, changing regulations and cross-border issues can create a heightened sense of uncertainty and add noise to the chatter. At Verendra Kalra & Co (VKC), we bring a clear voice to the conversation.
- We take pride in our ability to provide quality services – whether they are an owner-managed business or a large multinational corporation. 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.
- Our firm is empanelled for providing assurance & other services with various regulatory and Central & State Governments bodies, Banks, Insurance Companies etc. in India.

CORPORATE STRUCTURE AND ORGANIZATION

1. 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.

2. 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:



3. DETAILS OF EXSITING STAFF

The firm has at present 3 partners each specializing in different professional areas. Each partner is further supported by 2 managerial level fully qualified Chartered Accountant.

The number of Chartered Accountants working is 10 in the organization.

Other technical staff consists of Company secretaries, MBA's, Advocates, Financial Experts, Market Research analysts, Financial Research & Management Consultants, Information Technology experts, Accountants, etc.

Each partner provides professional services in their respective area of expertise. The partners are also responsible for allocation of assignments to each team.

4. 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 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 BELIEVE THAT WE WILL BE SUCCESSFUL IF OUR CLIENTS ARE SUCCESSFUL’

VISION

**TO BE THE MOST ADMIRERED 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.

MISSION

‘LIKE ALWAYS, LIKE NEVER BEFORE’

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

5. OUR VALUES

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

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

6. 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.

SERVICE AREAS

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

1. 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 sectors in which you operate. Seamless integration of business facts with experience allows us to identify major risks and opportunities that may distinguish between roaring success and complete disaster.

Our deep understanding of regulation and legislation 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 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:

- 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

2. 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 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

3. 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 visions to 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. 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

4. 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

5. FINANCE 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 service:**
 - Business valuation
 - Intangible asset valuation
 - Tangible asset advisory services
 - Dispute resolution support
 - Fairness opinion
 - Financial modeling
- **Foreign Exchange Regulation 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
- Non-resident to resident by way of gift
- By way of sale by Non-Resident on the stock Exchange and all the reporting compliances etc

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