



ASB & ASSOCIATES

Corporate Profile

Partners Beyond Boundaries



INTRODUCTION



We Believe In Exceptional Client Service



CA ANAND LUNKAR
CHARTERED ACCOUNTANT



ABOUT US

ASB & Associates is a tax and audit services firm, working with some of the largest multinational and Indian corporate groups. Its brings a unique blend of experience, having worked for the largest investors in India, advising on the largest transactions and on several of the largest litigation cases in the tax space..

Key differentiators:

- Catering to Wide spectrum of Industry, Strong Research & Knowledge base,
- Strategic approach to complex problems
- Specialized, in-depth, and robust advice
- Trailblazers in tax controversy management
- Technical depth and holistic solutions
- NRI tax & Succession planning framework

We believe in thinking out of the box, in handholding our clients implementing complex solutions and working towards achieving results. We advise clients across multiple sectors including financial services, real estate and infrastructure, telecommunications, oil and gas, pharmaceuticals, chemicals, consumer goods, power, as well as media and entertainment.



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Team ASB consists of:-



An Effective Team Of 55+ Professionals



Senior Tax Advisors



Partners



Qualified Professionals



Support Staff



Review Complaint



State-of-The-Art Infrastructure



Constant knowledge Upgradation



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OUR VISION



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We help you grow your business by optimizing your taxes



EXCEPTIONAL CLIENT SERVICE

Our vision is to continue to retain our position as the leader for exceptional client service. Excellence in quality, empowered people and our values are the foundations on which this is built.

This means offering a strong personal relationship based on integrity, transparency, and a tailored service. We listen carefully to our clients to determine what their particular needs are and how best to address them.

Our service is based on five key components:-

CLIENT NEEDS

We invest time in understanding the client and the needs of the business.

COMMUNICATION

We are proactive in our communications, always accessible and permanently available.

COMMITMENT

We ensure compliance and transparency, on which relationships of trust are built.

PEOPLE

We are independent and objective. We boast high technical skills and the most rigorous business ethics.

VALUE

We are up to date with global trends so that we can share the knowledge with our clients. These insights can assist them in meeting their goals and achieving success. This is how we add value to their business.



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OUR CORE FUNDAMENTALS



Integrity



Ownership



Wisdom



Relevance



Togetherness



Simplicity



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WHY ASB & ASSOCIATES ?

A firm you know can deliver

Proven sector experience

Strategic services

A dedicated and accessible team

Value for fees to suit your needs



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OUR SERVICES



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Customer service is new marketing, it's what differentiates us from others





Audit & Assurance



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Audit & Assurance Services

- **Statutory Audit**
- **Tax Audit**
- **Internal Audit**
- **Management Audit**
- **Concurrent Audit**
- **Due Diligence**



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AXE THE TAX

When you manage taxes, business thrives

Tax & Regulatory Services:-

- **Cross Border Taxation**
- **Global Expatriate Services**
- **Global Tax Services**
- **Information Exchange Compliances**
- **Representation & Litigation Support**
- **Tax Advisory & Compliance**
- **Transaction Tax**
- **Transfer Pricing**
- **Transaction Advisory**
- **Regulatory Services**
- **Deal Support**
- **Fund Restructuring**
- **ESOP**
- **Promoter Restructuring and Succession Planning**



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Corporate Financial Planning



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Thoughtful financial planning can easily take a backseat to daily life



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Cross Border Transactions Advisory

In business, transparency breeds ascendancy



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Every transaction counts. We serve to add value to your transactions

Our Strength:

- **Designing robust structures to achieve global tax efficiency and regulatory compliance**
- **Efficiently integrating existing operations with global expansion programs**
- **Handholding global companies with India entry Tax benefits strategy**



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Helping to Unlock your Potential

IPO



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#IPO Readiness Focus Areas



Accounting and
financial reporting



Finance effectiveness



Internal controls



Tax



Executive compensation



Governance and
leadership



Financial planning
and analysis



Corporate Governance
Framework



Legal



Internal audit



Engage with
investment banks



Media and
investor relations



Enterprise risk
management



Corporate strategy
and development



Wealth management
planning



Technology



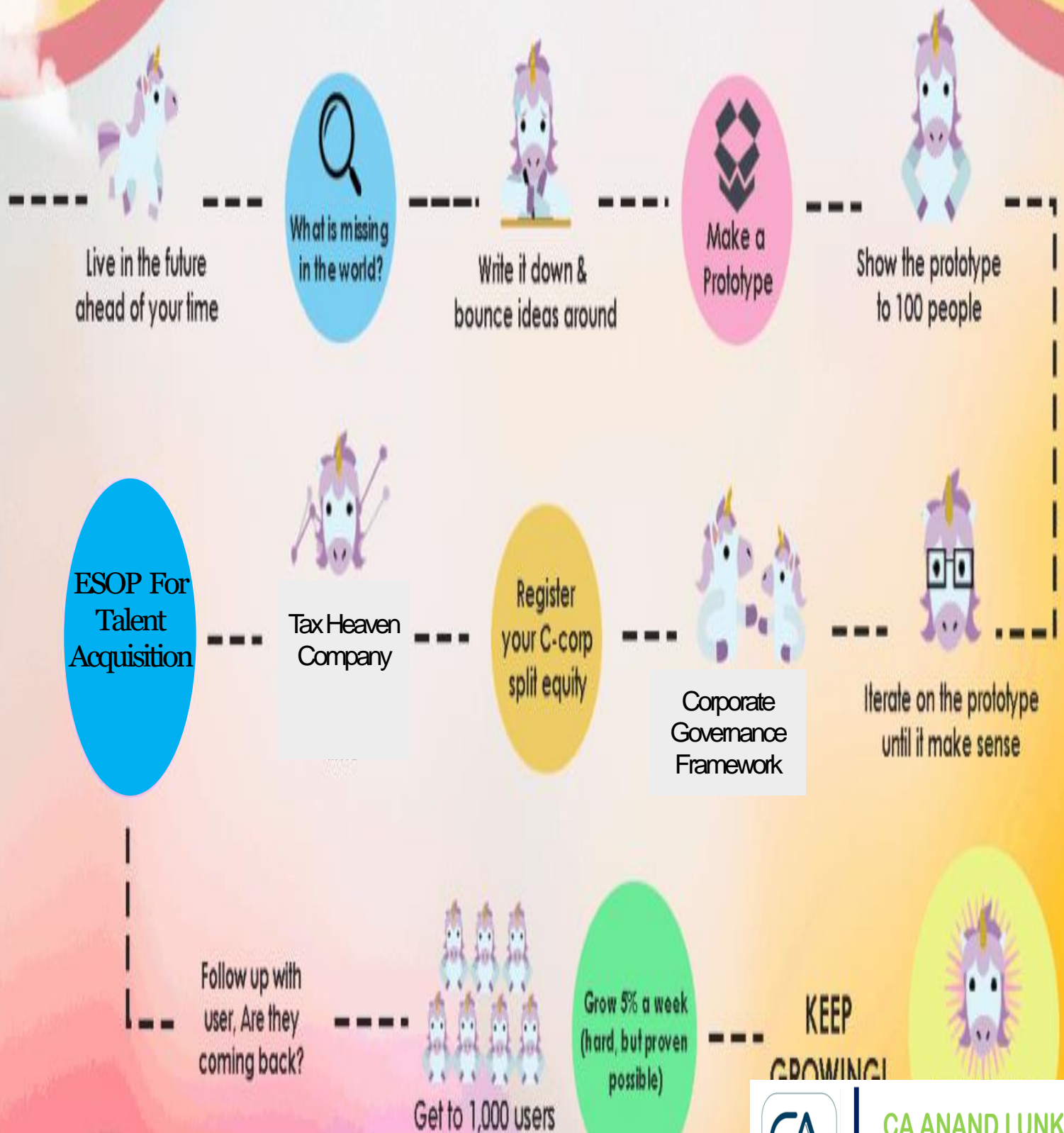
Project management,
change management, and
communication

We Help You Expand Your Startup



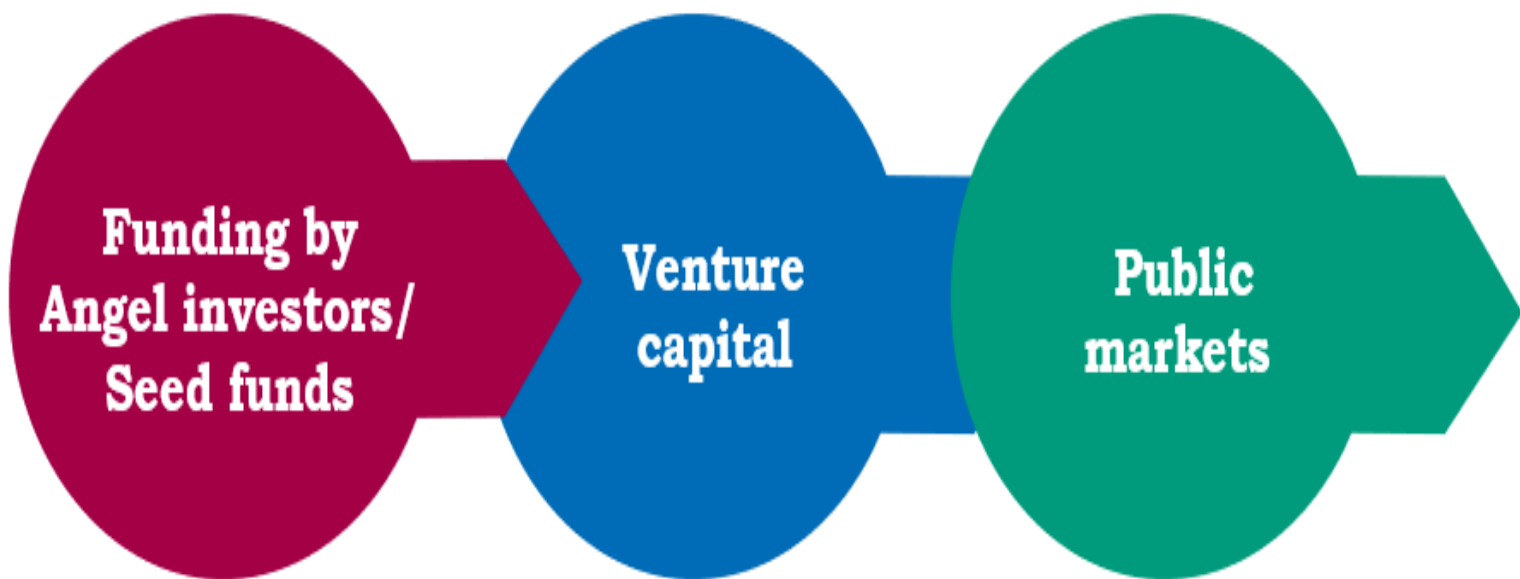
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How a Startup Can Lead To A **Unicorn**





Startup Strategic Advisory leads to UNICORN status



- Early stage startups rely on angel investors and seed funding
- Invest solely into the entrepreneur with an idea
- Does not encumber the entrepreneur with any corporate governance formalities
- Used to scale the company's business model
- Comes from larger institutional funds
- Focus is on building the sales force and establishing a global presence
- Late stage startups can feel the need to expand more aggressively or actively innovate the product
- Private equity funds together with public markets provide large amounts of liquidity to late stage startups





Our Key Clients

We are on the board of these companies



Our clients come from

McKinsey
& Company



J.P.Morgan



we work



& many more...



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Our client spread across following countries



USA



**United
Kingdom**



**South
Africa**



Singapore



Ukraine



Hongkong



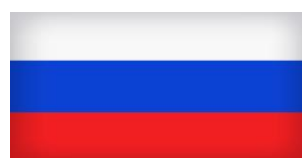
Kenya



Tanzania



UAE



Russia



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WHAT OUR CLIENTS SAY



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Client Testimonials

We have engaged with ASB & ASSOCIATES for our tax mandates including audit over an association of almost 8 years. The insights they bring and the detail to which they work, is appreciable. They have been our partners for any concerns on direct taxation issues and have added value to our business.

Daniel Townsend
MD
Plumtree Digital INC

Team ASB is pioneer in term of taxation including NRI Advisory. In my case they helped me at each stage from arranging VC funding to finalization of term sheet and structuring the whole transactions with hybrid form of fund raising instruments which is cost effective & tax friendly. **Highly recommended & respect for the team. My best business stakeholders.**

Hardik Bhatt
CFO
FWX Media Ltd.

The attention and quick response time that Anand Lunkar & his team, provides to our company is excellent. Team ASB creates an alternative for us to obtain quality service comparable with that of a “**Big 4**” firm but at significantly lower pricing.”

Associate Director
A Leading global Infra Company



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TAKE ON TOMMORROW

ASB & Associates brings the latest thinking from across our global network to help tackle big issues of today to get you thinking about what's next



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Thank You



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CHARTERED ACCOUNTANTS



OUR OFFICES AT

VASHI

GOREGAON

MARINE LINES



admin@asbassociates.in



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