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QUARTERLY NEWSLETTER OF ASA & ASSOCIATES LLP // CORPORATE CATALYST INDIA

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An important news, we now have our ASA-CCI super hero – “Cat Girl”! Delighted to be introduced.

We have been the usual busy bees – travels, clinics, seminars and, yes, drinking. As you will witness inside Rakesh has graduated to glass clinking cheers. Now we work on getting “real” ingredients into his glass. Give or take another 10 years.

GST has been the buzzword. And we have been buzzing. Each location is outdoing itself in ensuring that clients are kept fully abreast. Forget India, Subrata took off to Paris to spread the buzz! Now, that is called dedication and sacrifice. But others travelled around too, though sensibly for R&R. Kodai, Dalhousie and then there was ‘Bharvi travels’. You did well Bharvi – you covered what I call my golden triangle. Curious? Discuss when we meet next while.

It was wonderful of Mr. Richard Rekhy to spare time and share his life experiences with the Bengaluru team. I wish I was there. May be we can convince him for an encore at Delhi office. TD team listening?

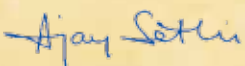
The artist tribe continues to grow in the happy realm of ASA-CCI - be it poets, musician or artist. That is remarkable. Kudos to Talha, Hari and Neenu.

Yoga day was an experience. The RC Delhi team organised to have a Yoga guru share stress busting techniques and made us convulse into some simple Asans. Well done Team.

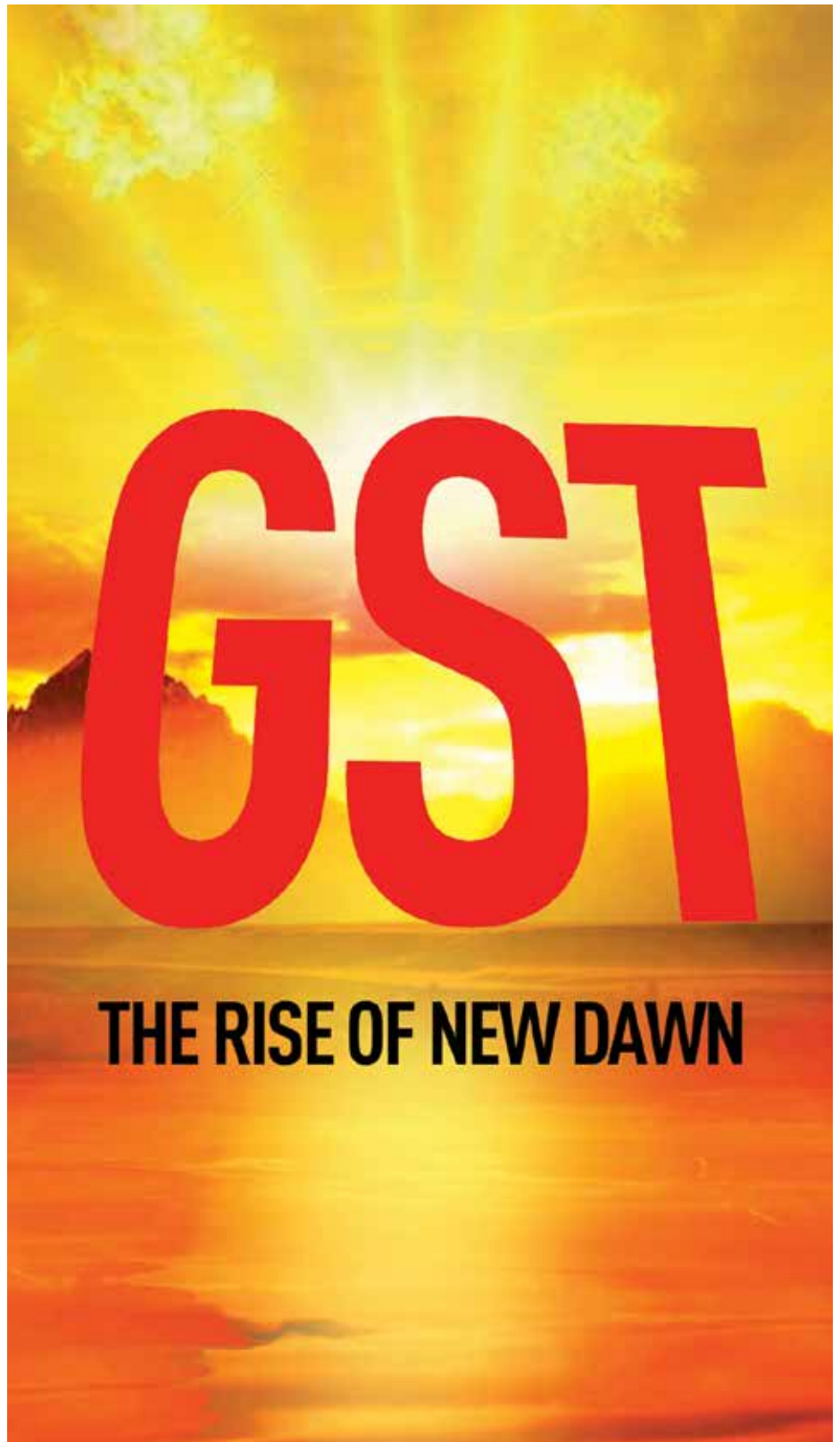
Finally, some of us have found answer to beating the Monday blues. Well done Team Bengaluru, though some of you there could have done better in selecting an idol!

Keep Caring. Keep Sharing.

Best regards



Ajay Sethi





Seminar on GST

P. Nitish gave an introductory session on GST at Bengaluru as an ICAI Faculty for the Certification Course on May 21st and enlightened the crowd.



A Welcome Drink

Memorable evening where Rakesh Upadhyay found a similar drinking partner in Mr. Tomoya Yoshida of a leading Japanese Bank, which later extended to cricket.



GST Seminar to Japanese Industry Top Management – A JETRO Event at Mysore

JETRO, with the support of ASA-CCI, organized a Seminar in Mysore, on May 5th for the Top Management of Japanese Industry. The topic of discussion was GST, the biggest reform under the indirect tax regime in India.

While Shun Ishikura, our Japanese team member, presented the subject in Japanese, P. Nitish elucidated the impact of GST on business.



India as a Manufacturing Destination

Himanshu Srivastava presented and showcased the key aspects of India as a manufacturing destination before industrialist delegation visiting from Taiwan. The presentation covered the key facets of doing business. The discussion ended with an informal dinner.





US Business Trip

A whirl-wind tour to US covering both East and West Coast started on May 29th. While Venkat landed in New Jersey, Rajiv started from Boston. Together they covered Boston, New York, Washington DC and Raleigh in the East and then headed towards West i.e. San Francisco and Bay Area.

An intense 10 day went covering over three dozens of meetings and other important engagements. The visit was productive in opening up new relationships with professional firms as well as existing/potential businesses. ASA-CCI is determined to increase its footprints in United States.



Convention in London

During the two day M&A Worldwide Convention in London, Ajay Sethi and Nitin Arora contributed to the discussions on the best practices for making deal documents and research, followed by very interesting B2B sessions.





Seminar on Income Computation and Disclosure Standards (ICDS)

In association with Indo American Chamber of Commerce, ASA-CCI Bengaluru organized a 'Seminar on ICDS'.

PR Jayakumar explained the significance of ICDS for the respective businesses and its effectiveness to various industry players.

The key points on the focused subject were followed by a Q&A session with the distinguished attendees.



A Felicitation

Himanshu Srivastava was honored with award named "Acquiring Launch Event" held on May 4th. The ceremony was celebrated as a mark of joining hands between National Payments Corporation of India and JCB International Co. Ltd.



ASSOCHAM : Welcoming the Japanese Delegation

Ajay Sethi, in his capacity as the Co – Chairman of Indo - Japan Business Promotion Council of ASSOCHAM, presented a welcome address at an Interactive meeting with Japanese Delegation. The Meeting was followed by a presentation by our Japanese team member, Shun Ishikura.



Training on GST

Ahmedabad office organized a training program on GST in order to spread the knowledge and make clients capable of dealing with the prospective changes. Malav Ajmera deliberated on GST.

Attendees numbering to more than 50 from various departments participated in the session. Further, the attendees came up with queries which were addressed at the end.





BENGALURU

Richard Rekhy – Journey of Experience

Richard Rekhy, earlier CEO of KPMG India, is an eminent professional who carries with him vast practical experience. He is also an eloquent speaker.



On April 1st, our Bengaluru office had the opportunity to meet and interact with this elegant and learned gentleman who shared his journey of life. He gave us useful insights on the way professionals should conduct themselves in this ever-changing and challenging environment, which is the modern day consultancy practice.

A key takeaway or “Guru Mantra” from this interaction - refrain from taking the “shortcut” in pursuit of interim benefits, never compromise on the quality aspects and keep the focus on the long term benefits!



Session on ICDS

SC-TD organized a half a day technical session in Bengaluru on ICDS provisions.

To elucidate this concept, a dedicated team of five members from all the divisions (Madhusudhan, Mohammed Waize, Nitesh, Sandeep and Yogesh) was set up under the guidance of P. R. Jayakumar.

The session commenced with the introduction on ICDS including the need and importance to understand this subject.

Without limiting the session by discussing only the basic changes in computation and disclosure as per ICDS, the well laid out interactions also included practical issues faced in adopting the ICDS and how they were to be dealt in varied client scenarios. A useful and well attended session!



GST Session at ACMA

Sundeep Gupta spoke at the Automotive Component Manufacturers Association (ACMA) of India National Conference on GST on May 17th at the Hotel Shangri-La, New Delhi. The presentation was well attended. An interactive session followed thereafter



DELHI



KOCHI GST Transition Management

The one-nation, one-tax principle that underlines the GST rolled out on July 1st. In this scenario, as an emerging topic affecting all businesses it was considered important to understand the laws relating to GST.

Keeping this in mind our Kochi office, conducted an outdoor session on GST at Kerala Management Association by K Nithyananda Kamath. The session was well attended by over 52 participants and added a lot of insight and knowledge sharing which was well evident by the active responses / queries from the enthusiastic participants.



MUMBAI Client Clinic on GST – A Step Forward..!

As a step towards the continuous efforts on GST implementation and preparedness, ASA Mumbai planned and successfully executed a GST Client Clinic on June 9th. The response received from the clients was overwhelming and created a positive aura.

The introductory speech by Rakesh Upadhyaya elucidated the importance of getting prepared for GST. He assured our clients on the continuous support and hand holding by the firm in successfully transiting the existing businesses to the new GST regime.

Milind Deshmukh and Girish Sanghavi took charge of the presentation thereafter to explain what GST Law is all about, covering the major aspects, concepts, registration criteria, transitional provisions, returns, ITC, e-way bills and the immediate way forward. The audience involvement was obvious given the Q&A session which followed.



DELHI Guest Session of ICDS

The introduction of ICDS encouraged SC-TD to hold an expert session on June 9th in Delhi covering the practical aspects of the subject.

The session on 'ICDS – A new challenge' was conducted by Sanjeev Singhal, Partner, Financial Accounting Advisory Services, S. R. Batliboi & Co. LLP. The Guest speaker imparted knowledge on ICDS, its practical application and the key challenges in its implementation, widely covering its background and principles. The session showed a wide coverage of each ICDS through a comparative analysis of ICDS, AS and Ind-AS.





DELHI IND – AS Workshops

A workshop addressing 40 people was organized on Indian Accounting Standards (IND-AS) on June 16th. Parveen Kumar initiated the session by briefing audience about the emergence of Ind AS in India and its coverage to Indian companies.

This was followed by Sumant Sahni and Prateek Gupta reflecting on the key features and requirements of the various Ind AS and their potential impacts on the financial statements of client. Nancy Gupta deliberated on the increased need for robust Internal Financial Controls for effective implementation and compliance with the IND-AS.

A workshop on RERA was conducted by Parveen Kumar and Nitin Gupta for corporate team of a client. The audience was highly appreciative of the insightful knowledge sharing session on the new regulations affecting the real estate industry.



Client Clinic on ICDS

A client clinic was organized on ICDS at Gurgaon which was attended by 25 participants from various companies.

Prateet Mittal, Nitin Gupta and Sumant Sahni addressed the session and briefed the clients about the key features of ICDS, their applicability and implication on the clients. Session ended with a well-rounded Q&A and high-tea.



Training Session in Paris

The visit to Paris was to assist our digital marketing client for a smooth transition to GST. In this implementation project, Subrata S Bose and Sourabh Chugh were required not only to explain and deliberate on the provisions of law to various stakeholders, but also deliver tailor made reports.

This was critical, as the accounting systems were maintained at the Global Shared Services Centre, headquartered at Paris

They settled into a conference room, which is named after a Hollywood movie, 'Deadpool'. This room became their war room for a week. All meetings and presentations, with various business teams, tax team and IT team were held there.

The days flew by in the office premises, the only exception being very late night after dinner rendezvous in Paris! Over the weekend, they moved to Brussels for a day. That was worth it, especially since Subrata S Bose met his childhood pal, Tintin





DELHI

Silence of the Night

As the sun begins to set and the bright light bids goodbye to us, the darkness covers the world with Silence...

Silence of the night... Silence of the night starts its journey through the winds and grows deeper and deeper. . .

Flowing with the sound of fallacious hopes, hollow desires, painful regrets and what not... Bringing us to the sudden and actual realization of who we are...

Showing us the truth, a mirror maybe... Mirror to reflect what we have become... To analyze what we have gone through and what we have escaped to notice- for we lack the attention to focus on the little details...Silence has it all...

Running through the veins of the empty houses and souls making its way deep down in our hearts...

Hearts those are too afraid to look beyond... hearts that fear loneliness and loveliness...

Turning us into monsters that we have only read about and maybe more into what we always wanted to be...

Invoking the demons within us and sins that we always try to avoid- come looking for us, hungry and ready to feast on the fear that only grows. . .

Silence of the night- is it a miracle or an act of mercy by the Almighty... the question remains...

And what an irony- the answer to all these questions lays within this silence... yeah this silence of the night...

The magic it unfolds with each new page bringing us closer to the answers we are looking for and yet we are unable to find them... Such a shame!

We pity ourselves for we are broken... crushed into thousand pieces and yet not ready to give up...

Maybe if we just leave the broken pieces untouched, not trying to fix everything that is broken, not focusing on what should have been done... maybe if we just begin to understand this silence, we will notice and live this beautiful silence and maybe if we just let go.. Just let go and not try to control our thoughts and emotions, this silence will show us its light...

Coz even silence speaks... It just takes the right person to listen!

Talha Arslan Khan

BENGALURU

Music: Gift of God, Polished by Human

Life is a song, love is the music. Human voice is not only considered the most melodious instrument of all, but one of the most difficult to play too. Possessing good health and always remaining cheerful is a blessing, and on top of that our friend Shrihari has yet another beautiful god gifted treasure in the form of his divine voice which he rightfully uses to make people happy.

He has an ability to create the strongest form of magic with his mystic talent. Though devoid of a formal music background, his love and passion for music commenced right from his childhood. With the active support of his parents, he started chasing his dream of becoming a singer when he was just seven. Talent is just one part of the picture. No one can become successful in his pursuits with just the talent in hand unless it is nurtured with hardwork and dedication. Hardwork beats talent when talent doesn't work hard enough. Shrihari devotes at least an hour every day to practice music despite hectic work schedule in his professional life. "Learning music has no end", says Hari and he never skips his music classes. He is not only an astonishing singer, but also an amazing guitarist. He has entertained variety of people by performing in about 25 concerts till now. "I want to represent the state as a proficient Carnatic singer", says Hari.

Passionate about Carnatic music, Hari says, "Carnatic music is like test match and Cine music is like 20-20". However, he is also interested in cine music and also performed in TV channel called Kappa TV. He is waiting for a bigger platform to showcase his talent in the next level. Musicians don't retire; they stop when there is no more music in them. We wish Shrihari on behalf of ASA-CCI to continue entertaining everyone with his heavenly voice.



KOCHI

A Sketch is just a Mini Movie

Pablo Picasso, a legendary artist quoted "Every child is an artist. The problem is how to remain an artist once he grows up".

"When I am down I cheer myself up by drawing something so that I can make myself happy. Drawing is a way for me to show my creativity. However drawing is not as easy as it seems to be. It needs a lot of devotion as well as practice. I can never feel bored when I have my colours with me. My colours are my best friend. Drawing has now become an important part of my life" says Neenu K.

Neenu K of ASA-CCI Kochi is an innate artist who loves to pencil sketches during her leisure time.





BENGALURU

Tag your Mate – As you know them

This time SC-RC came up with a simple and interesting game, where the birthday boys and few others were given a chance to pick a chit in which tags were mentioned. They were asked to tag the one who flashed in their mind, the moment they read the tags written in that chit. Some of the interesting tags were *Laughing Buddha* - always keeps laughing no matter how bad joke, *Copy Cat* - always coping someone and likes cats, *Walking Dictionary* - knows everything on planet earth, *Buffet* - who loves eating nonstop, *Dancing Leg* - who dances to all songs anywhere everywhere any occasion.

Our beloved P.R. Jayakumar was tagged by one of our friends, Trived as *Compassionate* since sympathy and empathy flows out of this person. Our friend, Shivaram, was tagged by P.R. Jayakumar as *Monkey Brain* for being someone with crazy animal brain. The game went for 20 minutes and came out to be fulfilling and amusing and made everyone have a hearty laugh throughout the game.



AHMEDABAD

Cricket Match on Demand

Yet again it was the time to pull up the socks and get the game on. So thrilled and pleased with one cricket match the members at the Ahmedabad office insisted for another cricket match to SC-RC. Keeping up to the expectations, this match was even more exhilarating than the previous one. The teams were again divided into Red and Blue. The air was again ready to get buzzed by cheers, boohoos and applause. The skipper of both the squads pumped up their players to go for the kill. Team blue tried to bleed blue but couldn't manage to survive against the googly bowlers and fiery batsmen of team red. Vrunda Gandhi was declared to be the woman of the match whereas the man of the match was Siddharth Shah. The curtain fell with the red team bagging the trophy.



Outing to Guhantara Resort

SC-RC organized a trip to Guhantara Resort on June 3rd. In an hour we reached the resort to be greeted with complimentary drinks and the beautiful ambience of the resort, which was a welcome change from the city buzz. Everyone headed off in groups to enjoy various games the resort had to offer. Some preferred to cool off after a long week by taking a dip in the swimming pool and others decided to be the spectators.

We all had a mouth-watering lunch with the melodious tune of live band, and some of us got into the act by showing off their own talents and performing with the band.

Evening was met with some snacks, as we all eagerly headed to show off our dance moves in rain dance which was a perfect end to the day.



HYDERABAD

Observation Skills

As it is always said that Auditor should be a keen observer, and hence to check the observation skills, SC-RC conducted a game. The game was such that 30 items were placed on a table and everyone was asked to remember them in the order as it was placed. Thereafter, it was to be mentioned on a piece of paper in the same order. The one writing maximum items in correct order was the winner.





HYDERABAD

IPL

SC-RC planned for the most happening event of the year i.e., IPL. All of us were quite excited for the IPL Match that took place between Rising Pune Supergiant and Sunrisers Hyderabad. The stadium was packed and the people were cheering equally for both the teams. The game started with Rising Pune batting and Sunrisers Hyderabad bowling. When MS Dhoni entered for batting on the ground, everyone was cheering only for him. The match kept everyone guessing till the last ball as both the team played equally well. It was a perfect evening full of memories.



Iftar Party

Iftar is the evening meal when Muslims end their daily Ramadan fast at sunset. It ended to a lovely evening when SC-RC planned Iftar Party at 'Paradise' - worlds favourite biryani point.

We all enjoyed having the delicious yummy biryani which is in itself famous food for all Hyderabadis.



MUMBAI

Sweltering Cold

With days of being in the sweltering heat of Mumbai with humidity at its peak, we were promised an experience of the winters at the Snow World, Phoenix Market City Mall by SC-RC.

The day began in anticipation of entering Snow World where we would toss balls of snow (artificial, but hardly bad) at each other. Must say, what a cool way to release the inner child! Clad in snowsuits, we sipped on chocolate shots in succession. Don't we all dream of escaping to the snowcapped mountains and valleys of the Swiss every summer? Well, this one just came true!



Gali Gali Teri Loh Jali...Jiyo Re Bahubali...!!

As we entered the darkened space of theatre, we underwent a transformation. We consciously or sub consciously committed ourselves to that rhetoric of "Why did Katappa kill Bahubali?" The revelation could not have been better; the scale, visual finesse and yes, the extravaganza.

Food, friends and suspense, what else do you need more!! Thank you SC-RC for taking care of the long wait...!!





DELHI Smile, Laugh and Dance

The quarterly party organized in Junkyard Café, Saket on June 23rd was a memorable one. SC-RC ensured that the fun wasn't limited. The event began with happy gatherings and greetings. All of us enjoyed the solo dance and singing performance of ASA-CCI'ans. The competition was tough enough and the talent displayed was quite amazing!

After a thrilling contest, Namrata Hanspal and Aakar Mangla won the competition and were presented goodies for their brilliant performance. The night wasn't limited to that only. All members of the ASA-CCI family danced at the beats of DJ.



Baisakhi

Baisakhi was celebrated on April 13th and on this occasion SC-RC distributed sweets. Further, Baisakhi Quiz was also organized. The winners of the quiz were Sahil Bansal and Shivangi Khandelwal, who were awarded with attractive gifts for being quickest and accurate in their answers.



Mother's Day

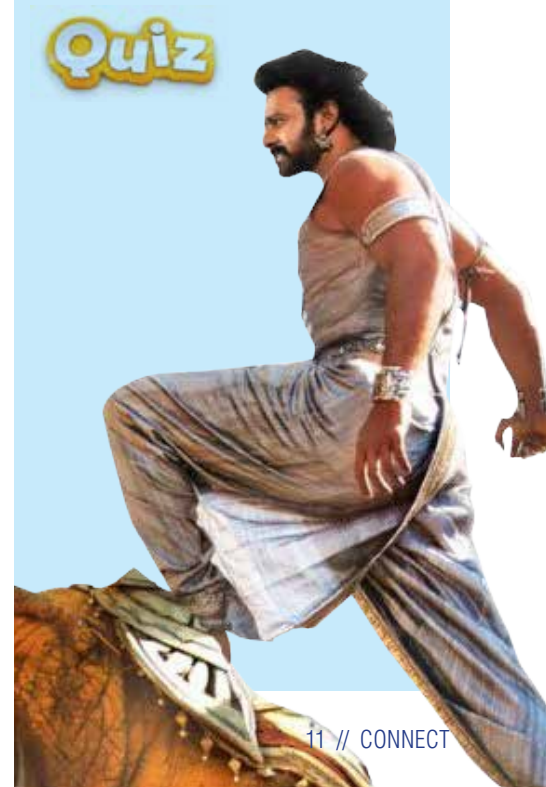
To celebrate the spirit of Mother's Day, SC-RC invited all the employees' beautiful memories with their mother along with one liner short message. Further, to surprise the mothers, a short video of mother children bonding was made and played in office.



Bahubali Quiz

To celebrate the release of Bahubali and to unfold the mystery of 'Katappa ne Bahubali ko kyu mara?', Bahubali quiz was organized on April 27th.

Many quick and correct entries were received, out of which the fastest one was given by Aaditya Gupta, who won couple tickets of the movie.





RE-LIVE A MOMENT

DELHI

Dalhousie – A Weekend Paradise

It was the month of April and it felt like an Oven outside! Well, a trip to a hill station seems like a good idea if you want to escape from such hot weather.

We, five young minds, took off to on a weekend trip to Dalhousie, a very well know destination especially among the people living in North India.

We booked our rooms and made Train reservations in advance and re-checked our plans so as to avoid any last minute shock. The roads are smooth all the way up to the hills and weather was also very pleasant and mesmerizing. It was drizzling by the time we reached there. After reaching the hotel, our plan was to go to KHAJJAR popularly known as the "Mini Switzerland of India". It is the

most amazing and picturesque destination in the whole of Dalhousie where you feel as if your Desktop wallpaper has come to life. One has to be there to experience the green and natural surroundings. The locals in Khajjar offer some adventurous activities too like paragliding, jumping ball and horse riding. As I am writing about this, all the memories are coming back to me, it's so refreshing.

After an amazing visit to the lake, we came back to the Hotel and were lost in the dreams of greenery. The very next day started with an early morning trek to Punchpula falls, where we had our breakfast.

Our next destination was Chamera Lake which is around 30 kms from main city of Dalhousie. The sight of the lake is mesmerizing. During monsoon, it looked soothing. The view from there will make you sit for hours and forget all your worries.

And our trip ended with so many memories to cherish. Dalhousie was amazing and it treated us nicely.

Sonali



BENGALURU

Chat with our Idol



Meeting a person for the first time, that too an established and renowned person creates so much excitement along with a pinch of anxiety in one's mind. But, as the meeting commenced, the anxiety was overtaken by the inspiring words by none other than the founder of ASA-CCI, the head of our family, Ajay Sethi.

It is the freshers meet with Ajay Sethi that happened in ASA Bengaluru. It was an enriching experience where our questions on the mantra of becoming a successful professional, received straight forward and open answers with so much patience.

We should not encounter all the problems at one shot and complicate the situation. Instead, we should aim to prioritise our problems and then iron out. Everyone must work without fixing a boundary, should not restrict only to the work allocated and must think out of the box too and gain expertise over anything that we can do. He also shared with us the techniques to interact with the clients.

Overall an enlightening experience with fun and positivity all around ending with a selfie with our much adored mentor Ajay Sethi

Upasna Sunder

It's Cycling!!!!

Fitness on a budget!! Yup, it's CYCLING on Sunday morning at Cubbon Park.

To make our life stress free, a sudden cycling plan was made up!! A cycling experience after a long time... and a break from our routine work. There's a famous quote from American author, Mark Twain, that goes like "Learn to ride a bicycle, you will not regret it if you live."

Cycling in Cubbon Park costs next to nothing and the calories you burn is priceless! We experienced it only when we ride and race. Our early morning was kick started with cold weather in an amazing place with lush greenery, filled with morning walkers and cyclists. There was happiness, excitement and challenge on each one of ours faces waiting curiously to enjoy the experience –standing

in queue, waiting for a bicycle, having no age limits and at anytime taking lot of selfies!!!!

Gratitude and savouring often go hand in hand. It's hard to savour without feeling grateful. Gratitude also makes us happy and cycling is one such thing, it occurs when we are so engaged in something that we all lose track of time. We don't notice anything at all because we are so immersed as it's a task.

Arsa Anjum





BENGALURU “It’s Monday!

Perfect time to reboot and start afresh!!

So true is this quote in our case .Well, the week started with a Monday, with its usual morning blues. After a tiring but a happy day, we all decided to chill out at a unique but amazing restobar called Hakuna Matata. It was just 15 min distance from office, but thanks to Bengaluru traffic and rains, it took us more than half an hour to reach.

Though it was just 7pm, we were indeed very hungry. Soon our hunger was well looked after. Delicious food, amazing ambience and cool weather after rain Bengaluru weather made our night-out indeed refreshing. Well more than food, it was our talks and laughs that made this outing more memorable. Vinay, Shivram and Nitesh who are very well known in office for their unique comic timing were at their best form and entertaining us by cracking jokes and imitating office members. Outings like this has helped us not just in making our office a happy place to work, but also to strengthen our relationship as members of ASA-CCI family!!

Shri Hari Bhat



Kodai Diaries!!

It’s very important to take a break from the job, the mundane routine, and the never ending demands of life in order to recharge our batteries and keep us functioning at our best. We took this much needed break by going for an excursion to Kodaikanal which means gift of the forest in Tamil. As the name signifies, Kodaikanal is a beautiful hill station.

As soon as we reached Kodai, we were greeted with God’s most precious gift, "the rains". This came as a sudden surprise and although rains make the environs more beautiful, it came at the wrong time and we had no option but to stay back and enjoy this beauty of nature in the confines of the resort

itself. In evening, the sky took a break to shower, which is when we had a jubilant time in Coakers walk which was nearby our resort. It was frosty, misty and a place apt to click pictures.

Next, what we did was ice skating! After skating, we reached back to the resort and started our gala evening with music, joyful chat, games which went on without an eye to the clock. The other interesting place where we spent time was the Kodai lake. Cycling, boating and enjoying the beauty of the lake was all what we did there. Overall, it was an amazing trip with close friends, filled with fun and frolic which gave us all a lot of sweet memories to cherish!!

Upasna Sunder



MUMBAI An Unforgettable Trip to North India..!!

It all started with an initial outing plan of 4-5 days but ended with a supercool vacation with my parents for 13 days covering Delhi – Kufri – Manali – Khajjia – Amritsar.

First time in flight was an unforgettable affair. The quick visits to the famous and remarkable places like Lotus Temple, India Gate, Parliament House and Akshardham Temple were something more than spectacular. Delhi has its own charisma and yes.. Delhiites too. And thus correctly recited “Dilli hai Dilwalon ki”. Mouthwatering delicacies like paranthas, chaats, chhole bhaturas and lassi make Delhi my favorite food destination. Soon then, we were lured to see Taj Mahal in Agra and adored its beauty.

Next day morning embarked our road trip towards Shimla, visiting Kufri which is adored

for its Himalayan National Park, Christ Church, Pony and Yak Ride.

Nature got better as we headed up towards hilly drive Manali. Hadimba Devi temple, Vashist hot water spring enchanted us. Next morning, we were blessed by seeing splendid view of the Golden rays emitted by Sun gently kissing snowcapped mountain from the window. All attired in snow jackets, caps and glasses on our way towards Solang Valley and Rohtang. Pictures in traditional attire of Manali gave us astounding memories. Next morning at Amritsar, we were honored to attend the spectacular retreat ceremony at Wagha Border. The evening in the divine and peaceful Golden Temple was an unforgettable and heavenly experience.

Himachal has been a memorable place and the memories will undoubtedly remain evergreen in our minds for the rest of our lives.

Yes, want to meet you again Himachal!

Bharvi Sheth





An Interaction with our First Lady Partner – Vaijayanti Mala Belsare

→ State an unusual thing you do to overcome stress.

I love to read books on "self-improvement", "motivation" and similar topics. Such books and articles have given me lot of guidance and strength and kept me on track!! Occasionally purchasing little fashion accessories or sipping on a coffee at Starbucks reading a book does relieve/refresh the tired mind.

I spend time with my pet cat "Cathy". The way Cathy expresses her love, completely de-stresses me. She expresses her love by biting my hands, scratching and spoiling my leather bags, hitting on my nose with her paws and sometimes just purring endlessly! Her existence is enough to destress not only me but my entire family!

→ What is the weirdest thing you've ever eaten? Narrate your experience?

I was once on a flight to Brazil to attend my MBA classes. Being a vegetarian, while booking the ticket, I had selected an 'Asian Vegetarian' meal, the availability of which I had confirmed with the air hostess when I boarded the flight. When the flight was to arrive at Abu Dhabi, the Air hostess started serving meals and one was brought to me, comprising a few small, brown patties like food items, coupled with some veggies and red sauce.

I took a bite and my first reaction was "Yuck what is this!" I turned to the man sitting next to me for help. Actually, he had been sleeping the entire time and hadn't eaten anything. But now he was awake, was also munching on the same meal and was looking completely disgusted with it. I asked him, "What is this?", and to my utter surprise, he replied, "It's pork but it is stale and spoiled." Poor guy! The only meal that he had on the flight was spoiled! We tried to change our meals but nothing else was available on the flight that day. I somehow managed to eat the veggies and the only consolation I had was there was one more passenger who also experienced the weird meal!

→ Narrate a funny incidence you've experienced.

A long time ago, I had a strange experience. . . .

I was doing my articleship those days and used to go for CA Intermediate classes at Grant Road early in the morning. After the classes, I used to take a local train from Grant Road to Andheri to go to the client's office for an audit assignment. I used to travel in the gents first class compartment as the ladies compartments used to be mostly empty during those hours.

One such morning when I was returning back to Andheri, I noticed a man in his mid-30's or so, sitting right on the front seat, staring at me continuously. It isn't unusual for women-travellers to have men staring at them in the locals. I tried to ignore this for a while, but he kept on staring with a very strange expression on his face. He was wearing a pair of jeans and an old worn-out T-shirt, had a beard and a dark complexion. I started to get uncomfortable and showed complete disapproval and annoyance on my face so that he understood it, but without any success! After a while, he scribbled something on a piece of paper and kept the paper in his pocket. Now I was very scared of him. He was looking really weird and I couldn't guess his intentions.

In some time, as the train was approaching Andheri station, I hurried up to the door to avoid him and to get down fast. To my absolute surprise, he came and stood very close to me. I couldn't react or say anything as there was a crowd waiting to get down and he seemed just one of them.

As I got down, he forced that small piece of paper in my hand and

vanished in the crowd at Andheri station. A huge wave of fear ran down my spine.... now what is this? A love letter? Or a threat? I read the piece of paper with shivering hands..... what a surprise.... the weird looking man had written name of a medicine on that paper with a comment "this is only for your good. I am a doctor"!! I looked up and found him climbing the bridge. He looked back and smiled at me, raised his thumb as if to say "all the best for your treatment".

I was too young then to react to such situations. I kept staring at him with surprise, disbelief and a bit of shock!!

Those days I was suffering from very bad acne, which was not only painful and annoying but wasn't responding to any treatment also. The anonymous doctor had written name of a German-branded medicine cream that was specially meant for the treatment of acne.

I took his advice seriously and checked with my chemist about the cream. It was actually meant for European weather conditions and wasn't tried in tropical weather conditions. But somehow my hunch made me buy the expensive cream and apply it as per the instructions. It was indeed more suitable for European weather conditions because it was very hot and harsh! Stepping out in the sun with the cream applied was unbearable. But slowly it worked for me. In the next 6 months my acne had given up and my skin had cleared significantly.

I learned the "power of noble intentions" from this incidence. Whenever I remember this incidence, my heart fills with a lot of gratitude for that anonymous doctor and I thank God for making him stare at me that day!

→ What is your favorite song at present? Why?

I like lots of songs, but if I have to choose one right now, it'd be "Careless Whisper" by George Michael, the feelings that he outpours in the song are timeless and eternal!

→ Any four words you'd use to describe yourself?

Vibrant, aggressive, passionate but very soft-hearted.

→ What did you aspire to be as a child?

As a little girl, I wanted to be a very beautiful woman and I used to feel sad doubting if I didn't look beautiful when I grew up! Innocent childhood, isn't it? As I was growing, I aspired to be a scientist and a professor, few years I aspired to be an artist. Things keep changing as you grow, don't they? However, whichever profession I got attracted to, I always wanted to lead in my field and be a great leader like Chatrapati Shivaji and Lokmanya Bal Gangadhar Tilak to be specific! Not because I had read about them in textbooks but because I learned both were masters of their own crafts, both led selflessly only for the country and people and as leaders, both were par excellence!! I was always attracted to big thinking and excellence! But what an irony, I never wanted to be an auditor!!! That's called "destiny", life happens to everyone I guess!!

→ One word/phrase you use most frequently at work.

'Cool!'

→ If it weren't for Chartered Accountancy, which professional course would you have opted for and why?

May be I'd have become an actress. I used to do theatre in my school days, which has always been close to my heart.

→ Name the one thing you'd want to achieve/acquire in your life.

I want to reach my full potential so whatever that is!

→ Apart from work, what are your interests?

Many! I love working out in the gym, watching movies, reading non-fiction. I love animals, I love taking care of cats and dogs in my locality. I have rescued lot of cats and kitten, puppies in distress and will keep



doing that. I feed 15 to 20 cats in and around our society compound every day!

→ **What's your idea of an ideal vacation?**

One with my MBA classmates, anywhere in the world!

→ **Name one thing you've always wanted to do.**

Read and understand "Economics", "Strategy" and "Private Equity" subjects.

→ **What is it that you'd like to change about yourself?**

Lose weight, get a leaner physique!

→ **If you could change one thing about your life, what would it be?**

I'd recoup the past 10 to 15 years of my life and do things that really matter!

→ **What attracts you towards a person? And what puts you off?**

What attracts me? Big thinking, hard work, excellence, confidence and simplicity. Traits that put me off are self-bragging, pompousness, giving up easily in life, not taking responsibility when one should and pessimism.

→ **Name one person who inspires you the most.**

Sachin Tendulkar! He is the real hero of the modern times!

→ **Name one thing you'd like to pursue post-retirement.**

Self-improvement

→ **Fill in the Blanks**

- a. VB is awesome!
- b. I hate violence and cruelty
- c. I love life.



KNOW YOUR MATE @ ASA-CCI



HYDERABAD

The Coolest Guy – Nagi Reddy

He has a very vast knowledge regarding various industries and their operations. A knowledge bank, enthusiastic about current affairs, politics and technology alike, very calm in nature and deals every issue with a cool approach which teaches us how to handle different situations in a composed and efficient manner. Whenever we approach him with a problem, he gives different alternate ways to tackle it.

He is very impressive in persona and creates a positive outlook at the first meeting itself. Feels great to have such a great guy amidst us!



Mahalingappan – 'The Tech Savvy'

A day without him in office would create chaos in no minute. Mahalingappa is the essence of EDP to the 'n'th degree and is the one whom we look for, when there is a beep of error in our system. Everyone knows him as a pro in handling server, networks and computers, while the unknown side of Lingappa is here-

He started his career as a designer in a printing press. This exposed him to various software and kindled his thirst for IT. We usually find him delving into various websites questing



after tech related videos during his idle time.

That's what he likes to do - to enter into the world of IT and bask in the rays of network. He is also fascinated about photo editing, movie making and animation. He likes to discover various tools to bring out the best! He wishes to possess a complete knowledge of server and is aiming to write his own program!

Dear Lingappa, our 'IT database', we wish you all the best to achieve all your dreams and reach higher than the clouds.





CONGRATULATIONS & CELEBRATIONS

Trupti with Vaibhav
~ Mumbai ~



Prathima with Manjunath
~ Bengaluru ~



Daisy with Tanuj
~ Delhi ~



Pravin with Prachi
~ Mumbai ~

Heavenly Blessings

It's a boy!!



Aruj

S/o Vinay K.S (Bengaluru)

It's a girl!!



Mahira

D/o- Rahisuddin Saifi (Delhi)

It's a girl!!



Vanya

D/o- PrateekPrakashchand (Ahmedabad)



Shining Stars



SUBRATA S BOSE

Executive Partner - Compliance,
Delhi

BENGALURU

Name	Designation	Division
Shashi Kumar	Manager	Taxation
Madhu Sudana	Deputy Manager	Taxation
Mohammed Waize Lowna	Deputy Manager	Taxation
Yogesh R Mahubani	Deputy Manager	Assurance
Naresh D J	Assistant Manager	Compliance
Shafeeq P K	Assistant Manager	Compliance

CHENNAI

Name	Designation	Division
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Motohide Miyake	Manager	Business Advisory
Vaishnavi C	Deputy Manager	Assurance
Abhishek Bothra A	Assistant Manager	Compliance
Dharun Naveen	Assistant Manager	Taxation
G Kameshwaran	Assistant Manager	Compliance
Hanjana Lakshmi	Assistant Manager	Taxation
Vaishnavi C	Deputy Manager	Assurance

KOCHI

Name	Designation	Division
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Aalwin George	Assistant Manager	Shared Service - Administration
Tony Varkey	Assistant Manager	Compliance

MUMBAI

Name	Designation	Division
Hitesh Mishrimal Jain	Deputy Manager	Assurance
Swati Bhatia	Deputy Manager	Assurance

DELHI

Name	Designation	Division
Nitin Gupta	Associate Director	Assurance
Shun Ishikura	Associate Director	Business Advisory
Gaurav Bhatia	Senior Manager	Assurance
Arvind Kumar	Manager	Assurance
Gaurav Mahajan	Manager	Assurance
Geetika Kohli	Manager	Compliance
Manuj Dua	Manager	Assurance
Nancy Gupta	Manager	Assurance
Nitesh Kumar Mittal	Manager	Assurance
Prateek Gupta	Manager	Assurance
Rahul Arora	Manager	Taxation
Sudheer Pareek	Manager	Taxation
Akansha Khanna	Deputy Manager	Enterprise Strategy
Ankit Gupta	Deputy Manager	Business Advisory
Arun Kapoor	Deputy Manager	Enterprise Strategy
Deepti Aggarwal	Deputy Manager	Taxation
Priyanka Ahuja	Deputy Manager	Taxation
Raksha Gusain	Deputy Manager	Business Advisory
Sahil Goel	Deputy Manager	Taxation
Shatrughan Jha	Deputy Manager	Compliance
Shyam Ramakrishnan	Deputy Manager	Business Advisory
Tarunpreet Singh	Deputy Manager	Compliance
Aanchal Vohra	Assistant Manager	Assurance
Akash Jain	Assistant Manager	Assurance
Aman Gandhi	Assistant Manager	Taxation
Rahul Chawla	Assistant Manager	Business Advisory
Rahul Dhoulakhandi	Assistant Manager	Assurance
Ruchika Sharma	Assistant Manager	Shared Service - Human Resources
Ruhi Suri	Assistant Manager	Business Advisory
Sahil Sharma	Assistant Manager	Assurance
Shivangi Khandelwal	Assistant Manager	Assurance
Sonal Verma	Assistant Manager	Business Advisory
Uma Kala Khanal	Assistant Manager	Assurance
Vidhi Sharma	Assistant Manager	Assurance
Vipul Khandelwal	Assistant Manager	Assurance
Deepak Chandra	Senior	Business Advisory



MOMENT OF THE QUARTER



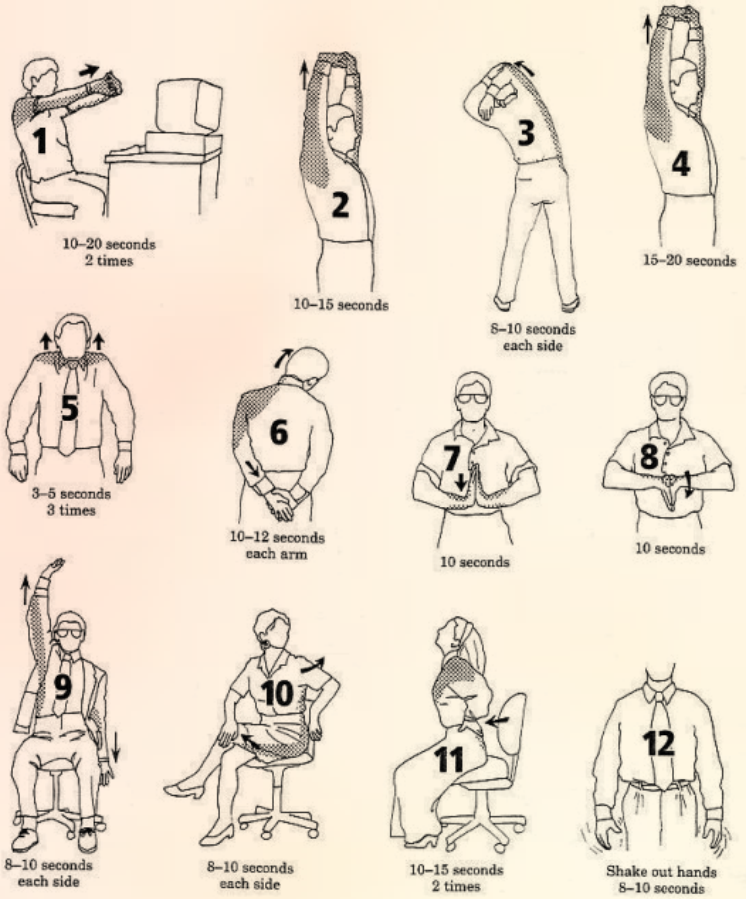
Yoga Day

Let's face it: We're a desk-potato nation. But our bodies aren't designed to hold a position for eight or more hours a day—they're made to dance, twist, jump, and run. When we're deskbound, the body has to hold a fixed, unnatural position for a long time. So when we get a yoga class in office, it can be fun, innovative and relaxing.

Along with fun, it can also be a solution for sore lower back, stiff neck, and tight hips and shoulders from sitting at a desk for 8 plus hours. It was one of such days in Delhi office on International Yoga day.

We all would like to continue yoga in our everyday life routine as well. So here are quick yoga exercises which you can do in office.

Some Useful Tips





DELHI

Looking Back at Nice Memories

On March 6, 2017, a beautiful star was created in the night sky. The star is the angel of our lives, Eva Seth, who left us to be with the Almighty, fighting blood cancer for 334 days.

She was born on August 14, 1995, and was the elder daughter to her parents. She joined ASA in the month of September 2015 as an article trainee, Assurance division. Passionate for the profession, joyful, mischievous, open minded and especially smart were some of the characteristics. She dreamt of becoming a Chartered Accountant.

She was detected with an early stage blood cancer in the month of April 2016. An initial relief when the doctors mentioned that the same is curable. There was overwhelming support from our organization, and the prayers of many. She went through very trying times. Five months in the hospital, regular chemotherapy, a PICC line of six needles in the arm and tons of restrictions on food. The last was especially sad, given her love for trying out new food. Even after all this, she was full of life and would tell her parents that she will be completely fine and wiped their tears away. After that, a relief that

she came back home and only an occasional visit required for regular chemotherapy as a precautionary measure. All looked good. She came to the Diwali Pooja at our office in October 2016. This was a ray of hope and spark of joy for me. She started all sorts of regular things at home. Her father proposed a work from home arrangement at our office. I thought "Everything is fine now, she will be back soon!"

In December, further growth of the cancer cells were detected. Platelets went down each day. Treatments didn't work. Things were getting out of control. But we didn't lose hope, nor did she. Dancing in the bed, moving to the beats, laughing on her own jokes, trying to keep everyone happy. But some things are beyond human control. The Almighty took her away. Her last words – "Ok bye, See you". She always kept her promises, and I am sure she will keep this one too!

She once said this to me, which is now the motto of my life – "If there's ever a tomorrow when we're not together, there's something you should remember to smile – look back at nice memories".

May her soul rest in peace!

Manuj Dua

The ICAI – a Bittersweet Love Story

It started with a dream,
To have the luxury,
Of working in a private cabin,
Under the cool breeze of an AC.

"Become a Chartered Accountant",
said my mum.
"You'll earn a handsome, decent sum."
"It's difficult, but you can."
And there, my journey began!

Soon after my 12th exams,
That's when I met you, ma'am!
I enrolled for the CPT course,
And classes started in full-force!

You took me through,
Like it was a cakewalk,
But when I moved forward, I realised,
CPT was only small-talk!

I worked harder and harder, each day,
To get closer to being a CA,
When I cleared the IPCC
with flying colours,
I felt I had already got chartered!

But you, my love,
had different plans for me,
You showed me a failure
I had never seen,
For in the first attempt of the finals,
That's when I went through your denial!

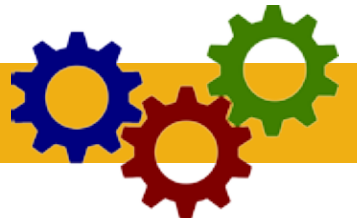
Here I am now,
Trying to get through,
My efforts seem to matter less,
Because my success is upto you!

Each time you turn me down,
I do my best not to cry,
Hoping you'll make me
one of yours someday,
Oh, my beloved ICAI!

Joel Greenwold

MUMBAI

MANAGEMENT FUNDA



Do the Needful

At an old chapel, all locals and remote people would come up for Sunday services. One such Sunday, it was snowing outside and no one appeared for the service except a farmer, who had made it to the church despite the severe cold outside. Now there were only two people at the chapel, the farmer and the clergyman. Seeing that there was just one person in the audience, the clergyman, expecting a mutually helpful reaction from the farmer, said, "I am unsure of whether it is worth proceeding with the services. Maybe we'd better go back to our houses and have a hot drink?"

"Well, I am just a simple farmer." said the farmer. The farmer continued, "but when I go to my herd and if only one turns up for food, I surely don't leave him hungry."

The clergyman felt ashamed and started delivering his services. The clergyman recited hymns and readings, and the services lasted for a couple of hours. Finishing proudly, the clergyman felt really happy and thanked the farmer for the lesson that one's duty remains no matter how small the need is. Before both left for their homes, the clergyman asked the farmer, "Was that okay?" The farmer replied, "Well, I'm a simple farmer. But if I go to my herd and only one turns up for food, I surely do not force it to eat all that I have bought for the entire herd."

Moral : Our duty does remain irrespective of the level of need, however, it is wise to adapt to change and deliver as required.

FUNNY SIDE UP

**To me, a good run is like a refreshing coffee. I am so much nicer, after having one....
If book writing is off the hook,
A cycle is all I look**



**Though GST leads to progress, I need a smoke to relieve the stress....
I keep my head high, my muscles tight and my tea strong.**



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CHARTERED ACCOUNTANTS

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