

# CONNECT

ASA-CCI



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One day, a professor entered the classroom and asked his students to prepare for a surprise test. They all waited anxiously at their desks for the test to begin.

The professor handed out the question paper with the text facing down. Once he handed them all out, he asked the students to turn over the page and begin.

To everyone's surprise, there were no questions – just a black dot in the center of the paper. The professor, seeing the expression on everyone's faces, told them the following: "I want you to write about what you see there."

The students, confused, got started on the inexplicable task.

At the end of the class, the professor took all the answer papers, and started reading each one of them out aloud in front of all the students. All of them, with no exception, defined the black dot, trying to explain its size, its position in the center of the sheet etc. After all had been read, the classroom silent, the professor started to explain:

"I'm not going to grade you on this, I just wanted to give you something to think about. Everyone focused on the black dot and no one wrote about the white part of the paper – and this is exactly what we do with our lives.

We have a white paper to hold onto and enjoy, but we are so busy contemplating about the dark spots that's in there – the health issues that bother us, the lack of money, the complicated relationship with a family member, the disappointment with a friend.

You need to realize that the dark spots are very small and only few. And yet we allow these to pollute our minds.

Take your eyes away from the black dots in your lives.

Enjoy each one of your blessings, each moment that life gives you.

Be happy and live a life filled with love!"

## THE BLACK DOT

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2019 marks the completion of 28 years of ASA-CCI in practice!



# A word from our Managing Partner

Like the determined eagle, the ASA-CCIians have soared. Be it knowledge sessions or seminars, we have never been more busy. The interim budget session, done jointly with MUFG in Japanese, and the attendance it garnered is testimony of our growing prowess. I note with glee the full houses our client clinics now draw across locations. And then the excellent 'thank you' dinners at Bangalore and Chennai. Kudos to the organizing teams.

Kudos also to the RC teams for picnics, new year bashes, Holi, Lohri/Pongal and the Firm Anniversary, or should I say Appreciation Day. Each one singularly outstanding. I am proud of our teams. You know how to work hard and play hard. Keep this spirit of oneness ever alive, so visible in the photos inside. Reading the holiday tales here, I realize we are at no risk of losing our mojo - certainly not the Arora family!

As much as the Firm, the talent within too is exploding. It is a pleasure to meet you Ms Social Butterfly, Mr Gold and Mr Green – look forward to a chat sometime.

Thank you Connect team for introducing us to the human side of our number crunchers aka finance team. What a pleasure to hear them.

And finally, the impossible has happened – somebody found “yours faithfully” intelligent! Save this copy for posterity, he will likely change his mind soon 😊  
Love all you wonderful people.

Best regards

AJAY SETHI

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## Budget session at High Commission

Ajay Sethi was a panelist at an interactive budget session at the High Commission of India – London, UK on the Indian Budget. This event was organised in collaboration with FICCI UK.



## @ GLANCE

### India Interim Budget seminar

ASA-CCI co-hosted the India Interim Budget seminar in Japanese with MUFG at The Leela Ambience in Gurugram. The seminar was conducted for the benefit of Japanese firms in India and covered Union Budget 2019 and its implications. Ajay Sethi gave the opening remarks and the presentation was given by our very own Noguchi-San.



## MOU signing @ FICCI

Mark Runacres, Senior Advisor International Affairs, represented ASA-CCI at the landmark signing of a MoU between FICCI and the Ireland India Business Association in Dublin, where we will be knowledge partners.



## ETAuto EV Conclave 2019

Sandeep Balooja, our Senior Advisor Automotive, addressed the Economic Times EV Conclave 2019 where he advocated the use of electric vehicles or hybrids and emphasised on the need for government policies on infrastructure for EVs and alternative fuels.



## RISE workshop - DEL / GGN

SC-TD organised 'RISE', a workshop conducted by renowned social entrepreneur, Avinash Tikku. He has transformed millions of lives all over the globe with his love, charm, and teachings of meditation & skill development. The workshop focused on discussing the difference between inspiration and motivation. He also helped everyone realize the power of Yoga and meditation.



## Tax Meet - DEL / GGN

The first 'All India Partner Manager Tax Meet' was organised at the Heritage Village Resort, Manesar under the guidance of K Venkatraman. Direct tax teams from our locations across India participated in the meet. The meet aimed at bringing the team together to identify and understand new opportunities and challenges lying before the service vertical and gear up for the next year.



## Client Clinic - Forensic Accounting and Fraud Prevention - GGN

A client clinic on forensic accounting and methods of fraud identification and prevention was held at Gurugram. In this session, Gaurav Bhatia highlighted types of frauds that occur, methods to identify them and how to prevent their recurrence in an organisation.



## ASA-CCI Town Hall - DEL / GGN

Keeping up with the inclusive spirit of ASA-CCI and carrying forward the culture of management accountability, SC-Admin organised a Townhall wherein Ajay Sethi answered questions raised by the staff members and listened to their suggestions on office policies. The session witnessed enthusiastic participation from the audience who raised many thoughtful questions and shared their valuable feedback.

## Vidarshana Tritiya - BLR

SC-TD was proud to organize the third edition of the Annual Technical Fest – Vidarshana. Vidarshana Tritiya focused on the motto of 'Gather, Share and Repeat'. The idea was to encourage everyone to always gather and share knowledge so that they can learn, grow and develop together. The various sessions of group discussions, business development, mock stock, and financial crime analysis got everyone glued and pushed everyone's competitive spirit at an all-time high.



## Corporate Dinner - BLR / CHN

Our Bangalore and Chennai offices held their Corporate Dinners. ASA-CCI Chennai office celebrated yet another year of success and growth with the night agenda including a talk on "BRAND BHARAT" by eminent speakers Mr & Mrs. D.K.Hari. The session about the hidden treasure of India focused on revealing the finest things of our country and was indeed thought provoking.



## GST session - BLR

A GST session was organised at the Indo German Chamber of Commerce, Bengaluru. It focused on recent notifications and advance rulings and their impact on Trade & Industry. The speakers P. Nitish & Basavraja MN threw light on GST audit & refund process documentation and support.



## Self Defense training - MUM

It is said that self-defense should be so simple that it should work for anyone irrespective of their age or ability. Keeping the importance of self-defense in mind, SC-Admin organised a self-defense workshop for all the staff members. The trainers showed various categories of attacks and self-defense moves that can be used when faced with a hostile situation.



## Forensic for Fraud Prevention - MUM / CHN

SC-TD organised a session on forensic audits and fraud prevention which was conducted by Parveen Kumar. He shared his ideas, thoughts and his first-hand experience. He took everyone to live through the modus operandi and audit techniques followed by his team to unearth the craftly hidden frauds in various organisations. The session was truly thought-provoking and inspiring.



## Session on Companies (Significant Beneficial Owners) Rules - MUM

The issue of misused multi-layered corporate entities has grabbed the attention of various policymakers and regulators. Regulatory authorities have tried to address this issue by enacting Companies Significant Beneficial Ownership Rules 2018. SC-TD organised a session by Himanshu Srivastava to shed some light on this topic. He also went further to share his knowledge on Bankruptcy and Insolvency Code and enlightened the audience with details of Bankruptcy practice of our organisation.



## Leadership in a Professional Services Firm - MUM

**“Management is doing things right, leadership is doing the right thing” – Peter Drucker**

Who else can elucidate this quote better than our very own leader Ajay Sethi? SC-TD Mumbai organised a session with Ajay Sethi where he explained the various nuances of leadership with relevant examples. He explained the demanding task of being a ‘good leader’ with such ease. The session turned out to be a very motivating and enlightening one



## Annual Partner Manager Meet (APMM) - HYD

Deviating from the norm this year's Annual Partner Manager Meet was held at a slightly unusual location: The Ramoji Film City in Hyderabad. The two-day meet saw partners and managers get together to discuss the future goals of the firm. National heads familiarised the group with activities of their respective service verticals through their insightful presentations while Ajay Sethi's presentation focused on the performance of the firm. A session on digitisation was also organised for everyone to contemplate on the changing business environment. An interesting feature of the session was prizes being distributed for the best questions asked. The event was made memorable by an intriguing game of cricket that revealed the batting, bowling and wicket-keeping skills of our partners and managers. Ramoji Film City was indeed a visual delight with splendid Bahubali sets being the most sought-after spectacle.



## TIPS - GGN

All India Training and Induction Programme for Staff (TIPS) was held this year at Courtyard, Gurugram with an aim to provide knowledge and training to the newly inducted trainees. The two-day long programme comprised of interactive sessions by Partners and Managers on varied topics that familiarised the new trainees with ASA-CCI divisions and policies.



## Let's share - KCH

SC-Admin organised lunch for underprivileged children and the entire staff took part in it excitedly. It was very fortunate for all of us to get an opportunity to visit Samskriti Bhavan. Conversing with the children and sharing joyful moments with them was a truly wonderful experience. The children were also gifted umbrellas and sweets by SC-Admin members.





"A dream doesn't become reality through magic, it takes sweat, determination and hard work" – Colin Powell

# CHEERS TO 28 GLORIOUS YEARS!! (Anniversary Celebrations at our offices)

## - DEL / GGN

The day started with a formal photo session at the terrace following which SC-RC members presented the Partners with bouquets congratulating them on their journey so far. The office came alive with colourful balloon decorations. SC-RC organised an annual anniversary party in the evening at Ministry of Beer, Gurugram. SC-EDP team, headed by Sundeep Gupta as Guiding Partner and

Gaurav Mahajan as Chair, won the annual trophy for the best sub-committee while SC-TD was declared runner-up.



## KCH

The Kochi branch of ASA-CCI celebrated 28th Annual Day at Le Maritime Kochi. The function was kicked off by a cake cutting ceremony followed by interesting and inspiring experiences. The dance floor was rocked with breath-taking dance performances and an awe-inspiring medley of songs. The staff hit the floor with their 'Naadan Paatu' Medley and a hilarious 'Kitchen Dance'. Prizes were distributed for Ad-Films competition, best Sub Committee and a token of appreciation was awarded to the ones who cleared their exams. The function was concluded with a wonderful song by Sreevidhya V Pai.



## FUN AND FROLIC

### MUM

An air of excitement enveloped our offices on the occasion of office anniversary. There were decorations all around the office. Everyone in attendance reminisced about the years gone by with the firm and felt nostalgic. SC-Admin organised an American Cowboy Era themed party at Old Wild West. Everyone enjoyed dancing which was followed by a delicious meal of exquisite cuisines.



### HYD

Celebrations for 28th anniversary began with the office group photograph followed by office decoration, fun games and cake cutting ceremony. The memorable day concluded with a scrumptious feast at Barbeque Nation where sub-committee winners and employees were awarded a token of appreciation for their efforts during the year.



### BLR

The 28th Annual Day celebration at Bangalore started off by a cake cutting ceremony followed by a pooja at the office.



## CHN

### Anniversario dell'azienda!!!

The anniversary celebrations started off with cake cutting and pen marking the achievements of ASA-CCI, which was followed by announcing of SC winners and prize distribution accompanied by scrumptious lunch for all.



## Holi hai! - DEL / GGN

SC-RC organised Holi party at the terrace of our Delhi office treating everyone to traditional delicacies dahi bhalle, jaljeera, and gujiyas. Staff members had fun with gulaal and danced to dhol beats.

## KCH

SC-RC celebrated Holi with a lot of colors, water guns and balloon bombs. The celebration ended with everyone enjoying sweets and soft drinks.



## Our Pongal just got Rajnified!

### Pongal Celebrations - CHN

Chennai has its own way of celebrating people and expressing their love for them. The wait for movie Petta, of South Indian icon 'Thalaivar' Rajinikanth, was over when it released this Pongal. We had a "Marana Mass" movie date where all the fellow members enjoyed "Thalaivar Dharisanam". SPI Cinemas Popcorns has its own craze, same as the movies of Rajinikanth. SC-RC made the day best by providing both. The team outing of 3 hours of exuberance came to an end by clicking pictures of one of the most memorable day together.





## Celebrating new beginnings

### Lohri Celebration - DEL / GGN

Lohri was celebrated in our offices in ASA CCI style! A huge bonfire was lit in the centre while dhol beats and the aroma of Gajak and jaggery filled the evening air. The celebration started with everyone gathering in a circle around the bonfire and offering popcorn and traditional Revari sweets to the fire. Afterwards, everyone danced to folk songs and enjoyed kachoris and soft drinks.



## A sweet welcome to the spring

### Makar Sankranti celebrations - DEL / GGN

On the occasion of Makar Sankranti SC-RC distributed sweets to staff members wishing everyone the onset of spring season.



## Finding the Champions

### Sports Day - DEL / GGN

Sports Day was organised at DDA Sports Complex, Saket by SC-RC members. The games included Kho kho, Cricket, Tug of War and varied races. Hit Chawla and Sahil Singh bagged the titles of Man of the Series and Best Bowler respectively while Nitin Gupta was awarded the Best Batsman and KP Sundariyal emerged as the Surprising Player. Everyone enjoyed a sumptuous lunch before heading back home.



## Being a proud Indian

### Republic Day

SC-RC members distributed sweets to staff members wishing them a happy Republic Day and urged everyone to pledge towards a clean, green and pollution free nation.



## Catch the thrill

### Team Movie 'Nine' - KCH

SC-RC organised a movie out for all. It was a Malayalam sci-fi suspense thriller movie called "9" starring by Prithviraj Sukumaran in the leading role. The film portrayed a premise which hasn't been touched upon much by Malayalam movies before. Being a psychological thriller, the movie kept everyone on the edge of their seats and made an interesting watch.



## Join the cricket buzz

### ASA-CCI Premier League Season 5 - BLR

The auction for the most celebrated cricket tournament was organised and 3 teams were formed – ASA Panthers, Dabangg Lakeside 11 and ASA Blasters. The tournament was accompanied by entertaining commentary by Hitesh & Praveen and a delicious lunch. After an enthralling final match between ASA Panthers and ASA Blasters, ASA Panthers won the league. Prasanna was declared the man of the series for his outstanding performance.



## Minute to win it!

### Game session - MUM

What goes in a minute, you say? Well for starters, your body produces 120-180 million blood cells; people ask google 2.4 million questions, 25 million of Coca-Cola products are consumed, many of these bottles end up in a land-fill where World Bank estimates it produces 5 billion pounds worth of garbage! The ticking clock brought in loads of excitement and adrenaline rush, as our superhero teams made their way through one-minute challenges like Bowl Over, Shakuni's Dice, Break the Pyramid, Blowfish and Song Dumb-Charades,



witnessing participation from partners and interns alike. The participants won a lot of goodies for their teams leaving no one unrewarded. After an hour-long session of games, everyone settled down to relish a sumptuous bowl of noodles.

## Serve. Hit. Smash.

### Badminton Premier League - BLR

A badminton tournament was conducted to bring out the sporting spirit of all staff members. Doubles match amongst 8 teams took place in an indoor court. Madhumita – Smitha and Neha – Prathibha played a tough final match where the pair of Madhumita and Smitha emerged victorious.



## Rack your brain, game on!

### Game day at Hunt - MUM

Everyone was teleported to 221B Baker Street as participants deployed Sherlock's deductive reasoning, for 60 minutes of cerebral fun! SC-RC organised a trip to gaming arena at Cluehunt, Lower Parel, for a live escape room experience. Participants engaged in a hunt for clues, codes, and ciphers to solve puzzles and escape a locked chamber within an hour. While one team broke out from prison, another abducted team escaped from an art gallery. Waiting for them was a carefully curated snack box.



## An ode to her superpowers

### Women's Day

To mark Women's Day, SC-RC members organised a quiz competition celebrating women achievers around the world. Burgers and chocolates were also distributed to women staff in our Delhi and Gurugram offices.



## Fun unlimited!!

### A day out - HYD

SC-RC organised a fun day out to The Palm Exotica Resort – Wild Waters. The journey was filled with lots of laughter, dance and music. The resort had all sorts of water rides, dry thrill rides, adventure rides, and entertainment options. The day was filled with fun, adventure, and everlasting memories.



“Fun is one of the most important - and underrated - ingredients in any successful venture. If you’re not having fun, then it’s probably time to call it quits and try something else.”

*Richard Branson*

## Meet. Greet. Have Fun. Repeat!

### Weekender - CHN

Mamalla Resort was a perfect place for weekend fun. The event gave us all, including the new joinees, a chance to let loose, have fun, and get to know more about our teammates! The crew was split into groups and each team had to participate in innovative games conducted by SC-RC members. The day was spent by venturing into creative games and activities like Dodge Ball, Hit the Bottle, Tug of War, XOXO, Cross the Brick, Volleyball, Football, and Cricket.



## TRAVEL DIARIES

### When the road beckons!

#### Musliha P A - KCH

The reason behind planning a trip to Ooty was to experience the ride through Mulli Forest. Located at the boundary of Kerala & Tamil Nadu, this forest is filled with beauty and mystery!

Unpredicted changes made our minds more curious and added to the thrill. As the possibility of an elephant crossing in the Mulli Forest road is high, we were asked by the forest officers to change the route to be taken. We left for Ooty through Gudallur via "Nadukani Churam". The night ride was adventurous as the road was fully covered by fog, snow, and the endless hairpin bends. Experiencing the misty midnight air was a spectacular feeling though icy cold winds made us a little cautious. We made a pit stop near Ooty for warming ourselves and had some hot black tea which felt like manna from heaven.

The next day, we visited Botanical Gardens at Ooty which was a mesmerizing experience for all of us. During our ride back we plucked "Oottippoo" as well. The next day we covered the Mulli Forest area during the evening so that we could see wild critters in the forest. The road through the forest was oak-brown and primitive. We went for an adventurous ride through the forest road. We sighted many wild elephants and other forest creatures. It was a wonderful and thrilling ride through the winding roads in the forest after which we returned back home. This trip is one remarkable memory i'll always cherish.



### History calling!! A trip to Ajanta & Ellora caves - **Krishnakoli Roy - BLR**

Ajanta and Ellora caves, both UNESCO heritage sites, can be reached easily from Aurangabad city. Ellora caves contain elaborative carvings and paintings from three different faiths, Buddhism, Jainism & Hinduism. Out of 100 discovered caves, only 34 are open for the public. Cave 16, the Kailasha temple cannot be missed as it is the largest single monolithic rock excavation in the world, it is a chariot shaped monument dedicated to Shiva.

We were mesmerized of the beauty of the carving inside the caves. After visiting Ellora caves we headed to Ajanta Caves. Rock cut Buddhist mountain caves, located around 100 km from Aurangabad greeted us. The caves are full of Buddhist scriptures, colorful paintings depicting Jataka stories. Out of the 30 caves and 26 are open for the public. Each cave is an experience in itself and leaves one intrigued to find more about the life and times of the artists who created such magnificence.



## A week in Paradise

**Sunil Arora - DEL**

Planning this quick family vacation, there was obviously no discussion on the destination. Given how much we had longed for this break, it had to be GOA - for the place is calm, quiet and pure fun.

Everything about Goa is fun...from packing to moving to eating and of course, the drinking part. We picked up Grand Hyatt, a quite property located up north, overlooking the calm waters of Bambolim bay. Day one was grand unwinding (aka sleeping!). With batteries partly charged and craving for more, the Arora family shifted base to the grand pool on day two. Besides an occasional swim, we parked ourselves in the poolside lounge while the kids went berserk, from aqua zorbing to diving and what not! This grand masti was followed by a grandeur Italian dinner. Day three started with a morning walk, beach games and then a scrumptious breakfast. The evening was even better with an amazing sundowner. We were spoiled and by the fourth day, never wanted to leave. As it happens, the reality kicked in soon and there it was...the end of a grand trip which had just begun.

The flight back was fun. We were completely rejuvenated, happily tanned and ready to plan the next Goa vacation.



## Splishing-splashing in Koolangal

**Mohamed Rizwan - CHN**

This was during my family trip to Vaalpaarai, a small hill station near Pollachi, Tamil Nadu. My son enjoyed splashing in Koolangal River. It is so named as the river's bottom layer has pebble stones which in Tamil is known as Koolangal. It is a shallow river wherein you can easily gaze the pebbles at the bottom. Though it was a sunny day, it felt cool and relieving to step inside. It's lush green and scenic background apt for a perfect weekend respite.



## Phuket - A pearl destination

**Kanika Kalra - DEL**

Thousands of visitors come to Phuket every year. Phuket has it all – for the budget, luxury, family, bachelorette, solo, group travellers who either want to relax, be adventurous, love beaches, like to shop or wants to spend the nights away partying.

There is a reason why Phuket is known as the "Pearl of the Andaman Sea".

The city is a cocktail of young ideas and well retained old world charm with its beautiful temples like Wat Chalong, artistic inclinations shown with Trickeye museum that depicts the culture with an old town architecture, after hour life with night markets and the natural beauty of beaches and islands.

Phuket has given the 'Visit Again' sign a true meaning. Relaxing on a beach to adventure sports, with wellness spa sessions to a street filled with crazy clubs, beautiful viewpoints to Spectacular Island hopping, and street food to street shopping like riches on a budget!

The best places to check out include Patong & Phi Phi Island and one must not miss venturing to binge on some lip-smacking delicacies at Night street market & Trattoria Capri da Rico.



## KNOW YOUR MATE



**Mitushi Vallabhkhair  
Pansuriy - BLR**

Mitushi can be rightly called the social butterfly of our office. In just a few months she has got along really well with everyone. Always smiling she manages to spread the positivity around.

She loves to travel and explore new places. She also mentions that she loves adventures and skydiving is in her bucket list. A huge fan of watching movies which she says is the best way she can think of spending her time. Having a sweet tooth, she loves desserts and also loves baking which indeed makes her happy.

Always eager to learn new things and help everyone around is the one quality that stands out. Always ready to take up responsibilities with a smile makes her a really fun person to be around.



**Ramakrishna V  
- HYD**

The most jovial and energetic person in our office is Mr Ramakrishna, well-known as 'Ramki', there's much more to him than meets the eye. He brings with him a vast experience and great knowledge of MS excel and industry, is always eager to learn new things and likes to keep himself up to date. His presence in the office helps ease tensions and his random treats are like mini celebrations.

A greenery lover who enjoys nature's beauty, he believes that nature's peace flows into us like sunshine flows into trees. He has also won awards for excelling in academics from Mr Chandrababu Naidu, Chief Minister of Andhra Pradesh. He is also fond of playing badminton. His quirky sense of humour makes everyone in office erupt into a fit of laughter: He is a catalyst of smiles. Cooking is his stress buster and he is very fond of vintage music.

His sincerity and determination is inherited from his father who is his inspiration. A born leader, his distinctive reviews help us enhance our reports and to improvise our ideas.



**Shono John Joseph  
- KCH**

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity"

Work, Enthusiasm and Energy!!! This three-word description proves apt for the person - A colleague everyone enjoys to work with, known for his sincerity among the other co-workers, it is indeed fortune to have Mr Shono John Joseph in our ASA-CCI family.

In line with the meaning of his name "Shono", he has given us the vision and foresight to be able to organize others and to hold positions of responsibility with poise and self-confidence. He is calm in nature and deals with every situation in a very cool manner. His bearing teaches all how to handle different situations and different people in a composed and efficient manner. He is one who brings positive vibes among the office staff and puts all his efforts to meet deadlines. Being a young qualified Chartered Accountant with such admiring qualities makes him stand out in a crowd.

# Meghdoot Jajoo

## Executive Partner Assurance - MUM

- 1. When did you start your journey with ASA-CCI?**  
Not very long ago – started in July 2018.
- 2. How has your journey been so far?**  
It has been a great learning experience for me. It's a new learning for me to look at the firm's growth from a very different perspective than what I had been used to in Big 4. From small fish, in a big pond, it is now a feeling of big fish in a small pond.
- 3. What is the one change that you would like to bring in this workplace?**  
There are many in fact, and I have started working on it for Mumbai office, right from changing the interiors of office to make it more impressive, etc. But if I have to select one, I shall go for having a team who works as a team and as ASA-CCI family -where team members do not enter or leave office with the feeling of completing the responsibility and getting free in the evening, but they work as if it is part of every individual's life irrespective of the workplace they are working from and enjoy their work.
- 4. If you could change one thing about yourself what would it be?**  
To get intelligence of Ajay Sethi
- 5. How do you like to spend your day off from work?**  
The first priority goes into re-connecting with friends with whom usually workdays don't allow to remain in touch and then to enjoy the remaining free time by living in the present moment instead of getting into the past or worrying about the next day!
- 6. What would you describe as the defining moment in your career?**  
To pass CA Final exams obviously!
- 7. Name one thing that you would like to pursue post-retirement?**  
To continue to work, even for part of the day, and remain in touch with the profession and the new generation.
- 8. One piece of advice you would like to share with your fellow colleagues here in the firm?**  
Never listen to anyone's advice and do what your heart tells you to do! (Not sure if anyone would listen to my advice)
- 9. Who do you think has had the largest influence on the person you are today?**  
My very close friends from college days who always showed trust in me and lived with me through the ups and downs in my life.
- 10. Which are the 3 places on your wish list that you want to explore next?**  
Bangkok? No, kidding. Though not listed down the places, I know what I want to see – a place that has a lot of history or architecture, a place where it is no man's land like a cliff of a serene mountain and a place where human gathering takes place with a single emotion – religious, joy, whatever!

## COFFEE WITH CONNECT

- 11. What do you fear the most?**  
The other person misunderstanding me.
- 12. What energizes you and brings you excitement?**  
Talking to my closed ones which distress me.
- 13. Do you consider yourself as an indoor or outdoor person? If outdoor, then which is your favorite sport?**  
I am more of an indoor person.
- 14. When you were younger what did you think you were going to be when you grew up?**  
Everything but an accountant!
- 15. What is the first quality that you look for in the people you meet?**  
The ease of communication – connect!
- 16. What's your hidden talent?**  
I think it's still hidden...I myself am trying to figure it out
- 17. What are you most grateful for today?**  
The people whom I met in my life.

### Quick Bites

**What are you currently reading?**

Unusual Billionaires by Saurabh Mukherjea

**Favorite street food?**

Paani Puri

**Favorite movie of all times?**

Zindagi Na Milegi Dubaaraa

**Your favorite TV show currently?**

All are equally bad!

**The leader you passionately follow?**

Not single personality – but some parts of different leaders in their careers such as Modi in politics, Amitabh in films and Dhoni in sports.

**The song currently playing in your mind?**

Dil Chahta Hai

**Favorite holiday destination?**

Singapore



# The guardians of ASA-CCI Finances!!

Finance department employees speak

## Delhi /GGN



SANTIMOY PALOI

**“ In my job I like the freedom the most, positive organisational culture helps one to feel motivated. I want to thank you Rajiv sir for all your support.”**

I have been working with ASA- CCI for about one and a half years. My experience with ASA -CCI has been great so far. I like the professionalism here. I am working with great people and the work environment here is very positive. I feel that ASA -CCI is like my family, I love my workspace and enjoy my duties and responsibilities. In my job I like the freedom the most, positive organisational culture helps one to feel motivated. All my colleagues are very helpful and my Boss is really great, he always helps me and guides me. I want to thank you Rajiv sir for all your support. I am looking forward to my future in the organisation and I believe ASA-CCI is indeed a good organisation to build a career.

## Delhi /GGN



YC MISHRA

**“ I have enjoyed my tenure this far with my complete dedication towards integrity for which the organisation stood like a rock behind me.”**

It has been 11 years since I joined ASA-CCI and my journey has been full of memorable experiences. As they say, it's not the destination but the journey that matters and in this case, I have enjoyed my tenure this far with my complete dedication towards integrity for which the organisation stood like a rock behind me. I have imparted my knowledge to others and have also learned from my valued colleagues in the process. It has been a journey full of enjoyment while quenching my thirst of knowledge and will continue to do so. It is a difficult task to be in a department where money is involved and at the same time being loved. But I try to do justice to both my work which demands utmost care, honesty and integrity and my personal relationships with my valued colleagues.

## Delhi /GGN



SONA SATIJA

**“ What makes my work special is that the senior management here is very much accessible to guide you in your field of interest.”**

It has been quite a good experience working with ASA-CCI for 1 year. My experience here so far has been amazing. I've met so many new people and have already had the opportunity to try so many new things. The environment here is very friendly, I can go and ask anyone a question in my department and they are always willing to help. What I like the most about my work is there is a lot of exposure to learn and grow. There are good opportunities to advance your career. Work environment always encourages me towards building my confidence & has helped me to achieve new horizons. What makes my work special is that the senior management here is very much accessible to guide you in your field of interest. The daily work pressure and challenges just seem to melt away with such great mentors, colleagues and excellent work culture, boosting every individual to give their best at all times. I feel good to be a part of such a wonderful organisation and look forward to continued growth here.

## Delhi /GGN



SAURABH GANDHI

**“ It's always been a challenge handling accounting operations for all the branches but I feel proud about handling the work smoothly.”**

I have been working with ASA-CCI since last 6 years and 2 months. It has been a great experience. Nice working environment, great people to work with and many things to learn! It's always been a challenge handling accounting operations for all the branches but I feel proud about handling the work smoothly. It's not an easy job, handling each task is like a challenge that I have accepted. I try to perform all my duties with great efforts.

## Hyderabad



SANDEEP RP

**“ For me, life at ASA CCI is all about evolution. “**

I started my career with ASA-CCI and have been a part of the ASA-CCI family for the last 6 years. The journey here has been like a roller coaster that only goes up. I have had a great time working here and the experience has helped me grow professionally. The overall practical exposure received here provides an edge over all other corporate entities. The diversity of the work helps me showcase my knowledge and skills. I feel a sense of accomplishment when I am up against a deadline and we only have one shot to get it right and it turns out better than we could have imagined. I take satisfaction in studying the trends of taxation and financial affairs. For me, life at ASA CCI is all about evolution.

## Kochi



ROOPA RAJEEV

**“ Each moment at ASA-CCI is worth living.”**

I have been working with ASA- CCI for the last 3.5 years and this place has proved to be a great opportunity for me. The support from each and everyone here was really encouraging. Each day at ASA-CCI gives a handful of new experiences to me. I love working with ASA-CCI. I love the work environment at ASA-CCI which has brought a great change and order in my life. Each moment at ASA-CCI is worth living.





## Bengaluru



SURESH J RAO

**“ They always encourage us in providing our valuable inputs too.”**

I have been working with the organisation for the past 7 years. The journey has been wonderful so far. The organisation has given me a great opportunity to learn and upgrade my skill set. It has helped me a lot in shaping my career. The organisation and the team members work as a close-knit family. The leadership team is always ready to guide and mentor us. They always encourage us in providing our valuable inputs too. The firm also takes care of our personal wellbeing. It is great to be associated with ASA CCI family.

## Bengaluru



PALAKSHA B E

**“ The approach of ASA-CCI is very different when compared to Big Four or other CA firms.”**

It's been 9 years working with ASA CCI. When I started my career with ASA-CCI, I thought of working for 5 to 6 years to learn work skills but with the environment, team support, knowledge improvement process, top management advice and suggestions 9 years have passed. It feels like working in your own practice and I try to help all the members of ASA-CCI as much as possible with my best efforts irrespective of division, designation, and location. The approach of ASA-CCI is very different when compared to Big Four or other CA firms. The firm is consistently trying to establish itself as an Indian firm with greater principles and a standard set of manuals or process notes in each service provided to clients as well as treating team members as family members and guiding juniors for their career growth.

## Chennai



KPS BALACHANDRAN

**“ The best thing about work life in ASA-CCI is that here there are sub-committees which are involved in various activities.”**

It's been almost 3 years working with ASA-CCI and my experience here has been great so far. I have worked in a corporate previously, but compared to the experience over there, my time in ASA-CCI was quite pleasant and enjoyable. I have learned a lot in the past three years, especially from our partners. The best thing about work life in ASA-CCI is that here there are sub-committees which are involved in various activities, especially SC-RC wherein many events, outdoor trips, and activities are conducted. Though there are times when we work late hours but the same has never worried me as I learn a lot working over here.

## Chennai



M SELVAMUTHUKUMARAN

**“ I have also learned a lot from our partners, managers and even from article trainees.”**

It's been almost 13 years working with ASA-CCI, I joined as an accountant in the firm and got a lot of exposure and experience in this field. I have also learned a lot from our partners, managers and even from article trainees. Every year, the volume of work increased but it never bothered me as I managed to constantly upgrade myself in this field and people were always ready to help me. The best thing about working in ASA-CCI is that we have a pleasant working environment. Further, it is always been a joy to work with people who are friendly and supportive.

## Mumbai



HEMCHANDRA GHAG

**“ I have been able to maintain work-life balance along with my professional and personal growth.”**

I have been working with the company for 6 years now. My journey so far has been good with immense learning. This journey has been quite satisfying personally and professionally. Couple of things that I like the most here – I have been able to maintain work-life balance along with my professional and personal growth. At home, we are a family of four but here I have found a bigger family. Every day when I come to the office, I feel excited to meet my bigger family. The love, respect, and support that I have received from my seniors and peers here are unparalleled and I will cherish that forever. I am also grateful for the timely support of accounts and HR team at Delhi.



### On Earning:

“Never depend on single income. Make investment to create a second source”.

### On Spending:

“If you buy things you do not need, soon you will have to sell things you need”.

### On Saving:

“Do not save what is left after spending, but spend what is left after saving”.

### On Taking Risk:

“ Never test the depth of river with both the feet”.

### On Investment:

“Do not put all eggs in one basket”.

~ by Warren Buffet

## ASA-CCI'S GOT TALENT!!!

### All you need is a little splash of colors!

**Divya - CHN**

I prefer living in COLORS. And all this started when....

One Breezy Evening it was, my mom was yelling at the top of her vocal cord,"Divya...Damn use your time usefully not in this idiot box so called as phone, At least help me for arranging the "Golu Bomais". Yah it was going to be a Navratri Season, I gave her an irky look and pretended like working, there was a box in the corner of the room, the box winked and hypnotized me to her. I went near the twinkling box, seeing a box full of color powders, my enthusiastic hands touched it for the first time, in the very moment inside my Heart I felt a blast of color bomb and that's when I realized my passion for splash of colors in the form of "Rangoli" from thereon I became a Free Spirit to play with "COLORS". Add some color in your life and sprinkle it on others too!!



### An Artist **Gayathri - CHN**

Being an Artist is the same as being a Wizard...Only instead of a Wand, I use a Pencil for MAGIC! But I don't call myself an artist, I just illuminate and paint my DREAM! For me drawing is not just an ART! Drawing is freedom; Drawing is therapy; Drawing is flow of emotion... Because every picture is a poem without words; Because every picture has a story to tell...

So, INHALE POSSIBILITY and EXHALE CREATIVITY!!

Adjective for my pieces of work shared in this article:

1. A Quick lucid Sketch of myself, depicting the "mood of a long tiring day".
2. Eyes are the mirror of Soul, Also a quick sketch with full of "soul and sparkle" in it.
3. Me being a girl, had seen this world only through girls eyes...So a moment for our "Boy beings"!
4. Though our black and white INDIA was trapped, this Black and White "Charcoal Colt" is Let free...the Breeze of Freedom and Independence in a fuselage.

It's like she has a soul much too big for her; it filled her to the brim till there was no more space, so it flowed out through those "EYES"!



### Life within 22 yards

**Chandrasekaran NJ - CHN**

Chandrasekaran NJ is a Cricketer and a Musician. He is so passionate about sports and was into various sports but cricket has always been his first love. He took up cricket seriously at the age of 13 years and evolved as an all-rounder; but he is better known for his aggressive fast bowling like his idol Dale Steyn. During the year 2013 he was selected to play for University of Madras team after he took 17 wickets in just 5 games during inter college tournament. He is currently playing for Tamil Nadu Cricket Academy 3rd Division team and Phoenix CC that plays open tournaments across the city. He also led ASA Chennai team in an open Corporate Cricket Tournament. Playing piano and Counter Strike (CSGO) are his favourite stress busters. His dream is to play TNPL and IPL for which he has been working hard.



## Creating a racket! **Saidinesh Reddy - MUM**

Saidinesh's interest in badminton was sparked at the age of six, swinging and leaping around the colony's courtyard with his friends, as he tried to take a shot at the shuttle.

To promote extra-curricular, his parents enrolled him into a badminton coaching class. After 2 years of training, he won his first tournament at Mumbai Suburban District Championship at the age of eight, post which he began his professional coaching at Thane Academy and there-after at Chembur and Matunga Gymkhana in later years. He then went on to represent Maharashtra State at National Championship for FIVE consecutive years.

Later, he was given the opportunity to go to Jakarta, for a 30-days advanced training by Maharashtra Badminton Association. Under his captainship, the Maharashtra Team won gold medal in under 17 Team Championship hosted by School (Games) Federation of India.

Over the years, he was ranked 3rd in Under 15 Doubles and 5th in Under 15 Singles in India. He was also ranked 1 at



Maharashtra State for 7 years in various categories.

Post schooling, he has now been concentrating more of his energies on pursuing Chartered Accountancy. However, badminton continues to hold a special place in his heart, with fewer nonetheless focused training sessions

## Our in-house Picassos

### **Alok and Srujan - HYD**

From paintings to Rangolis, both Alok and Srujan are very passionate about all kinds of artistic activities. They believe that drawing helps them showcase their creativity and express their imagination without any restrictions. On every occasion, office gets decorated with their Rangolis and drawings.

While Srujan loves sketching, Alok is passionate about photography. The idea of transforming their imaginations onto paper and capturing the moments is what keeps them going.



## The Classique Affair

### **Nitin Gupta - DEL / GGN**

A chartered accountant in making, Nitin Gupta is a lifestyle and fashion blogger by hobby. In a world where we often look at ourselves from other's eye, Nitin's blog 'The Classique Affair' is his initiative towards portraying his vision before the eyes of others. The name of the blog reflects Nitin's extraordinary personality: a combination of class and uniqueness interwoven in daily affairs of life.

Nitin's demeanor exudes confidence and his presence fills the room with enthusiasm. A friend to all, he never hesitates to take new opportunities and challenges head on. He is a firm believer of the saying that "your confidence is the best outfit you can wear" and it comes when we know that we are at our best!

Nitin, through his blog, extends a message for everyone to believe in oneself and showcase style & excellence (Class) with a personal touch (Unique) in the Affairs of life. The blog is focused in men's fashion and lifestyle, portraying fashion trends and styles which can be pulled off in different scenarios. His chic oeuvre can be visited @ the\_classiqueaffair on Instagram.



## Roll-Camera-Smile **Pavani Acharya - BLR**

As Donovan Bailey once said- "Follow your passion, be prepared to work hard and sacrifice, and, above all, don't let anyone (and anything) limit your dreams". And my dream, since childhood, was to dress up and pose. With the dreams hidden in my eyes, I never knew this would be my weekend job someday.

My journey in discovering my passion for modelling started with a photography page called "Karving Images" that conducted photoshoot contest in which I was crowned as 'Karved Queen'. With this, I realized that facing camera is my happy place. Later, I got featured in a few more photography sites as part of their page's promotions. Not only this, I found myself passionate for acting as well and acted in two short movies. My recent assignment was a bridal photoshoot for a salon. This proved to be something that always kept me on my toes.

This is something that relieves me from the stress, gives a sense of accomplishment and makes me feel that my life is going as I wished. That is what passion is all about, isn't it? Job need not be your passion always. Whatever your dream is, make sure it stays alive and real.



## Talent is God given **Lakshmy Mahadevan - KCH**

Our talents are purposely created not just for ourselves but to help those around us. What a gloomy the world would be if nobody shared their talent??

Lakshmy is one among those who thinks that this is the time to fuel your passions into something creative. She is often seen dancing, singing, painting and writing. She unselfishly shares her talents. She doesn't wait for any recognition and finds joy



in doing the things she is passionate about.

She always leaves a long-lasting impression on all the colleagues by showcasing her multiple talents.

## There's more to it than meets the eye! - Photography Competition - All Locations

SC-CONNECT held a photography competition wherein the participants were required to capture the ethos of our work culture focusing on any of our four principles of **Presence**, **Professionalism**, **Teamwork** and **Specialisation**. V Ramakrishna from Hyderabad and Nitin Gupta from Delhi have been chosen as the winner and runner-up of the competition respectively for their photographs that aptly depict the spirit of our organisation.



*Professionalism*  
~ V Ramakrishna - HYD (Winner)



*Presence*  
~ Nitin Gupta - DEL (Runner-up)

# Arvind Rai

(Ex employee ASA - Assurance, Delhi)  
(Presently - Head- Forensic Services - Americas at  
ArcelorMittal, Chicago)

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**“ I have seen ASA/CCI multiplying in terms of its size, presence and service line over the years, which makes it comparable to any leading auditing and consulting firm including Big 4.”**

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**“ I was extremely impressed with the energy, enthusiasm and the determination of the team at ASA/CCI.”**

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**1. Which office (location) and division did you work in at ASA/CCI and in which year?**

I joined ASA/CCI in its Assurance and Compliance Division in January 2002. I was part of Mr. Parveen Kumar's group, working from GK-1, New Delhi office. At that time, ASA/CCI was relatively a small group, but comprised of brilliant and creative minds with a vision for the future.

**2. Who took your interview at ASA/CCI, can you share any particular memory of it?**

I was first interviewed by Parveen and later Mr. Rajiv Arya also joined us. Since that was my very first job interview, I was bit stressed but both of them ensured a pleasant and sociable atmosphere. I recall, them cracking jokes to make the interaction more enjoyable.

**3. How would you describe the corporate culture at ASA/CCI?**

I was extremely impressed with the energy, enthusiasm and the determination of the team at ASA/CCI. I perceived ASA/CCI as a very professional one-stop-shop with clear focus on meeting changing clients' expectations, relationship building, result orientation and client satisfaction. It was a good mix of young, qualified and experienced workforce designed to serve existing clients and develop future clientele.

**4. Who played an instrumental role in shaping you at ASA / CCI?**

During my brief stint with ASA/CCI, I had the opportunity to work with and learn from many ASA/CCI colleagues. I was exposed to the foreign clients for the first time while working for ASA/CCI, which helped in shaping my future career aspirations and its progression. I am particularly thankful to Parveen for all his guidance and support.

**5. Which was the best quality of your mentor which you admired?**

Praveen has always inspired me to believe in myself, to push little harder and to learn something new. Apart from this, I used to admire his fitness regime as well.

**6. Can you share any funny incident/ mischief or a memorable day at ASA / CCI?**

I recall a team building event in Gurgaon few days after I had joined ASA/CCI, that was real fun to be a part of, we enjoyed lots of games activities and had a good time. That really helped me to learn and ease relationship with other members of ASA/CCI teams, including partners from other offices.

**7. What did you enjoy the most and miss the most about working here?**

The enthusiastic and vibrant office culture and structured approach to client servicing. I also used to enjoy those informal morning meetings with team members leading to discussion and debate on various social issues, I surely miss that.

## ALUMNI SPEAK

**8. How did your ASA/CCI experience prepare you for your career ahead?**

ASA/CCI was my first step towards professional career and it definitely helped build the foundation of my future corporate life by exposing me to a wide range of clients and industries. I learned the client servicing and project management skills which were critical for all my future ventures.

**9. What does your current role at ArcelorMittal comprise of and what is the key challenge that you face in this role?**

In my current role in ArcelorMittal, I am managing a decentralized multi-cultural team involved in investigative accounting (investigating white-collar crime) and litigation support (primarily related to estimation of economic damages) for all its businesses in North and South America region. ArcelorMittal Forensic Services group combines forensic accounting and fraud examination skills to investigate white collar crimes namely corruption, assets misappropriation and financial or non-financial statement frauds.

**10. Can you share your thoughts on how to best prepare oneself for a career in forensic services?**

To succeed in the forensic accounting and fraud examination field, one needs to have integrity, passion and grit. A good understanding of ever changing industry, financial, accounting and regulatory framework with investigative, research and analytical skills are a key to success. Artificial intelligence, data mining, social media monitoring and digital forensics offers new opportunities and areas for growth in the forensic field.!

**11. What skills do you believe are essential to succeed in your current role and how do you think working at ASA / CCI helped you in developing them?**

My current role requires planning, scheduling, coaching and seamless communications with the different stakeholders. ASA/CCI offered first-hand experience to develop these skills and, especially the structured approach, which is essential for successful forensic investigations

**12. What advice would you like to give to our new joiners starting their career with ASA/CCI?**

I have seen ASA/CCI multiplying in terms of its size, presence and service line over the years, which makes it comparable to any leading auditing and consulting firm including Big 4. I would encourage new joiners to come up with their own personal plan and to gain most out of the culture, value and vision that ASA/CCI offers.



**BEST WISHES FROM ASA-CCI**



**Aayat Saifi**

D/o Rahisuddin Saifi, DEL



**Thanvi Shree**

D/o Sandeep RP, HYD



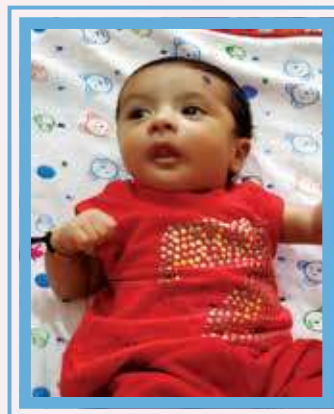
**Neev Gandhi**

S/o Drashti Shah Gandhi, MUM



**Samarth**

S/o Priyanka Ahuja, DEL



**Priyanshu**

S/o Abneesh Kumar, DEL



**Vivaan**

S/o Deepti Aggarwal, DEL



# Marriage Day



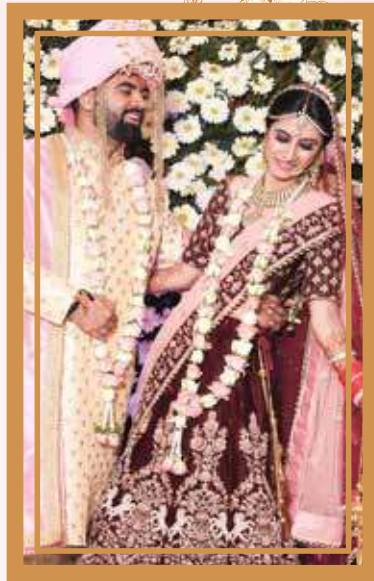
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Bengaluru (ABS)



*Chandandeep Kaur*  
Delhi (Tax)



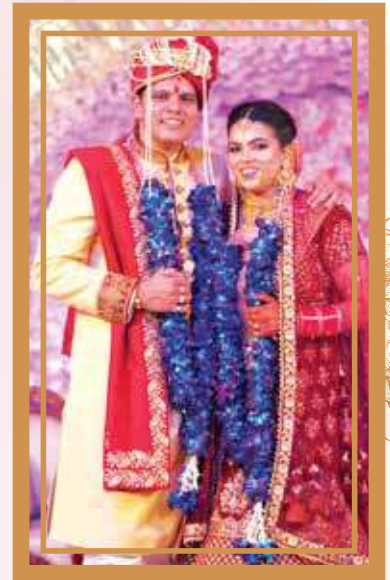
*Shano John Joseph*  
Kochi (Assurance)



*Kanika Kabra*  
Delhi (Enterprise Strategy)



*Himanshi Sharma*  
Delhi (ABS)



*Ruchika Sharma*  
Delhi (HR)



*Lakesh Sharma*  
Delhi (Assurance)

## ON A LIGHTER NOTE

"Captain Cool  
with record wickets,  
Driving miles without a  
worry of digits

Humming to  
Bollywood tunes,  
Makes Clients' audit  
worries sail away  
like hot air balloons"

**Vinay K S**

Executive Partner –  
Assurance, Bengaluru

"A voracious reader  
fond of every book,  
Loves to keep important  
news on his hook

A MSD fan driving  
the firm towards victory,  
Raps up audit assignments  
as a valuable history"

**DK Giridharan**

Practice Head -  
Chennai