

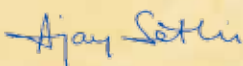
A busy busy last quarter of 2016-17 was put to rest, only to charge straight into the new fiscal year! The highlights were our budget seminars all across, and the well-organized annual dinners at Chennai and Mumbai to thank our clients and well-wishers. On the lighter side were unending fun and party at each office, with our 26<sup>th</sup> Anniversary being the centerpiece. I became one at the Kochi 'Lungi' party. While we merrily pranced about doing our version of "Lungi dance", PNR's antics baffled me! Lungi is not a headgear, right?

The APM was special as always. The intense sessions, especially the "leadership programme" by Sandeep Khanna, went very well. Even better were the after parties. Virtually everyone was on the dance floor – either vertically or horizontally!

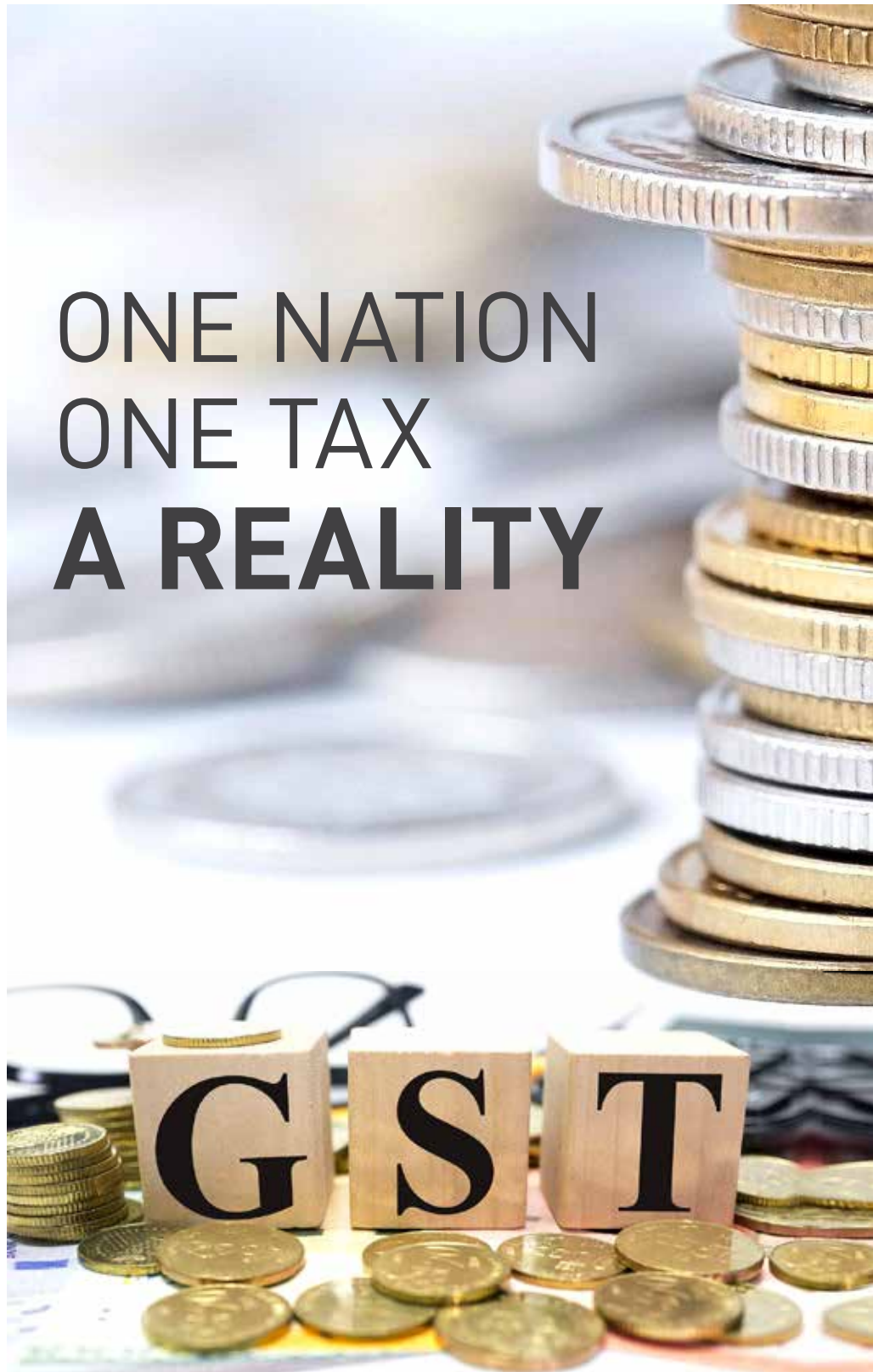
I am especially happy that TIPS is rolling well, as are the articles/ knowledge sessions across the firm. It is wonderful that we are exhibiting and sharing our knowledge. That is what makes us truly professionally successful. May our tribe grow.

Let the hard work season flow.

Best regards

A handwritten signature in blue ink that reads 'Ajay Sethi'.

Ajay Sethi



# ONE NATION ONE TAX A REALITY



## Annual Dinner – Chennai

The elegant atmosphere at The Residency Towers set the stage for a wonderful evening to celebrate the annual corporate meet this year on February 17. The celebration started with a warm welcome note by K. Venkatraman followed by interactions with clients, managers, partners and business acquaintances. This was followed by an extravagant dinner spread, accompanied by soulful music.



## Annual Dinner – Mumbai

Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step towards achieving continued bigger and better than your current situation. This is what is being religiously followed by ASA-CCI. The Mumbai office hosted a wonderful corporate dinner on January 20 at the “The Willingdon Club” to celebrate togetherness and thanking our clients and well-wishers for being our valued patronage and appreciating their confidence in us.

In an elegant ambience, the guests mingled over dinner and beverages together with a pleasant and soothing instrumental music played by guitarist. To top it all, we were proud to welcome satisfied clientele and look forward to many years of working together keeping in mind that alone we can do so little and together we can do so much.



## Session on Post Budget Analysis, IACC Exclusive

ASA-CCI organized a session on post budget analysis at Fortune Select JP Cosmos on February 7 along with Indo-American Chamber Commerce (IACC) for their premier members and other business associates.

Mr Puneet Jain, Senior Vice Chairman, IACC Karnataka did the honour of welcoming the speakers and participants for the evening. The key speakers for the session were Sunil Arora and P Nitish.

They covered major topics including expat tax, transfer pricing, foreign remittance, GST benefits arising to US entities. They also addressed the broad changes brought by the budget.



With appreciable participation by many respected senior professionals and business leaders alike, the session added lot of insights to the participants and the knowledge sharing was well evident throughout the evening.

The session ended with a very fruitful Q&A session with the speakers, followed by high-tea. It was very interactive and well-received by the participants.



## Seminar on Fiscal Budget 2017

ASA-CCI in association with The Bank of Tokyo Mitsubishi UFJ organized a seminar in Delhi on February 10 for Japanese delegates. The seminar was focused on the implications of tax provisions brought in by the Fiscal Budget 2017. Ajay Sethi gave the key note address and Tatsundo Maki was the key speaker.

The seminar was well received given the active participation of the audience.



## Indian Budget 2017

At the onset of February, the obvious topic of discussion was the Union Budget. This budget was much anticipated on account of the earlier demonetization by the Government of India.

K. Venkatraman briefed the highlights of Union Budget 2017 in the 64<sup>th</sup> monthly meeting of British Business Group (BBG), Chennai on February 16 at Hyatt Regency.

The session was highly interactive. Many questions were taken up on the tax related provisions and its ramifications.



## Session on Implications of Fiscal Budget 2017

ASA-CCI organized a session on post budget analysis at PHD Chambers on February 3. The session was organized for the clients so as to provide them insight on the direct and indirect tax proposals.

Sunil Arora and Sundeep Gupta were the speakers who enlightened the audience with the key proposals brought in by the budget and concluded the session with updates on GST. The session was well received and appreciated by the audience.



## Seminar on Indian Issues Affecting Japanese Companies

A session was organized on 'Indian issues affecting Japanese companies' by International Taxation Research Institute, SCS Global and ASA-CCI under auspices of Indian Embassy in Tokyo on March 15.

The key note was addressed by Mr Sanjog Kapoor, first secretary and speakers in the session were Tatsundo Maki and Shun Ishikura from ASA-CCI.





## APMM 2017

After fun-filled APMM last year on the shores of Arabian Sea, this year ASA-CCI'ians targeted the 'Queen of Hills'- Chail, located in the heart of Himalayas, it is a desired location for leisure and entertainment. It embodies the spirit of human nature to live, work, learn and play in harmony with nature. After an enthusiastic welcome and rejuvenating trek, it was time for service vertical-wise brainstorming session and discussions. The long day ended with watching beautiful sunset along with fun and dance.

The second day began with the analysis of accomplishments by Ajay Sethi followed by well-structured session on leadership by Mr Sandeep Khanna. It was an ice breaker session to understand and analyze the abilities and traits required to be a good leader.

Various styles of leaderships were discussed which are apt for different situations. Team members felt boosted with self- motivation and could foresee growing beyond their limits,

achieving new heights of knowledge and skills that can help them navigate towards their own success as well as that of the organization. The funholic day ended with hilarious jokes, quiz and dance. The DJ had everyone grooving to the tunes (even those who are hardly seen dancing). The end of every journey fills us with memories of all the good things experienced during the trip. All in all, these two

days of the Annual PAN India Managers / Partners unison was not only filled with fun and frolic galore, but also ensured the requisite emotional bonding amongst all with memories to cherish in the years to come.



## MPMM

Mumbai Partner Manager Meet (MPMM) was held in Mumbai on the 26<sup>th</sup> Anniversary of ASA-CCI. Rakesh Upadhyaya took a presentation on the progress of Mumbai office that constituted various aspects including the financial performance, key hits and misses, status of milestones, ASA-CCI global outlook, targets ahead, action plan and last but not the least, the ultimate goal set for Mumbai office for the coming financial year.

After the presentation, suggestions were received on how to gear up for achieving the goals for the coming year. All in all, it was a very fruitful and highly appreciated initiative.



## Vibrant Gujarat 2017

ASA-CCI showcased its expertise and marked its presence at Vibrant Gujarat 2017 and was represented by Himanshu Srivastava, Malav Ajmera, Mohit Nagar, Motohide Miyake and Takuya Yokoyama.

The event was marked by high profile meetings with potential investors and high level delegations from Government of India

and State government as well as various partner countries such as USA, Canada, Japan and China. The highlight of the event was an opportunity to meet our dynamic Prime Minister Mr. Narendra Modi who visited our pavilion and interacted with the delegates.





## Glimpse of Interesting Views by Our In-house Experts



### THE 'INDIRECT TRANSFER PROVISIONS' MONSTER

*The article in Business today edition dated January 27 by Vajjayantimala Belsare on The 'Indirect Transfer Provisions' monster.*

The most important task of the Finance Minister in the 2017-18 budget is to tame the "Indirect Transfer Provisions" monster born out of amendments to Section 9 of the Income Tax Act, 1961. In response to the Supreme Court's judgement in the famous Vodafone case, the Finance Act, 2012 amended Section 9 of the Income Tax Act to cover gains earned by overseas investors from sale or transfer of business interests/shares in companies/capital assets/property situated/held in India.

Accordingly, such gains were made subject to capital gains tax under Section 9(1) (i) of the Income Tax Act, 1961 with the conditions that the Indian assets should exceed INR 10 crore and should represent at least 50 per cent of the value of total assets held by the overseas investor.

The full article can be viewed using following link:

<http://www.businesstoday.in/union-budget-2017-18/columns/the-indirect-transfer-provisions-monster/story/244955.html>



### HEALTH INSURANCE: AN ATTRACTIVE TAX SAVER

*Health Insurance: An attractive tax saver views by Nitish Parameswaran in the New Indian Express paper dated March 13*

Among the multiplicity of taxes, we pay a whopping amount on income tax every year. A common man needs to ingeniously think about how to save a portion of that income tax by putting the money into some other portfolio which will come to his aid in an hour of emergency. Investing in health insurance solves the dual purpose of reducing income tax liability along with staying healthy.

A health insurance will cover the cost of medical treatment in case of any unfortunate event along with other additional benefits like cash-less hospitalization facility and domiciliary treatment expenses. According to P Nitish from Corporate Catalyst India, "Rising hospitalization costs make it imperative for a person to consider insurance cover for medical risks that he runs especially when work pressures are increasing and lifestyle is not well managed.

The full article can be viewed using following link:

<http://epaper.newindianexpress.com/c/17493494>



### BUDGET TALK – WALK THROUGH SOME PROVISIONS ON INTERNATIONAL TAXATION

*Sunil Arora authored an article on 'Budget Talk – Walk Through Some Provisions on International Taxation' published in ICAI journal*

The Union Budget 2017 has been unique in not only changing the age-old tradition of being presented on the last day of February but also taking in its fold the Railway Budget. Amidst huge expectations in the post-demonetisation and looming political scenario, the Budget was well directed.

The Finance Minister appears to have fairly managed an equitable balance between populist and fiscal prudence measures, addressing concerns of the foreign investors, and at the same time, made an honest attempt to enhance the tax base by incentivising digital economy.

The full article can be viewed using following link:

<http://www.asa.in/insights/others/budget-talk-walk-through-some-provisions-on-international-taxation>





## TECHNICAL SESSIONS

### MUMBAI / AHMEDABAD TIPS

“Training and Induction for Professional Staff” (TIPS) continues to be an important initiative primarily aimed at providing the required insight to the newcomers about knowing the firm and its practice carried through the various service verticals. To make this exercise even more meaningful, the frequency has been increased from a yearly to a half yearly exercise.

Mumbai and Ahmedabad combined to conduct a 3 day programme from January 4 to 6. It was well attended with 22 participants including 7 from Ahmedabad. The sessions comprised a run-down to audit practice, brief overview of indirect taxation aspects and ended with a quiz cum game on International taxation, summed up with an overview of expat taxation.

Apart from the technical session, there were sessions on soft skills viz, how to speed up your reading- conducted by Girish Sanghvi. Well, the casual riveting games were certainly an



unforgettable experience for all.

The success of this session could be gauged by the excited response of the participants in the end when they requested for “we want to get it extended”. With this year TIPS session starting on such a good note, we expect it would continue with the same fervour thus continuing to make it an integral part of the development of new professional staff.

### DELHI / GURGAON TIPS

Delhi-GGN TIPS was well organized by SC-TD and conducted for 3 days from March 2 to 4 and was well attended with 22 participants.

This time a new feature was added wherein our Managing Partner and the National Practice Heads of service verticals addressed the participants placed at multiple locations together via video conferencing and / or call facility.

While this TIPS programme included the usual knowing the firm / service verticals and technical update sessions, the participants were also taken through some dedicated “soft skills” sessions conducted by Rajiv Arya and Bikramjit Singh Bedi.

It was interesting to see the enthusiasm amongst the participants while they shared their views and constructive suggestions to make the subsequent sessions more fruitful for their upcoming teammates. The programme was culminated with a questionnaire to enable the participants recap the key learnings over the past 3 day journey.





## BENGALURU TD Fest – Vidarshana (Show case your knowledge)

As a first timer, a unique fest “Vidarshana” was conducted by the SC-TD team Bengaluru. The name Vidarshana in itself means to “Show case your Knowledge”.

It was envisioned to impart technical knowledge, communication, management, presentation skills, confidence, presence of mind, team work with professionalism.

Vidarshana fest comprised of team activities such as “Lipilekhana, Vivechana, Anveshana and Parivedhana”. Five teams each consisting of 11 teammates were formed and each team was identified by their own team names such as vibrant professionals and so on.

**Lipilekhana** – means writing skills. Intention was to show case the requisite research and writing skills required while writing Technical articles . Each team was to identify one technical topic relevant to the profession and write an article on that topic after proper research. The Lipilekhana-article writing papers were presented on the TD fest day to audience.

**Vivechana** – means the act of interpreting relationship. This was a mock but real time scenario experience given to all the teams viz, company setup, GST, non-compliance etc. Each team had to enact as if facing a client and main focus was efficiency and diligence while handling some tricky situations.

**Anveshana** – means explore and analyse. This was the most challenging technical event. Each team was given a financial statement to review, analyse, identify the mistakes and then give their comments with in a short span of time.

Application of presence of mind along with exploring technical knowledge in the given scenarios was the key learning out of this Anveshana exercise.

**Parivedhana** – means discussion with prudence. Two selected teammates from each team participated in the Parivedhana-Group Discussion on the topic Globalisation Vs Nationalisation.

They received inputs from other team members as well making it a more informative and interactive team event.

At the end, although a winner and runner up team was announced, the showcase of knowledge, presence of mind and client handling abilities were well demonstrated by all teams. The audience greatly enjoyed the learnings and this turned out to be a fruitful SC-TD fest event.





AHMEDABAD

## Our 26<sup>th</sup> Anniversary – Celebrating the success!!

It was a big day to celebrate 26 years of companionate hard work, embracing of high values and attaining enormous success. The day started in a usual manner with everyone in the office glued to their files and occupied with normal office activities. By the end of the day, the entire scenario changed and it was now time to make merry.

The event kicked off with the cake cutting ceremony followed by some highly entertaining games. This day was no less than a Dharma Productions Bollywood film with the plot set with a calm beginning, some little happenings here and there and with lots of action and drama in between finally culminating with the perfect happy ending.



## It was all About FOOD that Day

People in Ahmedabad are 'Food Fanatics'. Just to hit this food obsession on point, SC-RC organized a dinner at a place named 'Capsicum'. It was a calm place with a good buffet spread. Everyone took off with mocktails and variety of starters.

The place was heaven for dessert fans, however there was a bit of compromise on the main course front. But a sudden brainstorm of having an impromptu food competition stole away the pangs of disappointment.

The selected contestants were challenged to have as much dishes full of variety of desserts and Manchurian balls in a limited time span. All our eyes were jammed on those food maniacs gulping everything on the table.



An idea that just came out as a fling turned out to be so serious that almost all the visitors around our table and the pool side were all so anxious to know the winner. And then it was time to end the fun and frolic with the winning speech and photo sessions all around to capture the memories of the day.



BENGALURU

## 26<sup>th</sup> Anniversary – Joyous Occasion

Bengaluru celebrated the 26<sup>th</sup> anniversary magnificently with a beautifully organized afternoon, full of dance and various fun filled activities followed by an exotic lunch in a beautiful place called "The Village-the Soul of India" a theme based restaurant. The day began with the annual photo session marking our 26 years of professional journey. The office was well decorated by SC-RC to celebrate the successes and make it even more memorable for the ASA-CCI family.

Upon arrival at the venue, a puppet show on all the latest bollywood numbers set the festive mood. Star attraction was the Garba and Dandiya where some of us never shy to showcase our talent...followed by a rocking DJ with all of us shaking our legs to the all-time favorites Punjabi hits and latest dance chartbusters... followed with a scrumptious lunch buffet that had the essence of village in the hustle bustle city life.

Last but not the least we had a cake cutting ceremony to mark the successful 26 years journey of ASA-CCI family. Overall everyone had a great time and enjoyed to the hilt.







**BENGALURU** Holi

It was a pleasant surprise when SC-RC organized a playful day for all of us with lots of dry and water colors, dancing to the tune of holi numbers and tasting the very famous thandai.

We took almost 2.5 hours to reach the venue and the whole driveway was completely fun and adventurous with the excitement of playing holi with our friends and colleagues. We started initially with gulal, and moved on to water colors. It made us relive our childhood once again as we all were joyfully attacking each other with water guns and balloons. . .Dragging one person each time into the holi pool and dancing to the all-time bollywood holi numbers, we all chilled ourselves with thandai.

The event made us realize that celebrations need not be fancy or big and even small gatherings and acts of togetherness can bring smile and fresh energy within us.



**APL – Season 4**

In February, when all of us were thinking to have lots of fun, SC-RC came with a cracker of an idea, APL BLR Cricket Tournament-Season 4.

Four teams were formed and all the team captains received 4 crores worth of virtual money and they played smart in choosing their team...The team jerseys doubled the excitement of playing with the team spirit. APL season 4 Auction was held a week prior to the tournament. The day had come, Feb 10, the pitch was ready and so were our players in their respective team jerseys.

Each team got a chance to play 2 matches each and maintained the winning spirit throughout, the climax was even classier when Lakeside Eleven won the match against ASA Panthers and were declared as "Champions for APL Season 4".

The proud captain of the winning team, Upendra, enjoyed his success with his teammates...at the same time runners up team captain, Yogesh, sportingly celebrated their team position and enjoyed their success with the team members.

It was indeed a great day for everyone as there were too many ups and downs throughout the journey of this wonderful tournament and live commentary fun was an add-on to it undoubtedly.





HYDERABAD

## 26<sup>th</sup> Anniversary

The day had come which ASA-CCI'ians cannot forget March 7<sup>th</sup> i.e. our 26<sup>th</sup> anniversary. To make this special day more memorable, SC- RC along with SC-Admin arranged a laser shooting session wherein we were divided into two teams. It was an exciting, fun filled experience. The day continued with marvelous dinner at Absolute Barbecues! The food was very tasty and everyone relished it. Then, the winners of best sub-committee were declared and awarded with prizes. Overall, it was an eventful day with lots of fun and memories!



## The Mastiiii Evening!!

SC-RC organized a very exciting in-house event where they blind folded one person and they had to identify the other colleagues just by holding their hand. We all exchanged one another's rings and bracelets to confuse the person who was blind folded. Everyone had a great time thanks to SC-RC as it ensured that all the staff was present at office on that lovely saturday evening.

Wait wait...picture abhi baki hai! A surprise panipuri eating competition was awaiting for all of us. Everyone gulped the yumyyyyyyyy golgappa's and the day ended with sweet and spicy memories.



CHENNAI

## 26<sup>th</sup> Anniversary

ASA-CCI at Chennai began their big day i.e. 26<sup>th</sup> anniversary, with the sweets being served to everyone. A group photo session was arranged followed by cake cutting ceremony and the day continued with the sub-committee prize distribution in the evening making the day a pleasant one.

Adding fun to the day, SC-RC conducted its events starting with birthday celebrations and ending with treasure hunt.



## Republic Day Celebration

The 68<sup>th</sup> Republic day celebration in ASA-CCI started with flag painting on everyone's faces followed by a motivational speech by Ramakrishna. SC- RC organized a surprise India Map Competition to test the knowledge about the states of our country, which was followed by a quiz about our Nation. We revisited our school days while filling the India map and answering the quiz... Lastly, we sealed the day in tri-color by dipping our hands in tri-colors and pasting it on a chart.





## MUMBAI 26<sup>th</sup> Anniversary

March 7 marked our 26<sup>th</sup> anniversary. The entire Mumbai team gathered in order to celebrate this remarkable day. What made the night most fun filled was the awards organized by SC-RC, namely Lamba award, Bakbak award, Nata award, Pakau award-so on and so forth.

Our amazingly melodious in house singers – Darshana and Ashish mesmerized everyone with their sweet voice. Another interesting act was the mimicking session where Ashish

mimicked the staff members and everyone had a rollicking laugh. Coming to the dance performances, there were two; the boys performed an expressionless dance which was too much to watch! and then the girls joined to perform “Galla Goodiya” keeping up the spirit of the evening.

After the cake cutting ceremony, it was time for all to shake their legs on the tune of DJ!!!

The event came to an end with a delicious dinner spread adding to the cheer of the occasion.



## Kai Po Che !!!

The kite flying event organized by SC-RC brought great enthusiasm in the folks even after having a busy day at work. Everyone assembled at the rooftop and actively participated.

It suspended immense energy in the folks; some excited and prepared to compete with others while some excited to just enjoy flying the kite. The team arranged for colorful kites along with strong manjaas and no doubt there was til-gud chikki since no Makar Sankranti is complete without it.

After enjoying kite flying, folks enjoyed the delicious chaat arranged by RC team. Everybody enjoyed the event as it reminded them of their childhood remembrances.



## Holi Rang Barse

It was a suddenly planned event which was well executed by the very talented SC-RC members. The staff gathered in the cafeteria after finishing their work where they absolutely relished delicacies that included fafda and jalebi.

Thereafter, all the staff smeared colors on each other's faces. With colors on their faces, a group photograph was clicked.

However, few of us were teleported to another ambience with this joyful event and some of us were completely unrecognizable due to colors on our faces.

To wrap it up, it was a very colorful and joyful event. All thanks to ASA-CCI for making Holi a memorable event.





DELHI-GURGAON

## 26<sup>th</sup> office Anniversary Celebrations

ASA-CCI celebrated its 26<sup>th</sup> anniversary with the day starting with a group photograph at both the Delhi and Gurgaon locations. The day continued with the normal office chores and the celebration began in the evening at Golden Tulip hotel wherein lots of fun filled events were conducted including in-house dance performances, cake cutting ceremony, everyone dancing on the tunes of DJ, followed by dinner. Various games were also organized in which many of us participated enthusiastically.

Also, SC-EDP was declared as the winner of best sub-committee award for this year and prizes were distributed.



## Lohri Celebrations

SC-RC organized Lohri celebrations. The event was organized on the rooftop of both Delhi and Gurgaon offices wherein awaiting for people were dhol beats, delicious snacks and bonfire.

Everybody enjoyed the delicacies and shook their legs on the tune of dhol and enjoyed the celebrations.



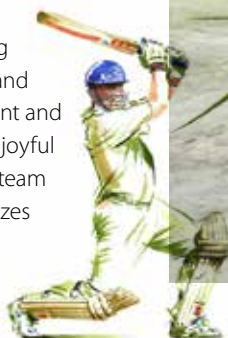
## Holi Celebrations

Holi was celebrated in a colorful way at both Delhi and Gurgaon offices. SC-RC planned a colorful evening wherein firstly everybody enjoyed the delicious snacks and then engaged themselves in playing with colors. There were vibrant colors in the air and on the faces of everyone who was engaged in playing with colors. The celebrations ended with group photo sessions with colors smeared across their faces.



## ASA-CCI Sports League

ASA-CCI arranged the much awaited cricket league and badminton matches at Don Bosco school. Everyone was excited and nominated themselves for becoming the part of the playing teams. SC-RC arranged for food and refreshments as well for all present and conducted the whole event in a joyful manner. In the end, compliance team won the league and then the prizes were distributed.





## KOCHI 26<sup>th</sup> Anniversary

The 26<sup>th</sup> anniversary of ASA-CCI was celebrated as a grand ceremony. The day began with a photo session of the whole ASA-CCI family.

The party for the evening was organized in The Dunes Continental, Cochin with "Masquerade" theme. The masks made the evening more colorful. The party was officially kick started with cake cutting ceremony by partners.

This was followed by various events by ASA-CCI'ians that includes symphony, dance and display of spoof competition video conducted by SC-RC. The main attraction of the day was



a program conducted by the ASA-CCI'ians that emphasized on the environmental issues which made everybody thinking. The prizes for the best sub committee in local and national level were distributed. The evening was concluded with a tasty dinner leaving everyone happy and giving a glorious end to the events of the day.



## The War of Minds!!!..

A chess tournament was held in February. The tournament was commenced with a match between the partners that ended up in a draw. The rest of the tournament was conducted in four rounds with participation of 4 members from each team.

Arshad C won the tournament in the final battle with Danish Vincent in the second place. The event provided entertainment and relaxation to everyone, it was intellectual exercise that optimized the competitive spirit of everybody.

## Dine Out

Ajay Sethi visited the ASA-CCI Kochi office. A variety of events were organized to make the visit more special. A dine out was arranged in The Grand Hotel with a variety of programs organized which were filled with fun, music and dance.

The event kick started with an inspirational talk by Ajay Sethi which was followed by various musical and dance performance by ASA-CCI'ians showcasing their talents and skills.

The highlight of the event was the "Lungi Dance" staged by Ajay Sethi along with P. N. Ramachandra Kamath and K. Nithyananda Kamath which made the evening more lively. There was sumptuous dinner arranged for everyone. All of us had the wonderful time and enjoyed to the fullest.





## KOCHI Fun Week

The second week of February was planned as Fun Week by SC-RC and various games were organised after 5:30 pm during the week. The Fun week consisted of various games on each day of the week and games were 'Symphony' & 'R U Lucky' which tested the music skills, 'Make a Pyramid', 'Tic Tac Toe' and a cookie game titled 'There are different ways to eat a cookie' which filled the appetite of every participant.

The final day game was a team event that buckled up the efforts of every members of the team to act as one. The game ensured the active participation of every member in the team showing that "We are a team and we will remain as a team" which gave an apt conclusion to the gaming events of Fun Week.



## Time for a Movie!!..

Although first day first show is always a best option for movies, however as work comes as the first priority for professionals, we postponed our anxiety and eagerness for the very next day. It was our time to be get scared..."EZRA", a supernatural thriller movie.. The film oscillated between the Dybbuk which is a malicious possessing spirit believed to be the dislocated soul of a dead person as per the Jewish mythology. Expectations for the film raised from the trailer were satisfied after watching the film. Everyone enjoyed the film and it was a memorable time for everyone.



## Republic Day Celebration

The 68<sup>th</sup> republic day was celebrated in all its solemnity and grandeur at our office. The National flag was hoisted by the partners while ASA-CCI'ians sung National Anthem with deep pride. Tricolor band was given to everyone in the office symbolizing the integrity and diversity of our country. Sweets were distributed and everyone had their handful.

The partners gave a message on the roles and responsibilities of citizens. Yet, the highlight of the day was the session on Yoga taken by Shri Sreenivas Prabhu that emphasized yoga's importance in mental and physical health.

It was a rejuvenating and welcoming experience for all of us. The event was concluded conveying the image of fluttering tricolor in the minds of everyone.





BENGALURU

## A Classy Morning Mist for a New Beginning

Everyone around us were bracing themselves for the New year eve with some party plans or the other. Me and my bunch of close buddies still had no plan in mind until the evening of 31<sup>st</sup> until late night when we suddenly planned to go to Nandhi Hills to celebrate the fresh new year.

We hit the streets of Bangalore early in the morning around 6.30 am expecting it to be a casual ride till Nandhi Hills. But the journey was truly mesmerising and each one of us would cherish this experience for a lifetime... the mist of the fog was kissing our faces...all of us fearlessly moving ahead in the vehicle and just living those lovely moments.....

We then embarked on the big challenge to climb the hills on foot...I do not know if it was a challenge for all but definitely for one of my friends. It was a sort of lifetime achievement for me to coax him to climb by literally fooling him that there are only 50 steps ahead when it was actually 500 steps...For this, he cursed me the whole day...but then it was again a great fitness start for this brilliant new year...

Later, all tired with the climbing, we relaxed and had fun cracking jokes. We not only captured many pictures in our camera but all these memories got imprinted in our thoughts for the times to come... Every good thing has to end and so did our day trip with a lunch where other friends also joined us later... Overall a fun filled day with this extended family of close friends in Bengaluru.

**Shrawani Prasanna**



DELHI

## Away From the City, Into the Himalayas – To Khirganga

I along with my friend Aayush Aggarwal started our new year with a visit to the most famous and refreshing treks – KHIRGANGA. It was a sudden plan!! On New Year's Eve, our 12 hour long journey began and we reached KASOL next morning. KASOL, a foodie destination, is famous for Israeli food, Parvari Valley and Trekking-base camp. It is around 40KMS from KHIRGANGA, which remains open for tourists throughout the year.

Once you reach the place, snow clad Himalayas to verdant landscape take away your tiredness

and mesmerises you with its beauty. After Kasol, we headed towards Manikaran Gurdawara, a "dubki" in the hot water spring felt so refreshing and Langar just added more to that feeling.

Thereafter, it was time for some hard-core adventure. We started our trek in the evening and reached our ultimate destination in the night, the view above us was breath-taking. We slept under the sky full of stars in a tent on a snow covered mountain. The view as I describe, is making me wanting to visit that place again and again. On the next day, the aura of that surrounding was so great that we did not want to return but the trip had to end so we trekked our way back, reached Kasol and did some shopping for our loved ones. Next thing we know is that we are on our way back



to Delhi. If I have to describe the experience in one word, I would say it was "AWESOME".

**Siddharth Goyal**

MUMBAI

## Off to Rajasthan: a Road Adventure – Memories Galore

A bunch of 13 good friends took off for a 3,500 km road trip to one of the most scenic, beautiful and culturally rich place in India – Rajasthan. The 10 day trip started from the extreme west of Rajasthan and moving towards places such as Jaisalmer – The Golden City, Jodhpur – The Blue City, Jaipur – The Pink City and Udaipur – The City of palace and Lakes.

We were amazed by various attractions such as the striking sunrise and sunset views,

desert safari in sand dunes, picturesque lakes, marvelous and gigantic forts, palaces and historically significant temples.

As the name suggests, Rajasthan means The Abode of Rajas. Most of our trip went in exploring and wandering in the forts and palaces and listening to the stories of the great kings and their beautiful queens. Our journey could not have been completed without paying a visit to two spiritual centers; Pushkar and Ajmer. We celebrated our last evening of the year 2016 and the last few hours of our memorable trip in Udaipur at a rooftop restaurant which was also a make shift pub. View of fire crackers and flying lanterns with a back drop of a lake and palace will remain in our memory for a long time. The New Year

party celebrated universal brotherhood as we had people from different countries and other Indian States celebrating without barrier of nationalism or religion. That's real India for you. I have undeniably re-lived our jaunt while writing and selecting pictures for this article. Thank you Connect!!

**Mihir Hindocha**





BENGALURU

### Palaksha – Our Anna

B E Palaksha, a relaxed and good natured person abound with plenty of kindness within him, has been a part of our ASA-CCI family for over seven years now. He has always believed in the motto 'Work is Worship' where the commitments towards his profession come above everything else in life.

Palaksha is fond of playing video games and is a big time lover of Kannada comedy talk shows. He really loves the fact that everyone in office starts remembering him more by the 7<sup>th</sup> of every month, and the reason - an easy guess - he is in the Accounts department.

He has always been seen as an enthusiastic fellow with an appetite for new learnings and acquiring knowledge about other verticals

as well to increase his horizons beyond the current job profile. He certainly sets an example for all of us in his strict follow of the firm values and policies in every way throughout his innings at ASA-CCI.

Palaksha is a big time team player and is always keen to help out and work cohesively with the team driving all towards the achievement of the firms' goals.

Without saying, he is well known for his many commendable traits including hard work, persistent, discipline, multitask, tolerant and an ever growing eagerness to learn.

His ability to greet everyone with a big smile on his face, and the endeavor to keep the work atmosphere healthy and lively by his joyful personality reflects the pleasing personality he is blessed with. Last but not the least, he



is fondly referred by all in the office as 'ANNA' for his sheer warmth and caring big brotherly nature for everyone. We all love and adore him a lot and wish to somewhere become like him...

MUMBAI

### Know the Dignified Ruchit Chhabhaiya..

Ruchit who was born and brought up in Kutch has gradually stepped the ladder to become a 'Chartered Accountant' and now working as a part of our ASA-CCI family.

His most radiant incident in life was the beam of contentment and happiness his family witnessed when he became a Chartered Accountant. Ruchit has emerged as a sedulous person with exceedingly conscientious persona, and as his colleagues proudly say

*Ruchit alias:*

**Gabbar:** For his uncompromising fearless attitude towards each chore.

**Maestro:** For his commendable expertise in Transfer Pricing.

"Never Give up" is what encourages him for taking up and completing each task. This may be a mere phrase for many of us but Ruchit says for him it is his "Companion through Impediment" that is a driver and source of enthusiasm for him.



Neither the greed of deep pockets nor anything else, but the twinkle of the day propels him for work.

His most admired leisure activities are cricket and chess. Meeting him in person could only discharge the purpose of "Knowing your Mate" for this Dapper Gentleman.





## Impromptu Answers to Light Hearted Queries – P Nitish

**Q 1 A weird/funny situation you got caught in recently and how you handled it?**

**Ans:** I was caught up in a traffic snarl badly – Just got out of the car, moved to the centre of the scene, cleared the traffic street by street and got back into the car within 10 minutes. That is after staying put in the car for over 5 minutes.

**Q 2 A weird/funny thing you do to overcome your stress?**

**Ans:** Watch a stand-up comedy video on Youtube.

**Q 3 The one word you use frequently at your work place?**

**Ans:** Get friendly with the numbers, they will start talking to you.

**Q 4 Your friends/family call you?**

**Ans:** Aps – short for Appa.

**Q 5 If you get a chance to spend one day at an exotic beach, with whom would you like to spend the day?**

**Ans:** The local fishermen at the beach; to understand them and their lives better.

**Q 6 If you could replace one thing from your life, what it would be?**

**Ans:** Silence – often I remain silent when there is a need to speak out my heart.

**Q 7 What is it that you would want to change about yourself and why?**

**Ans:** Stop finding reason to blame self and look at things holistically. This would go a long way in reducing stress and putting “life” into living.

**Q 8 The most interesting thing you have in your wallet right now?**

**Ans:** A one paise coin that remained for quite some years.

**Q 9 What would you like to control over in your life... except your wife?**

**Ans:** Procrastination.

**Q10 If you were to play/mimic a comic actor from any Bollywood movie, who would it be and why?**

**Ans:** Bachhan Sr., grew up watching his movies.

**Q 11 What attracts you in a person and what puts you off?**

**Ans:** Being attentive during a conversation; interrupting in the midst of an explanation.

**Q 12 If you were not a Chartered Accountant, what would you be?**

**Ans:** An Economist or a Mathematician.

**Q 13 Which Bollywood song got stuck in your mind and bothered you for a while?**

**Ans:** Quite a few recent ones wherein the lyrics carry no rhyme or message.

**Q 14 What is the naughtiest thing you did recently?**

**Ans:** Passing contextually humorous one-liners.

**Q 15 One person who inspires you the most?**

**Ans:** LG Chandrasekhar, Industrialist and Philanthropist

**Q 16 Fill in the blanks**

a. P. Nitish is that which comes out of true respect.

b. 100 Crore Club is the most awaited thing.





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Amruthavani N

Trainee Assurance



Vaishnavi K

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Pavan Kumar Polisetty

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Assit. Mngr. Compliance



Ankita Chakraborty

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Akshaya K

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Apoorva Gayathri

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Vidhi Gokani

Trainee Compliance



Dimple Mehta

Trainee Taxation



Shubham Nemani



# CONGRATULATIONS & CELEBRATIONS



*Sahil Sharma with Mansi*  
Gurgaon

*Prateek Gupta with Ambica*  
Gurgaon

# Harshita



**D/o Neeru Nikhil Goyal**  
Ahmedabad



Name	Achievement	Location
Ankita Shivaramdas P	Qualified CA	Bengaluru
Ankita Chakraborty	Qualified CA	Bengaluru
Ankita Shrawani Prasanna	CAT 100 Percentile	Bengaluru

Prasanna	Percentile	Bengaluru
Ankita Shrawani	CAT 100	Bengaluru
Ankita Chakraborty	Qualified CA	Bengaluru



BENGALURU

## Thank you Note – For all the Beautiful Women in our Lives

**Dear Women,**

It is something that we men always forget doing, something that we have missed from times immemorial, something that we take it for granted and something that you no longer expect: A thank you with a gratitude...

For the roles you play in our life or say in the universe, will just a 'thank you' do? A cute little baby, a friend, a classmate, a cousin, a supportive colleague, a best friend, a sister, a spouse, working women, a homemaker, a mother, a grandmother and it still does not end there. As if born to multi-task, when you can handle so many things at once with ease and leave us in awe, we still do not acknowledge that fact thinking you are just discharging your responsibilities on yet another day.

As a mother when you had dedicated your life to us, maybe we had forgotten that you were once a young lady and you had dreams in life too. But you had taken a U-turn from a dream life of yours and chose to take care of us instead. As a wife, when you once came in to offer your suggestions for the business, we did not really take it seriously ignoring the fact that you were

once a topper and had an entrepreneur in you who got buried later. When you left your family after marriage and came home, we did not take it very seriously thinking it was your duty and societal norms to do so.

Why should we tell you a thank you? Is it for being that crush that made our life beautiful? Is it for being that English teacher who made life beautiful with stories in an otherwise boring school? Is it for being that one and only mom who thinks 24/7 only about our family? Is it for being that ungettable girl who showed us void in our life? Is it for being that cute grandma telling stories of 1960's? Is it for being that always bankable best friend who would bring us back to track? Is it for being that colleague who helped us with SAP before getting fired? Is it for being the wife who understands everything that was spoken in the way she wants?

Yes!! We are sometimes insensitive by not acknowledging things in the regular way but we do it in a way so subtle that you may never get it. When we tell you, "Mom, do not cook today. It's a Sunday. Let's go out" we care for you. When we tell you, "Text me when you reach back home" we care for you. When we tell you, "I pity your husband. I am sure he will not be able to tolerate you even for two days" we care for you. When we tell you, "Don't walk down home. It's already late. I will pick you from

bus stop" we care for you. When we tell you, "I hate you. Don't talk to me" we care for you. But we do not tell that maybe. As we move forward and understand women empowerment is the talk of the town, we believe there is nothing that you are incapable of. Sometimes the empowerment can be scary especially when it pushes you to extents wherein you start feeling we are so independent now that we can live without men. When that happens there will be a huge disconnect and we may stop believing that we are humans first and again go back to the same root problem from where it started. As we end this letter, we just want to reiterate the fact that you are special and you will stay loved and respected. A formal Thank you.

**Love, Men**

**Naveen**



## TALENT UNFOLD @ ASA-CCI

KOCHI

## Where Words Fail, Music Speaks!!!

Music is like a psychic input for all of us. And when it is accomplished through a righteous mix of instruments it offers us all immense pleasure. Music sometimes touches the soul and helps in not only healing the inner wounds but also provides solace to the external sufferings of a person. It is a saying that "Music is a moral law.

It gives soul to the universe, wings to the mind, flight to the imagination, and charm and gaiety to life and to everything."

In our Kochi office, we are blessed to have one such very talented person who possessed with music traits.

**SANDRA** has explored the world of music in diverse ways. She is not only a good singer but also a wonderful guitar player and a marvelous violin player as well. She has been an active participant in the Kollam, Ernakulam and Kozhikode branches for the SICASA programs. It is matter of pride for us at ASA-CCI to have such a talented person in our midst. And yes the talents does not end here - she is a good artist too. One can say, God has been very kind to her having blessed with so many talents and hope she continues to nurture the same.



# DID YOU KNOW?

- ❖ In a statue dedicated to a person ,
  - ◆ If the horse has both front legs in the air, the person died in battle.
  - ◆ If the horse has one front leg in the air, the person died as a result of wounds received in battle.
  - ◆ If the horse has all four legs on the ground, the person lived a full life and died of natural causes.
- ❖ Donald Duck Comics were banned in Finland because he does not wear pants.
- ❖ Just about 3 people are born every second, and about 1.3333 people die every second. The result is about a 2 and 2/3 net increase of people every second. Almost 10 people more live on this Earth now, than before you finished reading this.
- ❖ Googol is the number “one” followed by one hundred zeros. Infact Google’s name came from misspelling of this word.
- ❖ Celery has negative calories! It takes more calories to eat a piece of celery than the celery has in it to begin with.
- ❖ A duck's quack doesn't echo, and no one knows why.
- ❖ A raisin dropped in a glass of fresh champagne will bounce up and down continuously from the bottom of the glass to the top.
- ❖ It is impossible to sneeze with your eyes open.
- ❖ There is an opera house on the U.S.–Canada border where the stage is in one country and half the audience is in another.
- ❖ If you drive to the sun at 55 mph, it would take you about 193 years.

Feel free to mail your suggestions and feed back @ [sc.connect@asa.in](mailto:sc.connect@asa.in)



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