

**#INVESTININDIA**  
and be a part of the  
one of the fastest  
growing economies  
of the world



A Business Advisory  
and ESG services firm





## WHO WE ARE

Kreston SNR is a full-service advisory firm providing end to end business advisory services for any organisation carrying on business or looking to set up its business in India and Overseas. We are always on a quest to build our organisation on foundation of COMMITMENT, CONFIDENCE and CONFIDENTIALITY.

At Kreston SNR, we firmly believe that "our growth is directly proportional to our client's growth." We treat every client as a partner and strive to grow along with them.



Headquartered in Delhi, with offices in Pune and Bangalore, we cater to both domestic and overseas clients. While finance, tax, legal, and human resource consultation take the lead in our services, we cover other aspects too. We understand that these are the elements that set a company apart from its competitors.

Our team of world-class professionals and experts from diverse fields provides a complete range of services to every client. We customise our services according to the unique needs of our clients from diverse industries.

As a leading business advisory services firm, we believe every company derives strength from the rich experience of its consulting team, its focused approach toward assignments, and its ability to bring business comforts to its clients. This is what we deliver in everything we do.

## OUR VISION

To be our clients' MOST TRUSTED partner where they depose complete faith and believe in the competence of our firm, while feeling safe on all aspects of doing Business

## OUR MISSION

To assist our clients in improving their financial wellbeing by making distinctive, substantial and lasting improvements in their performance through our expertise in Business Advisory and ESG Services

# THE GLOBAL CONNECT

Kreston SNR is a member of Kreston Global, a leading Global Network of Independent Accounting Firms headquartered in UK.



## Kreston Global at a glance

- Currently ranks as the 12<sup>th</sup> largest accounting network in the world.
- Currently has more than 160 Firms with 23,500 professionals and support staff.
- Headquartered in the UK, Kreston members are present in over 120 countries worldwide.

## AFFILIATIONS





**E** ESG policies and practices attract more customers, allow better access to resources, lower energy and water consumption, and reduce operational costs. It helps in building a better brand image and customer loyalty.

**S** Sustainable practices lead to greater social credibility, attract talent, boost employee morale, improve productivity and build stronger community relations.

**G** Governance practices may lead to government support, subsidies, overcoming increasing regulatory pressure, and better investor relations, e.g., in the form of better loan conditions or lower capital costs.

## OUR ESG SERVICES

### ESG ASSESSMENT

- › ESG Due Diligence
- › Gap Assessment
- › Materiality Assessment
- › Life Cycle Assessment
- › Review and evaluation of existing policies
- › Global Frameworks: PRI, SDG, IFC, TCD, GRI, <IR>

### ESG STRATEGY AND ADVISORY

- › Environment, Health, and Safety Compliances
- › Sustainability goals, Strategy and Roadmap: Peer
- › Benchmarking
- › Climate Change Strategy: Net Zero and Carbon offset
- › ESG KPIs, Target Setting and Enhanced Ratings
- › ESG - Responsible Investment

### ESG FRAMEWORK DEVELOPMENT

- › Stakeholder Engagement
- › Data capturing modules for ESG Performance
- › Comprehensive Corporate Level Manual
- › ESG Policy & Environment and Social Management Systems (ESMS)
- › Capacity Building – Training and Workshop

### REPORTING AND ENGAGEMENT

- › Sustainability Reports and website disclosures: GRI, BRSR, IR etc
- › BRSR Reporting
- › GHG Computation
- › Communication and investor relationships
- › Assurance Services

### ESG INTEGRATION

- › ESG Risks and Opportunities
- › Investment Screening and Monitoring
- › Process Integration: matrix, dashboards and documentation





# BUSINESS CONSULTING SERVICES



## INDIA ENTRY SERVICES

In recent years, India has caught the eye of investors and entrepreneurs across the globe. The country is one of the most preferred destinations for doing business. Our India Entry Services include but aren't restricted to the following

- › ENTRY LEVEL STRATEGIES
- › OBTAINING APPROVALS
- › EXPATRIATES' COMPLIANCE
- › REGISTRATIONS

## ACCOUNTING SERVICES

- › PREPARATION OF ACCOUNT BOOKS
- › ROUTINE STATUTORY COMPLIANCES
- › ASSISTANCE IN FIRST-TIME ADOPTION OF IND AS/IFRS
- › PREPARATION OF IFRS FINANCIAL STATEMENTS
- › CONVERSION OF IGAAP FINANCIALS TO IND AS/IFRS/US GAAP

## VALUATION SERVICES

The domain of business valuation has significantly evolved in the last decade and is now recognized as a specialized vertical. In India, a few scenarios where a valuation is essential:

- › ISSUE OF SHARES/EQUITY DILUTION
- › FINANCIAL REPORTING
- › INTERNAL ASSESSMENT
- › IMPAIRMENT ASSESSMENT
- › INTANGIBLES VALUATION
- › INSOLVENCY PROCEEDING

At Kreston SNR, our expert valuation team carries out valuation in line with recognized valuation standards, thus helping clients make informed decisions and prepare suitable financial reports.

## VIRTUAL CFO SERVICES

At Kreston SNR, we provide Virtual CFO services, wherein, like a full-time CFO, our qualified team acts as your company's CFO, except for not being your full-time employee. Depending on the size and the growth stage of your company, we provide a flexible engagement model, giving you complete control over engagement levels.

Our ongoing Virtual CFO retainer engagements can be as low as 2 hours a week and as high as 40 hours a week. We must mention that all our CFOs have diverse and rich work experience, and in most cases, they become indispensable mentors to our client companies.





# BUSINESS CONSULTING SERVICES

## SECRETARIAL ADVISORY, COMPLIANCE & LEGAL ADMINISTRATION SERVICES

- › Company incorporation
- › Handling Board and General Meetings
- › Preparing requisite documents under the applicable laws
- › Timely filing of all the statutory Forms and Returns
- › Ensuring compliance under various corporate laws and applicable regulations
- › Maintaining statutory books and registers, including minute books
- › Advising on issues relating to compliance with the Companies Act, 2013 and other corporate laws and regulations
- › Providing trained human resources for short-term secretarial projects
- › Corporate housekeeping, contract management, and drafting shareholder and board resolutions.
- › Drafting and advising on all kinds of commercial agreements, including joint venture and shareholders' agreements
- › Legal support, including comprehensive litigation consulting and process outsourcing services

## ASSURANCE & RISK ADVISORY SERVICES

### ASSURANCE

- › Statutory Audits Assistance
- › Due Diligence
- › Agreed Upon Procedures

### RISK ADVISORY

- › Internal Audit
- › Internal Financial Controls
- › Special Audit
- › Fixed Assets Management
- › Pre-Payment Review
- › Standard Operating Procedures (SOPs)
- › Compliance Review
- › Forensic Accounting & Fraud Investigation
- › Fraud Risk Management
- › Fraud Investigation
- › Know Your Customer Services (KYC)
- › Information System Audit
- › Information Security Policies
- › Information Technology General Controls

## TAX ADVISORY & COMPLIANCE SERVICES

### DIRECT TAXES ADVISORY & COMPLIANCES

- › Income Tax Advisory
- › Tax efficient Structuring of operations
- › Withholding Tax Advisory
- › International Tax Advisory
- › Litigation Support
- › Transfer Pricing

### GOODS & SERVICES TAX (GST)

- › Compliances Review
- › Advisory
- › Refund Support
- › Litigation Support

## TRANSACTION ADVISORY SERVICES

- › Business entry advisory services, including locating partners in India and abroad, obtaining regulatory permissions
- › Advising on shareholder agreements, joint venture agreements
- › Preparing business plans, budgets, and trading forecasts
- › Conducting a feasibility study of clients' projects
- › Business restructuring, mergers, and demergers
- › Pre-deal feasibility analysis
- › Deal negotiations and restructuring
- › Project financing



## MANAGEMENT TEAM



### Mahendra Rustagi - CEO

A Chartered Accountant, Cost Accountant, and Company Secretary, Mr. Rustagi has over 30 years of experience in multiple responsibilities across the life cycle of a business. These responsibilities include setting up the finance function, managing stakeholders, fundraising, implementing business processes, and managing legal/ arbitration matters. Mr. Rustagi has served as Co-Chairman of International Affairs committee of PHDCCI in 2018 and has been the Co-Chairman of the Environment Committee of PHDCCI since 2000.



### Manoj Sharma Partner, Business Advisory

He is a Chartered Accountant with almost 21 years of post-qualification experience. In addition to leading the assurance vertical in his earlier stint, he has been actively involved in helping Foreign and Indian clients in setting up their businesses in India including business entity structuring and formation, obtaining approvals, initial hand holding including accounting and compliance support, setting up processes and systems etc. He has long experience in business evaluations and fundraising for clients.



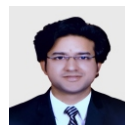
### Dinesh Singhal Principal Advisor-Tax & Regulatory Matters

A Chartered Accountant & Law Graduate with over 21 years of experience in the field of Direct and Indirect taxation as well as regulatory and policy matters. He has advised a number of international and domestic companies on a range of tax and regulatory issues. He specializes in the representation before Appellate authority. He has written various articles and has co-authored a book on GST.



### Dr. J. S. Sharma

STA Fellow (Environment), METI, Govt. of Japan, President, Indian Association of Air Pollution Control, Delhi, Co-Chair, Environment Committee, PHD Chamber of Commerce and Industry, Former Group General Manager -Head Environment, Oil and Natural Gas Corporation Ltd. (ONGC).



### Saurabh Panwar Senior Advisor – Tax & Regulatory Matters

A Chartered Accountant with more than six years of experience in the realms of Direct Taxation, International Taxation and Transfer Pricing. He has successfully handled various assignments related to tax audits, income tax assessments and commissioner (appeals), tax planning & advisory, transfer pricing audits & assessments and international tax advisory etc. He has an experience in a wide range of segments ranging from manufacturing sector, service sector, NGOs etc.



### Umesh Sahdev

Strategic Business Planning & Carbon Market, Mr. Umesh Sahdev brings five decades of professional expertise in planning and developing industrial projects in a broad spectrum of industries, managing businesses of global repute.



### Sanjay Sharma - ESG

Climate Change, Environmental, Health, Safety, Social & Governance expert Mr. Sanjay Sharma is an experienced climate change, health, safety, and social specialist.



### Dr. J P Gupta (Chairman - Advisory Board)

Project Planning & Management and Strategic Advisor (Environment & Climate Change) Distinguished Scientist in the US Registry of Scientists with patents and several publications in international journals.



### Dr. Karen Landmark

Dr. Karen Landmark, Ph.D. in International Management, Business, and Sustainability, brings two decades of professional expertise in transformation processes promoting a social and sustainable society.



### Dinesh Kumar Sarraf

Mr. Dinesh Sarraf comes with more than four decades of industry experience in the private and public sectors. He has been Chairman/CEO of leading public sector oil and gas companies.



### Dr. Chitra Rajagopal

A Distinguished Scientist (DS), Dr. Chitra Rajagopal held the position of Director General (Resources & Management) in the DRDO till Dec 2020.



### CS Prakash Bhatia

Mr. Prakash Bhatia is a qualified Company Secretary with a degree in law and a post graduate in commerce. He has an experience of working with the hospitality arm of the House of Tatas for more than three decades. His experience encompasses handling, leading and advising on the spectrum of legal and secretarial activities including but not limited to transaction advisory,



### Vivek Kumar

Vivek Kumar is an Electrical Engineer with a Masters in Industrial & Management Engineering. He also holds an MBA with a specialization in Human Resource Management. He started his professional career as an Industrial Engineer and held the role of CHRO in large organizations. Mr. Kumar has a rich and diverse experience of over 35 years with top public and private sector companies in IT, ITES, Engineering, Pharmaceutical, Telecom, Renewable Energy and Petroleum industries,

## ADVISORY BOARD

# OUR CLIENTELE

## INDUSTRIES catered to

- Agencies & Product Distribution
- General Trading
- Manufacturing
- Banking Sector
- Hotels
- Consulting Engineers
- Import – Export
- Call Centers
- IT Business – Hardware & Software
- Logistics

- Chemical/Engineering
- Food & Beverages
- Media
- E-commerce
- Credit/Discount Card Agencies
- Printing & Publication
- Entertainment
- Travel & Tourism
- Fashion

- Trusts & Non-Government Organizations (NGOs)
- Hair & Beauty Studios
- Education
- Healthcare
- Real Estate
- Telecommunications
- Financial Services
- Retail

## GLOBAL PRESENCE OF OUR CLIENTS



### DELHI

A-15, Second Floor, Hauz Khas  
New Delhi- 110016 (India)

Tel: +91-11-26856421      +91-11-41655801

[info@krestonsnr.com](mailto:info@krestonsnr.com)  
[www.krestonsnr.com](http://www.krestonsnr.com)

### BANGALORE

No - 5A, Second Floor, 6th Main,  
KHB Colony, Basaveshwara Nagar  
Bangalore  
Karnataka-560079 (India)

Tel: +91 80 42064178

### PUNE

Office no 2A, Gangotri Complex,  
927, Synagogue Street, Camp  
Pune 411001 (India)

Tel: +91 020 30492191

**ASSOCIATE OFFICES**    Mumbai • Kochi • Baroda • Ahmedabad • Chennai • Hyderabad • Kolkata