



“You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don’t see them.”

– Jay Abraham



## Background of the Company

Incorporated in the year 2010 under the Indian Companies Act.

Extension of Khurana Khurana & Associates LLP, Chartered Accountants to render

**Non – Attest advisory and support services.**

**An ISO 9001:2015 Certified Company.**

## Our Service Areas

- Entry level Strategy
- Direct Tax Advisory
- Transaction Advisory and Transfer Pricing Matters
- Indirect Tax Advisory services - Goods and Service Tax (GST) Advisory services
- Litigation Support
- Due Diligence and Special investigations
- Corporate Law & Secretarial Support
- Emerging Laws
- Merger and Acquisitions
- Internal Audit
- Customs and Foreign Trade Policy
- Startup and Process Outsourcing

## ENTRY LEVEL STRATEGY

Evaluation of market ecosystem and attractiveness, Government policies in relation to foreign investments and repatriation, evaluating various entry options, assistance and advisory services on business form, assistance in obtaining requisite approval from the regulatory authorities.

## DIRECT TAX ADVISORY

Advisory services on the Indian Income Tax Laws, tax planning to optimize incidence of Law, tax compliance, business structuring / restructuring from tax perspective.

## TRANSACTION ADVISORY AND TRANSFER PRICING MATTERS

Advisory services on cross border transactions, double tax treaties and tax efficient structuring of the cross border transactions. Assistance with preparation of the transfer pricing documentation, assistance in designing and implementation of compliance policies, and preparation of robust documentation. Assistance in developing and implementing viable Transfer Pricing policies, harmonization of existing Transfer Pricing policies, adopting new Transfer Pricing structures or alignment of prices with business restructuring. Full array of documentation services, including function, asset and risk analysis, industry overview, bench marking study, preparation and issuance of accountant's report, customized to specific needs. Developing strategies and appropriate practices to manage the audit/appeal proceedings. Assist in preparing a robust Transfer Pricing policy aligning with business and commercial substance.

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## INDIRECT TAX ADVISORY SERVICES

Goods and Service Tax (GST) Advisory services to identify planning opportunities and optimizing the overall indirect tax incidence, undertake due diligence reviews on matters including stock transfers, classification, valuation, input tax credits, registration requirements, ISD, refunds, export benefits, cross charges, job work, reverse charge mechanism, certification for transfer of credit in case of sale, merger, demerger, amalgamation etc. of entity. Assistance in relation to GST enquiries and assessments, including representation before the Tax Authorities, advance ruling and representation before the Authority in this regard. Drafting out replies to the show-cause notices and appeals, including representation before Adjudication and Appellate Forum, obtaining registrations, periodic and annual compliances, preparing reconciliations, analyzing eligibility of input tax credits etc. Assistance in relation to yearly GST Audits and credit reconciliations, drafting, filing and processing of refund claims such as refund of unutilized credits in case of export of goods/ services, refunds in case of inverted duty structure, refund in case of export with payment of tax etc.

## **DUE DILIGENCE AND SPECIAL INVESTIGATIONS**

We provide a comprehensive due diligence services with focus on Business, Financial, Tax and Legal aspects to identify business and financial risks and look for opportunities. Effective Due Diligence depends on identifying and then managing significant transaction issues, anticipating and identifying potentially important risk. It is imperative to have reliable, timely and qualitative information in any potential transaction to enable informed decision making. The success of the investigation to make a well-informed decision would lie in a well-planned, integrated and coordinated detailed enquiry procedures.

## **LITIGATION SUPPORT**

Representing before Indian tax authorities and various appellate forum such as Commissioner (Appeals), Appellate Tribunals. Assistance and representation in relation to the Advance Rulings.

## CORPORATE LAW & SECRETARIAL SUPPORT

Assistance to corporates in compliance with the provision of Indian Companies Act, FEMA Compliances, SEBI Regulations. Secretarial support with respect to incorporation of subsidiaries.

## EMERGING LAWS

Advisory, Compliance and Litigation support services with respect to new laws, undertake impact assessment, compliance, dispute resolution, preparation and representation before the authorities..

## MERGER AND ACQUISITIONS

Transaction advisory services, due diligence, negotiations, documentation support and transaction management services on Capital and financial structuring, Merger, Acquisitions and De-merger, Tax planning addressing Direct & Indirect Tax, Corporate Laws, Compliance to Stamp duty, FEMA and Competition Commission of India guidelines. Domestic and cross border business and / or corporate acquisition strategy involving valuations, due diligence (financial, tax and legal), negotiations financing, documentation support & transaction management. Business valuations, fair value opinion and financial modelling.



## INTERNAL AUDIT

Through Internal Audits we are involved in a continuous and critical appraisal of the functioning of an entity with a view to suggest improvements thereto and add value to and strengthen the overall governance mechanism of the entity, including the entity's strategic risk management and internal control system bringing in a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes. We provide assistance in development of standard operating procedures including policies and procedures adopted by the company for ensuring the orderly and efficient conduct of its business, including regulatory compliance and prevention and detection of frauds and errors, thereby covering not only the controls over reliable reporting of financial statements (commonly known as Internal Financial Controls over Financial Reporting ("IFCFR")), but also include other controls pervasive across the business. The Companies Act, 2013 (the "2013 Act") has imposed specific responsibilities on the Board of Directors ("Board") towards the company's internal financial controls and, inter alia, requires the Board to state that they have laid down internal financial controls to be followed by the company and that such internal financial controls are adequate and are operating effectively.

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## CUSTOMS AND FOREIGN TRADE POLICY

Advisory services with respect to customs related matters including strategic consulting, registration, classification, determination of rate of customs duty, valuation, benefits under notifications and duty free schemes, import-export procedures, Special Valuation Branch (SVB) proceedings, evaluation of benefits under the Free Trade Agreement and other exemption notifications, response to show-cause notices, drafting of appeals, filing of advance rulings applications and representation in relation thereto, assistance in relation to various exemptions schemes including Export Promotion Capital Goods (EPCG), Advance Authorization, Merchandise Exports from India Scheme (MEIS), Services Export from India Scheme (SEIS) etc, bonding/ de-bonding of SEZ, STP, EOU Units.

## STARTUP AND PROCESS OUTSOURCING

We provide Accounting and bookkeeping services to startup, small to medium size entities and process outsourcing to all size entities, assistance in setting up effective bookkeeping system and producing efficient management of financial records up till finalization of books accounts. We review financial records, advice on cash flow management, assist with budgeting, and offer advice on financial decision.

## Key Advisors



### **Varun Khurana, Director**

FCA, AICWA, CISA, DISA (ICAI), LL.B, ISMS (ISO 27001) LA, CCAB,CFAFD, Insolvency Professional

Varun has over 15 years of post-qualification experience over varied areas of audit & assurance, tax and transaction advisory and compliance matters. He has represented clients before both direct & indirect tax authorities in appeal matters and for seeking advance rulings. He is assisting Multi-National Companies and Indian Companies in meeting compliance, reporting, tax planning and valuation requirements. He is an avid learner and speaks on topics such as Forensic Audits.



### **Meena Lalchandani Khurana, Director**

FCA, AICWA, DISA (ICAI), M.Com, B.Com (H), CCAB,CFAFD

Meena has over 15 years of post-qualification experience over varied areas of audit & assurance services. She brings with her rich corporate experience spreading over a decade having worked with corporates like Mico – Bosch, Delphi Automotives, Coca Cola India, Evalueserve, and handling cross functional activities before joining the firm. She expertise's in the domain of Internal Audit in ERP and SAP Environment, Data Analytics, Business Process Engineering, Enterprise Risk Management, Costing, SOX Compliance, ISO 27001 Internal Audit, ISAE-3402 Certification.



## Why us ?

- We take our work seriously and our meticulous on the execution.
- We aspire to be one point contact for all advisory and compliance matters.
  - We challenge ourselves to achieve higher quality standards.
  - We are not skeptical about doing something new.
  - We love challenges.

## What you can expect from us?

- No Compromise on Quality.
- Answer to new problem and uncharted terrain.





## Contact Us

### **Registered Office:-**

S-20/22, Plot No. S-7/2 GNS Plaza, Opposite Hotel Radisson Blu,  
Kasna Road, UPSIDC Site-4, Greater Noida, Gautam Budh Nagar, U.P.  
201310, India

### **Corporate Office:-**

E-13, UPSIDC Site-4, Kasna Road, Behind Grand Venice Mall,  
Greater Noida, Gautam Budh Nagar, U.P. 201310, India

### **Contact Person:-**

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# Thank You

for taking out time to read the document.

We will glad to revert on any clarification you may have.



[www.khuranapartners.com](http://www.khuranapartners.com)