



FROZEN PASSION:

SONAM WANGCHUK'S INGENIOUS ICE STUPAS

In the breathtaking landscapes of Ladakh, cradled by the towering peaks of the Himalayas, a visionary engineer named Sonam Wangchuk has sparked a revolution to combat water scarcity and celebrate sustainable ingenuity. The awe-inspiring 'Ice Stupas' - a marvel inspired by ancient Buddhist monuments.

Ladakh grapples with severe water shortages due to its high-altitude desert environment and diminishing glacial meltwater caused by climate change. Determined to find a solution, Wangchuk pioneered a groundbreaking approach during the winter months. By pumping water from streams and spraying it into the frigid air, he conjured towering ice structures that resemble the revered stupas of Ladakh's heritage.

addressed water shortages but has also empowered local communities to take charge of their resources sustainably.

Sonam Wangchuk's Ice Stupas epitomize the fusion of tradition and innovation - a testament to human creativity in overcoming environmental challenges. They stand tall, echoing the spirit of Ladakh and inspiring a global movement towards sustainable solutions.

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These Ice Stupas stand as beacons of hope, serving not only as natural ice reservoirs but also as symbols of resilience. As the ice slowly melts during the dry months, it provides crucial irrigation for agriculture, extending growing seasons and boosting productivity. Wangchuk's approach has not only





A WORD FROM OUR MANAGING PARTNER

India enters the hot period, and I don't refer to elections. Surprisingly, in my last visit to Mumbai, it was uncharacteristically hot as were Pune and Bangalore. Global warming? With such issues now widespread, to discuss 'ice stupas' for sustainability is calming. What a simple but ultra innovative idea! When you think out of the box, common sense and ingenuity leads to improvement and higher productivity. It should be the mantra guiding you – how do I improve my team efficiency by 1 or 2%. This constant desire to improve will systemically become a habit, paving way to becoming a sought-after professional.

We had a spate of events, APMM in Kochi our crowning glory. Many of us spoke at various thought leadership events. Addressing a large gathering in Japan was one such grand moment. But it is Lea who takes the cake with a personal picture with President Macron!

This edition is blazing with travels, parties, water park escapades, dinners, and, importantly, our 33rd anniversary celebrations. But listening to 'Dada' and his simple take on life – zen! No wonder he is so endearing a person.

Our leadership team expanded, and all your leaders are talking big and thinking bigger. There is much excitement to scale greater heights. The economy eggs us on, the clients seek more, and Baker Tilly revitalizes us. This should be a path breaking year and I am all charged up.

Let's create magic together. Join the party and give your best.

Best regards

A handwritten signature in cursive script that reads "Ajay Sethi".

Ajay Sethi

"I would
rather die of
passion than of
boredom."

Vincent Van Gogh

EVENTS AND WEBINARS



Ajay Sethi, addressing the 47th Joint Meeting of IJBCC and JIBCC in Tokyo, highlighted the crucial need for robust supply chains. Amidst frequent disruptions such as wars, climate change and trade restrictions, he advocated for a "China + 1" strategy in this volatile environment. Emphasizing diversification, sustainability and resilience, he positioned India as an ideal manufacturing partner for Japan.



Gaurav Bhatia and **Nitin Gupta** recently co-hosted a webinar on auditing responsibilities relating to fraud, organized by the AASB of ICAI. They delved into identifying fraud risk factors and implementing audit procedures to tackle such risks, drawing from their extensive practical experiences in the field.



Ajay Sethi was a speaker at FICCI's India-Japan SME Connect Meet at the Embassy of India in Tokyo. He presented an overview of the Indian SME sector and discussed the opportunities for Japanese SMEs in India. He also highlighted ASA's 'Doing Business in India Guide' which encapsulates the regulatory taxation, and other issues that Japanese SMEs need to be aware of when entering India.

Subroto Bose and **Vipul Kumar Gupta** discussed the key differences between Input Service Distributor (ISD) and cross-charging for common supplies under GST in a recent webinar. The discussion emphasized recent developments in the ISD definition following the Finance Budget 2024. Additionally, they explored practical challenges in implementing the newly introduced TDS/TCS sections for complex transactions, offering valuable insights for navigating these complexities.



Ajay Sethi was invited to the "Exclusive Business Engagement" organized by the Indo-Australian Chamber of Commerce and hosted by Ambassador Nicholas McCaffrey, the Australian Deputy High Commissioner to India, in New Delhi.

TECHNICAL EVENTS



Congratulations to **Sunil Arora** for being honored with the Tax Leader Award at the 16th CFO Vision & Innovation Summit & Awards!

Léa Parmentier represented ASA at the Indo-French Business Lunch and met with the delegation accompanying French President Emmanuel Macron during India's Republic Day celebrations.



APMM - ASA organized its 25th Annual Partner Manager Meeting (APMM) in Kochi, Kerala. Partners and managers from across locations came together to review the achievements of 2023 and finalize the 2024-2025 work plan. Besides the interactive, brainstorming sessions, participants had a chance to visit Kochi and its backwaters, making the offsite delightful and memorable.



Ajay Sethi represented ASA in Beijing, China at the Managing Partners' meeting of Baker Tilly International network - Asia Pacific region.



Ajay Sethi shared insights from his vast experience of working with Japan, which included conversations on blending cultures and understanding Japanese workplaces at the Japan-India Business Confluence held in New Delhi.



Ajay Sethi, Managing Partner at ASA, chaired an interactive session on creating Industrial Value Chains at the 4th India-Japan Intellectual Conclave in Shillong. He was joined by Prof. Shahidul Haque and Makoto Hayashi.

ANNUAL DINNER

ASA hosted its Annual Dinner at Chennai and Mumbai celebrating growth and partnerships with its people and valued clients. Exciting times ahead as we proudly join the Baker Tilly family. Here's to new beginnings and continued success!



Nitin Arora shared valuable insights and nuances on 'Emerging as Wealth Creators to build sustainable businesses' at 16th Edition CFO Vision & Innovation Summit & Awards 2024 at the Radisson Blu, New Delhi.

Kim Collaço was invited as a key speaker by the Indian Business Club (France) to share valuable insights on economic developments and opportunities for French companies arising from the India Interim Budget 2024.

Manisha Sachdeva was invited to speak at the event "Case Studies - Advocating Business Success between Australia and India" organized by Newland Global Group at the Australian High Commission in New Delhi. ASA will continue to support strengthening the relationship between India and Australia, as well as foster improved business opportunities for both nations.

Himanshu Srivastava shared valuable insights and nuances of FEMA during the session titled 'Exploring the Indian Economy & FEMA' At 16th Edition CFO Vision & Innovation Summit & Awards 2024 held at Radisson Blu, New Delhi.



TIPS

The second Bi-Annual Training and Induction of Professional Staff (TIPS) for this year was held from January 04 to 06, 2024, in person at Aspen, Double Tree by Hilton, Gurugram. where PAN India trainees acquired the knowledge of different verticals in ASA and the working methodologies to better service clients and society.



1

As I headed to meet her first
time, riding in an auto

वो ऑटो की सवारी कुछ खास थी,
दिल में एक अलग सी आवाज थी,
दूर से दिखी एक हुस्न परी थी,
जन्हिं देख मेरी सांसें बढ़ी थी,
पहना दोनों ने काला लिबास था,
उस दिन हवा का रुख बस प्यार था।

3

When we went to a café
for our date.

फिर हम पहुंचें एक खास जगह,
मिली जहां प्यार करने की
एक और वजह,
महफ़िल रंगीन थी, लड़की हसीन थी,
ठंडी हवा थी, और जुल्फें बिखरी थी,
लड़की खामोश थी, आँखें जाम थी,
उस शाम की बात अलग थी,
उनके NAIL PAINTS
की महक अलग थी,
हम थे नए, गाने थे पुराने
बस FEEL वहीं थी।

2

When I met her and took
her into the auto

आंखों में अलग सा ऐतबार था,
पहली दफा जब तकरार था,
फूल देना मेरा पहला आगाज था,
और उसको ठुकराना
उनका अलग अंदाज था,
वो जब जुल्फें संवारने में लगी थी,
उस वक्त मेरी आँखें बस
खुली की खुली थी,
उस खामोशी की महक अलग थी,
और उनके मुस्कराने की
झलक भी अलग थी।

4

When we were about to
leave, and I was going to drop
her off at her home

फिर वो पल पड़ने लगे कम,
हम जब बाहर निकले,
सड़के खाली थी और भीड़ कम,
दिल अभी भरा नहीं था,
लेकिन कहीं और बैठने
को मिला नहीं था,
वो दिन हो रहा था खत्म,
लेकिन दिल में लगा था कुछ चलने,
अलविदा कहने की घड़ी थी,
फूल लेकर, बातें करने
की वजह बढ़ी थी,
गले मिल, गए वो अपने घर,
मेरी तो सांसें थम गईं,
और मैं गया ठहर।

by Mukul Goyal, Mum-RAS

The moment you fell head over heels at first sight !

So, there I was, amid an epic debate showdown. Enter Samyuktha- the debate wizard with a knack for making words dance like they were in a disco. Her charm hit me like a Rickroll: unexpected but kind of groovy. My heart was all ready to RSVP to the love party. As we bantered, I noticed her beauty, and let me tell you, it hit me like realizing you've been singing the wrong lyrics of a song for years – a mix of embarrassment and amusement.

I was gearing up for a grand love speech, but then she dropped a bombshell of references - think more cassette tapes than Spotify playlists.

Turns out, she was a bit older, like "I-had-an-iPod" kind of older. My attempts at wooing her felt like using dial-up internet in the world of Fiber optics. We laughed it off, realizing that while love might be timeless, our pop culture timelines were on different streams. In the end, my heart voted for compatibility, and we agreed – maybe next time, I'll stick to debates about which '90s sitcom reigns supreme.

by Rishi P Jain, BLR-RAS

Feelings of all the singles on valentine day.



*Saala ye dukh kahe
khatam nahi hota hai !*

by Mihir Jain, Delhi-ABS

A tale of one of my heartbreaks

उन्हें पाने की चाह थी तबसे, कमाना भी
शुरू नहीं किया था जबसे,
वो आए पर ऐसे आए जीवन में, खुशी तो नहीं
गम ज्यादा साथ ले आए जिंदगी में

While people fall in love with other humans, I fell in love with the idea of owning a sedan when I was 12. I waited for her for 16 long years when I finally bought my most materialistic possession -my car. The day I bought it,

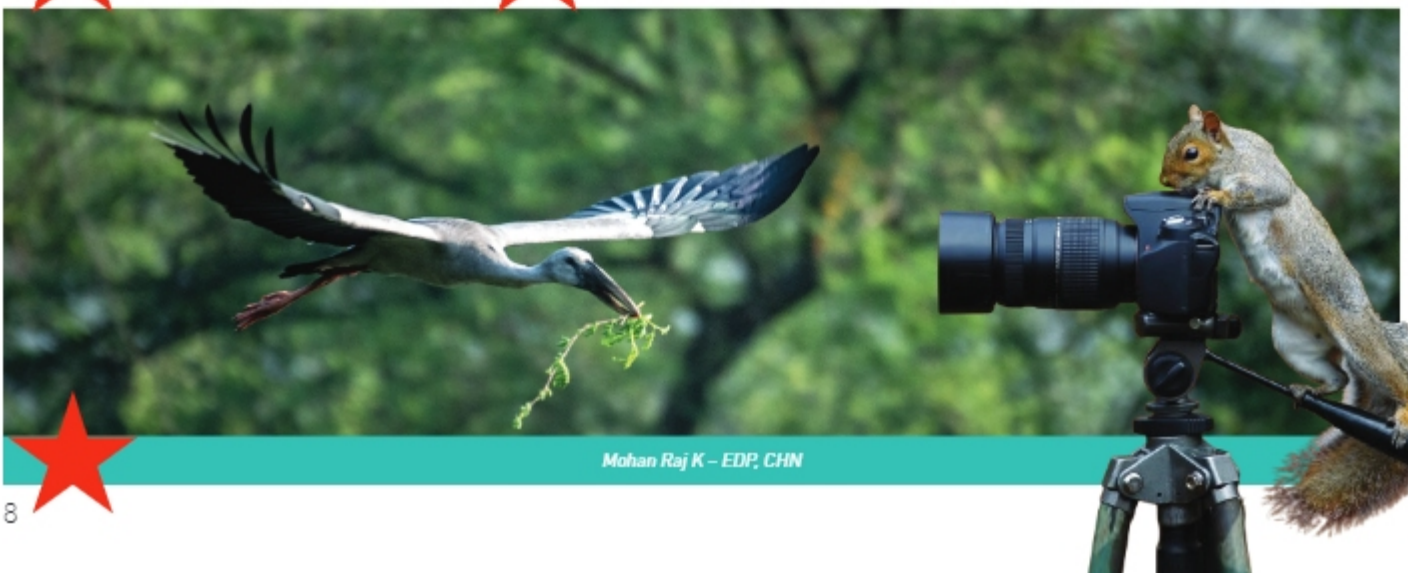
I realized that there was a piece of information that was not disclosed to me beforehand. So, at the time of taking delivery of my first ever self-purchased car, I was in tears because the sales team had lied to me about the car's important details, and now there was no going back. I accepted and moved on, but in the first month of the purchase itself, my childhood crush, my car, has been only giving me surprises by throwing some or other tantrums every weekend. I feel like abandoning it and moving on, but as life is unjust anyway, giving up is not always the solution. We are hoping that things will turn out well eventually between us.

Pragya Bansal, Delhi, Tax

WILDLIFE PHOTOGRAPHY

"In every walk with nature, one receives far more than he seeks." - John Muir

Let's celebrate the winners (★), whose stunning photographs not only capture the beauty of nature but also inspire us to cherish and protect it. Congratulations to all for their inspiring photography!

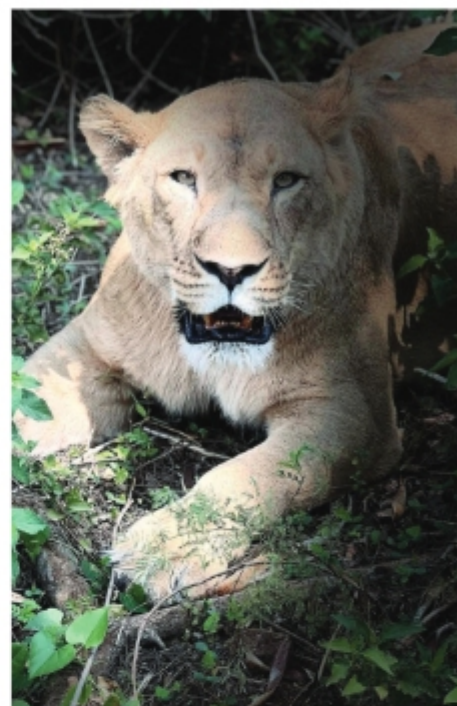




Anchal Sidhana – TAX, DEL



Léa Parmentier – ES, DEL



Arun Jaju – ASR, HYD



Riya Trivedi – RAS, MUM



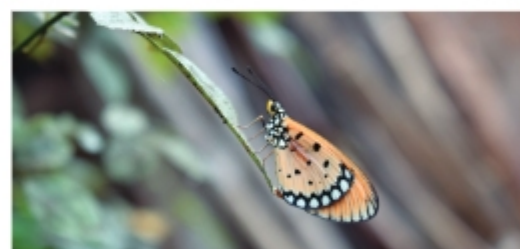
Tulasi Kiran Kambhampati – ABS, HYD



Sandhya Salvi – ASR, MUM



Sreekanth Dondapati – RAS, BLR



Bharath Kumar G – ASR, HYD



Sri Ganesh Aryasomayajula – RAS, BLR



N Pravalika – ASR, HYD

Our leader's vision: a beacon guiding us to new heights of success.

HIMANSHU SRIVASTAVA



Director
Business Advisory Services, GGN

The new era poses new challenges, cross-border investments, borrowings, trade, and economy are on high gear, aided by strong policy intervention and global conditions. The regulatory framework is becoming complex and detailed, demanding first-hand expertise and deeper engagements with clients and industry. The robust economic boom needs to be matched by relentless delivery of quality real time basis. The advisory practice is evolving, new niche practice areas and non-commoditized solutions are needed to match the speed of expansion of the economic horizon of Indian economy. The entry strategy, cross-border greenfield and brownfield investments are on the rise. Thirst for scale and to be the next unicorn, growing demand and relocation of supply chain to India, infrastructure and public spending, sunrise sectors, global realignment, and manpower prowess of India would help the professionals to become techno savvy, futuristic and world class.

RAMAKRISHNA VHVL



Executive Partner
Accounting & Business Support, HYD

Apart from homegrown pharma and IT industry giants, Hyderabad has already become a favorite destination for foreign companies to set up their offshore entities/Global Capability Centers (GCCs). With our exceptional client service and our recent strategic alliance with a global network, nothing stops us from grabbing the opportunity to achieve **three times the business and three times the team size in the next three years**. We are all geared up and aim to be a significant part of ASA 2.0.

AKHILESH THAKUR



*National Head
Risk Advisory, MUM*

Risk Advisory landscape is rapidly evolving due to changing business, regulatory, and technological landscape. We have seen a decade of rapid changes which include new technologies, digitization, Robotics and Artificial Intelligence which have a major impact on businesses. These create business opportunities and new service avenues for risk advisory professionals. Services such as Cyber Security and ESG are growing very rapidly today. We will see emergence of services such as Data Privacy and tech-based solutions growing in future. Dependence on tech-based platforms for delivering services will grow as clients expect more value addition with less resources and faster turnaround time.

RAJIV ARYA



*National Head
Accounting and Business Support, DEL*

Accounting and Business Support services aka ABS, as it is commonly known in our organization, is one of the largest verticals both in terms of revenue and head count. We service clients from across the globe, for all the accounting, taxation, and regulatory needs for their business establishment in India.

ABS is set to double its business over the next 3 years. This will happen by bringing in new service lines, new geographies and new technology into our service framework to make it efficient, cost effective and dependable. This was always a part of our outlook, but with Baker Tilly happening, we have a larger reach as well as the bandwidth to service not only the global clients in India but also the domestic clients, who wish to expand beyond India.

Coorg

Mountains are nature's way of showing its peaks. We arrived in Coorg, the sun was setting, and we were greeted with a sky filled with fiery bursts of orange - a sight that never fails to mesmerize anyone. The place was crowded, but we wanted a peaceful environment, so we set out to find a quieter spot. Luckily, we were gifted with the perfect place to witness the sunset, and it felt like we had the best seats in the house. The next day, we woke up in the darkest hour of the day, eager to explore Mandalpatti. The view from the top was breathtaking, Mandalpatti was like a staircase to heaven, with majestic clouds gathered around the peaks, transporting us to another realm. Coorg had more surprises in store for us, the charming cafes and friendly people. The cafes were a piece of peace, with smiling faces and positive vibes that made us feel right at home. Coorg also had a few trekking spots. The Tadiandamol Trek and the Kotta Betta Trek. We decided to go on an adventure to reach a height of 1700 meters above the ground level. The journey was thrilling, and we went through dry lands, mushy and dense forests, and slanting peaks to get a surreal experience that we will always cherish. This trip was a perfect package filled with happiness, solitude, peace, and cherishable moments that we will always remember. Among the cafes we visited, The Wheel Cafe and the 5th Generation stood out. We forged a friendship with one of the waiters who made us a coffee mocha and shared a coffee tonic as a token of friendship. We spoke for a while about the cafe, the place, and his passion for coffee - a true inspiration.



by Vishal S, CHN-ASR

Cambodia: From Ancient Wonders to Island Paradise

What is better than exploring a new country to end the fiscal year? Cambodia turned out to be a delightful discovery - thanks Ajay!

Straight from office on Friday evening, I headed to the airport, off to Siem Reap. Two flights later, I was indulging in Khmer cuisine's mild delights, a refreshing break from spicy food. But that was just the appetizer. The main course? Waking up the next day at 4am to chase the mesmerizing sunrise at Angkor Wat, the largest religious structure in the world, blending Hinduism and Buddhism, constructed during the 12th century. Exploring the Angkor complex is like a time-travel adventure through the Khmer Empire's glory days.

Craving more thrills, I embarked on a 40-kilometer bike ride amidst Angkor's jungle, discovering secluded temples and soaking in nature's serenity. Picture yourself alone, facing a 1000-year temple, nature reclaiming its space, with only the melody of birdsong as background noise? A true adventurer's dream!

The following two days in Phnom Penh, capital city, were filled with visits to the Royal Palace, killing fields from the Khmer Rouge era, and a peaceful Mekong River cruise at sunset.

The grand finale? Koh Rong Sanloem, a nearly untouched island. Trekking through jungle was an adventure in itself, but reaching the beachfront bungalow was like stepping into heaven. Turquoise waters and lazy days of sun, sea and sand were pure bliss, while kayaking was the perfect farewell: ideal to recharge before returning to overwhelming Delhi.

In conclusion? Cambodia, 200% wholehearted recommended!



by Lea Parmentier, DEL-ES

Colorful Calm: Holi Bliss in Rishikesh

Amid the constant shuffle between Excel sheets and Outlook, I gathered the courage to embark on a journey to Rishikesh, a place that holds a special corner in my heart. There, beside the serene waters of the Ganges, I find a sense of profound happiness and joy. Choosing to celebrate Holi in Rishikesh, a city brimming with vibrant experiences and soothing ambiance, I set off on March 23rd, 2024. It marked my inaugural solo expedition, as my family was due to join me the following day. During my journey, I had the pleasure of engaging with peers from diverse backgrounds, their varied perspectives enriched my journey with invaluable knowledge and experiences.

Arriving at my Rishikesh abode at 11 PM, the late hour precluded any immediate exploration. The following day, I eagerly ventured out to explore the city's revered ghats. Triveni Ghat, a personal favorite, greeted me with its serene aura, the Ganga Aarti, and Parmarth Niketan remains an experience I wholeheartedly recommend to all.

Subsequently, Lakshman Jhula, Ram Jhula and Janki Setu where the festivities of Holi were in full swing. Amidst the vibrant colors, I whiled away the evening beside the Ganges at Lakshman Jhula. As Holi dawned, my cousins and I made our way to the peaceful enclave of Vashishth Guffa, Tehri Village and Chilla where we celebrated amidst the serene beauty of the Ganges. It was, without a doubt, the most enchanting Holi of my life. And thus, with cherished memories and a heart overflowing with contentment, I concluded my unforgettable journey to Rishikesh on March 26th.



by Anchal Sidhana, DEL-TAX



Soul Searching on Wheels

For many, travel is merely about checking off destinations or escaping the urban grind. But for me, it represents a deeper journey. It's about peeling back cultural layers and discovering new facets of myself. This year's family getaway wasn't just a trip down memory lane; it was a spiritual odyssey.

We set out from Delhi, enveloped in the chilly fog. As we made our way to Karauli, Rajasthan, we shared laughs, marveled at the scenery, and endured the bumps of the road like seasoned travelers. Swapping screens for sprawling landscapes, the endless fields and farms were a stark contrast to the cityscape I was accustomed to.

A day in the village was like a breath of fresh air. From relishing local delicacies to wandering through picturesque vistas, it was a gentle reminder of life's simple joys. And then, the temple visit - it was a spiritual awakening. The rhythmic drumbeats and soul-stirring chants filled me with a sense of peace and reverence.

Looking back, this journey wasn't just about escaping reality; it was about embracing simplicity and seeking deeper meaning. It was a rollercoaster of emotions, but oh, what a ride it was.

by Shivam Agrawal, DEL-ABS



As the sun began to peek over the horizon, casting its golden rays across the vast expanse of the Indian Ocean, we found ourselves ready to embark on an unforgettable journey to the Maldives. The anticipation bubbled within me as I watched the crystal-clear waters glisten under the morning light, promising adventures beyond imagination. Our kids were beyond excited to get there.

Our journey began with a thrilling speedboat ride from the capital city of Male to our resort in Huduran Fushi Island. With the wind whipping through my hair and the salty spray of the ocean on my face, I couldn't help but feel a rush of excitement coursing through my veins. The Maldives, with its scattering of coral islands adorned with swaying palm trees and surrounded by turquoise waters, truly felt like paradise on Earth.

As we approached our island destination, I was greeted by the sight of powdery white sand beaches fringed by vibrant coral reefs. The resort staff welcomed us with warm smiles and refreshing coconut drinks, instantly making us feel at home in this tropical haven.

Our accommodation for the duration of our stay was a luxurious Garden Villa nestled amidst lush tropical greenery. The villa exuded an air of tranquility and seclusion, with its spacious interiors and private outdoor terrace overlooking a verdant garden. Wandering barefoot along the sandy pathways, I felt a sense of serenity wash over me, far removed from the hustle and bustle of everyday life.

But our Maldives experience was not just confined to land. We were eager to immerse ourselves in the mesmerizing

underwater world that the Maldives is renowned for. Our next accommodation awaited us in an Ocean Villa perched atop stilts above the azure waters of the Indian Ocean. Stepping into our villa, I was greeted by panoramic views of the vast ocean stretching out into the horizon. The glass floor panels offered glimpses of colorful marine life swimming gracefully beneath us, adding an extra dimension of wonder to our stay.

One of the highlights of our Maldives adventure was the unforgettable shark view dinner experience. As dusk descended upon the island, we made our way to a secluded dining platform jutting out into the ocean. The gentle lapping of the waves and the soft glow of lanterns created a magical ambiance as we savored delectable seafood delicacies while observing reef sharks gliding effortlessly through the water below us. It was a surreal and awe-inspiring moment, witnessing these magnificent creatures in their natural habitat, and it left an indelible mark on our memories.

For anyone travelling to another part of the world, excitement heightens when random people talk to you in your mother tongue! Yeah seriously.. the bartender at the Tikki Bar was a Keralite and we met many more who came to Maldives for work many years ago.

As I reflect on our journey through the Maldives, I am filled with gratitude for the opportunity to witness such breathtaking beauty and to create unforgettable moments that will stay with me forever. From the exhilarating speedboat ride to the serene moments spent gazing out at the endless expanse of ocean, the Maldives truly captured my heart and soul, leaving me longing to return to its paradise shores once again.

by Shalini R, KCH-ASR



Leh, Ladakh

Imagine the thrill of traversing the world's highest motorable roads, enveloped by a landscape so surreal it seems otherworldly. In Leh-Ladakh, mesmerizing monasteries like Hemis and Thiksey, vibrant Tibetan festivals, and serene high-altitude lakes such as Pangong Tso, transform this region into a magical land in summer. Here, adventure and spirituality intertwine, offering experiences from exhilarating river rafting to peaceful meditations. Whether you're navigating its rugged terrain on a bike or marveling at the stark beauty of its deserts, Leh-Ladakh invites you to a journey of discovery.



Sikkim

Sikkim in summer is a spectacle of blooming rhododendrons and magnolias, set against the backdrop of the majestic Himalayas. This tiny state is a haven of biodiversity, featuring glacial lakes, hot springs, and lush valleys waiting to be explored. Spiritual seekers will find solace in its ancient monasteries like Pemayangtse and Rumtek, alive with Buddhist chants and fluttering prayer flags. The warm hospitality of its people, combined with the exquisite Sikkimese cuisine further enhances the charm of visiting Sikkim during the warmer months.



Munnar

Munnar greets you with the sight of emerald tea plantations unfurling across rolling hills, enveloped in a veil of mist. This serene hill station, known for its cool climate, offers a respite from the summer heat. Trek to Anamudi, the highest peak in South India, explore the exotic flora in the Eravikulam National Park, or simply relax by the Attukal Waterfalls. Munnar's enchanting beauty and tranquil atmosphere make it the perfect retreat for nature lovers and those seeking a peaceful getaway.

Andaman and Nicobar Islands

Far removed from the mainland, the Andaman and Nicobar Islands are a sanctuary of tranquility and unspoiled beauty. The archipelago's crystal-clear waters, rich marine life, and pristine white sandy beaches make it a paradise for divers and beach lovers. Summer is the ideal time to explore the underwater coral gardens at Havelock Island or witness bioluminescence at Neil Island's shores. From the historic Cellular Jail to the secluded beaches of Ross and Smith Islands, the Andamans offer a perfect blend of adventure, relaxation, and intriguing history.



Shillong

Shillong's landscape, with its picturesque hills, pine forests, and captivating waterfalls, has earned it the title 'Scotland of the East'. The summer months bring a vibrant energy to the city, with music festivals and cultural events showcasing the rich heritage of Meghalaya. Visitors can enjoy panoramic views of the Shillong Peak, explore the living root bridges, or immerse themselves in the local culture at the Don Bosco Museum. With its mild climate, scenic beauty, and lively atmosphere, Shillong is an ideal summer destination for explorers and culture enthusiasts alike.

CELEBRATIONS GALORE

Tying the knot, becoming a parent or joining a new company... each represents a courageous leap forward, symbolizing pivotal moments demanding bravery, adaptability and a willingness to embrace exciting changes, steering life into thrilling new chapters of growth and discovery.

Stork's Visiting



S/o Vipul Kumar
ABS (GGN)



D/o Arun Jaju
ASR (HYD)

Wedding Wows



Dinawala Vishal Singh
ABS (HYD)

Examination Results

Cheers to our colleagues for acing their exams! Your success adds another layer of brilliance to our office. Congratulations!



Nidhin Chandrasekharan
ASR (KCH)
CA, May 2023



Abhishek Kumar
ABS (DEL)
ACCA, July 2023



Riddhi Dinesh Suthar
RAS (MUM)
ACCA, October 2023



Vutukuri Tarun Ranganath
RAS (BLR)
CA, November 2023



Mohan V
ASR (CHN)
CA, November 2023



Shaik Shabia Naz
ASR (HYD)
ACCA, January 2024



Our Leadership Team Expands



Nitin Gupta
Partner, Assurance, Delhi



Pankaj Aneja
Partner, Taxation, Delhi



Rahisuddin Saifi
Executive Partner
Assurance
Delhi



Trushit Shah
Executive Partner
Assurance
Mumbai



Chintan Nisar
Executive Partner
Risk Advisory
Mumbai

Annual Party - 33 Years Strong!!

In the fast-paced world of business, milestones are not just markers of time but symbols of dedication, perseverance, and success. This year also marked our inaugural anniversary as part of the esteemed Baker Tilly family.

The 33rd office anniversary celebration was a jubilant affair, with the entire staff coming together for an evening of joyous festivities.

Reflecting on our achievements, we are filled with gratitude for the countless milestones we have reached and look ahead with excitement to what the future holds. Here's to continued success and countless more milestones ahead!



Lohri - Baisakhi

Amidst the chilly winter breeze, SC-RC Delhi Gurgaon brought warmth of Lohri, leaving behind a trail of laughter, unity, and cherished memories that will linger in our hearts for years to come. Vibrant props provided the perfect backdrop, along with mouth-watering traditional treats like rewari and gajak, adding a flavor of joy and camaraderie. The rhythmic beats of the live dhol performance invited everyone to join the lively performance showcasing their energetic bhangra moves and creating unforgettable memories.



Republic Day

With pride and patriotism in our hearts, ASA's Delhi and Gurgaon offices celebrated Republic Day covered in tri-colour decorations reflecting spirit of unity, freedom, and love for the nation. Amidst the feelings of deep patriotism delicious snacks were distributed, adding flavour to our celebration of India's heritage. The Mumbai office celebrated Republic Day with great enthusiasm, organizing various engaging activities, fostering a spirit of unity and patriotism among employees.



Ayodhya Temple Inauguration

A wave of joy and unity swept through ASA offices in Delhi and Gurgaon as they celebrated the inauguration of the Ayodhya Ram Mandir. The momentous occasion was marked by the distribution of sweets, further solidifying the sense of community.



Holi Celebrations

As the vibrant festival of Holi unfolded within the walls of ASA, the air was filled with the aroma of delicious delicacies and the laughter of colleagues coming together in joyous celebration. The traditional Raj Kachori, Thandai, and Gujiya, lovingly prepared by the talented hands of ASA's kitchen, were distributed amongst all, symbolizing the richness of tradition and the spirit of togetherness. Amidst the festivities, everyone gleefully indulged in the playful exchange of colours, adorning each other with vibrant hues of gulal. However, the highlight of the day was the playful application of chandan (sandalwood paste), which added an extra layer of merriment and camaraderie to the occasion. With each smear and laughter-filled encounter, bonds were strengthened, and memories were etched into the collective consciousness of ASA's Holi celebration, embodying the essence of unity and joy.



Pongal Celebrations

SC-RC celebrated the Pongal festival at the Chennai branch office. Pongal is a four-day festival mainly celebrated in South India to thank the Sun God for a good harvest. It involves special dishes like sweet and savory Pongal and brings families together to exchange gifts and celebrate the onset of spring.



Movie Night

SC-RC Kochi organized a delightful movie outing, featuring the captivating film "Iyer In Arabia." This cinematic excursion offered an opportunity for relaxation and enjoyment for all involved.



Health Heroes

SC-RC Delhi Gurgaon hosted the "Health Hero Movement", a 10-day event celebrating physical and mental well-being. The event covered a diverse range of challenges encompassing not only traditional exercises like walking, push-ups, planks, and running but also prioritizing the holistic practice of yoga. Our colleagues have shown unwavering commitment to health, inspiring us all. The event emphasized the importance of holistic wellness, showcasing resilience and determination in prioritizing health.

Martyr's Day

In commemoration of Martyr's Day, SC-RC Kochi orchestrated an engaging online Quiz competition. Staff members were invited to participate by filling out an online form, and the winners were subsequently revealed.



Annual Lunch

As a fitting finale to our year's activities, a sumptuous lunch feast was meticulously organized by the SC-RC Kochi team. This provided a warm and convivial conclusion to our collective endeavours, fostering camaraderie among all of us.



Trip to Esthell

SC-RC Chennai Team conducted a one-day trip to Esthell resort. The staff had a fun filled day participating in games both Indoors & Outdoors. Winners of the games were awarded.



SC-RC Winning Celebrations

On the occasion of SC-RC's remarkable achievement in clinching the 'Best Sub-Committee Award for 2023-24,' we rallied together to share the joy throughout our office. As a gesture of celebration, we distributed delicious Rasgullas to every corner of our workspace. Let's relish this victory together and continue to strive for excellence as a unified team.



Sankranti

This festival is celebrated to mark the end of winter and welcome a new harvest season. According to Hindu religion, Makarsankranti festival is dedicated to the Sun Lord. It is considered to be an auspicious day because of its astrological significance. SC-RC Hyderabad conducted games for fun for the entire week.



Haleem Party

Haleem is a dish popular in Central Asia. It is a kind of meat stew and is prepared particularly in Hyderabad during the month of Ramadan. SC-RC Hyderabad had planned for Haleem Party.



International Women's Day celebration

It was celebrated to honour and recognize the invaluable contributions of women to the workplace and society at large. The festivities commenced with the distribution of roses and Dairy Milk chocolates to all the female employees in the office. The roses, a universal symbol of appreciation and respect, coupled with the sweetness of chocolates, set a positive and celebratory tone for the day. To conclude the day's festivities, an assortment of snacks including samosas, kachoris, and soft drinks were distributed among all employees. The Women's Day celebration was more than just a day of acknowledgment; it was a reaffirmation of our commitment to creating an inclusive and equitable work environment.



Dayout-The Great Escape Water Park

The Great Escape Water Park served as an idyllic destination for a corporate day out, offering employees a much-needed respite from the rigors of work. SC-RC MUM organized the trip to provide a refreshing break and foster team bonding among colleagues in a fun and relaxed environment. All water rides were a unique blend of thrill and enjoyment. The highlight of the day was the delectable spread of food available at the park.



Team Lunch

Ajay Sethi visited the Hyderabad office, boosting the team with his enthusiasm. The team warmly welcomed him and organized a special lunch, offering a refreshing break and a chance for everyone to unwind.



Little Acts of Kindness

This winter, SC-Admin Delhi/Gurgaon donated winter clothes and blankets to Goonj to spread warmth and kindness. Each contribution, though small, makes a significant difference.



How has been the journey with ASA from a Manager to Partner, and what has been your favourite part about it?

In 2007, I left my corporate job to rejoin ASA, and it was a decision I've never regretted. My journey with ASA has been incredibly satisfying and fulfilling. The work has consistently presented challenges that motivated me to exceed expectations and go the extra mile. What I appreciate most about ASA is that regardless of the size of our clientele, the quality of our service delivery has always remained exceptional.

What is your outlook for the next 3-4 years?

The upcoming years promise to be both – extremely exciting and very challenging.

What advice would you offer to someone beginning their career in accounting?

Viewing work as a burden is counterproductive. If you aim to challenge yourself, elevate your professional standards, and become a global professional, seize this opportunity. ASA will provide you with the platform to excel.

Why ABS and not Audit or Tax?

I realised early that without proper bookkeeping and control over regulatory compliances, both Audit and Tax can be compromised. Additionally, client interactions in ABS are dynamic, engaging, and enlightening, with immediate feedback – making every day in ABS unique and stimulating.

Can you share a time when your accounting skills benefited you in your personal life?

The skills learnt over time have proved to be invaluable in various situations. They have enhanced my negotiation abilities, persuasion techniques, facilitated balanced and mature decision-making, instilled patience and enabled me to resolve issues.

Favourite financial term? (EBITDA, ROI, etc.)

I don't use financial terms in regular conversation.

What is your signature dish that you love to cook?

I don't usually cook, but I love to make samosas☺

What's your comfort food?

My comfort food is Delhi Street food – Pani Puri, Raj Kachori, and Chaat.

What's the most adventurous thing you've ever done?

In the distant past, there was a memorable instance when I was determined not to miss my train home even if there was a statewide 'bandh'. I took a bus, crossed a river on a packed ferry, walked across the entire Howrah Bridge with luggage in hand and completely drenched in sweat, I just managed to catch the train.

What's the most interesting place you've ever visited?

Shillong, where the morning light at 4am feels as bright as a room light.

If you could travel back in time, which era would you visit?

I would revisit my childhood. Those were very treasured moments filled with boundless energy.

What's your favourite way to unwind after a busy day at the office?

I enjoy time with family, discussing their day, and having dinner together.

Who do you consider a guru in your life?

I have drawn inspiration from various people from all walks of life. It's important to have control over your own life and be positive. Inner happiness is paramount.

Rapid Fire

Favourite movie?

Not one, but quite a few.

Which is your favourite place to visit in Delhi?

I enjoy exploring Old Delhi.

What is your go-to song?

Musafir: Hu Yaaron.



Listen to this beautiful melody by scanning the QR below

IFRS or IndAS?

IndAS.

If you could have any superpower, what would it be?

I would choose to clean up my city.

If you could master one skill that isn't related to accounting, what would it be?

Cooking.

Favourite weekend activity?

Going for a drive and indulging in street food.



In conversation with
Subroto Bose
Partner
Accounting and Business
Support, Delhi



GIRIDHARAN DK

Practice Head, Assurance, Chennai

In a world of dynamism and grace,
He stands out, setting a swift pace.

Blending vitality with versatility,
An exemplary partner for all to see.

With active stride and a curious mind,
Juggling pursuits in a dance so refined.

Not just an individual who does excel,
But a leader guiding with finesse so well.

MANISHA SACHDEVA

Associate Director, Enterprise Strategy, Delhi

In vibrant hues, Manisha's grace is known,
Adorned in ethnic wear, her spirit shone.

Always on her phone, her voice loud and clear,
Her work, a symphony, for all to hear.

Loving and caring, a mother so dear,
To her colleagues as well, she brings cheer



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