

CONNECT



bakertilly

ASA

Bridging biases to bond

Quarterly Newsletter of BAKER TILLY ASA India

Volume 34 | Issue 1 | Jan-Mar 2025



Where waters meet

Hundreds of miles from the buzz of city life, Dev stepped into the cool, sacred waters of the Triveni Sangam. Not long ago, he had been deep in the corporate world - leading meetings, chasing quarterly targets, and navigating office politics. Yet despite the outward success, something was missing. So, he walked away. Not to escape, but to seek a new sense of purpose beyond job titles and performance metrics.

Nearby, Meera knelt by the river's edge, letting the water slip through her fingers as she whispered a silent prayer. She, too, carried her own burdens - grief, disappointment, and the quiet exhaustion that comes from trying to stay strong in front of others. Her journey to the Sangam wasn't about finding answers; it was about reclaiming peace.

Their paths crossed by chance, or perhaps by something more. A glance. A simple question. "First time here?" Dev asked gently. Meera nodded, a small smile breaking through. What followed wasn't profound or planned - it was two people talking, listening, and realizing that behind each face is a story. They spoke of setbacks and fears, of letting go and starting over. They came from different worlds, yet their experiences echoed similar notes.

In the shared silence of the river, something subtle shifted. The assumptions they carried about others - the polished executive, the quiet stranger - gave way to empathy. They were no longer just individuals with separate struggles, but fellow humans trying to navigate life with courage and grace. As they stepped out of the water, they weren't just lighter from the conversation - they were connected. Not by background or beliefs, but by vulnerability and respect.

In many ways, this is what bridging biases truly looks like. It doesn't require grand gestures, just a willingness to pause, to listen, and to see beyond the surface. In our workplaces, as in life, bonds are built not by sameness, but by shared humanity.

Because sometimes, when waters meet, so do we.





A WORD FROM OUR MANAGING PARTNER

2025 began on a great note as we slid into our 34th Birthday.

We welcomed in the Cyber Security team led by Shrikrishna and his able lieutenant, Rachit. The latter we get to know better over coffee inside.

The ever-increasing knowledge sessions we chaired or participated in shows the keen desire we have to share, and that was further highlighted by the winter donation efforts. Proud of this 'giving' attitude.

A swirl of festivities. Holi, Lohri, Pongal, Gudi Padwa. And we did not stop there – dinners and outings. Some of us share their travelogues herein. I was inspired by Amit from RAS, Mumbai. Well done! But then we had the 3 musketeer's plus 1 indulging in Coldplay. They truly had a party. The picture says it all.

Proud to see Mina representing us in the JCCII Women Empowerment Committee. Go girl. Spread the message of inclusiveness and safety for women.

It seems to be raining dogs and cats – at least in the pet corner. A bunch of smart dudes there. Some humans too.. maybe 😊.

Keep dancing Geetika or making people dance to your tunes. As for Sathya, her best kept secret is no more so. Connect connects all.

Off into the working months

Best regards

Ajay Sethi

EVENTS AND WEBINARS

APMM 2025

ASA hosted its 26th Annual Partner Manager Meeting (APMM) in Udaipur, Rajasthan, bringing together partners and managers to review 2024 achievements and the plans for 2025-26. They engaged in discussions on the latest advancements in AI and the opportunities and risks associated with it, as well as the opportunities and trends in global offshoring and the growth of Global Offshoring Services (GOSs). The event offered a perfect mix of insightful sessions, networking, and enjoyable evenings of sightseeing, bonding, and forward thinking.



ANNUAL DINNER

ASA hosted its annual dinner offering a relaxed evening filled with delicious food, fine wine, and engaging conversations. It was a perfect opportunity to unwind and celebrate the meaningful connections built over time. Moments like these serve as a reminder of how much we value the relationships we foster - not just the work we do.



TECHNICAL EVENTS

Gaurav Bhatia was invited as an expert speaker at the Great Indian Audit Leaders' Summit & Awards 2025, where he shared his valuable insights on "Empowering Precision, Ensuring Integrity."



ASA hosted an insightful webinar on the key impacts of Budget 2025. Participants explored amendments in direct and indirect taxes, key policy changes, and their potential implications. The session concluded with an engaging Q&A, offering attendees the opportunity to dive deeper into the topics discussed.

Sunil Arora and Viswanathan G provided crucial insights into the impact of the Indian Budget 2025, key budgetary changes, their implications, and the outlook for French businesses in India. This roundtable, organized by the Indo-French Chamber of Commerce & Industry (IFCCI) and Baker Tilly ASA in Chennai, is part of our ongoing efforts to help French companies thrive in India.



Ashwath Pai shared valuable analysis and insights on the Economic Survey and key policy measures, with a focus on significant amendments in direct and indirect tax that affect the industry and MSME sectors in India. The session, organized by the Confederation of Indian Industry (CII) Mysuru, engaged key industry stakeholders in a detailed Post-Budget Analysis.



Sunil Arora and Viswanathan G shared valuable insights on the impact of India Budget 2025 for German businesses in India. The knowledge session, held in Chennai, was a collaboration between Baker Tilly ASA India and the Indo-German Chamber of Commerce. This session is part of a series aimed at helping German companies navigate the growing opportunities in India.



Ajay Sethi chaired a key discussion at the 5th India-Japan Intellectual Conclave by Asian Confluence in Guwahati, inaugurated by Assam's Hon'ble Chief Minister, Dr. Himanta Biswa Sarma. The expert panel highlighted the upcoming TATA Semiconductor OSAT project as a crucial enabler for building a robust hi-tech ecosystem, stressing the importance of policy and infrastructure collaboration between India and Japan.



TECHNICAL EVENTS



Gaurav Bhatia moderated a panel discussion on the evolving role of internal audit in public sector undertakings at the PSU Summit, organized by the IIA India Delhi Branch. Drawing from his extensive expertise in Risk Advisory and Internal Audit, he led an engaging session that emphasized the crucial role of internal auditors in enhancing transparency, efficiency, and governance within PSUs.

Parveen Kumar appeared on DD Urdu Live to discuss the Union Budget 2025 and its impact on businesses and the economy. The segment provided a deep dive into key policy shifts, the business outlook, and what lies ahead for various industries.



Parveen Kumar and Prateet Mittal graciously took the time to visit Baker Tilly Japan office and exchanged valuable insights.



At the IIA India International Conference 2025, **Shrikrishna Dikshit** took the stage to discuss "Risks Your Organization Should Be Preparing for in 2025." The session explored key trends and challenges shaping the future of governance, risk, and internal audit, offering practical insights to help organizations stay ahead in an ever-evolving landscape.



Sunil Arora had the privilege of serving as a judge at SRCC Business Conclave 2025. Engaging with the bright young minds and witnessing their innovative ideas was both inspiring and a reminder of the incredible potential of the next generation of leaders.



At the Sanmokukai event organized by the Japan Chamber of Commerce and Industry in India (JCCII), industry leaders from trading, FMCG, and entrepreneurship came together to share insights on navigating India's dynamic business landscape.

Mina Nagashima represented the Women's Empowerment Committee, addressing the importance of creating a more inclusive work environment for Japanese women professionals in India. As their numbers continue to grow, fostering a supportive atmosphere has never been more crucial.



HOLI ACROSS CITIES

Holi, the vibrant festival of colors, is celebrated with unique traditions and enthusiasm across different Indian cities. Here's a glimpse of how it's observed in various regions

Mathura and Vrindavan (U.P.)

Known as the birthplace of Lord Krishna, these towns celebrate Holi with immense fervor. The festivities start a week before the actual day, with the famous Lathmar Holi in Barsana, where women playfully hit men with sticks. The Phoolon wali Holi in Vrindavan is mesmerizing, with flowers replacing colors in the celebration.



Amritsar (Punjab)

Holi here is vibrant with Bhangra and Gidda performances, along with traditional sweets like 'Gujiya' and 'Thandai'. The festival also marks the beginning of the harvest season, making it a joyous celebration.



Mumbai (Maharashtra)

In Mumbai, Holi is celebrated with a mix of traditional and modern styles. People gather in large open spaces, using colored powders and water balloons. The famous 'Holi with Bollywood stars' event attracts huge crowds, blending music, dance, and vibrant colors.



Jaipur (Rajasthan)

Jaipur hosts the Mewar Holi, which is a royal affair. The city's palace becomes a center of celebration with traditional music, dance, and the elephant procession, where decorated elephants participate in the festivities.



Delhi

In the capital city, Holi is celebrated both in traditional and modern ways. Communities organize events with DJ parties, color runs, and cultural programs. The 'Holi Milan' parties are popular in neighborhoods, where people come together for food, music, and colors.

A Night of Magic

January 19, 2025, will forever be etched in my memory - the night I lived my dream of watching Coldplay perform live in Mumbai. As a musician, their music has always been a guiding light for me and finally witnessing them in person was beyond surreal.



Getting the tickets itself felt like a miracle. With over 1.5 million fans in the queue, we were among the lucky ones to secure a spot. The anticipation was electric. The gates opened at 3 p.m., but we reached at 1:30, eager and restless. The scorching sun bore down on us - no water, no food, just pure excitement keeping us standing from 2 p.m. to 7:30 p.m. Then, the moment arrived. The stadium erupted in deafening cheers as Chris Martin and the band stepped onto the stage. Instantly, every bit of exhaustion vanished. The energy surged through us like a wave. The sea of 80,000 fans became one, singing in unison, our voices blending with the magic of Coldplay's melodies. The synchronized light-up wristbands transformed the stadium into a galaxy of colours, pulsating in perfect harmony with the music.

Every song was a spectacle - fireworks exploding in the sky, confetti raining down, and Chris Martin's heartfelt connection with the crowd making us feel like we were part of something cosmic. "Fix You" had the entire stadium swaying with emotion, while "Viva La Vida" turned into a euphoric anthem.

We danced, we sang, and we lost ourselves in the music. Sharing this unforgettable night with Ashima, Lea, and Ancy made it even more special. The lights, the music and the voices of the thousands of strangers - unknown yet united by the rhythm. It's all still playing in my mind like a beautiful dream, a dream, a night etched in memory, forever.

Do scan the QR code for the Coldplay experience



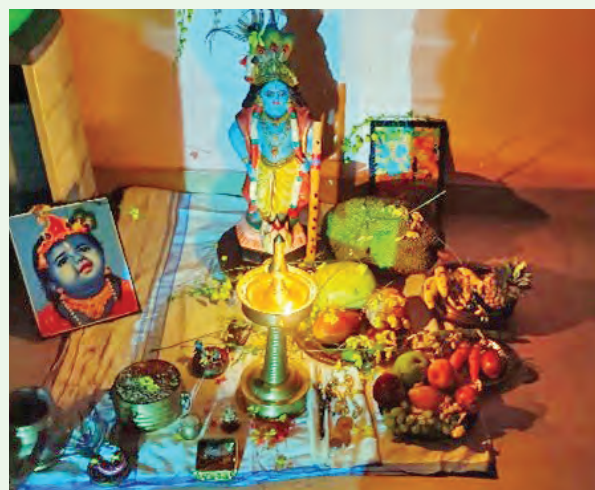
by Gaurav Arora- Tax [DEL]

Vishu festival in Kerala

One of the most beautiful experiences where I truly witnessed human connection was during the Vishu festival in Kerala. The festival, marking the Malayalam New Year, is a time of spiritual renewal and a celebration of community and shared hope.

On the morning of Vishu, families set up their Vishu Kani, an arrangement of coconuts, rice, flowers, fruits, and a mirror placed in front of a deity's idol (Sreekrishnavighraha). This ritual symbolizes prosperity and good fortune, and I remember watching my family gather to witness the Vishu Kani, their faces radiating peace and anticipation for the year ahead. It felt like the beginning of something sacred, a collective belief in new beginnings. What moved me most during this time wasn't just the rituals but the sense of togetherness that radiated through the community. Families exchanged blessings, gifts, and food, creating a spirit of unity. Elders give small amounts of money (Vishukaineettam) to younger members, symbolizing good fortune. This tradition transcended households and made me feel part of something bigger - carrying forward the hopes and blessings of those before me. The best part, though, is the meal. Sitting together on banana leaves, enjoying the Sadhya, there's warmth in the air. The laughter, passing dishes, and sharing stories make the experience unforgettable, as it's not just about the food but the connection. And the fireworks lighting up the sky brought a shared excitement and joy.

It wasn't just the colours but the sense of togetherness, uniting everyone, no matter where they were from. Vishu has always been a festival that strengthens my connection with my family and everyone else celebrating around the world. The joy, traditions, and memories made stay with me long after the day is over.



by Monisha Mohanan- ABS[KCH]

Whispers of Shyam: A Pilgrimage in Harmony

The rumble of the bus engine became a rhythmic pulse, blending seamlessly with the chorus of "Hare Krishna Hare Krishna." Our journey to Khatushyam Ji wasn't just travel - it was devotion in motion. Families, friends, and solo seekers came together, turning a simple bus ride into a spiritual odyssey.

From the moment we boarded, anticipation cracked in the air. The bus transformed into a mobile temple, where elderly women led bhajans with unwavering voices, children clapped with innocent enthusiasm, and men shared stories of Shyam Baba's miracles. At roadside dhabas, over hot chai and pakoras, laughter and faith intertwined, reinforcing the unity of our pilgrimage. The darshan was a symphony of chaos and devotion - long queues, jostling crowds, and the resounding chants of "Shyam Baba ki Jai." Yet, in that fleeting moment before him, everything stilled. His compassionate gaze filled the space with peace, making every hardship worthwhile.

The return journey was quieter, a serene contentment settling over us. We had come seeking blessings but left with something deeper, a shared experience that transcended individual prayers. This wasn't just about reaching a temple; it was about the connections formed along the way.

Faith, when shared, multiplies. In the heart of Rajasthan, amidst chants and devotion, we rediscovered the power of human connection - a pilgrimage not just of miles, but of souls.



by Aman Agrawal- ASR [DEL]

A Celebration of Love

Amidst the hustle of work, we took a break to celebrate the wedding of our colleague Arti Sharma, a moment that brought us all together beyond the walls of the office. As we enjoyed the festivities - from the cheerful rituals to the lively dance floor - laughter and conversations flowed effortlessly. The usual workplace hierarchy faded, replaced by a shared sense of joy and camaraderie. It was a reminder that beyond deadlines and meetings, moments like these strengthen our bonds and stand as a testament to the deep connections that make our journey more meaningful.



by Jaspreet Kaur- Tax [DEL]

The Magic of Music: A Journey at NSUT Fest

Last year, I had the privilege of attending the Netaji Subhas University of Technology (NSUT) Fest, where the incredible Sunidhi Chauhan graced the stage. The atmosphere was electric, filled with the buzz of excitement, laughter, and an undeniable sense of anticipation. But as the night unfolded, it became clear that this event was much more than just a musical performance - it was a celebration of human connection.

The moment Sunidhi took the stage, the crowd erupted in a chorus of cheers. Her voice, rich and powerful, resonated through the air, weaving an invisible thread that seemed to pull everyone closer together. There were no strangers at that moment - only souls united by the power of music. I found myself surrounded by people from all walks of life, yet there was a shared understanding between us, a silent acknowledgment that we were all experiencing something extraordinary together. As the melodies filled the space, it was as though the music spoke directly to our hearts. I met people from different backgrounds, all with their own stories, but in that shared experience, we connected in a way words couldn't capture. The music transcended language, culture, and distance, binding us in a shared rhythm of joy and emotion.

That night, I realized something profound: music isn't just a form of entertainment - it's a bridge. It connects not only hearts but also the very essence of what it means to be human. Music isn't just about notes or lyrics; it's about bringing souls together. And in that moment, I understood the power of music to make us feel truly alive, together.

by Ayushman Chaurasia - Tax [DEL]



The Spiritual and Cultural Experience at Udupi

Udupi, a coastal town in India, is not only blessed with breathtaking natural beauty but also steeped in rich cultural and spiritual traditions. Renowned for its iconic Lord Krishna temple, Udupi serves as a significant pilgrimage site. The unique way of worship practiced here, particularly the Bhoota Kola ritual, allows me to witness these traditions firsthand.

Bhoota Kola stands out due to its vibrant and immersive nature. It symbolizes the local people's devotion and their connection to ancestral spirits, encompassing not just a religious experience but a cultural spectacle that reflects the essence of the coastal community. The participating worshiper, chosen from a hereditary lineage, undergoes a meticulous preparation process before the ritual begins, showcasing a profound respect for the divine and the sacred art of performance. After completing the elaborate makeup and adornment, which involved covering the body with locally sourced materials like coconut leaves, the worshiper sought blessings from both the deity and the priest. This initial phase of worship included honoring important regional deities such as Marlajumadi, Panjurli, and Jumadi Bhanta through a small Pooja. Each ritual act, even the simple adorning of anklets filled with bells, was accompanied by reverence; everything used in the performance was first worshiped. The worshiper, now possessed by the spirit of the deity, danced fervently, communicating joy and concerns on behalf of the community. The rhythm of the bells from the anklets echoed through the air, drawing in the crowd with an almost magnetic pull. This was not merely a performance.

Udupi illuminated the interplay between spirituality and culture, represented beautifully through the Bhoota Kola ritual. The meticulous preparation, the reverent worship, and the evocative performance collectively create an enchanting tapestry that speaks to the heart of the community.

by Sagar Nagaraj - Tax [BLR]



CELEBRATIONS GALORE

Life is shaped by the moments that challenge us to grow - getting married, becoming a parent, or stepping into a new role within an organization. These are more than milestones; they are bold transitions that demand courage, adaptability, and a willingness to evolve. As we navigate these pivotal experiences, we open ourselves to fresh perspectives, deeper connections, and the unfolding of new and meaningful chapters.

WEDDING WOWS



Sandesh Tirlotkar, RAS [MUM]



Arti Sharma, TAX [DEL]



Deepam Gupta, ASR [DEL]

STORK'S VISITING



D/o Charitha M, ABS [BLR]



S/o Shashank D S, ABS [BLR]

WINNERS OF SC CONNECT QUIZ

1st	A Hariharan	ASR [CHN]
1st	Arti Sharma	TAX [DEL]
1st	Isha Mahawar	TAX [DEL]
2nd	Abitha Gujambal	ASR [CHN]
3rd	M R Manuraj	ASR [KCH]



OUR LEADERSHIP TEAM EXPANDS



Shrikrishna Dikshit
Partner
RAS
Mumbai



Rachit Shukla
Executive Partner
RAS
Delhi



Darpit Kanadia
Executive Partner
TAS
Mumbai



Hardly five days in and this white fur ball with shark teeth has already claimed the house - and my attention - as his own. If something gets in his way, he chews it, no questions asked. Mischief dripping from his eyes as he sits on my book in this picture, waiting to shred it into pieces, and why not? It was interrupting his playtime. Target Locked - CHEW!

PS: How do I tell everyone I intentionally left my books alone with him.

by Saahil Mehra- Tax [DEL]



It's been more than 5 years since a furry package of mischief "Burpy" came into our life.

Our "Ghar ka Raja Beta" continues to create lifelong memories -

From turning down food, unless kebabs are in sight, to pooping like a cow, day or night...

From getting scolded for causing chaos to sitting on the couch like he's the king of the house, we've seen it all...

You know he's 'The One' when he's earned not just a name, but a special nickname -meet 'Bobo'!

PS: When you're ready to celebrate, but also suspicious of who's coming for the sweets!

by Diksha Rawat- RAS [GGN]



Two puppies chilling near the Kali Mandir, Kishangarh -one's cute, the other's clueless.

Meanwhile, their mom's staring at me like I owe her money. That glare says, "Touch my kids, and I'll personally introduce you to Maa Kali!"

by Sandeep Kumar- RAS [GGN]



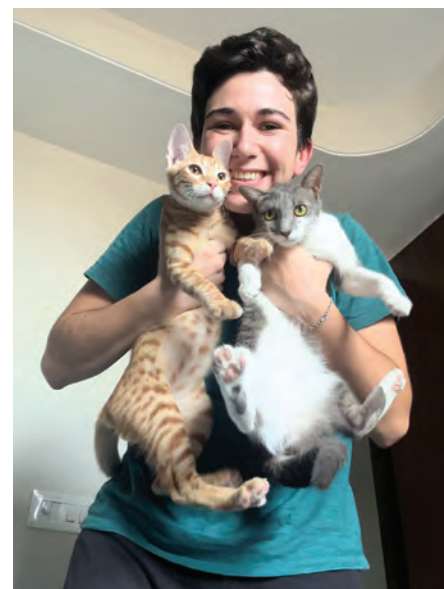
Zamane ko khabar nahi jinki, tum wo raaz jante ho mere baare!

They raste aur bhi bhot, ek teri hi gali aai hissey hamare!

Hai shiqayat yeh ki tum guroor mey rehte ho,

Waise banta bhi hai! aese hi nahi marte tumpe saare sitaare.

by Meenu Kaushik- Tax [DEL]



Two tiny strays with hopeful eyes, found a home beneath my skies.

Waking me up with kisses sweet, a furry alarm: no snooze, no cheat!

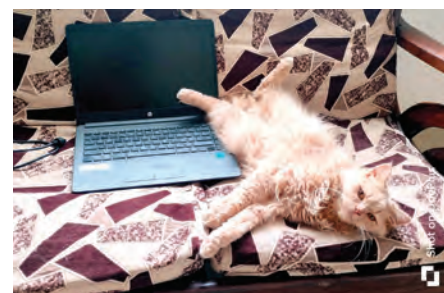
Meow like thunder, run like air, yet every purr is love laid bare.

Chaos, scratches, but love so true - Loops, Loki, now life means nothing without you two.

by Lea Parmentier- ES [DEL]

My pet cat Simba greets me every morning with a gentle meow and follows me around the house. He is my best friend, and I enjoy spending time with him.

by Kavitha R- GOS [BLR]



I love you, my mini heart. I will always stay by your side.

by Shruti Sharma- Tax [DEL]



Skye - She is not just a pet but more like a family and a friend who never judges and only love. She came to me when everything was dark in my life, and she is still the Presious furball who makes my life brighter and more colorful. Will be grateful forever to have this Woofster in my life.

by Ann Mary Thomas- ASR [KCH]



The bond we shared was beyond words - she was more than a pet; she was my second daughter. Every evening, she would rush to me even before my daughter did, seeking love and care. My daughter, too, called her a sister and loved her dearly. But I lost her while trying to protect her from being taken by the GHMC team, as she was a stray. Despite all my efforts, I couldn't keep her due to residency restrictions (I am a non-local, and the local people knowingly didn't allow me to keep her). My wife, daughter, and I couldn't eat or sleep properly for days. She will always remain in my heart - not as a stray, but as my daughter.

by Alok Kumar Sahu- ABS [HYD]



Max isn't just a dog; he is a constant companion; his emotions are so human-like that I often forget he isn't one. He chooses people and once he does, there's no chance you won't feel special. Every morning, he would greet me with unwavering affection, if I ran, he ran; if I walked, he walked; and if I paused to relax, he sat by me. Words fall short in describing what he means to me, the love I share with him is something I know I'll never experience again. To Max <3

by Vidushi Gupta- TAS [GGN]



Kunja is a little mischief maker, chasing his tail like it's the fiercest enemy, only to end up dizzy and confused. When the zoomies hit, he's a blur of fur running into everything in sight. After all that chaos, he'll flop down for a nap, face-first into his favorite pillow. And of course, as soon as I sit down, Kunja claims my lap as his throne for some royal cuddles!

by Monisha Mohanan- ABS [KCH]



Meet Nygma! While watching Gotham, we noticed that he barked every time someone said "Nygma" (one of the villains in the series)—almost like he had a personal grudge against The Riddler. After a few episodes (and countless barks), we had no choice but to name him Nygma!

by Mayank Gupta- ASR [DEL]

Frankie: the only soul I trust.



By Gaurav Arora - TAX [DEL]

Kedarkantha Snow Trek

Waking in the arms of lush white snow on the first day of 2025... It was a dream come true....

It was a very memorable and joyful moment of my life. I climbed an elevation of about 6,300 feet, beginning at 6,200 feet above sea level and reaching 12,500 feet. I was one of the 30 who managed to reach the summit of Kedarkantha in Uttarakhand, out of a group of 80, and that too well in time before the sunrise

My journey started from Mumbai to Delhi on December 29. I headed to Dehradun from Delhi and took the bus to Sankri base village. After a sound sleep, on the morning of December 31, I started the walk of my life to my dream destination, full of surprises and wonderful scenery. We reached our first halting point and spent the night in a tent surrounded by full, lush, white snow. At 12 a.m., everyone wished each other a Happy New Year amidst mild music and dancing around the tents. Waking up the first morning of the New Year at 9,100 feet above sea level was the perfect moment to cherish. In the morning we resumed our trek to reach the base camp; the actual trek to the summit begins here. On the way, we came across the frozen lake called "Juda ka Talab". After having fun sliding through snow and clicking numerous pictures, we moved forward to the 2nd stop at a height of 11,250 feet. With a few hours of sleep and a quick breakfast, we began our walk early to conquer the peak. After a continuous trek of 3 hours, finally the moment I had been waiting for the last few days arrived. It was around 06.15 when I reached the summit to capture a beautiful shot of the sunrise at a height of 12,500 feet above sea level.

After spending about 90 minutes at the peak, I began the descent and journey back home with loads of beautiful photos and wonderful memories to recall and cherish later in my life and to share with my friends & loved ones.

by Amit Ingale- RAS [MUM]



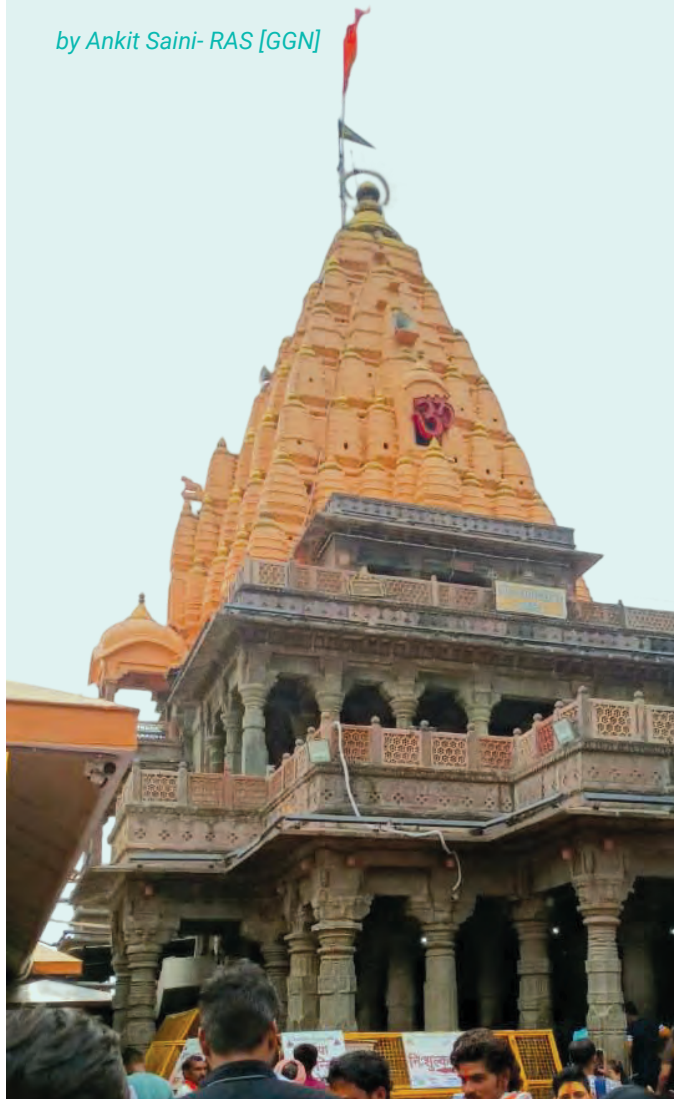
Mahakal Temple

In the fleeting days of February and March, my world felt like it was unraveling. As an introvert, I rarely let people in, but when someone special entered my life, it was as though the darkness lifted. I felt seen, understood and loved in a way I never thought possible. But just as quickly as they came, they vanished, leaving me with an aching emptiness and a burning question: Where do I go from here?

I knew I had to find myself again, to explore new horizons and rediscover my spark. So, I set off on a quest, not for someone else, but for my own soul. Ujjain called to me, with its sacred Mahakal Temple and rich history. I stood in awe before the divine, feeling the energy shift within me. Suddenly, I realized: the destination wasn't a place, it was the journey itself, the courage to step into the unknown, and the strength to shine even in solitude.

This was my adventure path not defined by others, but by the resilience and light I found in myself. And in that moment, I became the hero of my own story.

by Ankit Saini- RAS [GGN]



Rishikesh Bike Trip

It all began with a random call from a friend on a Friday night while I was still buried in work at the office. Out of nowhere, he said, "Pack your bag - we're heading to Rishikesh for a ride!" My first reaction was, "HOLD ON, KAHAN JA RHE HAIN HUM?!" But before I could protest any further, he hit me with, "Don't worry, I've already booked everything - just pack your bags!" And just like that, our adventure began.

By 11:00 p.m., we were on the road, setting off from Delhi towards Rishikesh under the starry night sky. Somewhere around 3:00 a.m., hunger struck, and we made a pit stop at a roadside dhaba. Nothing hits the spot like steaming parathas and a cup of hot comforting chai in the middle of the night. Re-fuelled and recharged, we hit the road again. When we finally arrived in Rishikesh, the first thing we did was check into our cozy campsite. But there was no time to rest - we were too excited to explore! Hopping onto our bikes, we ventured out to discover off-road trails that led us to hidden gems, including an enchanting, untouched waterfall that felt like stepping into

a dream. The thrill of biking through uncharted paths and the serenity of the waterfall made it a moment to treasure. Back at the campsite, the adventure didn't stop. While indulging in other activities, my friends were pleasantly surprised to learn I could ride horses too! I couldn't resist showing off a bit, and it added a whole new layer to the fun. As night fell, we gathered around a bonfire, the warm glow lighting up our faces and the laughter echoing into the night. Between music, stories, and a carefree vibe, it was a party like no other. That night, we made memories that I'll cherish forever.

Trips like these with close friends are a reminder of how life's best moments often come from the most spontaneous plans. Everyone deserves to create memories like this - filled with adventure, laughter, and the kind of joy that stays with you forever.

by Lokesh Kumar- ASR [DEL]



Spreading warmth this winter

This Winter, SC - Admin Delhi/Gurgaon donated winter clothes to The Earth Saviours Foundation, an NGO dedicated to supporting the underprivileged. It's truly heartwarming to see that the collective efforts make a difference and bring comfort to those in need.



Japan Day Celebration

SC-RC BLR celebrated Japan Day in style, immersing ourselves in the country's rich culture and traditions. From hands-on origami sessions to sushi tasting, the event offered a delightful journey through Japan - bringing its vibrant essence to our workplace.



Lohri

Lohri, the festival of harvest and warmth, brings with it a sense of joy, gratitude, and togetherness. To mark this special occasion, SC-RC DEL-GGN celebrated with traditional bonfires, vibrant dances, and the lively beats of Dhol, along with mouthwatering sweets.



Holi

The vibrant hues of Holi symbolize joy, unity, and positivity, infusing our lives with color and energy. To commemorate this festive occasion, our offices were filled with vibrant celebrations, lively gulal, and the delicious sweetness of Gujiyas, creating a truly memorable experience for all. The festivities included not only gulal and floral Holi but also the beats of the dhol and traditional songs, enhancing the joyful spirit and bringing everyone together in celebration.



Annual Outing

SC-RC teams across locations came together for unforgettable outings that blended fun, adventure, and team bonding. SC-RC Kochi's annual trip to Munnar offered breathtaking views, relaxing moments, and exciting activities, while SC-RC BLR's annual trip was filled with laughter, scenic bus rides, and team spirit. SC-RC Chennai also made memories with a fun-filled day at MGM Dizze World on March 1st, enjoying thrilling land and water rides. These outings were the perfect way to recharge, build stronger connections, and create lasting memories.



KCH



KCH



BLR



BLR



CHN

Annual Party Celebrating 34 Years of Excellence!

What began as a small dream has grown into 34 years of hard work, commitment, and countless achievements. Today, ASA stands stronger than ever -a formidable team led by even stronger leaders, supported by the reach and resources of Baker Tilly, expanding into new service lines, and energized by the fresh minds that have joined their ranks. This anniversary is a tribute to the incredible team across locations and the trust of their clients. Here's to continuing the legacy of excellence, innovation, and togetherness -the best is yet to come!



Movie Night

SC- RC Kochi and SC- RC HYD recently enjoyed unforgettable movie outings that brought their teams together for a mix of relaxation and fun. While Kochi kicked off with a screening of Chhaava, HYD gathered for a lively viewing of Mad Square. Both outings sparked great conversations, plenty of laughs, and memorable moments. The experiences were further enhanced with delicious dinners, making these movie nights a wonderful way to unwind, bond, and strengthen team connections.



Joyful Beginnings - Gudi Padwa Celebration

Gudi Padwa, a festival symbolizing new beginnings, prosperity, and hope, was celebrated in Mumbai with great enthusiasm. Employees came together to exchange warm wishes and meaningful conversations, while sweets and snacks were shared, adding to the festive spirit. The celebration reflected our continued efforts to foster a joyful and inclusive workplace culture.



Pongal Celebrations with Tradition

On the auspicious occasion of Pongal, SC-RC Chennai celebrated with traditional office decorations, including flowers and festive hangings. Staff and articles were encouraged to wear their best traditional attire. Traditional snacks, such as Sakkarai Pongal and Vada, were served to all. The evening was filled with excitement as a fun Squid Game-inspired competition took place, adding a thrilling element to the celebration. It was a perfect mix of tradition, delicious food, and team spirit.



Board Games Evening

SC-RC DEL organized a fun-filled board games evening to unwind and de-stress from the daily work grind. With laughter, friendly competition, and engaging gameplay, the event provided the perfect opportunity to the team members to relax and bond outside the usual work routine.



Foosball at ASA

SC-RC organized an exciting Foosball Tournament for the Delhi and Gurgaon locations. The tournament unfolded each evening over the course of a week, bringing together teams with bold and unforgettable names such as Foos Crushers, Dekhi Jaegi, Goal Getters, Grenadiers, etc. These teams demonstrated remarkable creativity and a fierce competitive spirit throughout the event. After a series of thrilling matches, the Black Panthers emerged victorious, claiming the well-earned trophy and ultimate bragging rights.



Carrom Tournament

A 3-day Carrom tournament was held at the Kochi office, sparking friendly yet fierce competition among teams. The event organized by SC-RC KCH was inaugurated with a ceremonial round by our partner, setting an energetic tone. From thrilling semi-finals to an action-packed finale, the tournament was packed with laughter, camaraderie, and team spirit - leaving us with great memories and renewed energy.



A Showcase of Team Spirit

High energy, healthy competition, and plenty of team spirit defined SC-RC BLR's recent sports tournaments. Whether you played or cheered, everyone was involved in the action. Each match was a testament to the power of teamwork and sportsmanship, making it an exciting and memorable experience for all.



COFFEE WITH CONNECT

When did you start your journey with ASA?

December 16, 2024

Whom do you consider your inspiration? Has this inspiration changed from your childhood to now?

I get a lot of inspiration from my father, who made me learn general management practices. I also admire Sachin Tendulkar, the master of his league, for his consistency and his ability to stay away from any conspiracy.

What is 'success' in your dictionary?

Success for me is the state of mind. For me it is about living each day. For example, if I can come to the office with joy, it is a matter of success for me.

Rachit - from the eyes of his friends vs. from his family's perspective?

I don't have a big social circle, but the friends I have are long term friends, and I am candid with them. From my family's perspective, I am just a good man.

Your happiest memory?

When I learned to ride a bicycle. Bicycling resonated with freedom to me.

What advice would you offer to someone beginning their career?

As life is a long journey, there is no reason to become restless. You must be patient and visionary with your goals.

If you could go back and change one decision in your career, what would it be and why?

Honestly, no decisions went wrong for me. I consider it to be the kindness of almighty that even if something went wrong, a few years later those things made me realize that it was the right decision at that point in time.

How, according to you, will AI disrupt various professions?

Everyone's rushing to jump on the AI train out of FOMO. But here's a different take: AI won't disrupt everything. It has limitations. If we get our basics right, AI becomes a strong enabler, not a threat. It is not going to take jobs in the foreseeable future; rather, it can aid work.

Have there been any aspects of the workplace that you didn't like in the past, but now you make a conscious effort to avoid passing those same challenges on to your juniors?

Micromanagement is a form of management that I stay away from to ensure my teammates get adequate 'space' to work. I address my teammates as colleagues rather than subordinates.

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

If I had a superpower, I would achieve my firm's revenue targets in a day!!

Have you reached where you wanted to, as a kid, or is the hustle still on?

The hustle to excel never ends. I was not sure where I wanted to reach when I was a kid. But I am happy with where I am. It has been a satisfying journey so far.

The hustle to excel never ends. I was not sure where I wanted to reach when I was a kid. But I am happy with where I am. It has been a satisfying journey so far.

Sometime back, the entity we were investigating tried to shift blame, accusing us of inserting malicious code into their system. Within 48 hours, we assembled a 15-16 members cross-functional team - from fraud management, information security, and more. Working together, we quickly proved the allegation was false. It was a clear example of unity and how people's power can be tapped.

Rapid Fire

- Tea or Coffee - Coffee
- Mountains vs Beaches - Mountains
- Chilling at home or Partying with friends - Chilling at home
- Hollywood or Bollywood - Bollywood
- Morning person or Night owl - Night owl
- Health Conscious or Foodie - I was foodie, but now health conscious
- Introvert/ Extrovert/ Ambivert - Introvert
- Favorite Holiday destination - Leh
- Hidden Talent - Yet to discover
- Favorite Movie - Dilwale Dulhania Le Jayenge

In conversation with
Rachit Shukla
Executive Partner
Risk Advisory, Delhi



Geetika Kohli

Associate Director, ABS, Delhi

With quiet strength and genuine care,
She guides the team through every day,
From project meetings to dance floor flair,
Her warmth lights up work and play.
At home, two little ones keep life sweet,
While flavours rich make evenings bright,
A leader, mother, with non-veg delight—
She balances it all just right.



Sathyabama R

Executive Partner, Risk Advisory, Chennai

For the audit team she's the shining light,
With jokes that make everything feel right.
Funny and outgoing, she steals the show,
Her laughter and warmth make
the workplace glow.

Loves her sweets, though sugar's a foe,
But her caring nature continues to grow.

Down to earth and always near,
Her kindness and reach bring endless cheer.
Every event or trip, she makes it the best,
With her presence, we're truly blessed!

Published at New Delhi Office: 81/1, 3rd Floor, Adchini, Aurobindo Marg, New Delhi 110 017. Tel (91) (11) 4100 9999 www.asa.in

Editorial and Content Team

Ashima Verma, Chahat Garg, Anchal Khurana, Tahseen Saba, Pragya Bansal, Prajakta Surve, Niveditha. D, Rupa Rajive, Fathima Diya K., Ann Mary Thomas, R Gururaj, Pavithra I, Sambavi R, Siddharthini S P, C Manya, Karthikeyan S, Aakancha Dixit, Virti Shah, Vijay Shah, Rakshita Neema, Nelluri Shirisha, Pavitra, Meghana S, Abirami S, Harshini S, Prerana R.

Design Team Keshav Mishra & Sandeep Singh

*For internal circulation only