



The Forgotten Horizons: Embracing the Unknown

Once upon a time, there lived a young fisherman named Diego. He was known throughout the village for his daring spirit and love for the sea. Every morning, he would set out in his small fishing boat, seeking the bounty of the deep waters. The villagers admired his courage but also worried about his relentless pursuit of the unknown.

One crisp morning, a thick fog blanketed the horizon. With a firm resolve in his heart, he ventured farther out into the open sea than he ever had before. The waves grew larger, and the fog denser, but Diego's spirit remained unshaken. Hours turned into days as he journeyed through the

fog. He fished and contemplated, wondering what lay beyond the horizon that had always marked the limits of his world.

As he continued, the fog began to lift, revealing a sight that left him breathless. Before him stood a massive, ancient shipwreck, half-submerged in the water. Diego marvelled at the sheer size of the wreck, realizing it was unlike anything he had ever encountered. Determined to explore this new world beneath the waves, he donned his diving gear and descended into the deep where he discovered a hidden treasure chest, encrusted with barnacles and covered in silt. Upon opening it, he found a collection of ancient journals filled with the stories of sailors who had journeyed through uncharted waters, sailors who had dared to venture beyond boundaries and embrace the mysteries of the sea.

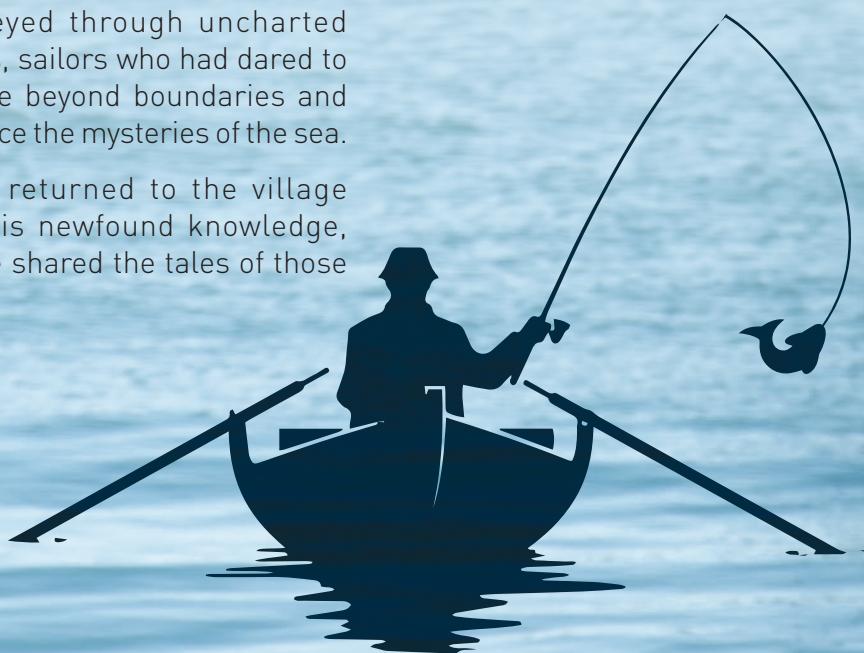
Diego returned to the village with his newfound knowledge, and he shared the tales of those

brave souls who had sailed beyond the horizon, exploring the world's unseen wonders. The villagers were awakened by the stories. They too began to push the boundaries of their own lives, seeking the unexplored, embracing the mysteries, and discovering the untapped potential within themselves.

In the end, Diego's journey had inspired an entire village to go beyond their self-imposed limits and embrace the boundless possibilities that life offered. It was a reminder that sometimes, the most powerful lessons are learned when we dare to step beyond the familiar and into the realm of the unknown, where our true potential lies waiting to be discovered.

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A WORD FROM OUR MANAGING PARTNER

We had an eventful quarter. Doing business in India book launch, additions to the partner board, celebrations, and meeting luminaries, where GNR eclipsed all. Well done ASAians. The spirit is strong, as is the will.

On the side bar of this page is an adage. Simple but profound. The firm too soars or is limited by our individual efforts, which join to characterize our firm. Recently, I met the managing partner of a large UK firm. Later, while in San Francisco, I heard and interacted with some top global leaders of the accounting profession. Two thoughts emerged. India is the new investment darling. No doubt. Their clients are talking possibilities here. Second, the profession is dramatically changing and those who are not thinking innovation will likely be left behind. The India opportunity will spread across, but the lion share goes to those who are ahead in the game – in marketing, client servicing and internal processes.

We are doing great as a firm. But to remain great, we must innovate and adapt. That requires playing with new ideas. Of late, I hear lesser of these. Certainly on refining our administrative set up, but not so much on improving vis a vis the competition and flagging new opportunities. There is no age or hierarchy in originating great ideas. I encourage each of you to share your thoughts, especially our young Turks. My fellow ASAians, the tail winds are good for India and the firm. You want to soar. The firm wants to soar. Between us, let's begin talking opportunity and innovation.

And the most important ingredient is the soaring spirit within each. Look at the travels we do, the love we spread and the openness with which we share. We are a happy experimenting bunch. Fantastic!

I am already visualizing the festival season upon us and what wonderful things each of you will share soon. Life is beautiful, and you guys add some more to that. Touchwood!

Best regards

AJAY SETHI

“The only thing limiting you is yourself.”

~ Ken Poirot



Events and Seminars

Ajay Sethi participated in an exclusive CEO interaction with H.E. Dukgeun Ahn, Minister of Trade from the Ministry of Trade, Industry and Energy (MOTIE) in the Republic of Korea. This event took place in India during the Trade and Investment Working Group (TIWG), which was followed by the G20 Trade Ministers meeting. The event was hosted by FICCI (Federation of Indian Chambers of Commerce and Industry) at the Federation House.



ASA conducted a technical session at the Hosur Industry Association focusing on "Key Highlights of the Foreign Trade Policy, 2023, and Global Trends in Internal Audit." **Jayashree S K** provided an in-depth analysis of the policy's key impact areas, while **Madhusudhan A K** explored global trends in internal audit, emphasizing the advantages and expectations related to leveraging specialists and technology in this field.



GN Ramaswami, as the Secretary of The Society of Auditors, Chennai welcomed Smt. Nirmala Sitharaman, the Honourable Union Minister for Finance & Corporate Affairs at the 90th year valedictory celebrations of the Society of Auditors in Chennai. The Finance Minister has emphasized the role of Chartered Accountants in building the nation and the easy accessibility of information in today's AI-dominated world with which CAs can guide their clients to partner in the growth of the nation.



ASA and the Indo-Australian Chamber of Commerce (IACC) have jointly launched the "Doing Business in India" guide. **Ajay Sethi**, in collaboration with the Australian High Commission and IACC, unveiled the book at an event attended by leaders from various industries. This guide offers Australian companies a comprehensive view of the Indian regulatory landscape, along with practical advice for addressing potential challenges when establishing their presence in India.



TECHNICAL EVENTS

In a panel discussion on "Exposure Drafts of 7 Standards," moderated by **Vinay K S**, the participants delved into the changing auditing landscape, the influence of technology and ethical considerations. **Sunil Bhumralkar** shared valuable insights aimed at helping auditors and firms effectively navigate these evolving dynamics and standards.



Tisha Rathore and **Radhesh S** participated in the Paper Presentation at the ICAI National Conference for CA Students. The respective topics were "Failure of New Age IPOs" focusing on the post-listing performance of new age tech companies and "OECD- Two Pillar Solution" focusing on providing solutions to tax related issues arising due to digitalization and globalization. During the "Business Model Canvas" session, **Shruthi Satheesh** pitched her business idea.



Sandeep Balooja addressed the National Convention on Mergers and Acquisitions, discussing joint ventures and technological licenses. He stressed on the importance of fostering lasting relationships and earning clients' trust for successful transaction closures.

ASA organized an internal session with **Rahul Jain**, Tax Head at ByteDance India, which primarily focused on "Tax Insights for Digital Business Revenue Models." **Rahul** provided valuable knowledge into the tax considerations associated with digital business models. He emphasized the importance of reviewing service agreements for Equalization Levy compliance and conventional tax applicability. Additionally, **Rahul** shed light on the application of GST to cloud computing and digital content delivery, offering a deeper understanding of the intricate tax environment in the digital sector.



The Bi-annual Training and Induction of Professional Staff (TIPS) took place in Gurgaon in July 2023. PAN-India trainees underwent a 3-day program covering ASA verticals, client service methodology, and team-building exercises.



Rahisuddin Saifi was a guest speaker at The Institute of Chartered Accountants of India webinar on "Specialised Auditing Considerations and Reporting -SA 800, SA 805 & SA 810" where he shared insightful knowledge on SQC 1, independence, professional skepticism, materiality, risk assessment procedures, and communication with TCWG.

ASA organized a webinar on the "Future of Financial Reporting - More Rigour and Discipline". The discussion focused on compliance, accountability and transparency in financial reporting practices to help CFOs manage increased responsibilities in this ever-evolving regulatory environment.

Bikramjit Bedi attended the 20th International Tax Conference organized by ASSOCHAM, featuring prominent industry leaders and experts. Crucial topics were addressed such as money laundering, investments in cryptocurrencies, angel tax, recent SC rulings and developments in transfer pricing and international transparency in real estate.

Exploring the Rich Tapestry of Hyderabad

Hyderabad, the capital city of the Indian state of Telangana, is a city that beautifully blends tradition and modernity. With a rich history dating back to the Qutb Shahi and Nizam eras, Hyderabad is a city that boasts of splendid architecture, delectable cuisine, and a unique cultural heritage. In this article, we'll take you on a journey to explore the essence of Hyderabad, from its historic landmarks to its vibrant street life.

Charminar - The Iconic Monument

A visit to Hyderabad is incomplete without witnessing the iconic Charminar. This magnificent structure, built in 1591 by Muhammad Quli Qutb Shah, is a symbol of the city. Its four grand arches and 56-meter-high minarets are a testament to the architectural brilliance of the bygone era. You can also explore the bustling markets around Charminar, where you'll find everything from exquisite jewellery to traditional clothing.

Golconda Fort - A Historical Marvel

Golconda Fort, another gem from Hyderabad's history, is a majestic fortress that once housed the world-famous Kohinoor diamond. The fort's intricate architecture, acoustic wonders, and breathtaking views from the top make it a must-visit for history enthusiasts. The Sound and Light Show in the evenings narrates the fort's fascinating history.

Hussain Sagar Lake - Heart of the City

Hussain Sagar Lake, a man-made wonder, is a peaceful oasis in the heart of Hyderabad. You can enjoy a boat ride on the lake or visit the colossal Buddha statue located on an island in the center. The serene surroundings make it an ideal spot for a leisurely evening.

The Statue of Equality

The Statue of Equality is a majestic monument that embodies the teachings and legacy of Sri Ramanujacharya, a revered philosopher and theologian. Standing at a towering 216 feet, it's a tribute to his profound contributions to the Bhakti movement and Hindu philosophy. Crafted in intricate detail, the statue depicts Sri Ramanujacharya with disciples. The monument's architectural grandeur includes an expansive meditation hall, a museum showcasing his life, and a library.

Dr.BR Ambedkar

The BR Ambedkar statue in Hyderabad stands as a towering tribute to the social reformer and architect of the

Indian Constitution, Dr. B.R. Ambedkar. Located in the heart of the city, this magnificent bronze sculpture symbolizes his enduring legacy in promoting social justice and equality. The statue, with its commanding presence, serves as a focal point for gatherings, protests, and celebrations that honor his contributions to marginalized communities. It's a powerful reminder of his relentless pursuit of equal rights and opportunities for all, particularly the oppressed and marginalized.

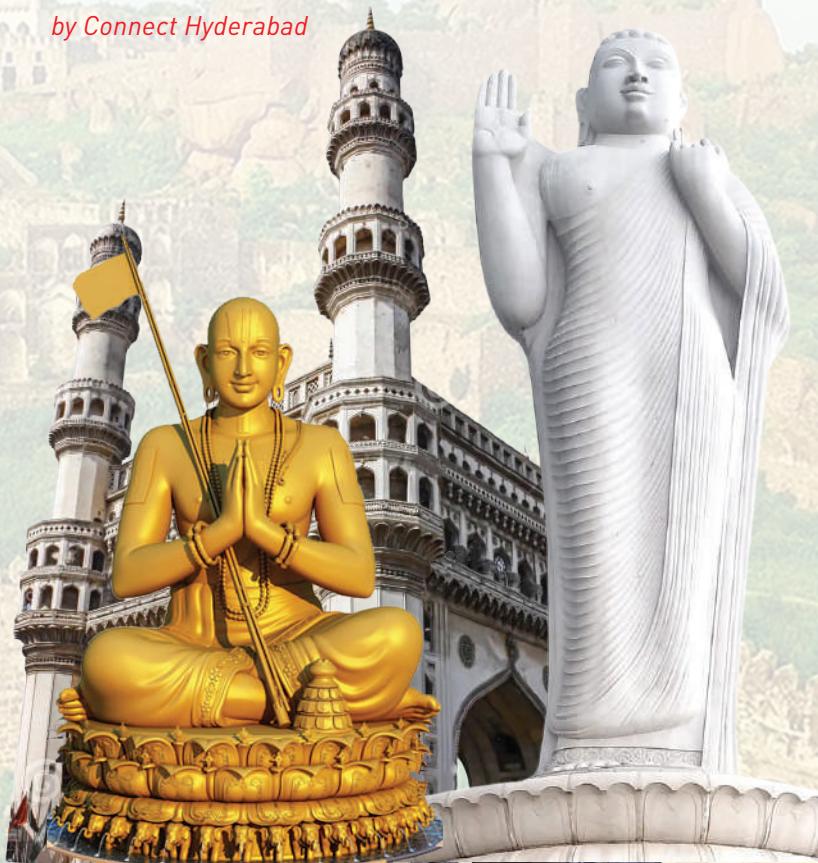
The Hyderabadi Biryani

Let's not forget the Hyderabadi Biryani, a culinary masterpiece, which is proof of the city's food culture. This fragrant and flavorful dish is prepared with basmati rice, tender meat, and a blend of aromatic spices. Paradise, Bawarchi, and Shadab are just a few of the iconic restaurants where you can savor this delicious delicacy.



Hyderabad is a city that effortlessly preserves its historical legacy while embracing modernity. Whether you're a history buff, a foodie, or simply looking for an enriching travel experience, Hyderabad offers a diverse range of attractions and experiences. So, next time you visit this fascinating city, remember to explore its rich tapestry of history, culture, and flavors, and truly get to know the city.

by Connect Hyderabad



Laughter at the office transcends boundaries by transforming the workplace into a more inclusive, collaborative and harmonious space.

A Call to Laughter: The Chronicles of a Trainee's First Client Interaction

From joining the corporate world for the first time, making immense happy memories in the office, managing those classes and studies, till bidding farewell at the end of the training, the life of an Article Trainee is not that easy. It all begins with learning the basics - from mastering the art of document handling and correct stapling to navigating the office printer, composing formal emails and becoming adept at scanning documents.

Article Trainees embark on a journey that indelibly shapes their professional lives. The camaraderie among the trainees makes even the most mundane tasks enjoyable as they bond over shared struggles and small victories.

Yet, one memory stands out among the rest: the nerve-wracking experience of communicating directly with a client for the first time. It's a moment that resonates with all of us. The mere thought of crafting a one-minute dialogue filled with professionalism and a hint of charm ties the stomach into knots. Every trainee can relate to the struggle of finding the right words and striving to sound formal while exuding confidence.

Here comes the unforgettable moment when Jaspreet was entrusted with the daunting task of making her first call to the Income Tax department. Arti had asked Jaspreet to make a call to enquire about some tax matter, and with a nervous mind and trembling hands, Jaspreet finally got the number. She kept trying to call and as the seconds became

minutes, anxiety took over her. She hastily disconnected the call convincing herself that it was her technological incompetence at play.

With a tinge of embarrassment, Jaspreet informed Arti that the call wasn't going through. Right at that moment, the phone rang. Summoning her courage, Jaspreet answered the call and provided all the details to the person on the other side of the phone. What came to our surprise was when she said "Ayee haye aarti yeh to mujhe kahin aane ko bula rhe hai" and Arti was like "Kon hai bhai?". The unexpected reply from the other end had us laughing uncontrollably: "Ma'am mai EDP se baat kar raha hun, laptop check karna hai to yahaan aa jao".

The tale of Jaspreet's misadventure became a cherished memory, reminding us that amid the seriousness and demands of professional life, it's these moments of shared laughter that add color to our journey. It serves as a poignant reminder that, no matter how challenging the corporate world may be, hearty laughter often proves to be the best compass for navigating its twists and turns.

Anchal Sidhana - TAX [DEL]



Sky is not the limit

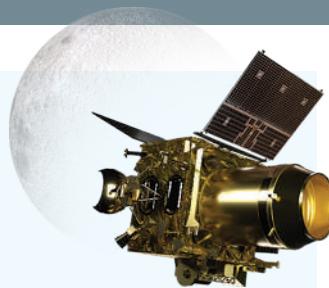
Space missions defy the limits of our terrestrial existence, transcending geographical, cultural, and scientific boundaries, while pursuing groundbreaking discoveries and technological innovation.

The third lunar mission undertaken by our esteemed Indian Space Research Organisation (ISRO) embodies the spirit of innovation, curiosity, and dedication that defines our nation. Building on the success of its predecessors, Chandrayaan-1 and Chandrayaan-2, this mission aims to achieve a significant milestone in our space journey toward unravelling the mysteries of the moon.

The knowledge gained from this mission will not only contribute to the global scientific community but will also benefit us in various ways, from space exploration to technological advancements. The significance goes beyond scientific discoveries. It represents India's prowess in space technology and our ability to undertake complex missions independently. It showcases our commitment to peaceful exploration, international collaboration and the spirit of inclusivity in the pursuit of knowledge.

The dedication and hard work of our scientists and engineers have made it possible for India to embark on this remarkable journey. Their relentless efforts remind us that SKY IS NOT THE LIMIT for our dreams and aspirations, it is just the beginning of what we can achieve as a nation. It ignites a sense of pride in all of us and motivates the youth to work with dedication for the nation, knowing that we are part of a nation that dares to dream big and accomplish the seemingly impossible. In a major achievement, Aditya-L1, India's first solar mission, has successfully performed the third earth-bound manoeuvre.

As we stand on the cusp of new discoveries and achievements, let us remember that the future holds limitless possibilities, and together, as one nation, we shall continue to soar to greater heights.



A Marvel in Metal

Ever wondered how one could use a piece of metal as a mirror? Well, it is possible! The Aranmula Kannadi – The mirror of Aranmula, is a traditional masterpiece crafted by a few artisans, who alone possess the secret to the mix of the metals.

In Malayalam, "Kannadi" means "mirror." The exact metals used in the alloy are maintained as family secrets; metallurgists suggest that the alloy is a mix of copper and tin, so a type of speculum metal. It is polished for several days to achieve the mirror's reflective surface using an abrasive paste made by mixing rice bran with oil extracted from the seeds of Marotti (Hydnocarpus pentandrus).

Unlike ordinary mirrors, which have a gap between the object and the image, in the Aranmula mirror, there is no gap. It is completely handmade and reflects with zero distortion. Only a few Vishwakarma families in Aranmula, a small town in Kerala, know the secret to craft these 250-300 years old metal mirrors.

Aranmula Kannadi is thought to bring good luck and is widely known not only in India but outside of India as well. Every piece is the result of hours of effort and hard work.

The British Museum in London has an Aranmula mirror 45 centimeters tall in its collection. The mirrors received a geographical indication (GI) tag in 2004-05.



SCAN TO
WATCH THE
MAKING!



Travelling is a transformative journey that enriches our understanding of the world and ourselves.

Trek to Nethravathi Peak

Amidst the monsoon and mist, a group of seven colleagues from the Bengaluru Assurance Team decided to embark on an adventure trip after wrapping up the audit season.

We set off on this thrilling journey at 7 a.m., heading to Pandavara Betta and Bettada Bairaveshwara Temple (1000-year-old), 35km from Sakleshpur in Karnataka. The 5-hour drive from Bangalore was just the beginning of the adventure. Upon arrival we quickly started the ascent, reaching the peak in 45 minutes. The climb was not easy with strong winds blowing, leeches and slippery terrain. However, the reward was the breathtaking view of the serene and lush green landscape. After a challenging trek, we arrived at our remote homestay in Samse, a small village with no mobile network.

The following day, we trekked the 1520-meter-high Nethravathi Peak. The journey began with a perilous ride on the narrow mud roads in an open Bolero pickup jeep. We crossed a beautiful mini waterfall and a challenging hill path, eventually reaching the hilltop after a three-hour effort to get a panoramic view of lush green hills all around. The travelling mist only enhanced the natural beauty of this untouched paradise. The place is a true haven for nature lovers!!



Shruti R Bhat - ASR [BLR]



Unforgettable ride to Kyarki

While nature was busy cleaning up, people in the mountains were left hungry and without shelter. It was tough to watch them struggle while we, city folks, were just waiting for the roads to be fixed so we could go back to our idea of 'peace'.

I went to a place dear to my heart, Kyarki, a small village with a majestic view of the Ganga River and Rishikesh. As I rode my bike to this village known for its beautiful sunset spot, I could feel the change. The smooth roads turned into muddy and rocky paths, and the green mountains turned into dry, rocky terrain.

At the sunset spot, people were struggling to get there and catching their breath while enjoying the view. Going deeper into the village, I sat around a bonfire sipping tea with locals and started talking about what had happened. What stood out the most were the warm smiles on their faces and their resilient attitude of "life goes on".

Their stories reminded me that life is an unpredictable journey, filled with both hardships and joys. From Kyarki I carried with me not only memories of a beautiful sunset but also the enduring wisdom that the key is not to be overwhelmed by the challenges but to approach them with resilience and a smile.

Shivam Agarwal - ABS [DEL]



Lombok – The Indonesian Gem

Chalo, let's embark on 2 weeks of wandering with my camera as a faithful companion, ready to capture what is, to date, the best trip I've ever had.

After a first stop in Kuala Lumpur, I headed off to Lombok Island, Indonesia. Enthusiast of solo road trips (though stressed!), I rented a scooter to explore the island following my itinerary which I carefully prepared beforehand.

After spending three days roaming between beaches with turquoise water and sunsets over the ocean, I then headed for the centre of the island, very rural and lush, dotted with rice fields, jungle, and waterfalls (where you can swim!). There, I met my friend 'Mount Rinjani', a volcano rising to 3,726 metres. After the 8-hour climb, which literally tested my limits, we spent the night at the top which allowed me some breathtaking views of the crater and the Milky Way. Following the climb down, I headed to the island of Gili Meno or should I say paradise on Earth? This was the second highlight of the trip: swimming with turtles and observing coral reefs.



Léa Parmentier – ES [DEL]



Memorable trip with Colleagues

One day I got a call from one of my coworkers inviting me on a road trip to Kerala. Surprisingly I instantly agreed, shocking my friends who knew I wasn't much of a travel enthusiast. The day of the journey came, we turned on Vijay Antony's playlist and hit the road straight to our first destination, Pollachi. We enjoyed bathing in the beautiful waterfalls relishing the natural beauty of the region.

We travelled to a hill station where we spent a memorable night in a tent camp. But the most unforgettable part of our trip was our last destination Kochi. We decided to roam the Marine Drive wearing matching shirts. The moment we stepped into the streets we became the centre of attention. Everyone who saw us couldn't help burst into laughter. A girl on a bus even took a picture of our peculiar group. We kept wondering what was amusing about us, but we were having a blast!

Reflecting on my first trip with colleagues, I can only tell that everyone must go on a trip with their office mates, at least once, so that people can get to know the real you.

Muni Kishiong Singh G – ASR [CHN]

"Animals are such agreeable friends. They ask no questions; they pass no criticisms." – George Eliot



Lola - my darling,
You were born to be with us,
We play together,
We sleep together,
We wake up together,
And last but not the least,
coffee together.

Rajiv Arya - ABS [DEL]



Adopting this little stray
Dilli Walla cat was without a
doubt the best decision I've
made all year.

Léa Parmentier - ES [DEL]



There is one who
always waits for me.
She behaves like a "DON".

Saket Sharma - ABS [DEL]



Binkies and jumps,
a joyful display,
In my heart, you'll forever stay.
Nibbling on carrots,
a daily delight,
You make my world so warm and bright.

Pragya Singh - ABS [DEL]



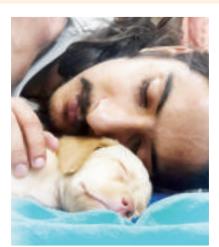
This four-legged bundle of
joy, Togo, would trade me off
for a slice of mango. I can't
wait for years of happiness to
come with him.

Saahil Mehra - TAX [DEL]



Bruno was a cute
companion to be with
during my morning
strolls at the shore
of the Mediterranean
Sea in Egypt.

Sandeep Kumar
RA [GGN]



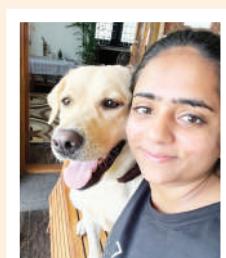
This little one,
Frankie, came into
my life and everything
changed. When I
needed a hand, I got
a PAW.

Gaurav Arora - TAX [DEL]



He protects,
he attacks, but
above all...
He's a cat.

VM Nagarajan
TAX [CHN]

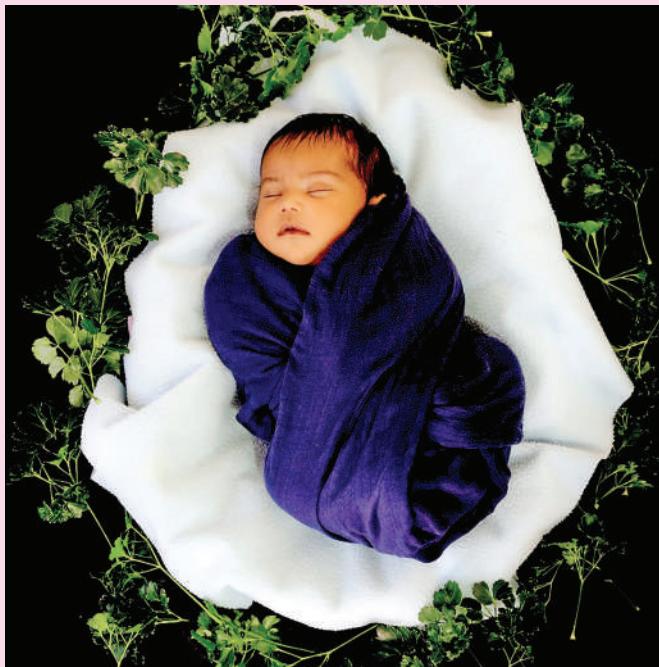


The road to my heart is
filled with paw prints

Ann Mary Thomas - ASR [KCH]

Celebrations Galore

Stork's Visiting



D/o Aalwin George - Admin [KCH]



S/o Shamsher Alam - ABS [DEL]

Our Leadership Team expands



MADHUSUDHAN A K



VIPUL KUMAR GUPTA
Executive Partner
*Accounting and
Business Support*
Gurgaon



MANOJ SHARMA



Y RAMAKRISHNAN



NAVEEN SHARMA

Executive Partner
Risk Advisory
Bengaluru

Executive Partner
*Accounting and
Business Support*
Gurgaon

Executive Director
*Global Capability Centre (GCC),
Accounting & Business Support*
Delhi

Executive Partner
Taxation
Chennai

Executive Director
Transaction Advisory
Gurgaon

Welcome



Independence Day

Jai Hind! Independence Day infused our offices with palpable enthusiasm and vibrant energy, fostering a strong sense of togetherness. The day became a resounding testament to our collective strength and camaraderie as we celebrated amidst the tricolor decorations and engaging activities. It was a remarkable reflection of our unity and patriotism.



CA Day

This day marks the anniversary of the Institute of Chartered Accountants of India (ICAI) which was formally established on the same day in 1949: a day to honor our esteemed Chartered Accountants at ASA. The celebration commenced with SC-RC Mumbai felicitating newly qualified CAs and presenting personalized pens engraved with their names. Meanwhile, SC-RC Hyderabad, organized a delightful meal and distributed presents.



Outing to Kanakapura

SC-RC Bangalore organized their quarterly outing to ELIM Resort, near Kanakapura. The whole team had a lot of fun with both indoor and outdoor activities, including rope walking and rain dancing and finishing off with drinks, lunch and high tea.



Monsoon Waterfall Trek

The monsoon trek to "The Secret Waterfalls" stands out as one of the highlights of the year for the Mumbai office. It offered an amazing opportunity for the team to escape the regular routine and enjoy breathtaking mountains and serene natural surroundings.



Friendship Day

In Bangalore office, few staff gathered and shared their ideas and thoughts about friendship. SC-RC distributed friendship bands to everyone to tie to one another symbolizing togetherness and unity.



Onset of Monsoon

SC-RC Delhi and Gurgaon celebrated the arrival of the Indian monsoon with chai and samosas!



Bowling time!

Hyderabad team went out to enjoy variety of indoor games, bowling was the highlight of the day. This much-needed excursion provided the team with a refreshing break while fostering commemorative experience for all.



Onam

 **Happy Onam!**

On Onam a beautiful "pookkalam" (flower arrangement) was the collaborative effort of SC-RC Kochi. Teams actively participated in events like Thiruvathira and Vadam vali (Tug of War), fostering camaraderie among staff from various departments. The grand Onam feast was a highlight uniting the entire staff. Additionally, on the eve of Onam, a small pookkalam at the office and delightful payasam (kheer) added festivity to the workplace.



Hindi Diwas

Taking pride in our rich culture, SC-RC Mumbai celebrated Hindi Diwas. Quiz was organized followed by prize distribution and sumptuous snacks.





FUN 'N' FROLIC

Chandrayaan-3

Continuing the tradition of honouring and to celebrate the successful landing of Chandrayaan-3, SC-RC Delhi and Gurgaon distributed Ras malai exactly at the landing time. India is on the Moon!



Movie time!

Movie was screened at Hyderabad office on one of the Friday afternoons. Meanwhile, SC-RC Chennai organized a team outing to Sangam cinema to watch the Tamil movie "Jailer" - A retired jailer goes on a manhunt to find his son's killers. But the road leads him to a familiar, albeit a bit darker place... Can he emerge from this complex situation successfully?



Teacher's Day anonymous messages

On Teacher's Day, SC-RC Delhi and Gurgaon organized a thoughtful initiative where staff members were encouraged to share messages for their mentors while keeping their identities anonymous. The RC team delivered these heartfelt messages to the respective mentors. A great gesture to express deep gratitude, appreciation and admiration for their mentors in a meaningful way.

Run for Children

Bangalore staff participated in a 5K run organized by a not-for-profit organization that helps to educate children from rural areas by distributing notebooks, desks, scholarships and sports materials.



Cricket Outing

SC-RC Hyderabad organized a game of cricket in Abids. Players wholeheartedly embraced the chance to play and enjoyed every bit of it.



Bollywood Party

SC-RC Delhi and Gurgaon organized a Bollywood theme party where the best dressed Bollywood appearances were awarded! An evening filled with lots of fun and brilliant moves on the dance floor.



Ganesh Chaturthi

In Mumbai, the occasion of Ganesh Chaturthi (ASA-cha Ganpati Bappa) was marked with a modest yet delightful celebration. The festivities commenced with an evening Aarti and delectable sweets were distributed to the attendees. Modaks were distributed at Delhi and Gurgaon offices.



Winners of SC-Connect Quiz

SC-Connect organized its Quarterly Quiz, featuring questions from the previous edition along with a few riddles. Congratulations to our winners!!!

1st	Suhas N - ABS [BLR]
2nd	Siva Durga Veerla - ASR [HYD]
2nd	Aditya Nair - ASR [KCH]
3rd	Manya C - TAX [CHN]



How has the journey in ASA been?

I joined ASA in May 2019 as a Senior Manager, when Risk advisory was part of Assurance with only 4 clients and 5 staff working on Risk Advisory assignments. Over the past 4 years, it has been an immense pleasure to watch risk advisory evolve into a separate vertical with more clients and more staff. I am grateful to the partners and other colleagues who have supported me during this journey. It is a joy to come to the office every day and spend time with this wonderful team.

How do you see the profession changing in the coming years?

Our profession is changing rapidly. Technology has to be embraced by everyone, or else we will be left behind. All task-based activities may be taken over by AI very soon.

What is that one skill you would suggest that everyone must develop?

“Caring” is one of the most timeless and a core skill that I would consider as a foundational skill.

What do you do to de-stress yourself?

I play cricket during weekends, explore cooking and try new dishes.

Who is an inspiration for you?

Our Prime Minister Mr. Narendra Modi. His energy and dedication are remarkable. Even if we can replicate 50% of it, we will be highly successful.

What is that one habit you have practiced over the years, which has helped you reach here?

Working honestly and having no expectations.

The most memorable moment of your life?

Passing my CA exam.

What is the best advice you have got from your mentors at ASA?

Stay humble and grounded, have gratitude, never forget the basics, take initiative, and follow-up.

Rapid Fire

Dream travel destination?

Switzerland and Dubai

Favourite cuisine and Comfort food?

Lebanese (Hummus, Mutabal, Falafel), Comfort food - Ragi mudde and sambar.

Favourite movie of all time?

The Edge & Coco (English), Andaz Apna Apna (Hindi) and Kantara (Kannada)

Your hidden talent?

Cooking and mimicry

Biggest fear in life?

We will all become old one day and have to leave this world for good.

If not for CA profession, what would you do?

I would have joined the Police or the Army.

Your favourite adventure sport?

Hiking

In conversation with
Madhusudhan A K
Executive Partner
Risk Advisory
Bangalore





R Gururaj

Associate Director, Assurance, Chennai

Meet Guru, our office's enigma, truly unique,
Amidst the bustling chaos, Zen master, poised and sleek.
In films, he's the connoisseur, the ultimate sage,
A silent observer, unravelling mysteries on life's stage.
Soft-spoken, yet his presence holds a mystical power,
Guiding the team with care, every single hour.
With freedom, he soars like a night owl concealed,
A passion for cricket, like fans in a roaring field.



Nitin Arora

Partner, Transaction Advisory, Gurgaon

In his realm, precision's his trusted guide,
Japanese flavours, his culinary stride.
A cocktail enthusiast, mixing with flair,
"Whisky Sour" with egg white, beyond compare,
Explains to bartenders, with passion ablaze,
The art of crafting, in a cultured haze.
Golf, once a passion, now work on the throne,
Busy in the office, the phone's constant tone.

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