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# B P U & CO

## Chartered Accountants

### Firm Profile

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## ABOUT US

- We are a firm of Chartered Accountants with 40 plus team members having vast domain and industry expertise around IT services, banking, manufacturing, social impact business, insurance, investment banking, real estate, retail, and medium and small scale enterprises.
- The team has aggregate experience of more than 50 years in the area of management accounting, commercial contracting, management information system, valuation and mergers & acquisitions, taxation, statutory and internal auditing and assurances.
- We are associated with leading companies in respective industry verticals. We take strength from curiosity, courage, lateral thinking, collaboration and open mindedness of our team.
- We also specialize in Indirect taxation i.e. Goods and Services Tax, Customs, Foreign Trade Policy and erstwhile Central Excise, Service Tax and Value Added Tax.
- We are known for in-dept study, quality excellence, independence, value added services and client focus orientation and successfully implemented the virtual CFO models for companies.

## OUR EXPERIENCE

- Team has more than 15 years of corporate experience across multiple finance functions
- We have been handling matters related to direct and indirect taxes, company law compliance, foreign transaction compliance
- Managing financial planning and analysis, controllership, business finance function for small and medium enterprises and large corporates
- Handling end-to-end statutory and tax audits for companies across multiple industries such as ITES, hospital, retail, ecommerce, banking and financial institutes manufacturing companies and co-operative societies
- Performance forecast. forecasting and presentation of revenue and P&L, preparation and circulation of periodic mis, review of the mis with various stakeholders, larger management review and tracking the actions for closure. regular tracking of forecasted numbers to highlight any risks in forecast
- Financial planning and analysis, cost reduction, operational performance excellence
- Pricing and commercial negotiation. contract negotiation with customer and vendors, deal pricing and deal modelling, pipeline and deal win-loss analytics
- M&A support. financial due diligence of target company to assess the feasibility, IRR, payback period, synergy benefits and making a final deal proposal to senior management
- Exposure to major ERPs such as SAP, Tally, Finacle etc.
- Statutory and tax audits, corporate tax filing and other statutory filings with commercial taxes, service tax dept for our Indian and foreign entities
- Facilitate funding raising for start-ups and growing companies by way of debt and equity

## OUR LEADERSHIP TEAM

### **Gururaja Bhatt A**

**FCA, CS, RV – SF&A, IP-IBBI, FAFD-ICAI**

- CA having more than 15 years of corporate and practicing experience across multiple finance functions.
- Currently managing Financial planning and Analysis, controllership, business finance function for small and medium enterprises and large corporates.
- Specialization in valuation of shares and financials assets and Expertise in M&A support and financial due diligence.
- Has undertaken statutory and tax audits for companies across multiple industries
- Visiting Faculty at Narsee Monjee Institute of Management Studies, Bangalore on direct and indirect taxation

### **Nagendra Hegde - ACA, MBA**

- Work experience of over 8 years in the field of Indirect taxation including 6 years at Hiregange & Associates and 2 years at Ernst and Young as senior consultant.
- Experience in tax advisory, audits, litigation and compliance with respect to Indirect taxation (presently GST and erstwhile Central Excise, Service Tax and State VAT).
- Co-authored book on Classification and Exemption under GST and has written a booklet on “Mechanism of Input Credit and impact under GST”.
- Participated in various seminars as a speaker on Indirect tax matters and also conducted training sessions for various corporate clients on tax compliance.

## **Gadigeppa Shivanand Tigadi (Chetan)**

**FCA, DISA, CS, RV – SF&A, IP-IBBI, FAFD-ICAI**

- CA and CS having more than 15 years of corporate and practicing experience across multiple finance functions at Tesco, McAfee, GE and NEC
- Currently managing Financial planning and Analysis, controllership, business finance function for small and medium enterprises and large corporates.
- Implementation of IND-AS, internal financial controls (IFC)
- Conducted valuation of financial assets of large companies across industries like manufacturing, software, trading, real estate etc.
- Advisory on insolvency matters and active role in execution of voluntary liquidation of companies
- Advisory on Transfer Pricing and expat tax related matters.

## **Sunil Putty - FCA, RV – SF&A**

- CA having more than 20 years of corporate and practicing experience across multiple finance functions.
- Currently focussed on Business Development and Client Management functions of the firm
- Corporate experience as CFO, Operations Head, Audit Head and Commercial Head
- Specialised in Risk Management, Controllership, Financial Due Diligence & Audits, Performance Metrics
- Industry experience includes KPMG, iGATE, GE, EXL Service

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### **Indira Hegde - BE (Comp.Sc) MS(Software Systems)**

- 20+ years of experience in software development and delivery.
- Experience in delivering of software products for remittance processing industry as developer and team leader. Worked on all phases of software development including requirements collections, Design, onsite installation and customer support
- Built multiple teaQms from grounds up in Honeywell Technology solutions and provided technical mentoring. Managed delivery of core functions for flagship industrial automation products. Worked with various stakeholders like marketing, sales and R&D partners across the globe in USA, Australia, Europe, China.

### **Jidesh Kumar - ACA**

- Chartered Accountant with 18+ years of post-qualification experience in areas of Finance and Accounting, I GAAP, US GAAP and SOX reporting specifically for IT companies
- Led and handled wide array of Corporate functions from leading finance controllership function in mid-size organizations, FP&A and Management reporting, functional lead for Implementation of Oracle Financials ERP, setting up in-house shared services function.
- Work experience in IT industry with companies like HP, Oracle, Amazon, Inmobi, Sonus Networks.

## OUR SERVICES



### NEW BUSINESS

- Advisory on structuring incorporation of the entity
- Registrations under tax and commercial laws
- Funding support (Debt and Equity)
- Compliance handholding



### STAT. COMPLIANCE

- Goods and Service Act (returns, reconciliations and refunds)
- Income Tax Act
- Companies Act
- FEMA & RBI, DGFT & FTP
- Labor Law Compliance



### ADVISORY & CONSULTING

- Income tax and GST matters
- Valuation of Financial Assets
- M&A and due diligence
- Special arrangements (ESOP, RSU, Incentive structures)
- Strategic Cost Reduction and Process Improvement.



### AUDITING

- Statutory Audits
- Tax audits
- Internal audit
- Goods and Services Tax (GSTR-9C and periodic health checks and reviews)



### CONTROLLERSHIP SERVICES

- Outsourced Accounting process
- MIS & Financial planning and analysis services
- ERP migration support
- Transaction processing services



### LITIGATION SUPPORT

- Drafting reply to SCNs issued under direct tax and indirect tax laws including personal hearing
- Drafting Appeals and PH support in appellate forums
- Applications for advance ruling

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# TECHNOLOGY INITIATIVE

## KREDO ANALYTICS PRIVATE LIMITED

- We at KREDO are looking to simplify the use of manual spreadsheet-based analytics, modernize, elevate the experience by leveraging technology.
- Our ideas are solely rooted to the philosophy of using technology to solve business issues and enabling businesses to harness higher potential.
- Currently @Kredo we are focusing on enterprise technology solutions driven by data science, ML and AI technology to build a robust and efficient solution infrastructure for lingering management challenges.
- Kredo's vision is to create a quality fin-prod marketplace affordable & accessible to all.

### Products we offer:

- Account reconciliation
- Procure to Pay Automation
- Compliance Management
- TempleDesk- To manage temple operations

## INDUSTRY COVERAGE

Our team consists of five CAs and team size of about 40 and growing and having a strong, committed and result oriented team of experts having extensive work experience across different industry verticals. We are currently catering to the needs of the following industries:



Manufacturing



Pharmaceutical



Hotel &  
Hospitality



Logistics



Tourism



Banking &  
Insurance



IT and ITES



Retail &  
E-Commerce



Automobile



Real Estate

## OUR IDEOLOGY & APPROACH



### MISSION

- To provide timely, result oriented solutions with quality and excellence.
- To address the client's requirement and add value by exceeding expectations.



### VISION

- To be known as trusted, reliable and preferred financial and tax professionals in the region



### VALUES

- We strongly believe in ethical practice with independence and integrity
- We are keen to adopt automation to simplify client's compliance burden.

We are pleased to have the opportunity to serve and appreciate your confidence in us. We look forward for a long & mutually satisfying relationship. Should you have any queries, please feel free to contact us.

**THANK YOU...**

**B P U & Co** Chartered Accountants

**Kredo Analytics** Private Limited

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