

CONNECT

ASA-CCI



Quarterly Newsletter of ASA & Associates LLP / Corporate Catalyst India

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WHAT KIND OF ROOT SYSTEM DO YOU HAVE?

The sequoia redwood trees or redwoods, located in California, are said to be the tallest on the planet. They can grow to heights of nearly 400 ft with a diameter of nearly 25 ft. That is roughly the size of a 37-story skyscraper! One would think that something that huge would have a root system that goes down deep in order to make it stand that tall. Not the case at all.

These trees have a unique and an incredible root system. Compared to their mammoth size, their roots are relatively shallow. The roots go down just 6-12 ft, and yet, these trees rarely fall over. They withstand strong winds, earthquakes, fires, storms, and prolonged flooding. How does something weighing up to 500 tons, reaching over 350 ft in height and living for centuries remain standing with roots only going down just about 10 ft? The interesting thing about these redwoods are their large network of roots often extending to a hundred miles and intertwining with the roots of other redwoods, quite literally holding each other up. The trees grow very close together and depend on each other for nutrients.

We aspire to be like the redwood tree. To be intertwined and interconnected, supportive, dependent, yet interdependent as team mates. Interlocking with each other and holding each other up.

A powerful network and interlocking system makes a powerful team.

HOLDING EACH OTHER UP.

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A word from our Founder Partner

We have been at it again – working, playing, sharing and caring. I cannot help but feel proud being part of such a dynamic ecosystem. Well articulated in the cover note that we are like the Redwood trees, and may we remain so.

As the year 2018 moves to closure, I observe with glee the last mile sprint everyone is running, and running hard. On a daily basis I hear of new business landings or a talk given or some wonderful achievement from one office or another. Expectedly, I too am caught in this energy vortex and have been running my best. As I write this, some of us are headed to Japan for a filled up business visit. We are confident of reporting success as equally starting 2019 on a high note. APMM in Hyderabad already looks attractive.

This connect again brings forth our lighter side, especially a partner who was following his heart while another focused on eating, drinking and not praying. Subroto, the craziest thing was probably your dangerous moment – maybe you should tell all your passport story!

I wish you all happy days ahead and look forward to deep interactions with each.
Be intertwined. Be interconnected.

Best regards

AJAY SETHI

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An Invitation from Indian High Commission (London)

Ajay Sethi, our Managing Partner and Sunil Arora, Partner, Taxation were invited by the Indian High Commission in London to address the techXchange Summit and the Lord Mayor's delegation to Gujarat. The event was organised by the Department of International Trade of the Government of UK. The session was well attended by over 25 delegates representing various tech companies.



Briefing sessions at the Law Society (London)

Our Managing Partner, Ajay Sethi and our Partner Taxation, Sunil Arora, were invited by the Law Society in London to talk to them about developments in Indian accounting regulations, regulators and developments in Indian taxations, including implementation of GST, taxation of foreign companies in India; Insolvency Code and why this is relevant to foreign lawyers and business. Also attending were Mr. Mark Runacres and Mr. Paul Sizeland.

UKIBC Round Table on Indian State Elections (London)

The UKIBC held a round table discussion on the Indian State Elections over lunch in London and invited our Managing Partner, Mr. Ajay Sethi to be the key speaker at it. Ajay addressed leading names of British industry and professional services, talking about the achievements of the current government, the current political climate, voter expectations, industry's expectations and possible outcomes of the 2019 elections.

Webinar on GST Audit - DEL/GGN

The GST audit report and reconciliation formats were recently notified by the government. Our Executive Partner, Accounting and Business Support, Subroto Bose highlighted the various issues relating to GST audit such as documentation requirements, auditor's responsibility and significant particulars in audit reports. He further elaborated key points with regards to reconciliation statements. The webinar was well attended by the audience.

@ GLANCE

Leadership in the 21st century - DEL / GGN

ASA invited Mr Sandeep Khanna, an eminent speaker who has spent the last three decades in a variety of management roles with leading Oil & Gas conglomerates, to conduct an in-house session for our staff on 'Leadership in the 21st century'. He spoke to us about how the concept of leadership has changed over the years and how digital media now plays a critical role in leadership decisions. He emphasized on the importance of empowering leaders at all levels, collaborating within the organisation and continually meeting clients' requirements. The session was well received by the audience and was a great learning opportunity for us all.



Ind AS Explained- DEL/GGN

Parveen Kumar gave a presentation on Indian Accounting Standards at a training program organized by the Financial Reporting Review Board (FRRB). The program was attended by technical reviewers from across India and was well appreciated by all attendees.



New Age Risks, 2018 - DEL/GGN

Parveen Kumar was a panelist at FICCI's Seminar on 'New Age Risks', 2018. He spoke at length on the dangers of internal risks that corporations face and the importance of senior management in mitigating a number of those risks. He brought up instances of several major corporate governance scandals that had rocked Indian industry and delved into the core issues in each of them and what could have been done to mitigate them.



Client Clinics on Ind AS - DEL/GGN

The Assurance team organised a technical Client Clinic on Indian Accounting Standards. Arvind Kumar took the session where he highlighted issues forming the core principle of the new standard and discussed the difference between GAAP and Ind AS.



Changing Era of the Accounting Profession - DEL / GGN

Dr. Sanjeev Singhal, Partner with S.R. Batliboi and Co LLP and Chairman, CII Group on Accounting and Auditing Standards, conducted an in-house session for our staff on 'Changing Era of the Accounting Profession'. Mr Singhal has worked extensively with industry associations like CII and FICCI and accounting regulators like MCA, ICAI and NACAS. His advice on how to keep pace with fast changing regulations and dealing with the challenges professionals face was greatly appreciated as were his insights into the future of the profession.



Unsung Heroes - Tech Ninjas - SC-EDP -DEL / GGN

To constantly support the firm technically and match steps with ever changing technological advancements SC-EDP has taken up numerous initiatives. Deployment of SCCM centres across all our locations, encryption of all computer system data drives through centrally managed Bit Locker technology and up-gradation of wireless setup for a safer Wi-Fi environment are some of the initiatives. In addition to this, SC-EDP has implemented a Document Management System (DMS) to manage client data. All systems are protected through deep guard technology from spam, virus and ransomware attacks. Besides that, a well-equipped IT support team constantly endeavours to use industry best practices to resolve problems.



GST Session by Jatin Christopher - BLR

ASA invited Mr. Jatin Christopher, an eminent speaker to share insights on GST Audit.

Mr. Christopher discussed the procedure of conducting GST Audit and some key areas of significance for GST Auditors. One important point was shifting conventional focus from the credit side of the Income Statement to the debit side, so as to find out the hidden considerations which may also attract GST provisions. In addition to this, he also emphasized the significance of identifying the principal supply in cases involving composite supplies. The enthusiastic participation from our staff made this a very interactive event.

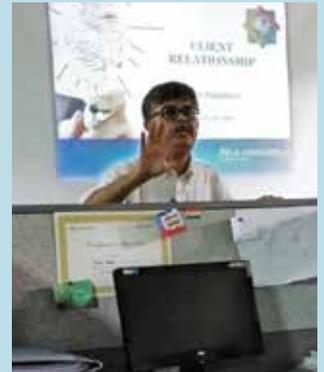


Input Tax Credit - MUM

In the new tax regime of Goods and Service Tax (GST), wherein many concepts are still ambiguous and require detailed analysis, a constant effort is being made by SC-TD to conduct technical sessions on these GST concepts. In one such session, Jigna Parekh from the ABS team enlightened the audience about the basic concepts and complexities of Input tax credit under GST.

Cultivating Client Relationship - MUM

It's very crucial in any business or profession to maintain robust relationships with clients. Girish Sanghavi at our Mumbai office, gave us a very informative session while explaining key points on how to deal with and communicate effectively with clients.



Session on Challenges Faced by MNCs - BLR

Mr. Venugopal, head of the Global Shared Services team of Siemens group, took a session focused on the challenges faced by the MNC's in international business. He discussed the way business is conducted and the various compliances that need to be adhered to, along with the challenges faced in international markets. He also focused on the global compliances and the issues faced in processing international payments. Clarifications were sought about FDI rules and the same were well explained with practical examples. The session was truly an enriching experience.



Reaching out - KCH

Kerala was hit with a flood disaster during the month of August. Our staff at ASA Kochi were all affected either directly or indirectly by the flood. The Kochi branch set apart 2 days' salary of all employees towards relief operations. Staff members too, visited many rescue camps and provided distressed victims with adequate food and clothes. Other locations also took part in the rescue operations by sending clothes, foods etc and by contributing to the Chief Minister's Flood Relief Fund. As the people of Kerala strive to regain Kerala's lost glory, ASA extends its helping hand towards all the affected.



FUN AND FROLIC

Flag Adoption Day - DEL/GGN

SC-RC marked India's Flag Adoption Day with an interdepartmental flag making competition. Teams from each department had to create a flag representing the ideals of their respective department. The competition was fierce! Furious brainstorming sessions were witnessed



and creative ideas were executed. After a tough competition, the Assurance team from Delhi and ABS team from Gurugram were declared the winners.

Swatantrata Diwas - DEL/GGN

Independence Day was celebrated with much color and enthusiasm. Delhi and Gurugram offices were decorated in the tricolor with balloons in shades of saffron, white and green. SC-RC led the celebrations by organizing an intriguing quiz that tested everyone's knowledge of freedom fighters and patriotic songs. The day ended with everyone enjoying an assortment of food and soft drinks.



Celebrating our Friends, Philosophers and Guides - DEL/GGN

On Teachers' Day, SC-RC organized a competition where everyone had to send Teacher's Day wishes to their mentors in office. The mentors receiving the maximum messages were declared winners. Rahul Arora from Delhi and Vipul Kumar Gupta from Gurugram were acknowledged as the most loved seniors in office.



Krishna Janmashtami - DEL/GGN

SC-RC wished all the staff members "Happy Janmashtami" in a delightful manner and distributed sweets to mark the celebrations on the birth of Lord Krishna.



Quarterly Party @ Sirocco Beer Garden - DEL / GGN

SC-RC organized a party at Sirocco Beer Garden. The event saw everybody enthusiastically dancing to Bollywood music and playing fun games. The food served was a gastronomic delight and everyone enjoyed a nice break from routine.



Potluck Lunch - DEL

To give an interesting twist to an otherwise mundane lunch break, the Tax team came up with an interesting idea of Potluck Lunch. On the last Friday of every month, volunteers whip up a sumptuous main course for the team. The idea has been a success thanks to the wholehearted and enthusiastic contribution by one and all!



Splash !!! - KCH

SC-RC organized a bash at Wonderla amusement park. The journey from the office to the destination was a refreshing one filled with entertainment and laughter. The amusement park was full of rides like rocking tug, sky-wheel, flying boat, windmill, wonder-splash and high thriller rides like roller coaster. Even the most nervous members of the team enjoyed the trip. Time flew by and before anyone could realize it was time to head home.



An Escape Into Glory-Encore 2018 - KCH

Sing, Dance, Wio! Encore 2018 had it all to turn itself into a welcome break from the hectic work schedule. Encore is an annual cultural event conducted by SICASA Ernakulam, where this time, the stars of ASA shone bright.

The ASA team put up a beautiful piece of music in the group singing competition, and boasted some memorable performances in the solo singing competitions too. The dance performance by our ladies' team was very well appreciated by the spectators. Our efforts paid off when ASA's name was constantly echoed at the venue. Our proudest moment though was when our Girls' Basketball team bagged the winning trophy. Overall the event helped everyone bring forth their finer talents and come back to the office with refreshed minds.



Rejoicing Independence - KCH

Independence Day was celebrated in Kochi branch with great pomp and show. The celebrations began with K. N. Kamath hoisting the Indian tricolor and enlightening the audience about the privilege of being born in free India and how we can contribute towards safeguarding our freedom. A group singing competition was organized where the staff members had to sing a patriotic song. It was followed by a fun scavenger hunt where the participants had to hunt out pictures related to India that had been hidden in different areas of the office. A session on the different aspects of India and its history offered us more insights into our culture rich country. A debate session on the topic 'Are we really independent?' got us sincerely contemplating the need to step forward to bring about a change.



Teachers' Day - KCH

Members of the staff presented roses to their mentors as a mark of respect and gratitude. K Nithyananda Kamath shared some very useful learnings on this day. He urged all to have an eye for details and not ignore smaller things as they may be important too. He also guided us to develop an attitude of acknowledging growth and success of our peers. PN Ramachandra Kamath spoke about the importance of teachers in our lives and emphasised that "every teacher wishes the best for each and every student".



A Dose of Entertainment - HYD

SC-RC organized a movie outing to Carnival Cinemas. The movie, "Goodachari", a Telugu spy thriller, was enjoyed by all. The performance of the actor was extraordinary. It was time out from the daily schedule and served as a welcome break from our regular routine.



Blindfold Obstacle Race - HYD

SC- RC organised an in house blind fold obstacle race. The game was played in pair with one person running the obstacle course blindfolded while the other gave directions. The main objective was to dodge every obstacle by following the directions of the partner and complete the race in the least possible time. The office was filled with fun and laughter as everyone did their level best to distract the players. The games were a true stress buster and taught everyone the importance of teamwork.



Khana Khazana!! - HYD

India is famous for its diverse cuisine that celebrates unity in diversity. To experience this, SC-RC organised a potluck lunch. The office was flooded with mouth-watering homemade dishes brought by the staff members. We all got a chance to dine together and experience multiple traditional recipes. The ingredients of laughter

and joy added to the spirit of potluck.



Shaan-e-Tiranga - HYD

Our 72nd Independence Day was celebrated with great vigour and patriotism. The entire office was decorated in shades of saffron, white and green. The day began with a flag hoisting ceremony followed by sweets being distributed. There were speeches and reflections on what freedom meant for us. A quiz was organized on Indian history which made everyone more aware about our country. The day ended with a painting competition.



Masti at Hotfut! - HYD

No matter how old we get, the child in us is ever present.

SC- RC organised a visit to 'HOTFUT- Sports Arena' giving everyone an opportunity to re-live their childhood memories. Everyone got together in teams and played cricket, football and kabaddi. It was a much needed break from the daily grind and let everyone relive some of their playground memories. At the end of a fun and tiring day, everyone left the arena with big smiles.



Ganpati Bappa Moriya! - CHN

Lord Ganesha was welcomed in our Chennai office in a fun-filled celebration. The day began with a traditional Ganapati Pooja followed by various indoor games and activities. SC-RC came up with a competition for the best dressed person in ethnic wear. Srinath and Gouri Lakshmi from Assurance team won the competition by earning maximum number of votes followed by Madhu Babu and Preethi from Taxation. All four were awarded prizes by K. Venkatraman. The day became a memorable one for all the 'ASA Makkal' in Chennai.



In-house Movie Screening - CHN

SC-RC came up with an indoor movie screening to celebrate the extension of the due date for filing of tax returns, a sigh of relief for every tax professional. A vote was taken and 'Panchathanthiram', an evergreen Kamal Hasssan classic was selected for screening. The experience at office was equivalent to watching a movie with popcorn at a theatre. Lip smacking snacks and drinks were served throughout the movie. The movie screening was so rejuvenating that all could get back to work with an all new enthusiasm!



Grill and Chill!!! - CHN

Having worked very hard on filing tax returns, the Tax team planned a get-together at the Grill Box restaurant celebrating the success of completing their assignments well before time. While the team enjoyed a variety of mouth-watering dishes, Sabarinathan won the eating competition by having one extra dessert over his competitors and was awarded with the title of 'Overloaded'!



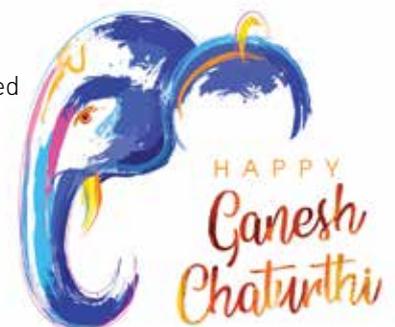
An Esthell Escape - CHN

SC-RC arranged a one-day trip to Esthell Resorts at East Coast Road. People were grouped into teams to take part in games like seven stones, basketball, carom and badminton, each of which was conducted with a twist. The winning teams were awarded with movie vouchers. A wide spread of food was served for lunch. Post lunch, everyone relaxed in the swimming pool and played volleyball. A rain dance was organised for the children. Even the travel up and down was filled with fun, laughs and lots of dance music. An amazing day!



Ganesh Chaturthi - DEL / GGN

SC-RC distributed sweets among the staff and wished everyone happiness, joy and success, often attributed to presence of Lord Ganesha.



Pre Independence Day Celebration - MUM

SC-RC cultivated a patriotic feeling amongst the staff by screening a movie inspired by unusual events of history. The movie made all feel proud about India's glorious past and hard earned independence. The celebrations were followed by the staff relishing English style vegetable sandwich and soft drinks signifying the acceptance of some of the good things left behind from our past.



Friendship Day - MUM

"Friendship" is important for a healthy work environment. Friendships must be acknowledged and cultivated to build healthier relations. SC-RC Mumbai provided a platform for this with friendship bands where anyone could write a personalized message to their friends. The celebrations were followed by a friendship day selfie-point and a round of ice-cream.



International Flag Day - MUM

21st July is celebrated as International Flag day. As a salute to the creation and adoption of the flag, SC-RC came up with the idea of celebrating this day where staff was divided into groups and provided with props to create a flag and to explain its importance. With Café Coffee Day being the venue, relishing lip-smacking coffee and snacks was a great way to end the day.



Ala Re Ala Ganesha! - MUM

In tune with September's festivities, SC-RC organized a special event to commemorate Ganesh Chaturthi, celebrated with much fanfare in Mumbai. Everyone gathered in the cafeteria, where they were divided into four teams. Each team was given clay dough in five colors and some decoration beads and challenged to craft a Ganesh idol in 45 minutes. The teams created surprisingly expressive idols with a wonderful play of colors. To come on a decision, the teams were then asked to give a small presentation and the team that best resonated the essence of the Ganpati festival was then declared the winning team. The participants of the winning team walked away with a box of chocolates while the participating teams were given consolation prizes in appreciation of their efforts. The event was followed by everyone enjoying burgers, soft drinks and modak themed cupcakes!

September was thus an ode to Lord Ganesha!



Area 83 Trip - BLR

The breezy cloudy day with a hint of a light drizzle was a clear indication of the perfect day to come. SC-RC organised this quarter's outing to Area 83, a picturesque resort on the outskirts of Bannerghatta. The bus ride to the resort, filled with music and dancing set just the right tone. Three group competitions were held followed by lunch.

An elaborate spread ensured uninterrupted smiles and full tummies. The presence of many on-site activities such as Human Table-Football, Bubble Soccer and Paintball guaranteed tons of excitement, fun and non-stop laughter. Kayaking in the lake was the most serene part of the evening. At the end of the day everybody boarded the bus to drive back to office when calm music took over and exhausted smiles set in.



TALENT UNFOLD

Finding space between a Mediocre artist and Libero – Shourab P - KCH

Volleyball has always been my go to game when it comes to sports. Playing at the position of a 'libero' in the court has always been pure bliss. Being part of a team game excites me and playing in the libero position has earned me medals. I was privileged to get the chance to captain my team and win the Volleyball tournament while bagging the best captain award for two consecutive years. Along with volleyball, my love for drawing helps me relax and helps me connect with my inner self. It is a blessing to be able to pencil sketch the impressions in my mind.

KNOW YOUR MATE

The title says it all! Aditya K Rajeev is the technophile of ASA-Kochi. From our Partners to all members of our staff everyone looks to him his when in a fix over technology. While he enjoys his own company he never shies away from helping anyone in need. His dedication towards work and sincerity towards the office makes him stand out.

Fond of bikes and motorcycles he can often be seen riding in on his CBR250. He divides his day between work and sports and other extra-curricular activities. Being diet-conscious, he is very focused on getting the right type of food at the right time of the day. His multi-vocational personality makes him an irreplaceable person in ASA-Kochi.

Our Techie - Aditya K Rajeev - KCH



TRAVEL DIARIES

Eat. Drink. Vietnam by Sundeep Gupta - DEL

The excitement of visiting Ho Chi Minh City in Vietnam was second only to meeting our daughter who has been there for quite some time, for an assignment. The initial impression on landing was of a pretty picturesque and organised city, bustling with activity. The drive through the main avenues does acquaint you with what to expect but does not quite prepare you for what is to come.

A walk down the riverside provides a glimpse of petite and polite people lounging on mats playing games, enjoying street snacks. Really an epitome of relaxed environment! The evening, with all the buildings and streets lighted up, sucks you in with its slow soporific seductive dance. Eating joints are a gastronomical delight to foodies like us.

The island of Phu Quoc is pure heaven on the eyes and the soul. With its pristine beaches and the waves crashing just outside our beach hut, one felt submerged with nature and divinity and all the wonders of creation.



So much more to be seen and experienced, it is a country to be explored again and again. My wife and I look forward to our second trip soon!

When I follow my heart, I wake up in Bali...

by Prateet Mittal - DEL

It was the onset of summers in Delhi and Bali, with its invigorating beaches and clear sunny skies that seemed like the perfect escape. I was accompanied by my wife, Yogita in this visit to the lovely paradise. As soon as we arrived in Bali, the intoxicating fragrance of incense and clove oil in the air greeted us and rejuvenated our soul. The best part about visiting Indonesia is that that one gets richer due to the exchange rate difference in Indian Rupee and Indonesian Rupiah, which makes it a very economical travel destination for Indians.

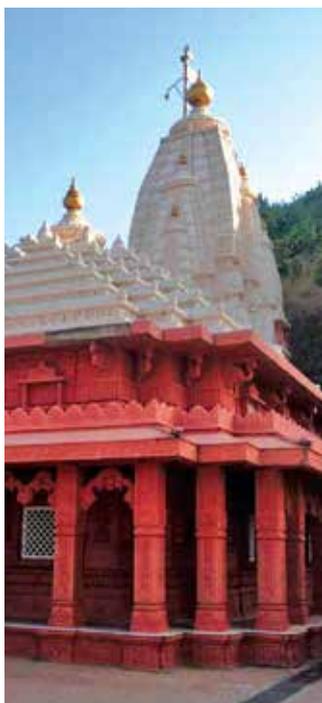
We spent few days in Kuta known for its party-centric atmosphere and night life and then in Ubud, a place full of beautiful terraced rice paddies. Among some places worth mentioning is the Tanah Lot Temple, an iconic and one of the oldest temples in Bali. Although foreigners can't enter the temple, one can walk across to the main temple at low tide, and it is great fun to wander along the paths taking photos and soaking up the magnificent setting.

We also visited the Sekumpul Waterfall, one of the Bali's most beautiful falls; it's a series of seven falls cascading together. I personally recommend visiting this place to everyone. Next we went to Padang Padang Beach, a neat and clean white sand beach best for bay-watching, photography and surfing. Chances are you'll fall in love here.

Not to be forgotten is the delectable Balinese cuisine served best at local road side shacks. The Jimbaran area on beach side is heaven for non-vegetarians. We enjoyed grilled fish and jumbo prawns native to the island.

While in Bali, we were recommended to visit Nusa Lembongan by the locals. It takes about an hour drive via ferry from Bali to reach this exquisite location. A scene highly recommendable to visit, our vacation couldn't have ended in a better way.





Ganapatipule: Sprung Up from the Soil

by Manali Madhwani - MUM

Sometimes in life to get away from the pace and stress of cacophony of life, you just need a short break to visit a place which need not be too far, need not be too fancy but peaceful enough for rejuvenation. Ganapatipule was one such destination for me! Located in the Ratnagiri district on the Konkan coast of Maharashtra, the main attraction of this place is its beautiful series of beaches along with the Swayambhu Ganapati Temple that exists on Aare beach. Prachin Konkan a life size museum in Ganapatipule depicting life in yester years in Konkan is also an interesting place to visit. Another attraction is the Jaigad Fort, situated on a cliff that offers a commanding view of the sea and an almost unique view of Konkan village life. Our resort was located at the Malgund beach where an aura of tranquillity existed all around. Ganapatipule is truly an idyllic getaway that compels numbers of family lovers, peace-seekers, pilgrims and others to go there.

Ponmudi - The Golden Peak by Sonu P Roy - KCH

Reaching home after a long time, we decided to spend the weekend at a nearby hill station called 'Ponmudi'. Ponmudi is a breath-taking hill station situated at the southern stretch of Western Ghats over 1,000 metres above sea level. Ponmudi literally means 'The Golden Crown' in Malayalam. The hill station is blessed with scenic splendour and natural beauty and has a carpet of thick tropical forest that rolls down to the foot of the hill range. The place is definitely for trekkers to trek amidst tea plantations, gurgling brooks, dense forest and little wildlife.

As we entered the thick green forest area and tropical vegetation, there were 22 hairpin curves in this short route which made the travel a thrilling experience. The narrow winding road made even my sleep go away. As we covered first five hairpins, we came across the twilight sun rays and that made us even more excited to witness how the sunrise would look in close to the city area. Ponmudi also offers excellent camping opportunities throughout the year because of the serene weather. The place is home to more than 200 species of birds, out of which many are endangered as well. Worth mentioning are Malabar Grey Hornbill, the Broad-tailed Grass Bird, the Nilgiri Pipit, the Malabar Flying Frog and the Malabar Tree Toad and variety of butterflies as well.

I let the moments sink in ... it seemed like forever. It purged my soul and refreshed me from the urban chaos: If you believe in magic, this was it!



Go GOA!!! by Pritesh

Bagla - MUM

Busy schedules & monotonous routines call for a much needed break. My friends and I decided to defy all the stereotypes & facebook memes about Goa trips & packed our bags for the party capital of India - Goa. The bachelor's destination of India is all about sight of sand, sunshine and beaches coupled with happening sundowners and parties. By early evening we checked into the hotel, hogged on some snacks & headed for Baga Beach - one of the most popular beaches of Goa. It is named after the 'Baga creek' which flows into the Arabian Sea and is the perfect destination to witness beautiful sunset & cool breeze. The same night we visited one of India's largest onshore Casino i.e. Casino Strike. We went with great optimism & expectations but owing to our lack of experience & average luck we got out of the casino reassuring ourselves 'Better luck next time!' We explored some of the famous churches & forts, each of which having its own uniqueness. The last night was the most memorable as we got a chance to visit Curlies - one of the first ever beach shacks, located at the Anjuna strip. It is a must for every tourist's itinerary in Goa. Overall it was a great trip full of unforgettable memories.



COFFEE WITH CONNECT

Subroto Bose - DEL

1. Looking back on your journey in ASA, what do you think was your defining moment?

There are quite a few, actually. The day I made the move from industry and re-joined ASA, learning the ropes of hard core retainer client servicing and finally each climb up the career ladder, especially the last one, have all been defining moments.

2. Who do you think has had the largest influence on the person you are today?

Actually, difficult situations and circumstances played a major role in shaping the person who I am today. Personally, of course, my parents had been and still are the largest influence. Professionally, my outstanding seniors have had an extremely strong influence on me. From them, I learn something on daily basis.

3. Where is one place you feel most like yourself?

When I am going on a long drive or travelling long distance by train and looking ahead at the countryside... When I watch kids floating paper boats on muddied pools of water on a rainy day... And of course, at work as well! A strange positive energy fills me in the moment I walk inside this workplace!

4. Where is your favorite place to escape to?

Anywhere serene! The Himalayas never cease to amaze me.

5. If you could change one thing about yourself what would it be?

Don't think I would have wanted to change anything, as old habits die hard!

6. What is the craziest thing you've ever done till date?

Sprinting to catch a speeding bus just as it was approaching a bus stand, never realizing the fact that it was swerving towards the stand where another bus was already standing. All this was happening at great speed. Narrowly saved myself from getting sandwiched between the two.

7. When you were younger what did you think you were going to be when you grew up?

A playback singer. But then, I knew for certain I wouldn't be studying engineering or medicine. So, commerce it was! After that becoming a Chartered Accountant was an obsession. I am extremely glad ASA happened to me.

8. If you had an off from work today, what would you do?

Keep talking with my little one! Yes, she already loves to talk!

9. Name one show or movie you would love to see again and again?

"Quiz Time" was extremely engrossing back then when I was in school. I would like to watch it again. And of course, "Sholay"!

10. One word/phrase you use most frequently at work?

"Let's discuss and close this today!"

11. Name one thing you'd like to pursue post-retirement?

There's not one but many things that I want to pursue. I would love to travel to places where I always aspired to go, and work hard to maintain my health.

12. What is your piece of advice to your younger colleagues in the firm?

One must prepare for a professional life from your training days. Self-Discipline will help you to succeed. Regular, focused work will help you get the practical experience which will give you the confidence to take up the many challenges that your career will offer. And of course, never underrate honesty and integrity in all your deadlines, personal or professional!



*Congratulations! to the
proud parents*

Ten little fingers, ten little toes.
With love and grace, our family grows.
This precious soul, so sweet and new.
This little life, a dream come true.



Nozomi

Daughter of Himanshu Srivastava
(Partner, BAS- Gurugram)



Rajveer

Son of Geetika Kohli
(Manager, ABS-Gurugram)



Aleeza Fatima

Daughter of Abdul Aziz
(Assistant Manager, ABS-HYD)



Priyanshi

Daughter of Pravin Gurav
(SSA-Mumbai)

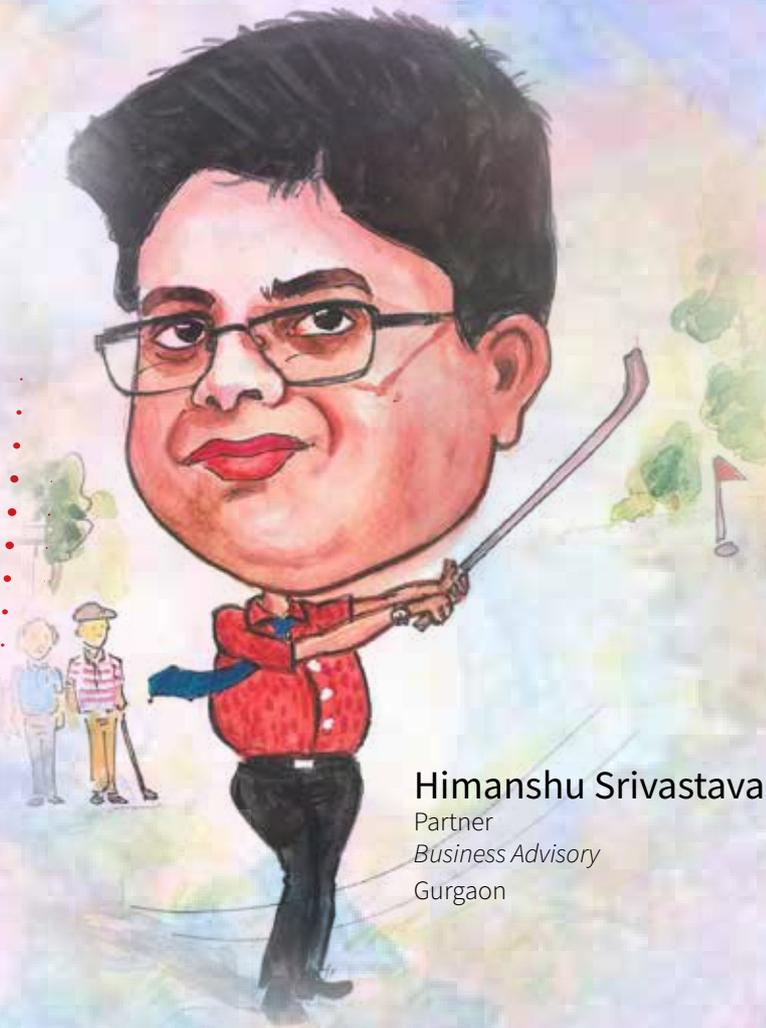


Priyanshi

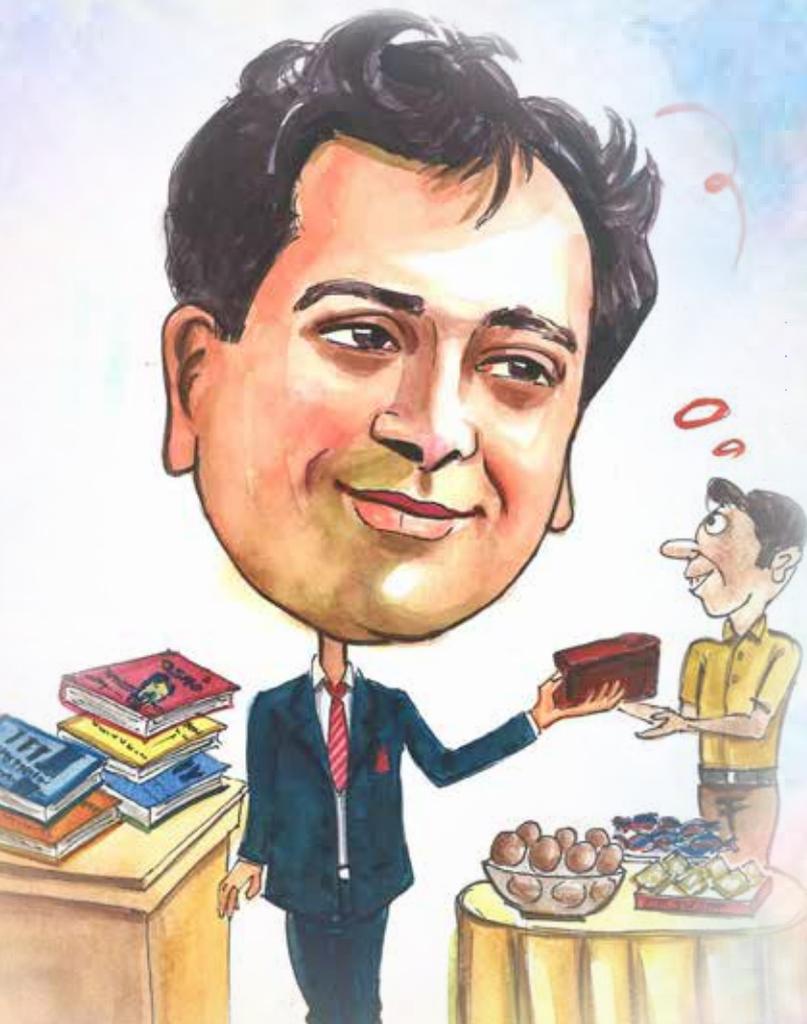
Daughter of Ram Singh
(SSA- Gurugram)

ON A LIGHTER NOTE

“With a skill to putt the ball towards the holes.
Has a matching panache to meet up Japanese business goals”



Himanshu Srivastava
Partner
Business Advisory
Gurgaon



“He has a heart of gold, fits in any role.
Keeps the expatriates happy, letting them rock and roll”

Pankaj Aneja
Executive Partner
Taxation
New Delhi