



*Demystifying Complexities*

# KrayMan Consultants LLP

## Firm Profile



- 1 About KrayMan
- 2 Core values
- 3 Service offerings
- 4 Our approach
- 5 Team KrayMan



# *About KrayMan*

# Who we are

KrayMan

KrayMan was founded by professionals from consulting and industry experience with a vision to set up a distinctive accounting services Firm.



Our forte lies in demystifying the complex Indian regulatory compliance environment thereby making it easy for our Clients to do business.



We service diverse Client mix of multinationals, domestic companies, non-corporate entities and expatriates.



We advise and hand-hold foreign companies in establishing their operations in India and partner in their growth story.



We are Member of two prestigious International Alliances with an aim to gain international presence and gateway to the global market:

## Cross Border Associates (CBA)

Headquartered in Germany, CBA is a Global Network of Business Advisers, Legal and Tax experts specializing in cross border midmarket Mergers and Acquisitions and related services. The Network has presence in 78 countries globally.



## Prime Advisory Network (PAN)

Headquartered in London (UK), PAN is an International Accounting Network of Chartered Accountants and Lawyers, having presence in more than 40 countries globally



At the National level we are members of:

## Confederation of Indian Industry (CII)

CII is a non-government, not-for-profit organization, works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.



## Indo French Chamber of Commerce and Industry (IFCCI)

IFCCI is a not for profit bilateral business Chamber which fosters and promotes relations between India and France through channels of trade and industry.



## Indo - Canadian Business Chamber (ICBC)

(ICBC) is dedicated to promoting Indo-Canadian economic and bilateral relations. ICBC works closely with the High Commission of Canada in India.





Our **Mission** is to be the ideal partner for our Clients in their journey of business from start-up through growth by delivering quality across a wide range of services.



# ***Core values***



Our values are our guiding principles which is deep-rooted in the work environment and catch reflection in the quality and commitment delivered to our Clients.

## **Act with Integrity**

Upholding highest professional standards by doing business fairly & honestly, we express a culture of transparency. Integrity is our foundation.

## **Accountability**

We take personal responsibility and ownership for own work. Commit to deliver on time and with high quality to our Clients.

## **Respect for Stakeholders**

We are respectful, open and honest, and build relationships based on trust.



***We become what we repeatedly do!***

# ***Service offerings***

## Setting up India operations

- Assessment of legal entity options for entry into India
- Setting up of presence in India and other start-up services
- Simplifying the procedures and addressing the bottlenecks
- Strategic, Governance & Management advisory services
- On-going tax & regulatory advisory & compliance services
- Virtual CFO services

## Audit

- Statutory Audit, Tax Audit, Internal audit
- Review of financial statements
- Risk assessment / advisory
- Certification & Attestation
- Internal control reviews, reporting requirements, physical verification of assets
- Documentation, Testing and Implementation of Internal Financial Controls (IFCs)
- Audit support on behalf of management / management letters

## Accounting & Payroll

- Accounting & Financial Reporting
- Preparation of financial statements
- Accounting system implementation
- Forecasting and projections
- Financial analysis of reports
- Payroll processing of salary

## Tax & Regulatory

- Tax planning & Advisory
- Direct tax compliances: Corporate tax, Withholding tax, Expatriate tax, Transfer Pricing
- Indirect tax compliances: Sales tax, Value added-tax, Service tax
- Goods & Services Tax (GST)
- Litigation management support
- Company law & Exchange control advisory & compliances

## Corporate Secretarial

- Preparing & maintaining statutory registers as per companies law
- Conducting directors' and shareholders' meetings as per secretarial standards
- Preparation of agenda, notices, minutes and resolutions of directors' and shareholders' meetings
- Preparation & filing of Annual Return including Balance Sheet, Profit & Loss account & other documents
- Preparation and filing of forms with Registrar of Companies

## Corporate Finance, Planning & Strategy

- Business & strategic planning for growth & sustenance, forecasting, budgeting, costing, variance analysis & cost reduction
- Internal Controls & Standard Operating Procedures (SOPs)
- Debtors, creditors, cash flow and working capital management including Forex
- Systems audit including MIS & ERP
- Setting up of commercial processes including negotiations, sales and procurement planning and Contracts
- Setting up of dealer/depot network
- Project Finance
- Market research and survey

## Virtual CFO

- Design and implementation of best practice framework for internal governance
- Setting up standard operating procedures (proper authority for transactions, internal compliance processes, adequacy of documentation, filing system & record keeping)
- Evaluation of internal controls and monitoring results
- Timely and accurate adherence with legal requirements

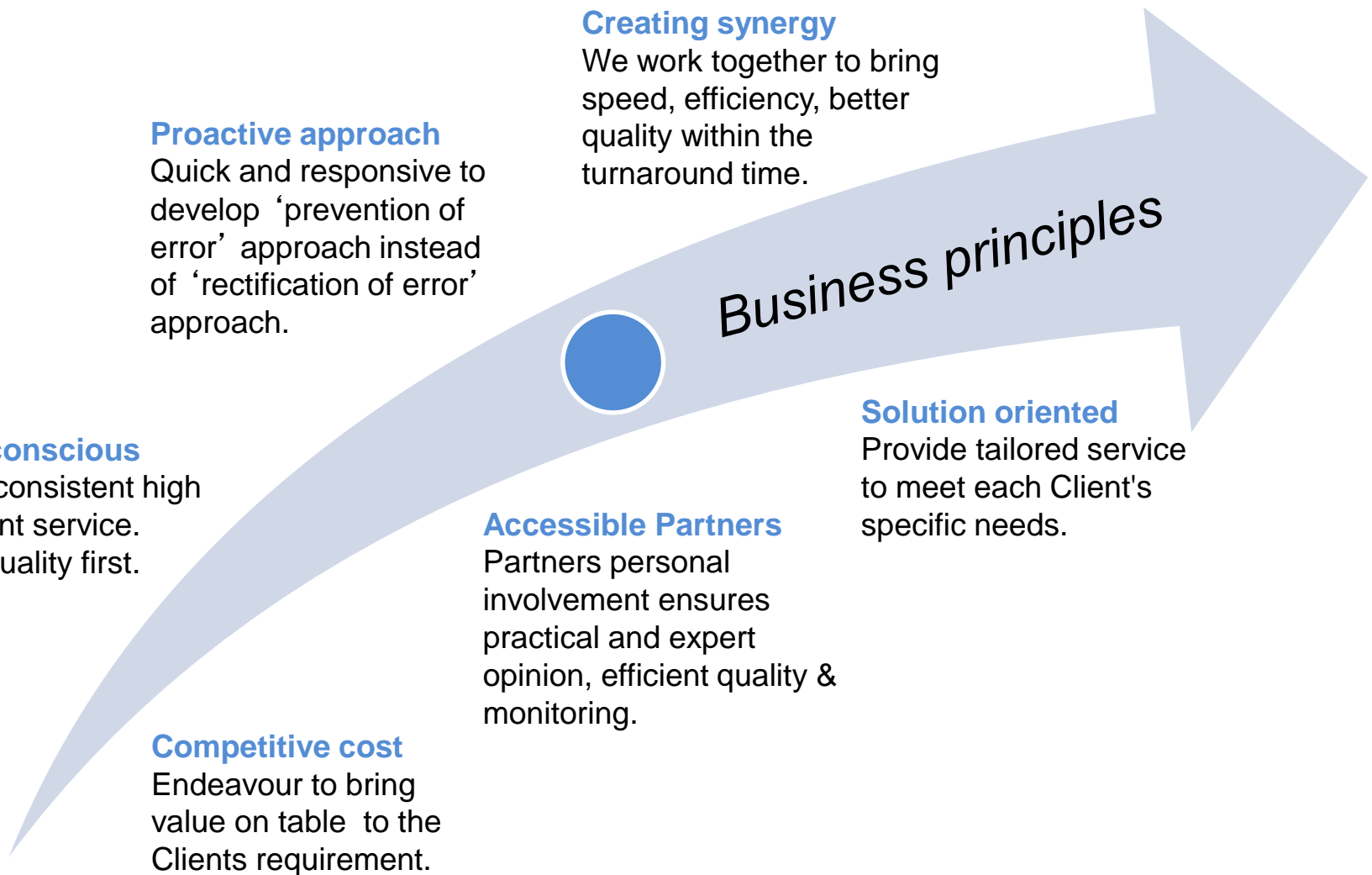
## Transaction Advisory

- Mergers & Acquisitions
- Due diligence
- Compliance health-check
- Valuation
- Business structuring
- Outsourcing
- Accounting advisory services
- Feasibility Studies

## HR Advisory

- Building HR infrastructure for start ups.
- HR policy/ manual design
- Talent Acquisition and Induction policies/ programs
- Role defining and Competency framework
- Employee Engagement/ communication policies and programs
- Performance Management System

# ***Our approach***



***Focus on your core Business and leave Compliances on us!***

# ***Team KrayMan***



## Mayank Agarwal, Partner



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Mayank is a qualified Chartered Accountant and Company Secretary. Mayank is leading our Firm's Goods & Services Tax ('GST') practice and also advising and handholding Clients in their tax & regulatory matters.

Mayank's career track record spans over 15 years with a mix of consulting and industry experience. He brings extensive experience from his previous roles with PricewaterhouseCoopers, Grant Thornton and KPMG where he worked with Indian and global Clientele in real estate, automotive and other sectors providing them tax & regulatory advisory services.

Post consulting, Mayank has worked with Honeywell Group, a Fortune 100 Company, on a range of assignments in direct tax, indirect tax & transfer pricing planning & compliances for Indian and international associated enterprises engaged in the business of technology, engineering, manufacturing & distribution of products & solutions pertaining to aerospace, energy, safety, security and automotive industries. Mayank has supported in implementation of GST and Advance Pricing Agreement ('APA') for the Organization. Mayank has been awarded with prestigious global recognitions during his tenure with Honeywell.

Besides, Mayank is providing strategic leadership for the Firm's operations and pursuits creating business & growth opportunities using his diverse experience.

His forte is to create a consistent People centric approach, strengthening Client relationships and creating a cohesive work culture in tandem with the vision of the Firm.

## Manan Agarwal, Partner

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Manan qualified as a Chartered Accountant in 2007. He holds a Diploma in Information Systems Audit from ICAI. He is a graduate in commerce from St. Xavier's College, Kolkata. Post qualification, Manan has worked with the Tax & Regulatory Services team of Ernst & Young, India ('EY') till 2011. He has worked in areas of corporate tax, international tax, individual tax, corporate law and RBI regulations, and has served clients across various industries.

Post his stint with EY, Manan proceeded to set up KrayMan Consultants LLP. At KrayMan he heads the Direct Tax Practice. He is a speaker on tax & regulatory issues before professional forums and has written journals and articles for professional magazines, including 'Setting Up of Business in India by Foreign Companies' in the Chartered Accountant Journal.

Manan is also responsible in executing the overall Strategy & Mission of the Firm with a focus on both practice management and Client execution. He advises both domestic and international Clients on tax, regulatory & business consulting. He heads external relationships with key Clients of the Firm across numerous industries like manufacturing, trading, consumer goods, banking, education, logistics, publishing, real estate, liquor, agro chemicals, information technology, retail, mining, defense etc.

Manan is involved in building Client portfolio, brand building and developing internal capability and expertise. He represents the Firm's association with CBA Associates – HQ Germany as Tax Advisor for North India. Further, he is also the India Member representing Prime Advisory Network – HQ London.

## Deepak Jain, Director – Corporate Finance, Planning & Strategy

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Deepak is a qualified Cost and Management Accountant with 24 years of post qualification experience. He is a Commerce Graduate from Lucknow University. Post qualification Deepak has worked with large manufacturing corporates such as Rashtriya Ispat Nigam Limited – Vizag Steel, Jindal Steel & Power Ltd., Welspun India Ltd., Arcelor Mittal Europe and in the Renewable Energy Sector in ACME, Gurgaon.

He has worked in areas of Financial Management involving Budgeting, Corporate Finance, Accounts, Costing, MIS, Taxation, Strategy Planning, Due Diligence, etc. carrying a proven ability to improve operations, business growth & maximize profits through cost reductions, internal control & productivity improvements. He is adept at setting up of Internal Control systems and processes and implementing and making SOP's for large manufacturing units.

Deepak is an expert in analyzing the financial viability of new projects and forecast funds required. He has experience in conceptualizing and implementing financial procedures, including working capital management and costing. Proficient in handling all accounting & financial functions and preparing MIS reports. An effective leader with excellent communication, analytical, team building and relationship management skills.

At KrayMan, Deepak is responsible for providing management consulting to Clients in the areas of Strategic and Business Planning, Profitability, Cost Reduction, Business Development, Market Research, Pricing, Project Finance, Fund Management, MIS, Costing and Budgeting, seeking Government approvals, liaising with government agencies, commercial negotiations, contract management and restructuring of organization from growth perspective.

## Kratika Agarwal, Partner – Compliance & Outsourcing



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Kratika is a graduate in commerce from Christ Church College, Kanpur and a qualified Chartered Accountant. Kratika is serving as a Partner at KrayMan, and has been associated with the Firm since its inception. Post qualification and prior to being associated with KrayMan, Kratika worked with BMW Financial Services.

Kratika carries valuable experience in the area of compliance & outsourcing namely, accounting review, statutory audit, internal audit, tax audit, financing and regular compliance matters for Corporates in India. She is working extensively on documentation, testing and implementation of Internal Financial Controls (IFCs) for large, medium & small Companies.

At KrayMan, she heads operations and is responsible for delivering Client Service with a team of qualified Chartered Accountants and Company Secretaries. Kratika is responsible in developing the Firm's internal expertise and advice for process improvement.

Kratika is serving both Domestic and International Clients at KrayMan. She is involved in assisting Clients in setting up operations in India from inception to implementation stage, assisting them with their business registrations, accounting, regular tax, regulatory and compliances matters. In addition, she has been assisting Clients across various industries in engagements like due diligence reviews, compliance health check etc.

## Nidhi Agarwal, Director - Marketing Communications and HR



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Nidhi is graduate in commerce from Kolkata University and an MBA in Human Resources from International School of Business & Media, Pune.

Nidhi is an HR professional with 10+ years of experience in Operational and Strategic HR and has worked with multinationals like Syntel Technologies (Mumbai) and Grant Thornton (NCR).

During her tenure as an HR professional she has been exposed to a wide spectrum of human resource management functions entailing Talent Acquisition, Learning & Development, Role and Competency profiling, Employee engagement, Performance management and Employee retention. Nidhi has a flair for content development and designing HR strategies to suit the needs of the organization. She has also worked on developing HR Policies, procedures and ethical guidelines.

At KrayMan Nidhi heads:

**Marketing Communications:** She is responsible for Strategic Planning, Go-to-market Strategies, Corporate Communications, Establishing and maintaining relationship with existing and potential Clients. Her key responsibility is to execute the Firm's strategy, its vision through effective communications (internal & external) and strategic marketing. She is also accountable in establishing Operational Structure for the Firm.

**Human Resources:** Nidhi is spearheading the HR advisory practice at KrayMan with an objective of assisting Clients in developing HR practices aligned to the business needs of the organization.

## Manisha Nigam, Head - Corporate Secretarial & Regulatory

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Manisha is a qualified Company Secretary. She heads the corporate secretarial & regulatory service line at KrayMan. Prior to joining KrayMan, Manisha has worked with organizations like Satya Paul & Vaish Associates in the field of secretarial compliances, RBI regulatory and Labour Laws.

At KrayMan she is responsible for:

- Advisory and assistance in setting up of an entity in India in the form of company, LLP, Branch Office, Liaison Office etc.
- Taking care of post -incorporation compliances and advisory covering corporate secretarial and Foreign exchange regulations.
- Assistance in conducting Board meetings and Shareholder's meeting.
- Assistance in maintenance of statutory registers and other documents under various laws.
- Assistance in compliances related to foreign investment in India, increase of capital, issue of new shares, buy back, transfer of shares and other event based compliances.
- Drafting of MoUs and review of agreements.

Manisha has assisted various domestic and foreign Clients across a wide range of industries such as manufacturing, trading, consumer goods, banking, education, logistics, publishing, real estate, liquor, agro chemicals, information technology, retail, mining, defense etc.

## AJ Majumdar, Advisor - Taxation



**Mr. A.J. Majumdar**, Ex-Member Central Board of Direct Taxes (CBDT) & one of the senior-most respectable personalities in the direct tax fraternity, is Advisor, taxation with KrayMan. He holds degree in Master of Science and in Law. Prior to joining us he was a member of Indian Revenue Service till his superannuation in February, 2008. Thereafter he was associated with Ernst & Young from 2008 to 2012. He has nearly 40 years of experience.

### Key experience

- Worked as the Member of Central Board of Direct Taxes, in charge of Tax Policy and Domestic Legislation
- Active association with formulation of tax policy, domestic legislation process and budget exercise between 2001 & 2004 in capacity of Joint Secretary in Tax Policy Division and in Foreign Tax and Tax Research Division of Department of Revenue under the Ministry of Finance, Government of India
- Acted as the Competent Authority of India for Mutual Agreement procedure with other countries under double taxation avoidance agreements during 2003 to 2004
- Acted as the chief negotiator of Double Taxation Avoidance Agreements with other countries





KrayMan is a Firm comprising of Business Consultants, Chartered Accountants, Company Secretaries, Cost Accountants, Lawyers & MBA's. We are a team of dedicated professionals having diverse skill set, work experience and specialization.

We are a team of young and energetic professionals committed to adding value to our stakeholders. We are confined together by a set of certain values and believe in providing a good work environment with a lively work culture to shape and define our people.



Each individual gets an equal opportunity to learn, grow and add value to the Firm. As a reward each team member is provided a gratifying, enriching environment allowing them an opportunity to grow and prosper professionally.



## **KrayMan Consultants LLP**

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