

## KrayMan Consultants LLP

### *Firm Profile*



# Who We Are

KrayMan Consultants LLP (**KrayMan**) is an accounting and multi-disciplinary advisory Firm headquartered in the National Capital Region of India and serving Clients across Pan India.

We specialize in Assurance, Tax & Regulatory (including Income-tax, Transfer Pricing and Goods & Services Tax), Corporate Secretarial, Corporate Finance, Compliance & Outsourcing, Payroll, Virtual CFO, Factories & Labour Law and Human Resource services.

A dynamic leadership and a vibrant team that is cross functional, multidisciplinary and domain experts also help to ensure impeccable service to our Clients with India Entry services, Market Analysis & Research, Pricing & Profitability, Budgeting & Cost Management, Risk Management, Insurance Advisory and Internal Controls.

Since inception, we have been associated with a mix of multinationals, domestic companies, non-corporate entities and expatriates Clients and expanding our global footprints through the following **Global Accounting Networks**:



**PRIME ADVISORY**  
NETWORK LTD of LONDON

**60+ countries**

*Prime Advisory Network (PAN), London - a network of Accountants and Lawyers with presence in 60+ countries*

**CIBA**  
**Cross Border Associates**  
Global Network of Trusted Business Advisers

**100+ countries**

*Cross Border Associates (CBA), Germany specializing in M&A activities having presence in 100+ countries*



KrayMan was founded in 2012 by professionals from Big 4 Consulting Firms and industry background. The Firm has a worthy blend of experience and youth. We are a team of professionals comprising of Chartered Accountants, Company Secretaries, Cost Accountants, Advocates and MBAs.

## Memberships at National level



**Japan Chamber of  
Commerce & Industry  
(JCCI)**



**Confederation of Indian Industry**

**Confederation of  
Indian Industry (CII)**



**TiE – Delhi NCR  
Chapter (TiE)**



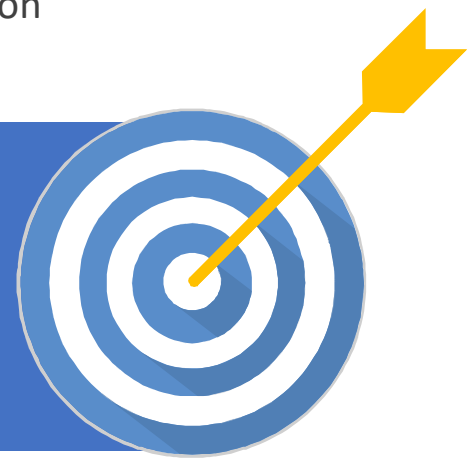
**Indo French Chamber of  
Commerce and Industry  
(IFCCI)**

# Our Vision, Mission & Core Values



**Our Vision** is to be the trusted partner and advisor to international entities who are keen to set-up their business in India and Indian entities desirous in exploring global markets

Uphold at all times high standard of professional ethics that our Clients deserve and empowering talent who are committed to the Firm's core values, mission and vision



**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.

## WHAT WE STAND FOR

**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.

# Service Offerings



## India Entry Services

- Assessment of Legal Entity options for Entry into India
- Market Study & Strategy Formulation
- Setting up of Presence in India & obtaining Tax & Other Registrations
- Simplifying the Procedures & Addressing the Bottlenecks
- Strategic, Governance & Management Advisory Services
- On-going Tax & Regulatory Advisory & Compliance services



## Assurance / 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



## Accounting & Payroll

- Accounting & Financial Reporting
- Preparation of Financial Statements
- Accounting System Implementation
- Forecasting & Projections
- Payroll Processing



## Tax & Regulatory

- Tax Planning & Advisory
- Direct tax: Corporate tax, Withholding tax, Expatriate tax, Transfer Pricing
- Indirect taxes / Goods & Services Tax (GST)
- Litigation Management Support
- Customs & Foreign Trade Policy

# Service Offerings



## Corporate Secretarial

- Preparing & Maintaining Statutory Registers as per Companies Law
- Conducting Directors' & Shareholders' meetings as per Secretarial Standards
- Preparation of Agenda, Notices, Minutes & Resolutions of Directors' & Shareholders' Meetings
- Preparation & filing of Annual Return including Balance Sheet, Profit & Loss account & other documents
- Preparation & Filing of Forms with Registrar of Companies



## Corporate Finance, Planning & Strategy

- Business & Strategic Planning for Growth
- Forecasting, Budgeting, Costing, Variance Analysis & Cost Reduction
- Internal Controls, Risk Policies & Manuals
- Working Capital Management
- Setting up of Commercial Processes including Negotiations & Sales
- Procurement Planning & Contracts
- Setting up of Dealership / Depot Network
- Project Finance



## Virtual CFO

- Design & Implementation of Best Practice Framework for Internal Governance
- Setting up Standard Operating Procedures (such as Proper Authority for transactions, Internal Compliance Processes, Adequacy of Documentation, Filing System & Record Keeping )
- Evaluation of Internal Controls & Monitoring Results
- Timely & Accurate adherence with legal requirements



## Transaction Advisory

- Mergers & Acquisitions
- Due diligence
- Compliance Health-Check
- Valuation
- Transaction Structuring
- Feasibility Studies

# Service Offerings



## HR Advisory

- Building HR Infrastructure
- HR Policy & Manual Design
- Talent Acquisition & Induction Policies
- Role defining & Competency framework
- Employee Engagement, Communication Policies & Programs
- Performance Management System



## Factory Registration & Labour Law Compliances

- Setting up Factories, Obtaining Registrations, Licenses and Renewals
- Trade License
- Clearances from Pollution Control Board
- Outsourcing of Compliances under the various Labour Laws
- Outsourcing of Manpower under Contract Labour (R&A) Act
- Third Party Payroll Management
- Advisory Services to the Establishments
- Legal Compliance Audit for established Factories & Shops
- Representing Management before Labour Office for litigation
- Last-Mile Compliances

## Our Motto

“We let the Client focus on core business operations and leave the compliances to us”



# Our Differentiating Factors





## Mayank Agarwal

### *Partner*

Email: [mayank.agarwal@krayman.com](mailto:mayank.agarwal@krayman.com)

Mobile : +91 9810 604842

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

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 wide range of assignments in direct tax, indirect tax & transfer pricing planning & compliances Mayank has supported in implementation of GST and Advance Pricing Agreement ('APA') for the Organization.



## Manan Agarwal

### *Partner*

Email: [manan.agarwal@krayman.com](mailto:manan.agarwal@krayman.com)

Mobile : +91 99716 98268

**Manan qualified as a Chartered Accountant in 2007. He holds a Diploma in Information Systems Audit from ICAI. At KrayMan he heads the Direct Tax Practice and Japan Business. 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.**

Post qualification, Manan has worked with the Tax & Regulatory Services team of Ernst & Young, India ('EY'). 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.



# Team KrayMan



## Deepak Jain

### *Director*

Email: [deepak.jain@krayman.com](mailto:deepak.jain@krayman.com)

Mobile : +91 98214 31991

**Deepak is a qualified Cost and Management Accountant with 25 years of post qualification experience. At KrayMan, Deepak is responsible for providing management consulting to Clients in the areas of Strategic and Business Planning, Profitability, Cost Reduction, Market Research, Pricing, Project Finance, Fund Management, Costing and Budgeting, seeking Government approvals, liaising with government agencies, commercial negotiations, contract management and restructuring of organization from growth perspective.**

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.



## Kratika Agarwal

### *Partner*

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Mobile : +91 99716 98830

**Kratika is a qualified Chartered Accountant. At KrayMan, Kratika is serving both Domestic and International Clients. 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.**

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.



## Nidhi Agarwal

### *Director*

Email: [nidhi.agarwal@krayman.com](mailto:nidhi.agarwal@krayman.com)

Mobile : +91 98189 37799

**Nidhi is an MBA in Human Resources from International School of Business & Media, Pune. At KrayMan she heads Marketing Communications & Human Resources. Nidhi is involved in branding, designing & developing go-to-market strategies for the Firm along with assisting Clients in developing HR practices aligned to their business needs.**

Nidhi comes with 10+ years of experience in Operational and Strategic HR and has worked with multinationals like Syntel Technologies (Mumbai) and Grant Thornton (NCR). She has handled Talent Acquisition, Learning & Development, Role and Competency profiling, Employee engagement, Performance management and Employee retention. Nidhi has also worked in content development and designing HR strategies, developing HR Policies, procedures and ethical guidelines.



## 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



**Mr. Yukihiro Yamada**

***Japan Desk – India***

Email: [japandesk@krayman.com](mailto:japandesk@krayman.com)

**Mr. Y. Yamada is representing the Firm's Japan Business. He is responsible for developing relationship with Japanese Clients and providing market expansion support to Japanese companies wanting to investment in India.**

During his career track record of 35+ years, he has worked with financial institutions such as Corporate Investment Banking of Deutsche Bank and Credit Agricole Group, Production Engineering Management of Japanese car component manufacturing across many countries such as Thailand, India, Europe and Africa. His key skills include planning the marketing, designing production plans, managing financial performance of companies related to production volumes and sales. He is proficient in English and German languages.



**Mr. Naoki Yamada**

***Representative – India Desk, Japan***

**Mr. N. Yamada is registered CPA Tax Accountant in Japan since 2013.**

He was associated with Deloitte Touche Tohmatsu till 2015. Thereafter, he proceeded to register as Tax Accountant in Japan. He has been engaged in the audit of manufacturing and trading companies in Japan. He has also worked as an advisor, engaged in IPO consulting and Risk Management. He along with team of experts specializes in tax, accounting, financial and labour management services. He is providing market expansion support to Japanese companies looking for investment in India.





## Vinod Kaushik

***Advisor - Factories Registrations & Labour law***

Mr. Vinod Kaushik comes with around 25 years of experience with a focus on strategic HRM, Recruitment, Resource & Development, Appraisal, Industrial Relations, General Administration and liaisoning with Government departments and officials. He is registered with Bar Council of Delhi. Having master Degree in Personnel Management with distinction, LLB and diploma in Labour Laws and Labour Welfare from Poona University.

He has rich experience in Industrial relations across diverse industries. Mr. Kaushik has worked for Amtek India Ltd., Spack Automotive Ltd. etc. He has handled complex issues in Industrial Relations, when the Unions were a dominant force in the industrial sector and has handled recruitments too at different stages of his professional career. He also has a vast experience in setting up manufacturing units with respect to their legal compliances and obtaining permissions from various Government agencies under the various factory, pollution and labour laws. Besides this he is also responsible for regular legal compliances for many blue chip companies across India.



## Asif I Choudhury

***Advisor – Strategic Human Resources***

Asif has done his Masters in Human Resource Management from Symbiosis Institute of Business Management (SIBM), Pune. Asif is an HR professional having more than two decades of experience of leading HR across various industries, starting from brick and mortar companies to retail, a leading travel conglomerate, IT and ITES, Aviation and Consulting.

During his tenure of over 20 years, Asif had the opportunity to play leadership roles in core areas in HR like, People Strategy, Organization Development and Design, Learning and Development and has worked extensively and also championed Transformation & Change management as well managed more than three Mergers and Acquisitions. He has worked with Companies like - Grant Thornton, KPMG Global Advisory Services, PwC, Agrani Convergence Ltd, (part of the Zee group.), IndiGo Airline & Essar Group.

# Team KrayMan – Specialists



*Accounting Advisory*



*Risk Advisory*



*Assurance*



*Direct Tax*



*GST*



*Secretarial*



*Payroll*



***Our people are our biggest strength who creates value for Clients.***

# What Do We Mean to Our Clients

“

We had wonderful experience with KrayMan. We never felt that we have outsourced to someone, the quality of services are excellent. We never had to follow up, team has always been quick in responding and understanding their responsibilities.

***Japanese group engaged in distribution of Electronic Equipments***

“

I really felt happy with the quality of staff deputed on my assignment who are not only a young talent full of energy, zeal, and dedication but are directionally oriented by KrayMan to service needs of its customers. Thanks, KrayMan for your support.

***Leading French multinational Company***

“

Very professional in approach. We are impressed with the quality of services we have received. The team is accommodating and keeps us on the right track with our requirements. They are prompt and helpful all the time

***A Leading Real Estate Construction – Development Company in India***

“

We appreciate your continuous support. Your updated information on tax and accounting in India is very useful. We rely on your support

***Japanese multinational group engaged in the business of Confectioneries***

“

KrayMan exceeded our expectations. Their specialist team provided valuable support throughout the process of buying another business, advising on matters arising from their due diligence work and technical advice on the tax aspects.

***Chinese group engaged in manufacture & trading of footwear***

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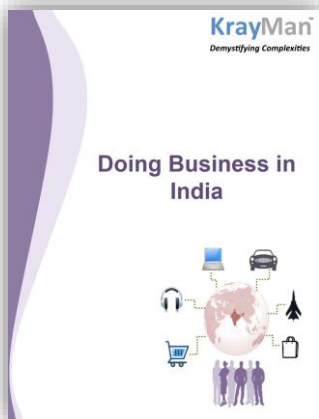
I am pleased to state that our association with your company has really been a very fruitful exercise. The professionalism seen during the course of our interaction with KrayMan is commendable. We have taken a decision to use their services for our new JV with Japanese conglomerate also.

***Logistics Company in India***



# Thought Leadership

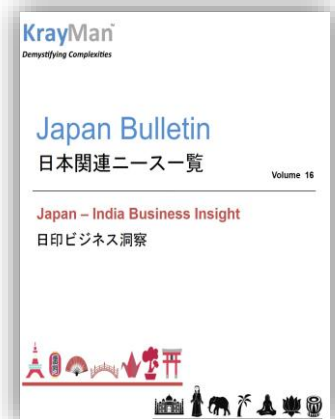
Our monthly, quarterly and yearly publications is shared with Clients with an endeavor to keep them regularly posted on professional updates related to Indian laws & regulations. To subscribe to any of our below Thought Leadership, please write to us at [communications@krayman.com](mailto:communications@krayman.com)



Yearly publication giving insight into India as a growing economy, FDI policy, forms of doing business etc.



Tax Edge: Monthly bulletin covering Tax & Regulatory updates



Monthly Bulletin capturing news & updates from both Japan & India



Articles/quotes in various magazines and forums like ET CFO, IFCCI, Taxmann etc.



Monthly GST bulletin



Periodic other updates on specialized services

# CONTACT US

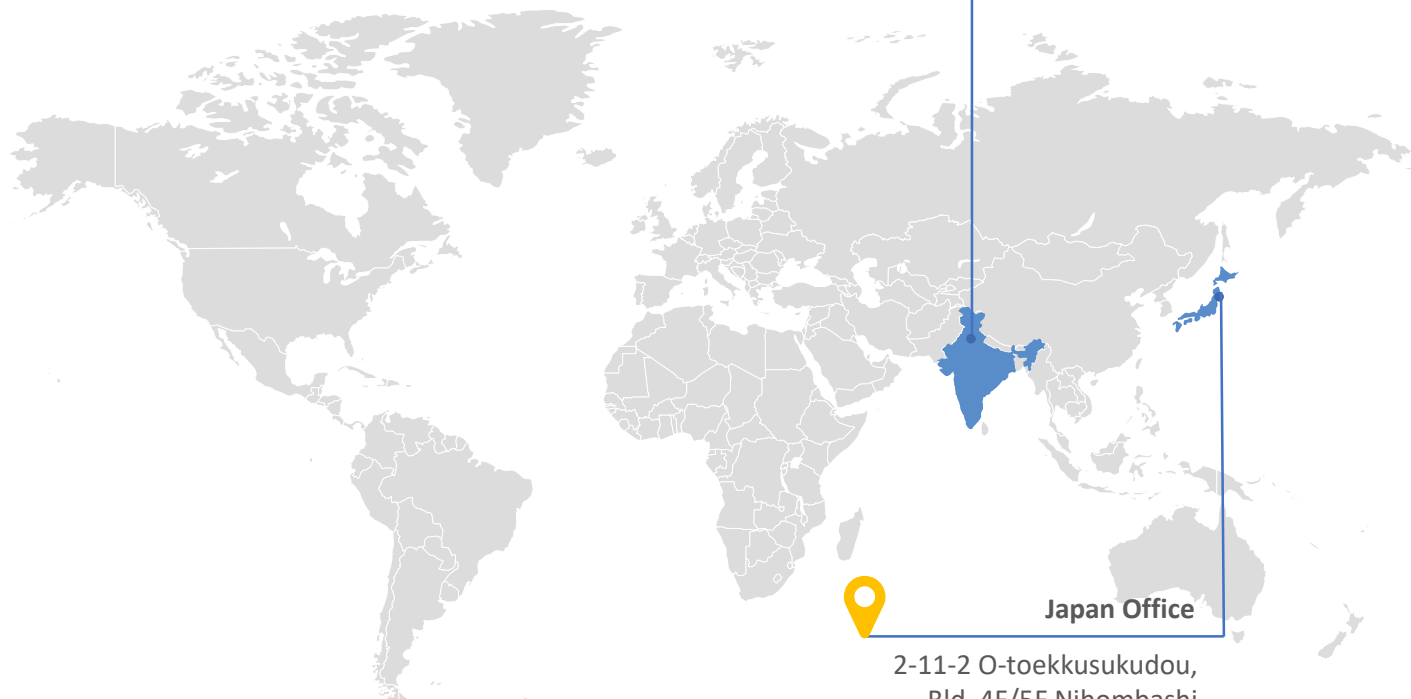
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## India Office



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Kakigaracho, Chuo-ku, Tokyo,  
103-0014, Japan

**Other Locations:** Mumbai, Chennai, Bengaluru, Kolkata, Pune & Hyderabad

## Disclaimer

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Should you wish to know more about the specific areas of competencies, approach, and our experience, you should write to the sender of this document.

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