

Introduction to GSAP & Associates LLP

About GSAP

Our Vision & Values

Value Proposition

Introduction to GSAP

About Us

01

GSAP stands for

GSAP is a professional services firm with **G**lobal reach, **S**olution oriented **A**pproach, a mutual beneficial **P**artnership with our clients

02

Our vision is

We take pride in our philosophy of “exceeding client’s expectation” in whatever we do. Biggest reward for our services is a satisfied and smiling client!!

03

Team we have

Our management team represents experts from industry and profession with cumulative experience of more than 80 years of advising on tax, regulatory and assurance matters

04

Depth of experience we have

Our senior partners have experience of more than 14 years each

05

Multi disciplinary approach

We have blend of Chartered Accountants, Lawyers, Company Secretary each with comprehensive range of backgrounds and expertise in different domains/practice areas

06

We have global reach

Our associates, based in Europe and Asia, gives us global reach and multi-cultural experience

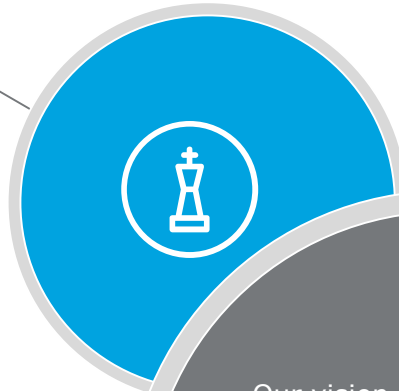
Introduction to GSAP

Our Vision and Values

Integrity & values

Service delivery with utmost integrity, loyalty and transparency with strong emphasis on professional ethics

Highest emphasis on confidentiality in handling client sensitive information



Knowledge base & expertise

Continuous knowledge enhancement and up-gradation to offer customized solutions in vibrant and ever changing Indian economy



Determined to compete not only with others but with our own selves as well to bring the best out of us

Our vision is three word phrase: "**exceeding client's expectation**"... to achieve our vision, we have adopted strategy to excel in three dimensions of professional services...

- i) integrity & values;
- ii) knowledge base & expertise;
- iii) service delivery

Service delivery

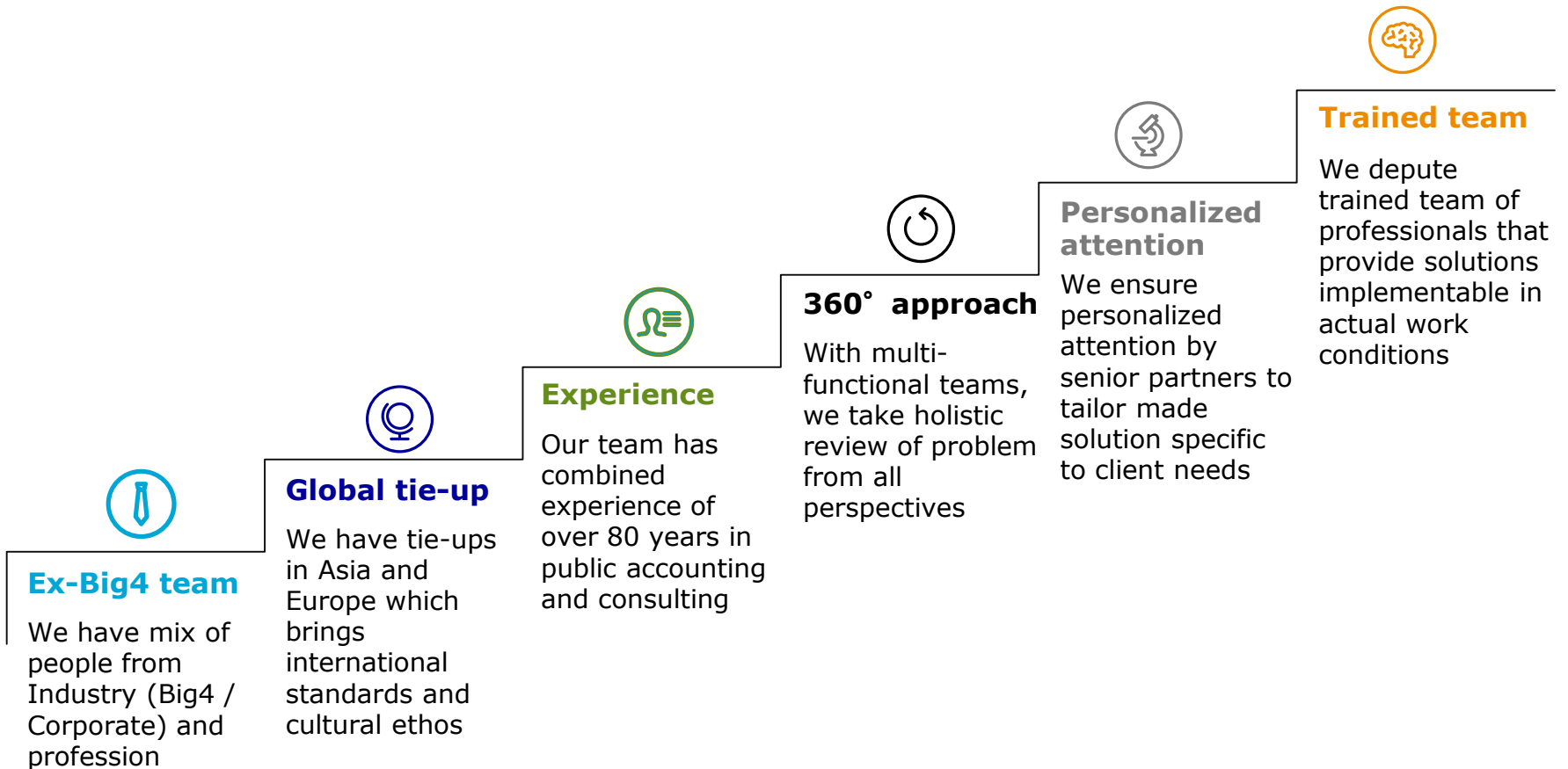
Step into the shoes of client to deliver practically implementable cost effective solutions customized as per client specific facts

Working as client partner instead of service provider allows us to work in client's best interest leaving no stone unturned



Introduction to GSAP

Value proposition



Services offered by GSAP

Brief service offerings



Key clients

Our clientele

Key clients and work



Otsuka Chemical India

- Internal audit
- Valuation of shares



Kongsberg Automotive

- Transfer pricing services



Spiral EHL

- Valuation of shares
- Tax services



NGK Insulators India

- Audit assistance
- Tax services



RAMTeCH Software

- Tax litigation services
- Transfer pricing services



RX Logix

- Transfer pricing services



Yanmar India

- GST services



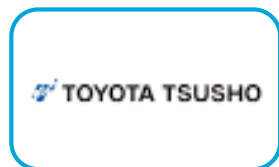
XLIT

- Transfer pricing services



Bloom Companies LLC

- FEMA services



Toyota Tsusho Corp

- Transfer pricing services



CPA Global India

- Tax services



Accure Labs

- FEMA services



Toyota Boshoku Corp

- Transfer pricing services



Global Dominion

- Tax services



Nucleus Software Exports Ltd.

- Risk advisory services



Panasonic India

- Transfer pricing services



Inspectorate

- Tax litigation services



Essar Steel India Ltd.

- Stock

Team GSAP



Sharad Goyal B.Com, FCA, IP

Founder Partner

Corporate and Expatriate Taxation

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- Sharad is a Chartered Accountant and founder partner of GSAP. He leads the corporate taxation, expatriate taxation and regulatory practices at GSAP.
- He has more than 15 years of experience in public accounting and consulting including 9 years with Deloitte India, and about 3 years' secondment with Deloitte, Tokyo, Japan. During secondment to Tokyo he extensively worked with the Japanese companies investment in India with their tax issues.
- He actively assisted various clients with setting-up of business in India (wholly owned subsidiary company, liaison office, branch office and project office) with responsibilities like ensuring timely and effective tax and regulatory compliance management.
- on a regular basis, Sharad advised clients on domestic income-tax, international tax and regulatory matters like foreign direct investment regulations, issues under foreign exchange control regulations (FEMA), etc.
- As a litigation professional, Sharad has represented clients before various authorities from assessing officer level to tax tribunal in matters like tax audit proceedings, appellate proceedings, seeking tax exemption and relief, briefing senior legal counsels for seeking advance ruling from the Authority for Advance Rulings (AAR).
- He has also assisted clients with addressing and managing the challenges of home and host country tax compliance in relation to their globally mobile employee population. This particularly involves an in-depth research on the provisions of the relevant tax treaties.
- He has to his credit experience of setting-up India desk for Deloitte India at Tokyo.
- Sharad is also a qualified Insolvency Professional (IP).



Amar Deep Singhal B.Com, FCA, LLB
Founder Partner
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- Amar is a Chartered Accountant with more than 14 years of combined experience in Big4, Industry and CA Practice.
- He is one of the founder partners of GSAP.
- He is also a law graduate and leads the transfer pricing (TP), risk advisory practice and virtual CFO practice including F&A outsourcing, corporate finance practices at GSAP.
- During his employment with Ernst & Young (EY), Amar was part of the TP division and served various clients in different industries and gained in-depth experience and expertise in advising clients on transfer pricing compliance and litigation matters before revenue authorities and appellate authorities.
- Amar assisted clients with preparation of Indian and global TP documentation including support to finance team to implement the TP models / policies, assisted legal counsel on behalf of client for tax tribunal matters.
- He also acted as virtual CFO for real estate companies and handled complete outsourced accounts function for various clients.
- Amar also has relevant experience of implementation of ERP by the external vendor including the identification of vendor, minimum functionalities, integration of different modules with others, and development of standard operating procedure, etc.



Praveen Garg B.Com, FCA, IP
Founder Partner
Indirect Taxation
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- Praveen Garg is the managing partner of GSAP. He is a Chartered Accountant with over 14 years of experience in running a propriety CA concern based on principles of respect for integrity, hard work, dedication and commitment.
- At GSAP, Praveen leads the indirect tax practice. He also has considerable experience of bank audit, statutory, revenue, stock and concurrent audits.
- As an independent professional Praveen was involved in conducting statutory and internal audits, consolidation of accounts, review of overall accounting and compliance along with payroll management for private and public limited companies in diversified industries.
- His area of expertise also includes corporate and project financing and restructuring thereof.
- Praveen has extensive exposure in advising clients in the fields of service tax and Value Added Tax (VAT) and represented them before various service tax and VAT authorities for audit and appellate proceedings.
- On rollover of Goods and Services Tax Act, 2017 (GST) he has successfully advised/assisted clients for its smooth implementation.
- He also got hands on knowledge and experience of establishment, statutory compliance, accounting and taxation matters of liaison and branch office of foreign companies in India.
- Praveen is also a qualified Insolvency Professional (IP).



S. P. Singh Ex-Indian Revenue Services

Mentor

Transfer Pricing & Litigation Support

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- S. P. Singh (SP, as he is commonly known), is a leading expert of International Taxation and Transfer Pricing and is a leading Tax Controversy Management advisor in India.
- He was a senior officer with the Indian Revenue Service (Income Tax) for more than two decades. He functioned at various positions in the Service. While working as Deputy Secretary, he was involved in formulating the Government's policy regarding taxation of non-residents. He participated in negotiation of tax treaties with more than 30 countries and took part in several Mutual Agreement Procedure negotiations. He represented India in several international conferences and presented papers.
- He was a member of the Expert Group on Transfer Pricing constituted by the Ministry of Finance. The report was used for formulating transfer pricing regulations in India.
- He was a member of one of the groups constituted in early 2000 for drafting Direct Tax Code. He was representative of the Ministry of Finance for drafting the Production Sharing Agreement for the Fourth Round of bidding for oil exploration.
- He assessed and monitored assessment of search and seizure cases, private trusts, big business houses.
- He has co-authored two books on Transfer Pricing and writes regularly for international and national tax journals and newspapers.
- He has been recognised as leading Global Tax Litigation Expert for the five years 2013 - 2018 and Global Transfer Pricing Expert for 2013-2016 by International Taxation Review.
- SP lead tax litigation practice of Deloitte, India from 2016-2019. He has successfully argued several landmark decisions by Authority for Advance Rulings and Income Tax Appellate Tribunal. He also led APA practice of Deloitte, India from 2013-2016.



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