



GSAP & ASSOCIATES LLP

Chartered Accountants

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

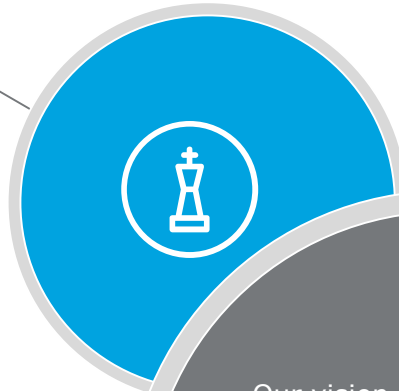
Introduction to GSAP

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

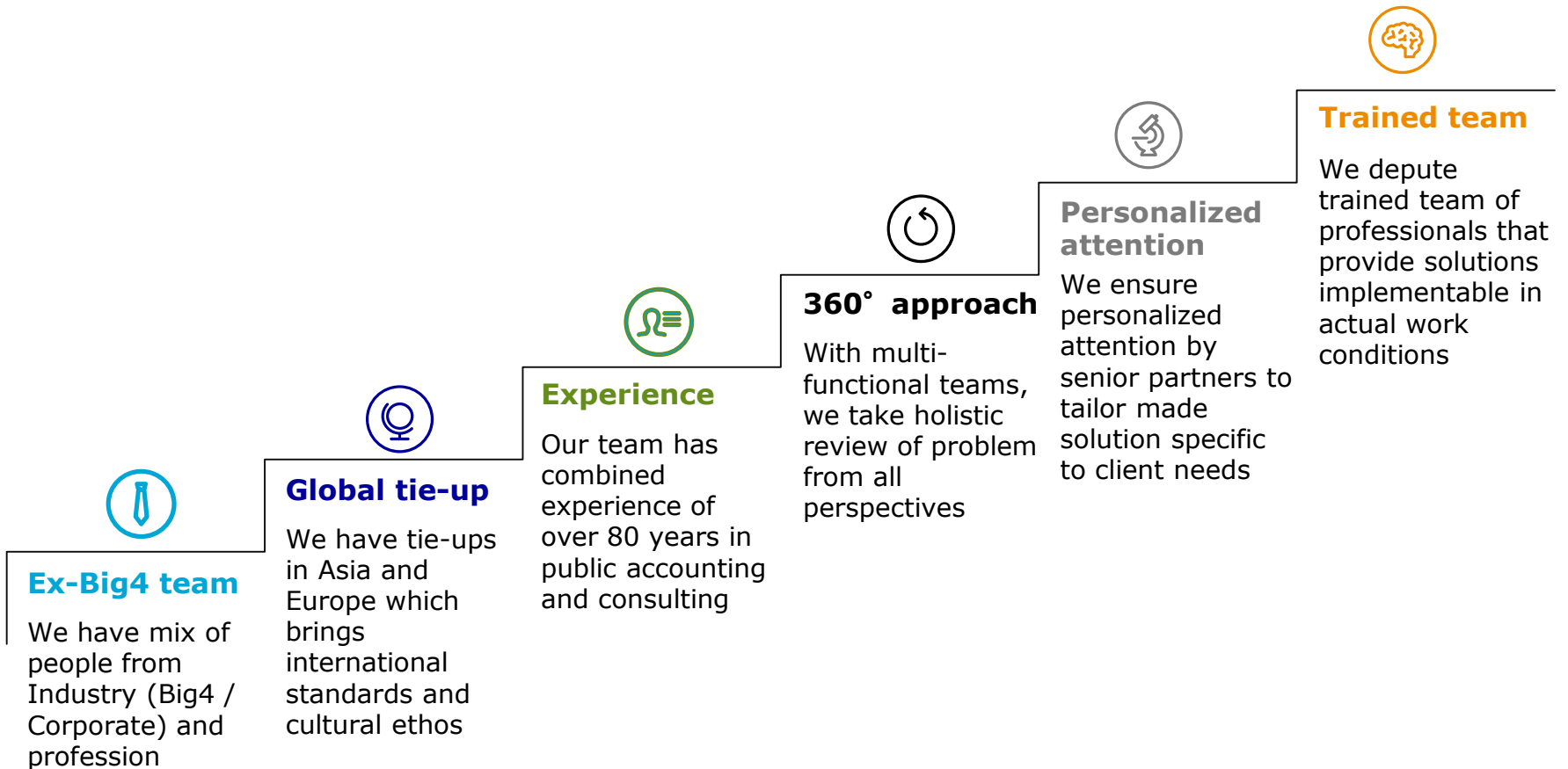
Step into the shoes of client to deliver practically implementable cost effective solutions customized as per client specific facts

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



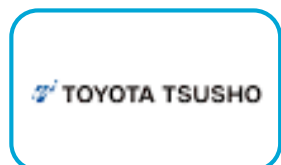
NGK Insulators India

- Audit assistance
- Tax services



Yanmar India

- GST audit



Toyota Tsusho Corp

- Transfer pricing services



Toyota Boshoku Corp

- Transfer pricing services



Kongsberg Automotive

- Transfer pricing services



Nucleus Software Exports Ltd.

- Risk advisory services



Ramtech Software

- Tax litigation services
- Transfer pricing services



CPA Global India

- Tax services



Essar Steel India Ltd.

- Stock verification



National General Industries Ltd. & Group

- Tax retainership services



Spiral EHL

- Valuation of shares
- Tax services

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).



Praveen Garg B.Com, FCA, IP
Founder Partner
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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).



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.



Anil Kumar Gupta B.Com, FCA, DISA, IP
Partner

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- Anil Gupta is Chartered Accountant with more than 30 years of experience in the fields of taxation and audit.
- He has extensive experience in handling statutory audits, internal audits, bank audits, setting up accounting systems, income-tax search and seizure cases. He has independently and successfully represented clients before the Settlement Commission.
- Over the years, Anil has established himself as an expert in representing before tax authorities and has a decorated record of getting rulings in favour of his clients.
- He further specializes in giving opinions in matters related to tax planning, FEMA, accounting, fund raising through banks and setting up of branch office in India.
- As an enthusiast towards learning, Anil is a certified DISA professional. He is also a qualified Insolvency Professional (IP) and leads the IP practice at GSAP.
- Anil loves to network and interact with people. He has delivered seminars on motivation and team building at various forums.



Amit Garg B.Com, ACA
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- A commerce graduate from Panjab University, Amit completed Chartered Accountancy in the year 2015.
- In his previous role, Amit was taking care of Revenue Generation in North India and lead the sales department of a large manufacturing group listed on leading stock exchanges in India. He also handed MIS related to sales and various other key functions of the group.
- In his professional experience, he has a seasoned knowledge of direct and indirect taxation advisory and compliance.
- AT GSAP, he is handling direct tax and valuation matters.
- Being passionate about e-commerce industry, he advises them on how to launch products, increase sales and safeguard from online frauds.



Chandra Shekhar Pandey B.Com, ACA

Junior Partner

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- Shekhar is a commerce graduate from Delhi University. He has completed his Chartered Accountancy in the year 2016.
- He has hands on knowledge in the field of international taxation and Foreign Exchange Management Act.
- Shekhar specializes in transfer pricing and corporate tax matters. In his professional experience, he also has a seasoned knowledge of Audits, Accounting and Compliance practices.
- In his previous role with Mayur Batra & Co., he looked after issues on taxation of expatriates like FRRO services, expatriate's income computation, withholding tax services, representation before tax officer, tax clearance certificate services.
- With GSAP, he is handling internal audit and transfer pricing services.



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