

**RUNNING A BUSINESS IS  
NO MONKEY BUSINESS**



Team up with  
the **right** people!

**B<sup>e</sup>S M A R T**

**Let the professionals handle it!**

Running a business is a roller coaster of going around in circles, climbing up trees (many a times walls) only to meet with dead ends; but still having to plunge into an overwhelming whirlpool of paperwork's related to licenses, registrations, statutory compliances, financial management, appraisals, returns, secretarial compliances, taxes and audits and many other related activities. Making you wonder whether you are really doing what you set out to do - hard core business or are you wasting your precious resources on paperwork and number crunching? Although the latter is an internal part of any business; it is more like that necessary evil that needs to be tackled by the right people. So, while you go about building your business and achieving your dreams, we will get busy with what we do best - critical paperwork and management consultancy.

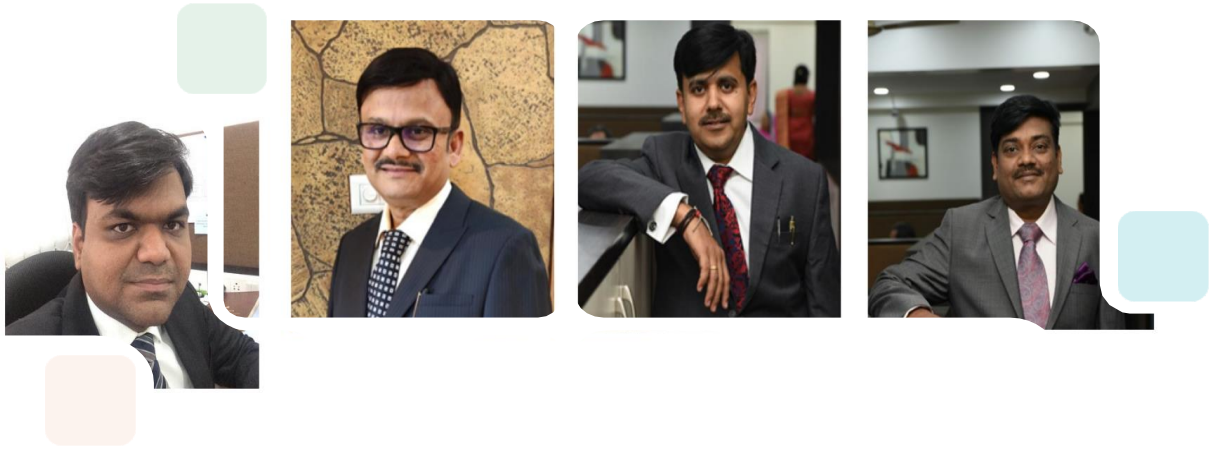


## Making Molehills Out of Mountains!

You would have heard the phrase 'Making mountains out of molehills'; but here we make molehills out of mountains.

For more than two decades now, we are successfully handling and breaking down mountains of accounts and important paperwork into valuable information and documentation, which is the backbone of every business. The journey started in the year 1996 with just one person. Today, BSMART is an organization of 100+ professionals which include diversely-experienced Chartered Accountants, Company Secretaries, Lawyers, MBAs and a dedicated support staff with state-of-the-art infrastructure. Our services span a diverse range starting from domestic & foreign funding in the form of equity, debt & strategic investment, financial structuring, mergers & acquisitions, legal consultancy, registrations under various Acts, licensing, secretarial compliance, IPO guidance, liaisoning, project management consultancy, auditing services – internal, statutory, GST, tax audits, etc., accounting services, FEMA compliance, setting up of entities in India, Income Tax and GST consultancy and compliance, SOP implementation, succession planning and so on. All of these run through a common thread of values and beliefs that have remained unchanged through the years, irrespective of environment, geographies or people.

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## Values And Beliefs

- Good service comes not from the range offered but from the level and depth of quality and commitment followed each time, everywhere
- Be proactive, not reactive - Our approach towards work is solely based on doing what is best without waiting for the other person to take the first step
- Feedback is integral to bettering our offerings & we use every opportunity to learn what you think about us
- A strict code of ethics, respect for others, integrity and excellence dictate all our actions
- In our people lies our growth - We take our people and their personal growth very seriously and follow a policy of continuous improvement through training and development
- Across the globe, we work with a single voice and a single vision

## Our Mission

Our Mission at BSMART has always been to provide Superior Client Service on a Consistent Basis to all our Clients and to treat our employees as our most valuable asset. It is our Mission to exceed the expectations of our Clients, Employees and Community by holding our Organization to integrity and achievement that not only meets the Standards but also aspires towards excellence.

## OUR APPROACH

Our approach to an assignment is spread across following stages:

### Stage 1-Planning

A detailed study of your organization's objectives (Including Vision & Mission), risk profile / tolerance level and culture is carried out. Initial meeting is held to review/ approve the business plan, Including objectives, timetable, tools (e.g. Interviews, surveys, facilitated visioning sessions, etc.) and deliverables. Considerations unique to the client's business environment are addressed.

### Stage 2-Understanding client's objectives and priorities

BSMART team works with client's designated members of Management and various functions such as Finance, Accounts, Legal, Sales, Marketing, Production, Inventory Purchases& HR to obtain an understanding of organization's objectives and priorities.

### Stage 3-"Current State" Assessment

An understanding of the existing function is obtained from the Management and various other departments. This is done through various interviews I meetings and analysis of client data. The current mission statement, strategic plan, core processes and performance metrics are compared to the "desired state" mission. A meeting is held to review the "current state" assessment.

### Stage 4-Improvement Analysis

"Gap" between the "current" and "desired" states and relevant leading practices are analysed. A meeting is held to review the analysis and to assess viable process improvement options.

### Stage 5-Report Preparation and discussion

The results (interviews, analysis, discussions etc.) are documented and discussed with the management. Realistic improvements are recommended.

### Stage 6-Continuous Alignment and monitoring

The recommendations suggested are monitored at each stage of the business cycle and reported to the management.

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# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## FINANCIAL CONSULTANCY, DEBT & EQUITY FUNDING

BSMART provides advisory on financial arrangements to various business houses. This involves appraisal of projects, preparation of project report and liaising with Investors / Term Lending Institutions / Financial Institutions / Bankers for arrangement of short-term and long-term funds. Our services range includes but is not limited to -

- Transactional and Financial Advisory
- Project Appraisal and Due Diligence
- Funding and Investment Policy Formulation.
- Preparation of detailed project report.
- Technical consultancy.
- Assistance and Liaisoning with Indian / Foreign banks / fund-houses / investors for debt and / or equity funding / strategic investment.
- Assistance in availing subsidies and grants.

## AREA AND SCOPE OF OUR SERVICE OFFERINGS

### FINANCIAL HEALTH CHECK [FHC]

- Too involved in everyday operations?
- Difficult to keep track of cash flows?
- Don't know how the Statement of profit / loss and Balance Sheet will look like?
- Am I not paying right taxes?
- Am I missing due dates / deadlines for compliances?
- Are my customers / clients not satisfied with my service / product offerings?

If the answer is yes to above questions and these questions are bothering you, then BSMART provides you a smart solution.

BSMART has developed a unique product - FHC (Financial Health Check), whereby, it analyses financial health of the organization and the family and provides a Financial Health Scorecard and set of detailed recommendations, tailor-made for your needs.

# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## AUDIT ASSISTANCE

BSMART assists clients with audit functions providing comprehensive year-round audit procedure, which goes well beyond the routine transactions, testing the effectiveness of the control environment and risk management, process improvement and cost control tactics. We provide auditing services in all of the below mentioned fields -

- Statutory Audit
- Tax Audit
- GST Audit
- Bank Audit
- Internal Audit
- Concurrent Audit
- Management Audit
- Co-operative Audit
- Stock Audit
- Systems Audit



## DIRECT AND INDIRECT TAX CONSULTANCY

BSMART provides consultancy services by formulating effective strategies for optimizing taxes, implementing innovative tax planning and effectively maintaining compliance in tax regime.

- Income Tax
  - Transfer Pricing
  - GST
  - Customs
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# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## ACCOUNTS OUTSOURCING

Accounting is the most important aspect for ensuring timely & accurate compliances. It is the Backbone for generating MIS reports which supports decision making.

BSMART's FAM department provides tailor made solutions for its clients and different options to choose from:

### **Option I: You Do and We Review**

SMEs many a times are not equipped either to host a full accounting team or to spend time reviewing what the lower skilled accounting staff does. BSMART provides you a solution whereby your accounting team does the routine work and BSMART's expert team reviews your accounting team's work and finalises the books of accounts for you.

### **Option II: We Do and We Review**

You can outsource entire Accounts Department to us, thereby enabling you and us to do what we do best. We take care of the accounting process, end-to-end.

## SECRETARIAL COMPLIANCES AND REGISTRATIONS

BSMART provides end to end services related to Secretarial Compliances and Registrations. They are:

- Company Incorporation
  - LLP Incorporation
  - Annual Filing and regulatory compliance of Companies and LLP.
  - DSC Services for Class-II and III
  - Maintenance of Statutory Records
  - FDI and ODI Compliances
  - Revival of Strike Off Companies
  - Consultancy on Companies Act & LLP Act Matters
  - Secretarial Due Diligence for Companies
  - Assistance in closing companies and LLPs
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# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## BUSINESS RESTRUCTURING, MERGERS AND ACQUISITION

The ultimate aim of any person running a Business is to make their Company grow. In this dynamic corporate world and owing to the international business dynamics it is essential to take the right steps to ensure that the right opportunities are never missed. BSMART provides assistance to Business Houses in restructuring their business to ensure that they fetch Optimum Valuations. BSMART also helps in providing end to end services pertaining to Mergers & Acquisitions.

- Advisory and Assistance in Conversion of Partnership Firm, Limited Liability Partnerships into Private Limited Company / Limited Company.
- Advisory and Assistance in Conversion of Private Limited Company into Limited Liability Partnership
- Due Diligence
- Drafting of Takeover Documents
- Valuation and related Certification Services
- Advisory & vetting the schemes of Mergers / Demergers / Amalgamations to ensure compliances as per relevant applicable laws and regulations.



# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## LEGAL ADVISORY AND AGREEMENT DRAFTING SERVICES

BSMART has an in-house team of experienced advocates and we are also associated with some of the reputed solicitor firms in India to ensure all the Legal Requirements are duly and efficiently handled. We assist in following activities:

- Drafting of Various Agreements such as Partnership Deed, Will, Gift Deed, HUF Deeds, Takeover Agreements, Trust Deeds, Franchise Agreements, Joint Venture Agreements, Development Agreements, Joint Development Agreements, Non-Disclosure Agreements, Share Purchase Agreements, Agreements for Association of Persons, etc.
- Structuring of Deals of Immovable Properties pertaining to Joint Ventures, transfer of Development Rights, etc.
- Succession Planning
- Assistance in Registration of Documents with appropriate authorities
- Assistance in Stamp Duty Adjudication matters
- Guidance and advisory services on various Legal Matters

## SETTING UP OF ENTITIES IN INDIA

As “Make in India” campaign has eased out the process of setting up of businesses in India, BSMART has also developed a one-stop model to make sure that all requirements of a new investor or businessperson are adhered to with minimum fuss.

Multiple options are available with regards to the form and structure of the organization to be set up.

We provide services right from consultancy as to which type of organization suits your business the best (i.e. Company, LLP, etc.) to helping you with registrations and compliances at the time and after incorporation of your organization. In a true sense, we provide you with the one-stop solution.



Turning  
Frowns  
Into  
Smiles!

# AREA AND SCOPE OF OUR SERVICE OFFERINGS

## IPO GUIDANCE

BSMART provides assistance and services to companies to make them IPO ready and even beyond.

The brief chronology of the entire process is as follows –

- Financial Restructuring
- SOP Preparation, training and implementation
- Monthly Internal Audits
- Financial Due Diligence
- Legal & Secretarial Due Diligence
- Commencement of IPO related activities
- Receipt of proceeds and usage

## SOP [STANDARD OPERATING PROCEDURE]

BSMART provides tailor made SOP services focusing on client needs. While developing SOPs for various operational and financial business processes, we take into consideration the following -

- To embrace growth in a synchronised way
- To simplify the working
- To manage the quality and consistency of product and services
- To protect against loss of knowledge due to attrition
- To save on time and costs



## INDUSTRY SECTORS WE COVER

- Automobile
- Banking & Capital Markets
- Chemical
- Consultancy
- Entertainment & Media
- Financial Services
- Laboratory
- Government/Public Services
- Industrial Manufacturing
- Metals
- Retail & Consumer
- Transportation & Logistics
- Agriculture
- Capital Projects & Infrastructure
- Communications
- Engineering & Construction
- Education & Training
- Information Technology
- Printing & Packaging
- Hospitality & Healthcare
- Insurance
- Pharmaceuticals & Life Science
- Real Estate
- Trusts & NGOs



# EXPERTISE AND EXPERIENCE..

## DIRECT TAXATION

- Income Tax consultancy to more than 700 clients which include HNIs, NRIs, Companies, Trusts, Societies, Educational Institutes, Firms etc.
- Compliance pertaining to Tax Deduction at Source (TDS) and Tax Collection at Source (TCS) to more than 300 clients from various sectors and different categories
- Representation in Scrutiny Cases, Appeals and Tribunals in various taxation matters to more than 500 clients
- Tax Planning and Tax Consultancy in all fields including Capital Gains, Exports, EOU, SEZ etc. to more than 250 clients

## PROJECT FINANCE

- Preparation of over 900 detailed Project Reports and Financial Project Reports
- Feasibility and Economic Viability Analysis of over 100 projects
- Directing – for availing financial assistance from Banks / Term Lending Institutions / FIIs / State & Central Government, etc. to over 100 clients.
- Assistance in avilment of various grants, subsidies, Venture Capital Funding, Private Equity Funding, etc. to over 100 clients.

## AUDITING & ASSURANCE

- Tax Audits, Statutory audits under various acts, etc. for over 300 clients.
- Internal Audit of over 200 companies.
- System Audit of over 15 bank branches.
- Bank Audits of Nationalized Banks, Co-operative Banks, Private Banks for more than 15 years.

## INDIRECT TAXATION

- GST, Sales Tax, Service Tax, Excise, Professional Tax and Customs consultancy to more than 250 clients
- Representation in Scrutiny Cases, Appeals and Tribunals in various taxation matters to more than 100 clients
- Tax Planning and Tax Consultancy in all fields including Credits, Refunds, Subsidies, Imports, Exports, EOU, SEZ, etc. to more than 150 clients
- Assistance in maintenance of all Records, Registers and filling of returns for GST, Customs etc. to more than 200 clients

## ROC / COMPANY AFFAIRS

- Registration of more than 150 Public Limited Companies
- Registration of more than 500 Private Limited Companies
- Regular Assistance in ROC compliance of more than 125 Companies
- Providing comprehensive secretarial services
- Assistance in Takeovers / Mergers / Acquisitions / Amalgamation

Experience  
Speaks Louder  
Than Words



People Are Capital.  
And We Have Built  
A Good Portfolio!

BSMART believes that in the hierarchy of assets, it is the grey-cell species that takes the top position - the human species. And it is because of these grey cells that good work gets done repeatedly. Reason why we have taken pain and time to build an enviable portfolio of human capital which is a pool of around 100 versatile and competent, growing professionals like Chartered Accountants, Company Secretaries, MBAs, Legal Advisors, Qualified, Semi-qualified and Support Staff.



BSMART has a well-equipped office with state-of the-art infrastructure and modern computerized systems that ensure quick, accurate and best quality services with a security code that maintains complete confidentiality of classified information of your business. The way to success is knowledge and our firm represents a structure where knowledge and skill is most emphasized upon for providing the best in-class service with efficiency and accuracy

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