

RSN & Associates

Chartered Accountants

(A multi Disciplinary practice Firm)

A professional firm committed to providing world class service.

Firm Insights

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R.S.N. & ASSOCIATES

Chartered Accountants

ORGANISATIONAL PROFILE

History

Founded in 1998 by Shri R S Nambi, a Chartered Accountant and consultant on the panel of World Bank and its affiliates with a view to satisfy the market demand for providing world class service in the country. The firm is committed to serving clients worldwide and believes in building a global network as a matter of strategy.

Vision

To emerge as the top most auditing and consulting firm in the country.

Mission

To subscribe to and be committed to:

- Offer management consulting services and be a leader.
- Provide wide ranging auditing, business advisory and accounting services in response to the business needs of firms irrespective of their size or legal constitution.
- Extend wide range of taxation services to individuals, expatriates, firms and corporates.
- Form joint ventures with internationally accredited firms operating in the same area of operation to provide value addition to the clientele.
- Train Chartered Accountants (both qualified and those aspiring) to enable them to be Ambassadors of the profession whether working within the company or outside.
- Uphold highest professional standards and be a service differentiator in the country.
- Adopt highest standards of professional ethics.
- Be accountable to the society and be a responsible corporate citizen.

Corporate beliefs

The organisation believes in upholding highest standards of business ethics with complete commitment to total quality and respect for human individuals. By creating an environment conducive for operations, the organisation believes in getting the best out of the staff irrespective of their levels so that the customers reap the full benefits. The organisational tasks are carried out through shared vision, beliefs, responsibilities and ownership.

Management

Promoter



R S Nambi, a Chartered Accountant and consultant on the panel of World Bank, UNDP, AMSCO, UNESCO, Commonwealth Secretariat ADB and DFID, spearheads the operations of the firm at strategic levels. He has 34 years of distinguished experience in the industry both in India and abroad at all managerial levels including board level assignments. He has passed the CISA examination conducted by ISACA, USA. He is a panelist with the Peer review board of the ICAI.

He has trained a large number of managers in the country through lecture assignments with Premier training institutions in the country. He has presented papers in seminars on Taxation, Corporate Finance and Auditing both at National and International levels. He has published innumerable articles in financial dailies and magazines. As a Founder, he is responsible for business networking, technology policies, systems and procedures, adherence to the firm's quality policy and marketing. He is assisted in day to day affairs by a well qualified team of Consultant Professionals. He is a GLG Scholar offering consultancy services worldwide and a trade expert advising people globally through Alibaba Trade Portal.

The Firm believes in fielding the right consultants with relevant experience for giving the best service possible and value addition. The consultants are selected based on merit and capabilities and are backed up by a research team working throughout the year on Industry Research.

The firm is committed to building a seamless global network of offices staffed by distinguished professionals who provide the cultural links to its clients. The firm is founded on the concept of serving client across the globe and works on 24/7 principle. The firm builds up partnerships with its clients and contributes to their wealth creation and development in every area of its practice.

Sectoral Focus

- **Finance / Economy**
 - Fiscal reforms
 - Privatisation
 - PSU disinvestments
 - Structural adjustment programmes
 - Macro & micro finance
 - SME development
 - Taxation policy reforms

- **Education**
- **Water & sanitation**
- **Health**
- **Hospitality**
- **Infrastructure**
 - Airport infrastructure
 - Ports development
 - Roads infrastructure & maintenance

- **Transport systems**
- **Insurance & banking**
- **Housing, township planning & commercial infrastructure**
- **Globalisation issues**
- **IT infrastructure**
- **Agricultural developments & reforms**

Service Directory

- **Financial services**
 - Loan syndications
 - Financial structuring / restructuring
 - International finance
 - Bizplan preparations
 - Financial advisory services
- **Taxation**
 - Strategic tax planning and advisory
 - Tax consultancy services
 - Tax-return preparation services
 - Liaison with income tax department
 - Expatriate taxation
 - M & A activities

- **Audit services**
 - Financial auditing services
 - Internal audit services
 - Statutory audit services
 - Fraud audit services
 - Forensic audit services
 - Information security audit and computer auditing services
 - Monitoring of project funds (End use)
 - Performance audit
 - Due Diligence

- **Accounting services**
 - Accounting services
 - Accounting review services
 - Accounting systems, procedures and manuals

- **Executive Search services**
 - Executive compensation studies
 - Executive recruitment
 - ESOP studies
 - Expatriate recruitments

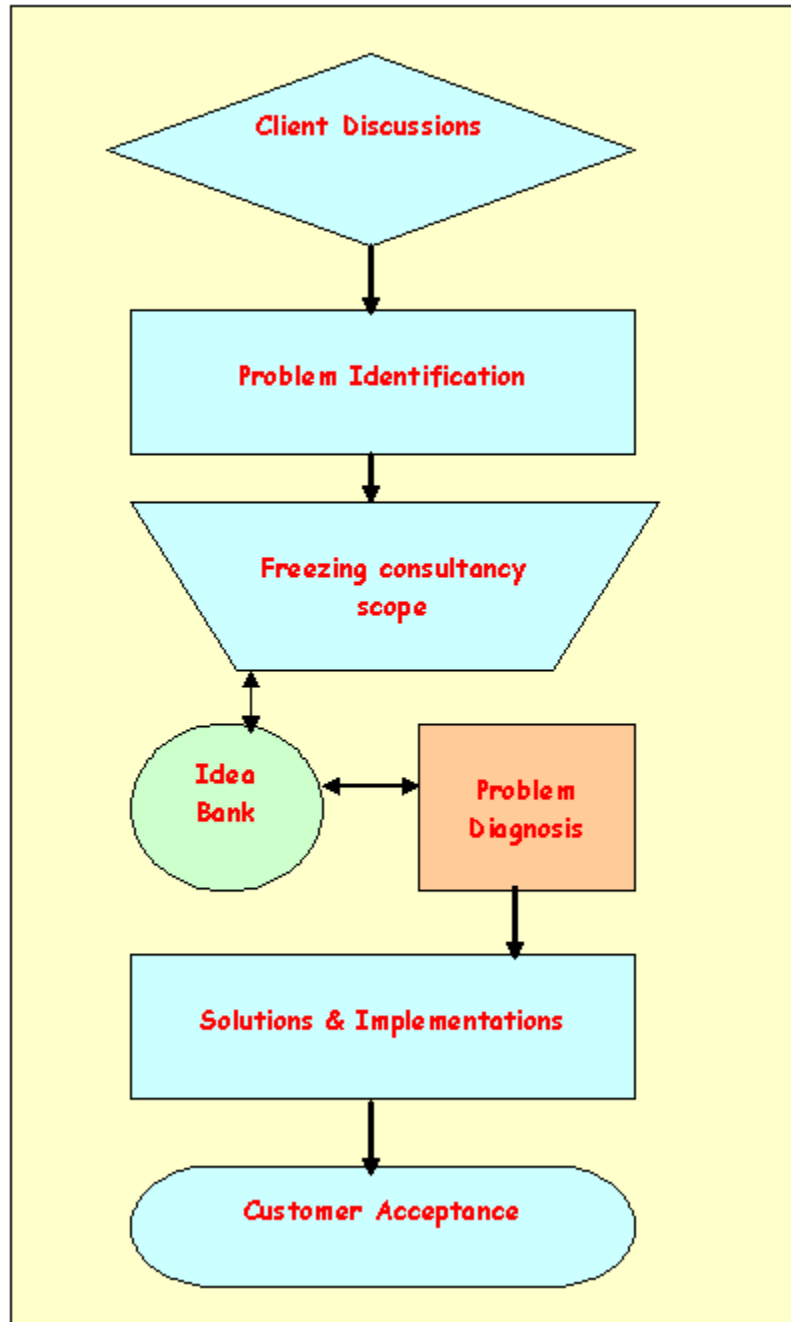
- **Consultancy Services**
 - Business Advisory services
 - Business and management consultancy services
 - General management consultancy services
 - Business development consultancy services
 - Financial management consultancy services
 - Marketing management consultancy services
 - Human resources management consultancy services
 - Computer audit consultancy and hardware consultancy services
 - Insurance and pension consultancy services
 - Systems and technical consultancy services
 - Project management consultancy services
 - Systems software acceptance testing consultancy services
 - Software integration consultancy services
 - Software consultancy services
 - Computer support and consultancy services

- **Corporate and secretarial services**
 - Company formations
 - Drafting Memorandum and Articles of Association
 - Drafting prospectus
 - Secretarial practices relating to IPOs
 - ADR / GDR issues
 - Nasdaq listing

Process

I Consultancy assignments:

The firm develops partnership with clients from planning the strategy to delivering the solution. Typically the process involves the following steps:



The firm offers its services across the globe and provides opportunities to work in partnership with the professional experts within the firm to meet the challenges they face and seize the opportunities. The firm focuses on the strategic intersection of financial services and technology. From implementing systems to managing customer relationships, our consultants have wealth of experience in the business of financial services. Our analysts are the thought leaders on financial services technology issues – the very issues the clients face in today’s environment. The firm blends research and consulting efforts with a view to bring informed insights to our recommendations. Because of the cohesion with which the above division works together, the clients can continue to get guidance on their critical initiatives through our on-going research. The engagements with the financial institutions, technology vendors and consulting firms typically revolve around the following:

- Business process re-engineering
- Business visioning and strategy
- Market research and entry strategy
- Operational and technology risk assessment
- Project oversight
- Vendor selection

The firm is wedded to the belief that each of its clients is unique with different needs and goals and each consulting relationship is customized. The breadth of the firm’s partnership with its clients varies with the type of assignment such as assessing the overseas market, building strategies or implementing recommendations. The firm’s approach is always flexible and the partnership style is proactive. However our commitment to a flexible interactive partnership never changes and we always serve our clients as their trusted advisor.

II Audit assignments:

Each assignment is preceded by a detailed audit planning, evaluation of internal controls, identification of the right team, audit calendar, proper execution, development of detailed audit notes, application of standard auditing practices, peer reviews & audit reporting and review of audit execution for future audit planning.

III Taxation assignments:

Each assignment is undertaken after identifying the client’s problem, discussions with the clients and evolving strategies, develop solutions, assign timetables for implementation, review upon implementation and delivering solutions for wealth improvement and tax minimization. All professional care is taken in documenting the case and submissions before the Income Tax department so as to avoid any disallowance / penalties / prosecutions.

Tax consultancy and compliance

The role of our team of specialist tax advisers and financial planners is to extract from the maze of new and existing tax laws, practical and commercial solutions to our client's business issues, whether within India or internationally.

Our client base consists of individuals, partnerships, trusts and companies, and different levels of Government, for whom we provide all manner of tax consulting and compliance services. Specialist skills exist in corporate, personal and executive tax advice, expatriate taxation services, wealth creation and development strategies. Employment-related tax advice is available covering perquisites tax, workers compensation obligations and minimum superannuation contributions. Underlying our technical skills is a practical approach and focus that will add value to our clients' businesses.

Infrastructure

The physical infrastructure is tailor-made to the organisation and by and large is distinctive and unique. The firm has a hi-tech office and the infrastructure includes full-fledged training and library facilities. The quality control aspects would be centralised at the corporate office. In general the infrastructure is quite conducive to local and international business.

Client acceptance criteria

The company has worked out rigid criteria for acceptance of any client before building up any long-term relationships at the professional level and the criteria evolved is on par with International expectations and would benefit all those who are associated with the company. The criteria we normally employ in client acceptance is:

- Good governance.
- Track record of performance.
- Business / Individual values.
- Quality of Management.
- Transparency in business operations.

Scope of engagement

In line with standard auditing practices, the assignments are reduced to writing through client engagement letters and the scope of work is defined for each engagement.

The fees are based on three factors: (a) the scope of engagement, (b) the time necessarily incurred to successfully complete the assignment and (c) the level of staff deployed for the work.

Prior to commencement of each assignment we prepare a document setting out the details of work to be undertaken, the timing for such work, the costs involved, responsibilities and objectives, together with the names and qualifications of each person who will be assigned to the work, in order to clearly establish the task being performed, plus any other pertinent matters that should be considered. Only after the client is in total agreement with this Scope of Engagement does work commence. This ensures that there is a clear understanding for each assignment before the job is started.

Costs are always based on the time necessarily incurred to satisfactorily achieve each assignment. However RSNA is prepared to enter into retainer or fixed fee arrangements where either circumstances require it or where long term relationships are being established.

Quality assurance

Through a Firm-wide effort, based on innovative, first-rate training programs, RSNA provides its staff with the tools and information necessary to understand clients' businesses and provide them with individualized, quality service. No other audit firm maintains such a dynamic, cooperative organization so singularly invested in the well-being of its staff and clients and committed to the building of lasting relationships.

An extensive range of office-based professional development programs, reflecting the local needs of accountants and staff, is undertaken in the office. The firm is also committed to peer reviews before any opinions, certifications, assurances and reports are handed over to clients.

Quality Audit Program

To ensure the delivery of our services to clients at global best-practice standards, the firm is constantly assessing all aspects of its business. About one-quarter of our staff performance are evaluated each year by internal audit teams whose composition includes a balanced mix of partners and outside specialists.

International accreditation / affiliation

Panelist with DACON – Roster of consultants maintained by World Bank Group.
Panelist with ADB – Directory of consultants maintained by Asian Development Bank.
Panelist with AFDB – Directory of consultants maintained by African Development Bank
Panelist with DFID, India.
Panelist with WIPO, UNOPS, IAPSO, UNIDO.
GLG Scholar
Trade Expert -Alibaba

Alliances

With a view to provide improved value addition to our clients, we enter into alliance partnerships with world leaders. We have secured broad understanding on specific projects with various international firms as detailed below in respect of areas mentioned against each:

<i>Sector</i>	<i>Name of the associate</i>
Banking sector reforms	Belgium Bankers Academy, Belgium CarlBro Management, Denmark International Development Ireland Ltd.
Banking sector technology management	BSA Consulting, New Zealand PMI Consult Ltd., UK
Capital market development and pension reforms	Duval Solutions, USA
Disinvestment programmes	PLS Ramboll, Denmark
General cooperation	CMS Cameron Mckenna, UK
Good governance and privatization	Adam Smith Institute, UK
Infrastructure	CRISIL Infrastructure Advisory Services Jurong International, Singapore RSM International
SEZs	PCI, Japan SQW Ltd., UK
SME Sector development	Ramboll, Denmark
Transport	TERA International Inc. USA Vicroads, Australia Padeco, Japan
VAT Projects	RSM International, UK
Water and Environment	Dr. Fromme International Consulting, Germany Zenith International, UK

Performance Benchmarks

➤ **Auditing / Assurance services**

- Statutory auditors for a leading UK based company manufacturing pressure testing instruments.
- Statutory auditors for a leading Italian company for their Indian outfit manufacturing calibration instruments and systems.
- Statutory Auditors for the largest Architectural Firm in the World for their India Operations.
- Concurrent auditors for premier nationalized banks.
- Statutory auditors for branches of a premier nationalized banks.
- BPO audit services for Indian outfit of the largest financial services groups in the world based in USA for its Mutual Fund IPO.
- Revenue audit of branches of nationalized banks.
- Documentation audit of a foreign bank.
- Forensic audit for an Indian MNC in the pharmaceutical sector.

➤ **Financial consultancy services**

- Treasury management for a leading software Indian MNC.
- Arranging / placement of inter-corporate deposits for financial services, textiles, automobile group, etc.
- Arranging long term finance through private placement of equity with financial institutions for an export oriented FMCG company.
- Transaction consultancy for trade-off between foreign debt and domestic debt for an automobile major.
- Preparation of information memorandum for change of ownership of a portable power unit owned by Italian company and Indian business house.
- Arranging aircraft lease for an NRI owned airlines company in Canada.

➤ **Management consultancy services**

- Business valuation of an Indian chemical company for a French international company.
- Advising on market entry strategies for a Singapore based insurance broking firm.
- Advising Tunisian Government on MDGS-Service delivery and Pro-poor outcomes-AFDB Study-Development of Framework approach.

➤ **HR consultancy services**

- Executive search for software companies (Indian MNC), construction equipment manufacturers (Fortune 500 company), apparel manufacturing company, dyes manufacturing company, largest international travel solutions provider, powder metallurgy manufacturers (MNC), International hotel chain, etc.

- Compensation structure study for a numismatics company (MNC).
- **Business advisory services**
 - Bizplan preparation for a financial services company, sugar, ethanol and brewery manufacturers, etc.
 - Advisory services for promotion of state of art educational infrastructure project.
 - Business development plans in Tamilnadu for a leading writing pen manufacturer in India.
- **Tax consultancy services**
 - Tax planning for individuals, high income earners, retired executive, international executives and UK based MNC.
 - Tax preparation consultancy for salaried employees, high income earners, sole proprietors, firms, trusts, MNCs.
 - Investment planning.
 - Preparation of course material for a premier professional accounting body.
 - Hypothetical tax calculations for tax neutralization and compensation issues for expatriates.
- **Secretarial services**
 - Company flotation services for software companies.
- **Litigation support services**
 - Arbitration for a retail pharmaceutical firm.
 - Legal documentation.

Publications

Publishes articles for NRIs on www.nriworld.com and for others on www.mondaq.com, www.taxindiaonline.com and www.manupatra.com on the web. Acting as experts on the panels of www.taxindiaonline.com, www.dateyvs.com, www.caclubindia.com, www.indiaproperties.com and www.nriworld.com

Publishes articles in leading financial dailies such as ‘Times Realty’, a publication of “The Economic Times” Group, ‘Financial Times’, a publication of Times of India Group, Chartered Accountant Practice Journal, Tax Planning International, Asia-Pacific Focus, published from UK and other property guides by private publishers.

Contact Particulars

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