

# COMPANY PROFILE



Zenith Financial Consulting Pvt. Ltd. ©All rights reserved.



## WHO WE ARE

Zenith Financial Consulting Private Limited ("ZENITH") is a leading consulting company offering our clientele a wide range of consultancy services which helps them build their dream business venture miraging the real, dynamic, and complex financial environment smoothly and effectively. We at ZENITH are committed to help our clients in devising and implementing strategies which have a lasting impact on the viability of their business.

ZENITH has a dedicated group of professionals having considerable experience in domestic and international accounting, regulatory compliances, multi-dimensional financial and corporate advisory in almost all spheres of finance, at all stages of a business life cycle.

Our mission is to create synergy through the fusion of professional values with a focus on delivering value-based services that result in the maximization of client worth and the enhancement of business prospects and growth.

To this end, our exclusive focus is to provide customized solutions, from routine to specialized services, from pre-establishment of business, establishing the suitable structure of business to expansion of existing business to closure of sick units of business. that are practically feasible and sustainable without compromising with our established standards of practice.





## OUR CORE VALUES

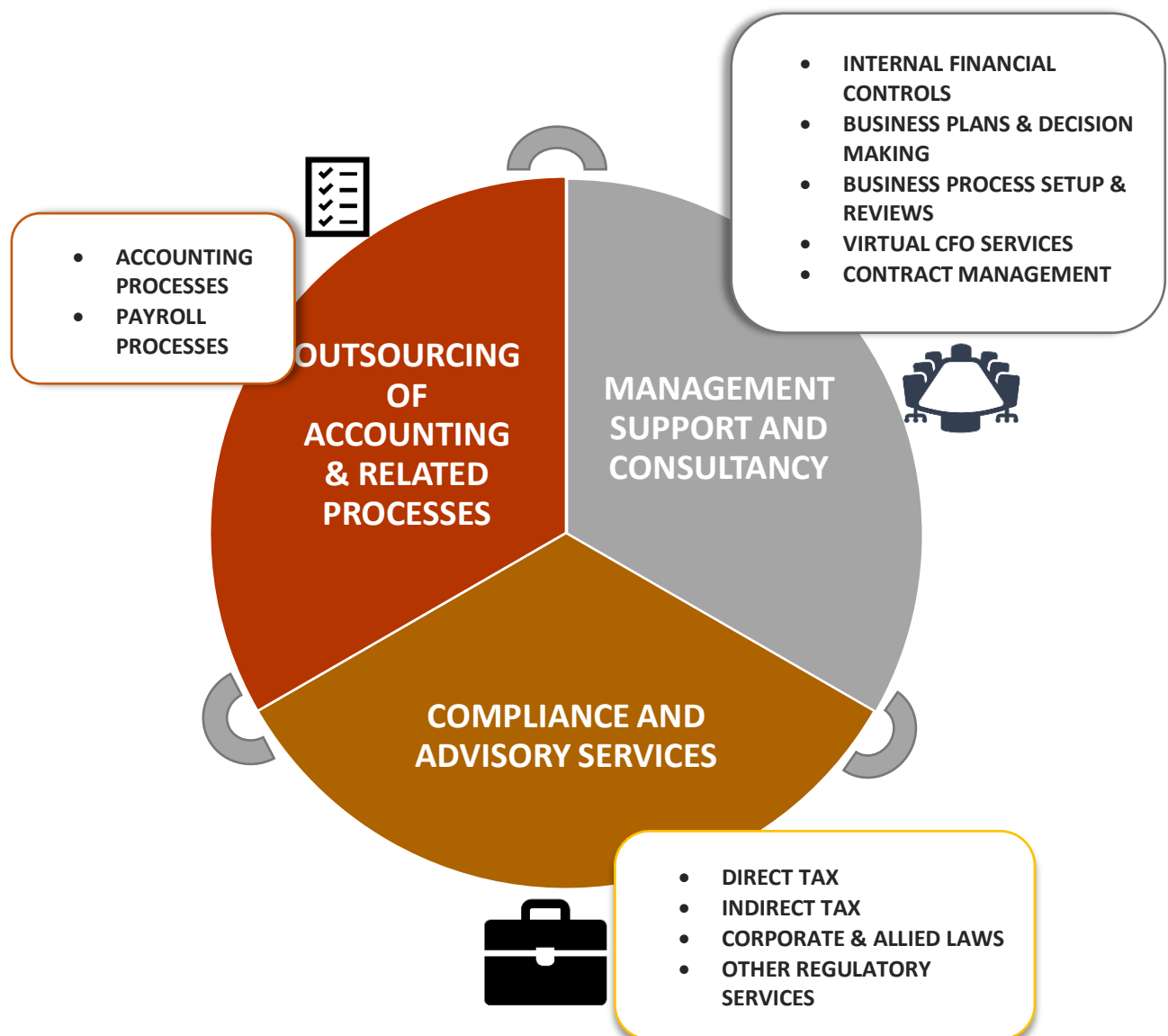
- ✓ **Commitment:** *Reliable and timely delivery.*
- ✓ **Passionate team:** *Passionate and highly experienced team with proven project management skills placed at right places to add maximum value to our clients.*
- ✓ **Process oriented:** *We ensure that all processes are appropriately carried out and shared with our operating and supervisory teams for proper function and controls. These processes are logged in engagement-specific accounting & compliance manuals and area-specific checklists which we prepare as assignment controlling & monitoring tools.*
- ✓ **Expert resources:** *All our personnel are well trained and professionally updated to provide our clients with utmost levels of confidentiality, integrity and accuracy in quality of work.*
- ✓ **Effective client communication:** *We ensure real time communication to the client's management on various key matters related to our assignments. We also provide periodical updates on key changes in accounting and compliance areas to our clients.*



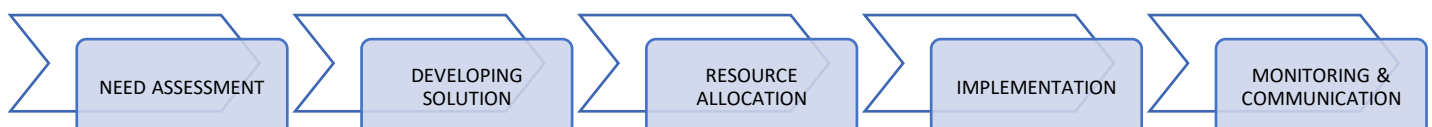
**WHY  
ZENITH?**

## OUR RANGE OF SERVICES

The educational background, advanced training, global perspective, and vast experience of our professional team equips us to render a wide range of services to companies and other commercial & industrial organizations of all sizes and nature. Zenith offers a wide range of services including pre-incorporation consultancy & business set-up, outsourcing of various business processes including accounting & payroll, regulatory compliances for corporate & allied laws, direct tax, indirect tax and management support & corporate finance services.



## OUR APPROACH





## OUTSOURCING OF ACCOUNTING & RELATED PROCESSES

### END -TO-END ACCOUNTING PROCESSES

#### Onsite and offsite financial processes and management (R2R Process):

- Comprehensive bookkeeping and account management services
- Development of accounting systems and procedures
- Checking of transaction support documents and processing
- Inventory management including system set-up, maintenance of records, physical verification and valuation
- Compilation of fixed assets register and physical verification
- Periodic review and finalization of accounts & financial statements including IFRS statements
- Travel claims and other expense management
- Reconciliations (Banks, Payables, Receivables, etc.)
- Complex accounting reconciliations and reporting
- Administrative and secretarial support

#### Accounts receivable management (O2C Process)

- Sales invoicing and customer communication
- Issuance of debit and credit notes
- Accounting for revenue and collection
- Preparing accounts receivable reports as per management requirements
- Follow up of outstanding AR balances

#### Accounts payable management (P2P Process)

- Vendor master creation and modifications from time to time
- Preparation and issuance of purchase order (PO)
- Vetting of contracts with vendors
- Processing invoices with reference to PO terms and accounting for the same
- Disbursal of payments as per payment terms
- Employee expense management
- Periodic accrual entries
- Vendor Communication
- Month-end reporting

#### Closing of financial books and reporting

- Month-end pre closing activities
- Monthly closing of revenue and cost lines
- Monthly analysis and providing heads up about any expected key gaps vis-a-vis planned financials
- Compliance with Accounting Standards applicable to entity and other close activities including reconciliations of key accounts and banks
- Closing of books and reporting as per statutory requirements



## EMPLOYEE ENGAGEMENT RELATED PROCESSES

### Payroll related HR documentation

- Drafting offer letters, employment agreements for key employees as well as non-key employees
- Consultancy agreements
- Termination letters, severance letters and release agreements
- Contract labour agreements
- Drafting HR Policies and employee handbooks /manuals

### Employee tax computations and compliances for payroll taxes

- Structuring of employee benefits and compensation
- Regular tax computations of all employees
- Verification and processing of Investment declarations & proofs
- Checking and processing of all exemptions & deductions as per law
- Periodic interaction with employees to address their payroll related queries and advising on tax efficient measures
- Preparing and filing of quarterly TDS returns
- Generation of salary TDS certificates in Form 16

### Generation of monthly payroll

- Maintenance of Payroll Master database
- Processing of regular monthly salary including flexi benefits, bonus, leave encashment, gratuity and reimbursements etc.
- Processing of full & final settlements including clearance from relevant departments
- Adjustments for loans and salary advances
- Providing monthly pay slips to employees
- Salary disbursement support including preparation of bank upload file

### Reports and analytics

- Customized monthly payroll sheet
- Loan and recovery statements
- Trend analysis of employees' joining and separation

### Payroll services for expatriates

- Computation of tax liability of expatriate employees
- Assistance in arranging remittances to native country
- Preparation and filing of income-tax return of expat employees



## COMPLIANCE AND ADVISORY SERVICES

### DIRECT TAX: COMPLIANCE, MANAGEMENT AND ADVISORY

#### •Tax advisory and compliances

- Analysis of current tax scenario with emphasis on recent amendments
- Applicability of taxes and availability of exemptions, tax holidays etc.
- Strategic tax planning
- Preparation and filing of tax returns
- Other ancillary services like applying for various tax registrations

#### •Tax deducted/collected at source (TDS / TCS)

- End to end regular tax compliances with respect to tax withholding
- Computation of liability and tax remittance to authorities
- Preparation and filing of quarterly returns and issuance of TDS certificates
- Periodic review and reconciliations
- Responses to notices and queries raised by tax authorities

#### •Transfer pricing

- Applicability of transfer pricing provisions and risk analysis
- Review & Structuring of all related party transactions
- Preparing transfer pricing documentation
- Selection of most appropriate method for determining the arm's length price
- Representing the taxpayer in negotiations and assessments

#### •International taxation

- Tax advisory on cross border transactions
- Foreign tax obligations if business has an overseas presence
- Foreign tax compliances and filing of returns
- Withholding tax advisory
- Inbound / outbound investment restructuring

### INDIRECT TAX : COMPLIANCE AND ADVISORY

#### Goods and Services Tax - Advisory & compliance

- Assistance in obtaining GST registrations
- Evaluation of tax implications on existing or proposed business transactions including cross border transactions
- Review of contracts and agreements in order to identify the GST impact
- E-invoicing and E-way bill preparation & generation
- Calculation and payment of monthly GST liability
- Preparation and filing of Monthly / Quarterly / Annual GST returns
- Periodic review and reconciliation of GST Returns with books of account
- Filing of GST refund claims
- Drafting appeals, submissions and responses to notices
- Representing the taxpayer in negotiations and assessments

#### Customs and Exim Policy

- Advisory and support on Foreign Trade Policy setup and compliances
- Documentation, preparation, and filing of application to get duty credit scrips under Merchandise Export from India Scheme (MEIS) and other duty exemption schemes
- Obtaining custom duty refund like EDD refund, CEPA refund etc.
- Advice on various incentive schemes pertaining to duty-free import / export of goods or services under the Foreign Trade Policy
- Other procedural compliances
- Assistance in representation before the authorities

## CORPORATE AND ALLIED LAWS SERVICES

### Corporate Laws

#### • **Incorporation Services:**

- Setting up business entity in India (Company, Limited Liability Partnership etc.) after identifying suitable legal structure for proposed business and exercising Feasibility study.
- Assistance in establishing branch office, liaison office and project office of the foreign company in India.
- Assistance in obtaining registrations under various applicable statutes including Income Tax laws, GST laws, Employee Provident Fund Scheme, Employee State Insurance Act, export registrations, product export licenses, IEC, trademark, copyrights etc.
- Designing an optimal solution for the eligible businesses by availing the benefit of start-up policy of the Government of India.

#### • **Compliance and Regulatory Services:**

- Advisory and opinions on the Companies Act, 2013 and other corporate laws
- Conducting Board Meetings and General Meetings for companies
- Drafting / amendment of company documents including Memorandum of Association (MOA), Articles of Association (AOA), legal agreements, share certificates, share transfer documents, notices of meetings, resolutions and minutes of meetings
- Drafting and implementation of CSR policy
- Maintaining records and registers under Companies Act
- Advice on issues such as managerial remuneration, charges on assets etc.
- Preparation and filing of various forms, returns and reports with Ministry of Corporate Affairs
- Assist in submission of annual returns, balance sheet and other filings with the Ministry of Corporate Affairs
- Drafting foreign collaboration agreements, joint venture agreements, other legal agreements, affidavits, powers of attorney, applications, proposals etc.
- Assistance in obtaining regulatory approvals from the Company Law Board for mergers, demergers, amalgamations and other matters
- Advisory on conversion of companies as per Companies Act
- Managing winding-up of companies / striking off defunct companies
- Other matters like managing bankruptcy proceedings and advising under 'Sick Industries' regulations
- Representation before the authorities for seeking clarifications and other corporate law matters

### RBI & FEMA

- Advisory & compliance with the provisions of the Foreign Exchange Management Act, 1999 (FEMA)
- Advice on Indian Government's policies on foreign investment in India
- Documentation and obtaining approvals from the Reserve Bank of India for the allotment / transfer of shares to foreign citizens and foreign companies
- Obtaining approvals from the Reserve Bank of India with regard to various transactions involving foreign exchange, *inter alia*, stock option plans, technology transfer agreements, EPC contracts, legal service agreements, acquisition of foreign companies, foreign currency loans, suppliers credit etc.
- Assist in incorporation of offshore trusts and companies as subsidiaries / joint ventures abroad

### Provident Fund (PF) and Employees State Insurance (ESI) compliances

- Assistance in requisite documentation in respect of all employees
- Monthly calculation of contributions and facilitating payments thereof
- Assistance in filing returns and maintenance of records and workings
- Obtaining records for employees from PF / ESI departments
- Assistance in transfers / withdrawals of employees PF
- Facilitating in inspections by PF / ESI departments

### Other various Labour Laws (Filings and maintenance of records)

- Labour Welfare Fund
- Profession Tax
- Payment of Wages Act, 1936
- Minimum Wages Act, 1948
- Equal Remuneration Act, 1976
- Maternity Benefit Act, 1961
- Payment of Gratuity Act, 1972
- Shops and Commercial Establishment Act, 1958
- Factories Act, 1948





## MANAGEMENT SUPPORT AND CONSULTANCY SERVICES

### INTERNAL FINANCIAL CONTROL

- Examination of the organizational structure, policies, plans and objectives, systems and procedures, standard operating procedures
- Identification and reporting of defects, irregularities and weaknesses in the internal control system and suggest improvements therein
- Setting up a robust internal control structure / system commensurate with size and nature of business
- Identifying risks in processes and creating mitigation strategy including defining business continuity plans for critical deliverables of any process
- Driving automation of process reporting wherever possible
- Drafting of SOPs for various operational areas
- Periodic reviews to ensure the effectiveness of defined internal controls

### BUSINESS PLANNING AND DECISION MAKING

- Setting up MIS process covering Operations and Finance functions defining Key Performance Indicators to drive profitability and help in business decision making
- Setup of pricing framework
- Ad hoc reviews and analysis, e.g., profitability of top ten customers
- Setting up planning / budgeting process to focus on key areas to achieve financial targets and periodic comparison with actuals
- Consultancy for big business decisions in areas such as make or buy, acquisition of a business, closing of a unit, etc.
- Business and Financial Modelling
- Monthly / quarterly reviews and suggestions for improving performance

### CONTRACT MANAGEMENT

- Drafting and vetting of commercial construct and negotiations on all type of contracts, defining key contract terms from commercial standpoint, Setting up detailed SLAs (Service Level Agreements) and corresponding implications in case of non-adherence and managing changes to contract with respect to financial impact and associated risks

### STAFF AUGMENTATION

- We provide skilled and capable resources to fill in the staffing requirements in the Finance / Accounting / Taxation domains, on permanent / contract / loan basis.

### VIRTUAL CFO SERVICES

- Many fast-growing startups and small & medium size businesses need dynamic support in financial decisions. Businesses need experienced partners to sail them through financial issues. As per requirements we provide flexible, cost-effective, time-bound Virtual CFO services.

## MEET OUR SENIOR TEAM....



**Founder & Director**  
*LL.b, B.Com*

### PURSHOTAM CHOPRA

Purshotam founded Zenith with one very clear vision in mind – To create a difference in the consulting world by providing innovative solutions. Having being more than 30 years in practice, he is focused on making *real* change happen in business – *by* replacing toxic short-term fixation with emphasis on creating long term value for all clients.

Purshotam's Entrepreneurial mindset and multi-faceted skills are apparent throughout the culture of Zenith. Under his leadership, Zenith, has grown to manage multiple accounting, compliance, management consultancy and audit engagements among an eclectic mix of large, small, Indian and foreign corporates. His passion for excellence in quality and process discipline has helped Zenith return value back to its customers as tangible value addition in area of services that they engaged with.

Prior to forming Zenith, Purshotam enjoyed extensive professional experience in managing Accounting, Outsourcing, Assurance, Secretarial and Compliance assignments. He started working early in his career with a member firm of Deloitte where he had independent charge of engagements among the largest Indian and Multi-National Corporations. He is a visionary with a continuing aim to drive disruption and pioneer innovation in the consulting world and beyond.

### GIREESH SACHDEVA

Gireesh is a Fellow Chartered Accountant since 2002 and a Graduate in Commerce. He is Lean Certified and Green Belt holder in Quality Assurance. He has rich experience of over 20 years including 14 years in industry working with Fortune 500 Clients / Big MNCs. He is heading the Reporting and Analytics practice at Zenith. He has expertise in contract management, financial planning & analysis, financial closing & reporting and business management support. He is also involved in design, Implementation and review of internal control systems and Standard Operating Procedures.



**Head – Reporting  
and Analytics**  
*FCA, B.Com*



### NEHA MISHRA

Neha is heading the Corporate Affairs advisory at Zenith. She is a Fellow Member of the Institute of Company Secretaries of India. She holds 12 years of experience in secretarial matters of Indian & foreign companies having exposure in handling rights issues, preferential issues, conducting board & shareholders' meetings, secretarial audits and various statutory compliances under Companies Act, FEMA, RBI etc. She also has significant experience in representing clients before the regulatory authorities for approvals etc.

**Head – Corporate  
Affairs Practice**  
*CS, B.Com*

## VARUN MOWAR

Varun is heading the business advisory team at Zenith. He is a Fellow Chartered Accountant and an alumnus of London Business School with more than 19 years of professional experience in Management Consulting. Having worked with international consulting firms like Alvarez & Marsal, KPMG and Adobe Software Systems, he brings in tremendous expertise and first-hand knowledge of international financial markets, supply chain management, logistics & distribution, warehousing and stock control. He has a strong track record of identifying redundancies and maximizing resources to streamline operational procedures.



**Principal Associate –  
Business Advisory**  
*FCA, B.Com*



## GAURAV JAIN

Gaurav is heading the Taxation advisory at Zenith. He is practicing as an advocate and is also a fellow Chartered Accountant with over 18 years of professional experience with specialization in direct taxation. He is also an active member of Delhi High Court Bar Association, ITAT Delhi Bar Association, International Council of Jurists and of the editorial board of ITAT Delhi Bar. Previously, He has been associated as a partner in a renowned advocate firm and later he practiced as counsel. His specialization is representing and handling direct tax litigation of various corporates, MNCs and HNIs before Commissioner (Appeals), Income Tax Appellate Tribunal, High Court and Supreme Court.

**Head – Tax Practice**  
*FCA, LL.b, B.Com(Hons)*

**THANK YOU!**

## LET'S WORK TOGETHER...

**CORPORATE AND HEAD OFFICE:**

618, BESTECH CHAMBERS, SUSHANT LOK – I,  
GURUGRAM – 122009

**Tel No:** +91-124-44084526

**Email:**

info@zenithonline.co.in

**Website:**

[www.zenithonline.co.in](http://www.zenithonline.co.in)

**KEY CONTACT PERSONS:**

❖ Purshotam Chopra

M +91 9811940031

purshotam@zenithonline.co.in



**ZENITH**  
FINANCIAL CONSULTING PVT. LTD.

