



**Financial Services**  
**Startup**

***SaaS Platform***

***Aggregation of  
Consultants***

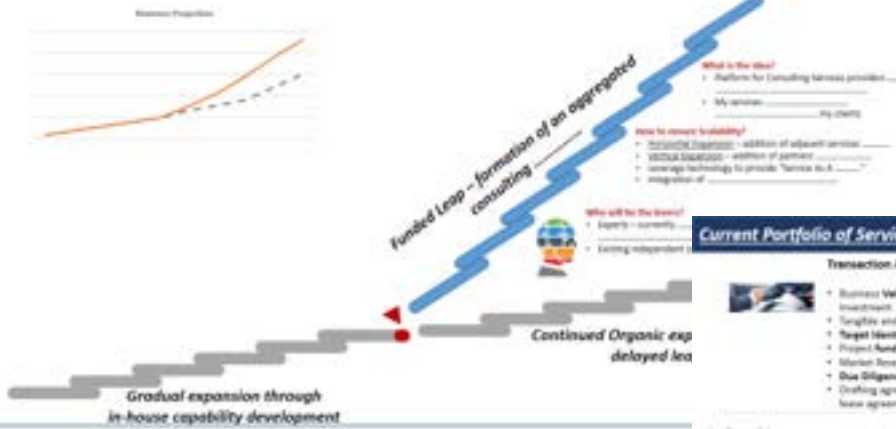
# Client → Financial Services Startup

## Industry Overview & Segmentation – Financial Services

- Indian Financial Services market is a diversified industry witnessing expansion on account of multiple tailwinds
- Stable macro-economic conditions, changing policy & regulatory framework, ever growing demand for transparency and efficiency, heightened activity in the primary capital markets, entry of new players, increasing awareness of retail consumers are some of the key factors benefitting the sector
- The sector can broadly be categorized into Insurance, Capital Markets, NBFCs and Accounting & Advisory Services



## Business Model & Evolution Plan



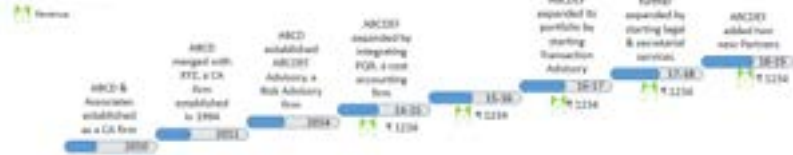
## Competitive Landscape – Service Portfolio mapping

Service	Insurance				Capital Markets														
	Life	Non-Life	ETC	Other	Asset Mgmt	Broking	Wealth Mgmt	Accounting Serv.	Life Ins.	Non-Life Ins.	NBFC	Accounting & Advisory	Other	Other	Other	Other	Other	Other	
ABCDEF	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

## Brief Snapshot

- ABCDEF is a corporate advisory firm promoted by young and dynamic professionals having combined rich experience of 150+ years in the / and management consultancy
- We offer range of integrated professional services to entrepreneurs, corporates & institutions for setting up businesses & pursuing growth financial and legal strategies for expansion
- Our Services include business set up services, project funding, business valuations for M&A, financial reporting, corporate law advisory, in external audit with specialization in Direct and indirect Taxation.
- Our Expert Team sharing a common vision, belong to diverse technical, business and legal backgrounds. We deploy specialized and multi teams to serve assignments requiring specific skills, enabling us to work proactively and closely with clients and respond effectively to the highly focused manner, which in today's fast changing business environment is quite crucial to a client's success

## Key Milestones



## Current Portfolio of Services

### Transaction Advisory Services

- Business Valuations for M&A, Inbound and outbound investment
- Tangible and intangible assets valuations
- Target Identification and Deal negotiations
- Project fund raising & debt syndication
- Market Research
- Due Diligence
- Drafting agreements including Shareholders agreement, lease agreement, JV Agreement etc.

### Tax Advisory Services

- Advising on direct and indirect tax matters
- Direct & indirect tax litigation
- Transfer pricing study under Income tax law for international and domestic transactions
- Compliance, advisory and diagnosis for Goods & Service tax (GST)
- Custom and DUTY matters
- Special Invention Search (SIS) registration and assessment

### Audit and Assurance

- Internal audit, Management audit and Special Audit.
- Statutory, Compliance & Stock Audit & Certifications
- Internal Control over financial reporting (ICFR)
- Designing Standard Operation Procedure (SOP), Implementation and streamlining accounting systems
- Designing of Management Information System (MIS) and Internal Control System

### Cost compliance services

- Facilitation of Cost Audit u/s 148 of the Companies Act, 2013
- Cost Account preparation and advisory
- Design and Implementation of Cost Accounting System/MS
- MSA, conversion and filing services
- Calculation of Input tax consumption as per Cost accounting Standard (CAS - 8)
- Computation of Product Costing and Tariff Designing

### India Entry Services

- Pre entry market study
- Entity formation
- Legal and tax structuring
- Company formation, Setup of branch office/Custom office
- Secretarial services & compliances
- Regulatory Approvals & Compliances
- Accounting, financial and tax advisory

### Business Advisory services

- Accounting Support/Outsourcing services
- Payroll Management services
- Outsourced CFO services
- Stock/Fixed Assets physical verification
- Fixed Assets management services