

# PROFILE



**GRSRA & CO.,  
Chartered Accountants**

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# About Us

## Introduction

GRSRA & CO., was established in the year 2009. It is a leading chartered accountancy firm rendering comprehensive professional services which include audit, management consultancy, tax consultancy, accounting services, manpower management, secretarial services etc.

GRSRA & CO., is a professionally managed firm. The team consists of distinguished chartered accountants, corporate financial advisors and tax consultants. The firm represents a combination of specialized skills, which are geared to offers sound financial advice and personalized proactive services. Those associated with the firm have regular interaction with industry and other professionals which enables the firm to keep pace with contemporary developments and to meet the needs of its clients.

# Our Vision & Mission

## Delivering Professional Excellence

To be a preferred Certified Chartered Accountant, Advisor or consultant to Businesses across India and provide utility oriented legal compliance.

## Ethical & High Quality Performers

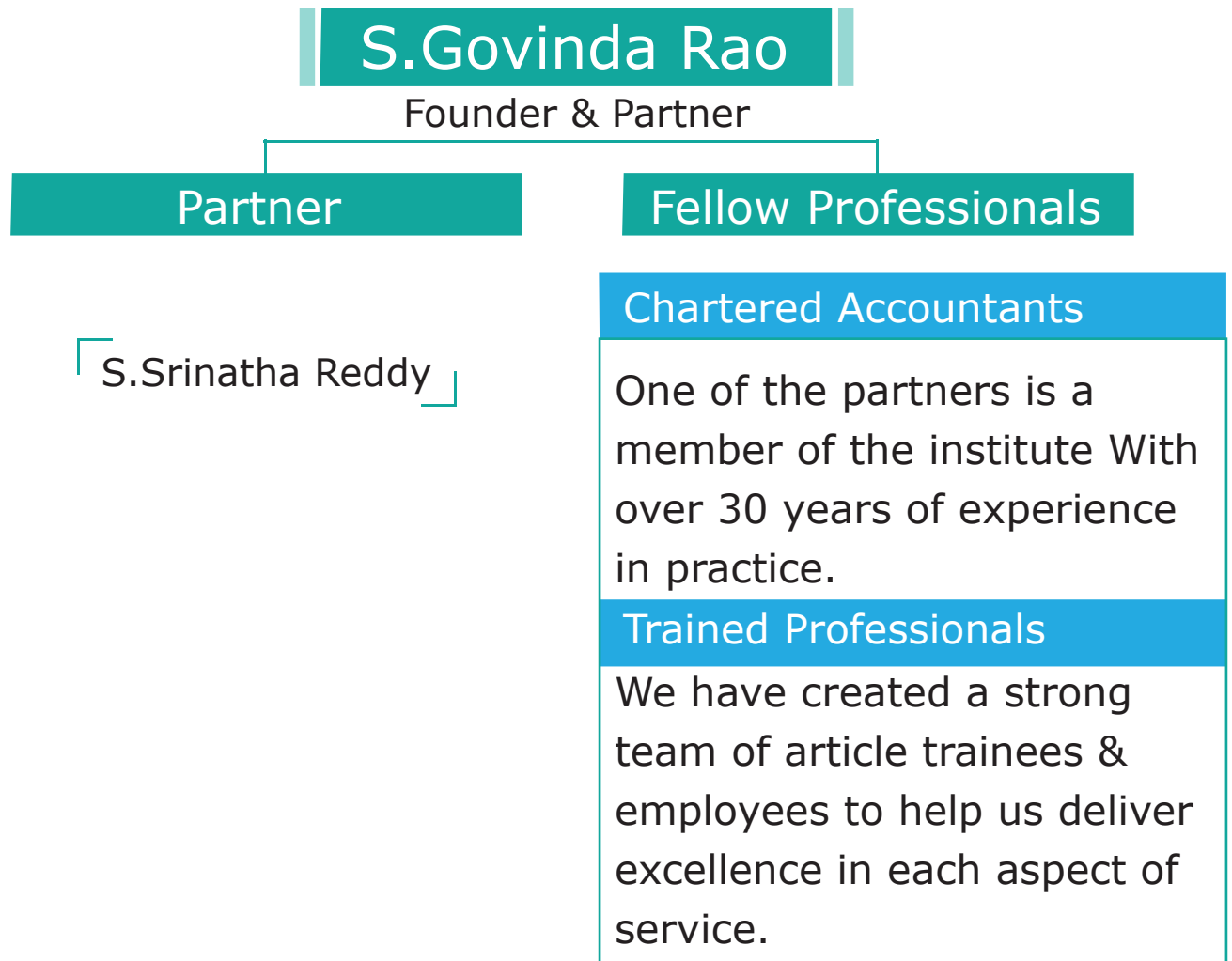
To commit our ethics, integrity and quality in profession and to back advice with performance

## Service Philosophy

- ▶ We focus on utility oriented legal compliance.
- ▶ Our behavior and action should talk louder than promises.
- ▶ Quality- depth and breadth we provide should meet client's expectations.
- ▶ We aim to be well-versed with our client's business processes.
- ▶ To provide quality in terms of complying with GAAP, Accounting Standards, IAS, IFRS, Audit Assurance procedures and SPPIA etc.

- ▶ We adapt to technologies and varied environment.
- ▶ Our Quality orientation is a continuous process.
- ▶ To provide services timely and efficiently.
- ▶ We practice "Value for Money" concept / theory.
- ▶ We are caring and concerned about Client's well-being.

# Our Human Infrastructure



- ▶ Our associates are with us for a fairly long time. It again strengthens our skills and hedges risk of man-power turnover of qualified CAs. Clients get a continued service with personal attitude and beyond a commercial relationship.
- ▶ All our operations are monitored and synchronized from a well equipped office at

178, 1<sup>st</sup> Floor, 5<sup>th</sup> Main, 4<sup>th</sup> Cross,  
J.P Nagar 3<sup>rd</sup> Phase, Bangalore-560078

(Note: See Team profiles for personnel biographies.)

## RANGE OF SERVICES

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# Introduction

In traditional areas, we provide the following services:

- Statutory Auditing
- Assurance & Risk Management
- Taxation
- Certification
- Financial services

In non-traditional areas, we cover Management Advisory Services which include the following:

- Budgeting & Budgetary control
- Profitability studies
- Asset management

# Statutory Audit

We perform Statutory Audit for Private, Public and Government Companies under The Companies Act. It primarily includes Tax audit of Companies, Firms and Proprietary concerns under The Income Tax Act and Audit of Charitable Trusts and other associations. Our audit practice is compliant with Standards of Quality Control (SQC) set by the ICAI

## Our Auditing Involves:

- ▶ Risk Based Audit Programme and Sampling Techniques.
- ▶ Following materiality concept and Reviewing Internal Controls.
- ▶ Primary auditing / cross checking.
- ▶ Compliance with Indian Accounting Standards (AS) International Accounting Standards (IAS), Standard Auditing Practices (SAP). We follow risk based auditing approach.
- ▶ Our sampling, transactions analysis etc. would cover 80% of value and also check effectiveness of internal controls.
- ▶ We emphasize on communication with auditees/clients; whether personally or / and written in formal communications.
- ▶ Use of statistical tools and audit software packages.

## Assurance & Risk Management

- ▶ As Internal Auditors, we draw an audit plan after analysing risks and objectives of the client. We focus on Operational / Process audit and review of existing internal controls/procedures. It has ingredients of an efficiency audit. Our recommendations help in better utilization of existing resources, Cost saving and improved profitability. Comfort to promoters justifies our job.
- ▶ We contribute to developing efficiency and effectiveness thereafter.
- ▶ Our focus is on corporate governance, understanding the organization and its processes, drawing risk based audit plans and Value Addition.
- ▶ We follow Standards on Internal Audit set by ICAI.
- ▶ Our activities are oriented towards awareness, action plan, information and monitoring.

## Certification

Issuing certificates required for several statutory or compliance requirements. It includes certification related to bank borrowings, export-import compliance and other regulatory matters.

## Direct Tax

- ▶ Audit under income tax Act.
- ▶ Preparation of Returns of Income.
- ▶ Appearing for assessment and Appellate matters.
- ▶ Domestic & International Transfer Pricing.
- ▶ We advise on Indian Tax Laws. We specialise in tax advice for individuals, partnership firms and companies.
- ▶ We advise Non-resident Indians as well as Foreign/nationals companies on taxation matters.

# Indirect Tax

Issuing certificates required for several statutory or compliance requirements. It includes certification related to bank borrowings, export-import compliance and other regulatory matters.

## Goods and Services Tax (GST)

1. GST Registration under GST Act.
2. Audit under GST Act.
3. Consultancy on matters related to GST including Tax planning.
4. Preparation and filing of GST returns.
5. Liaison with GST authorities.
6. Getting GST Assessments done.

# Management Advisory Services

Have successfully devised and rendered professional services in innovative areas of:

- ▶ Designing system of Periodical “Review of Operations” / Budgeting.
- ▶ Contribute in implementing Costing structure, Budgetary and Budgeting control.
- ▶ Forecasting Profitability statement, Balance sheet & Cash flow statements; with sensitivity analysis.
- ▶ Assisting in adapting to fast changing business environment.
- ▶ Designing, implementation and special review of system controls.
- ▶ Optimization of working capital management.
- ▶ Export & Import functions; Compliance & incentives review.
- ▶ Valuation, Due Diligence and related services in Mergers and Acquisitions.
- ▶ Physical verification of stocks at plants, depots, mines, dock and other locations.
- ▶ Strategizing on entry in India & business start ups.
- ▶ Adoption of Indian fiscal laws.

# Our Team

Founder & Partner

Other Partners

Article & Paid Assistants

Our Client details



**S.Govinda Rao**

Founder & Partner

### Qualifications

- ▶ B.Sc1970 from Bangalore University.
- ▶ A.C.A., 1979 from Institute of Chartered Accountants of India;  
F C A. in 1990.

### Professional background

- ▶ Worked as Internal auditor and Accountants officer in a Private Company for 8 Years.
- ▶ Started Practice with Brahmayya & Co., from 1987.
- ▶ Become a Partner of a Brahmayya & Co., in 1990 and was with them till 2009.
- ▶ Started M/s.GRSRA & CO., in 2009.
- ▶ During his practice he has conducted various audits such as Statutory, Internal, Management, Income Tax, Stock, VAT,Bank and other Audits to various Public and Private limited companies.
- ▶ He has also conducted Trust audits to various Trusts.
- ▶ He has represented before Income Tax authorities and appeals upto tribunal on behalf of various clients.
- ▶ Producing well thought out Profit/Loss and Cash Flow forecasts together with projected balance sheets and sensitivity analysis.



**S.Srinatha Reddy**

Partner

## Qualifications

- ▶ B.Com. 2009 from S.V. University.
- ▶ A.C.A., 2011 from Institute of Chartered Accountants of India;  
F C A. in 2017.
- ▶ He has completed Cost Accountancy inter examination from ICWAI in the year 2012.

## Professional background

- ▶ Have worked with M/s.Brahmayya & co, Chartered Accountants, Bangalore as Article Assistant.
- ▶ Started Practice with GRSRA & Co., from 2011.
- ▶ Became a partner in M/s GRSRA & Co., in the year 2014.
- ▶ During his practice he has conducted various audits such as Statutory, Internal, Management, Income Tax, Stock ,VAT,Bank and other Audits to various companies.
- ▶ He is also conducted various special assignments to various clients.

## Article & Paid Assistants

We have a strong team of Articled and Paid assistants having good experience in various audits and assignments

## Our Client details

### Infrastructure Sector

- ❑ Power Generation and transmission
- ❑ Petroleum refining and distribution
- ❑ Highway construction
- ❑ Real Estate Sector
- ❑ Telecom

### Financial Sector

- ❑ All India Financial Institutions
- ❑ Banks
- ❑ Investment Companies/ NBFCs
- ❑ Private Equity and Venture Capital Companies
- ❑ Mutual Funds
- ❑ Stock Exchanges

### Industrial Sector

- ❑ Sugar
- ❑ Steel
- ❑ Fertilizers
- ❑ Chemical Industry
- ❑ Engineering Industry
- ❑ Electronic and telecommunication
- ❑ Automobile and ancillary industry

### Services Sector

- ❑ Tourism and Hotel industry
- ❑ Hospital and health care industry
- ❑ Information Technologies
- ❑ Marketing
- ❑ Legal



**Thanking You**  
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