

KPSN & Associates LLP

Chartered Accountants

Firm Profile



July 2023

Who we are?

- *KPSN & Associates LLP, Chartered Accountants (KPSN) is a new age professional services organization offering range of Assurance, Tax, Risk and Advisory solutions for businesses of all sizes, at the local, national and international levels*
- *We enhance value for clients by focusing on solutions that are innovative, yet practical and that can be implemented*
- *We are team of high-quality professionals having domain expertise with analytical rigor, uncompromising focus on quality and passion for excellence*
- *We are committed to make a difference for our clients and to our people, and we deliver this difference through the integrity of our efforts and by living our core values*

Our Values

- *To be the best professional services firm to work with and work within*
- *We would put client priorities before our priorities*
- *Our work will always portray high levels of integrity, ethics and quality*
- *Deliver the best of our firm to all clients beyond their expectations in an efficient, timely and cost-effective manner*
- *We will dedicate ourselves in pursuit of excellence in all of our professional endeavors*

The KPSN Advantage

- *We are young & fresh with enthusiasm and the courage to lead*
- *Blend of energy with experience*
- *We respect our client needs and deliver at the right time*
- *High levels of integrity, quality, respect and team building*
- *Always updated on the changing rules, regulations and principles of the law*

What we do?

KPSN offerings are structured under the following practice areas:

- *Audit & Assurance*
- *Tax & Regulatory*
- *Risk Advisory*
- *Forensic Advisory*
- *Business Advisory*

Audit & Assurance

- *Statutory Audit of general purposes Financial Statements under various legislations*
- *Limited Review Engagements*
- *Agreed-upon procedure reporting for internal/external purposes*
- *Statutory Certifications*
- *Governance, Audit Committee and advisory*

Tax & Regulatory Services

- ***Domestic Tax (Corporate & Personal)***
 - *Advisory*
 - *Compliance*
 - *Litigation*
- ***International Tax***
 - *Inbound Investments*
 - *Outbound Investments*
 - *Services for Foreign Institutional Investors (FIIs)*
 - *Transfer Pricing*
 - *Expatriate Tax services*

Tax & Regulatory Services

- ***Indirect Taxes***
 - *VAT & Sales Tax*
 - *GST*
 - *Policy Advisory*
 - *CENVAT*

Domestic Tax Services

- ***Advisory***
 - *Tax planning approaches into business plans*
 - *On-line tax advisory for positions to be adopted in the tax return*
 - *An approach that seeks to reduce tax cost*
 - *Withholding tax advisory and assistance in obtaining nil/lower withholding certificates from tax department*
- ***Compliance***
 - *Preparation/Review of tax returns for corporates, firms, individuals, trusts and such other person under the Income Tax Act, 1961*
 - *Review/Assistance in advance tax computations*
 - *Review / Assistance in withholding tax workings & returns and assistance in filing of the same*
 - *Other compliance issues such as tax registration, dealing with issues of withholding tax payment and returns, certification, to name a few*

Domestic Tax Services

- ***Litigation***

- *Replies to show cause notices*
- *Replies to other legal notices*
- *Appeals / petitions before Appellate Forums and Courts*
- *Dispute Resolution Panel (DRP) Application*
- *Settlement Commission Application*
- *Seeking Advance Rulings*

- ***Representation services***

- *Appellate Authorities – Assessing Officers, Commissioners, Tribunals, Settlement Commission, AAR to name a few*
- *Assistance during survey / search proceedings*

International Tax Services

- ***Inbound Investments***

- *Tax efficient holding company structuring*
- *Due diligence of the Target*
- *Selection of jurisdiction which would best meet the tax and commercial objectives*
- *Appropriate capital structure addressing issues like ease of funding and tax optimization*
- *Business models that ameliorate permanent establishment risks*
- *Cross border treasury and finance*
- *Evaluating IP domicile jurisdiction and structuring IP transfer in a tax efficient manner*
- *Tax efficient cash repatriation and up streaming*
- *Review of international tax attributes including planning for group effective tax rate reduction*

International Tax Services

- ***Outbound Investments***

- *Advising on cross border investment strategies and evolving optimal ownership/jurisdiction structures for investment into a particular jurisdiction which include setting up an International holding company, global sales company, etc.*
- *Advising and assistance on entity structuring, capital structuring and regulatory approval process in selected jurisdiction*
- *Assistance in finalizing/review of shareholders, joint venture and other relevant business agreements*
- *Assistance in finalizing/review of financial projections*
- *Identifying and enhancing tax and fiscal incentives including obtaining any tax rulings in selected jurisdiction*
- *Striving to enhance tax credit and income deferral in India. mergers and acquisitions and due diligences.*

International Tax Services

- ***Expatriate Tax Services***
 - *Expatriate Assignment Planning (Inbound & Outbound)*
 - *Employee compensation structuring*
 - *Expatriate related tax registrations and compliances*
 - *Employee Equity incentive planning and compliance (ESOP)*
 - *Social Security advisory & compliance*
 - *Foreign exchange regulations advisory*
 - *Payroll diagnostic reviews*
 - *Tax Assessment representation and support*

Indirect Taxes

- ***GST***
 - *Registrations, Compliance – Tax Payment and Returns*
 - *Advice on classification issues, availability of credit & other related aspects, possible tax optimization opportunities and compliances*
 - *Tax cost effective transaction planning*
 - *Audits and process reviews*
 - *Advise on taxability of a transaction and classification thereof and compliance*
 - *Diagnostic and Cenvat credit reviews*
 - *Assistance in obtaining tax rebate / refund from tax authorities*
 - *Assistance during tax audits*
 - *Advise on special transactions such as cost sharing arrangements, import of technology, technical know how, etc.*

Indirect Taxes

- ***Policy Advisory***
 - *Entity structuring under fiscal incentive schemes*
 - *Transaction structuring for optimising fiscal incentives*
 - *License approvals*
 - *SEZ / STPI / EOU setup, compliance and strategy consulting*
 - *Foreign trade policy*
- ***Customs***
 - *Optimization of customs duty savings through appropriate classification, exploring various exemption and incentive schemes*
 - *Special Valuation Branch ('SVB') – Advice regarding approach to SVB, assistance in submissions, representations and reviews*
 - *Developing policies and procedures for key tax functions, preparation of SOP for tax compliances, Training key employees etc.*
 - *Diagnostic and compliance reviews*

Indirect Taxes

- ***CENVAT***
 - *Advise on classification, valuation and Cenvat credit scheme*
 - *Assistance in assessing Cenvat liability and identifying concessions / benefits*
 - *Identification of planning opportunities*
- ***Other services***
 - *Applicability of R&D Cess on import of technology/ deputation of foreign personnel and credit/ adjustment against service tax*
 - *Advice on tax efficient business models*
 - *Financial modeling from an indirect tax perspective*
 - *Advice on EPC contracts and associated tax optimization opportunities (Contract modelling, drafting and review)*
 - *Contract negotiations from Fiscal perspective*

Indirect Taxes

- ***UAE Value Added Tax***
 - *Transaction Mapping and Contract Review*
 - *Legislative Review and Impact Assessments*
 - *VAT Implementation Plan*
 - *IT Infrastructure implementation and testing*
 - *Registrations, Submissions, Payments and Audit*
 - *Assist in VAT Return Submissions*
 - *Tax Assessment representation and support*
 - *Recommendations on approach to UAE - VAT*
 - *Advisory on applicability of special VAT Schemes*

Risk Advisory Services

- *Internal Financial Control Framework*
- *Audit Strategy / charter development*
- *Positive assurance frameworks*
- *Internal Audit / Internal Audit department set up*
- *Statutory compliance reviews*
- *Concurrent or Pre-Audits*
- *Governance framework development*
- *Enterprise Risk Management implementation*
- *Fraud Risk Assessment*
- *Investigations*
- *Early warning systems*
- *Mitigation strategies*

Risk Advisory Services

- ***Process Advisory***
 - *Corporate Policies drafting and implementation*
 - *Standard Operating Procedures and HR Manuals*
 - *MIS Build - Operate – Transfer*
 - *Process Improvements and Desktop diagnostic reviews*
 - *Data Analysis and dash boards*

Forensic Advisory

- *Business Forensic Services*
- *Data Analytics*
- *Dispute and Litigation Support services*
- *Compliance and Ethics Advisory Services*
- *Investigations*
- *Technology Solutions*

Business Advisory Services

- *Entity incorporation strategy*
- *Business strategy formulation*
- *Business Process re-engineering Advisory*
- *Capital structuring and funds management & reviews*
- *Corporate Finance*
- *Investment Advisory*
- *Business and Share valuations*
- *CFO outsourcing services*
- *Financial Planning & Business Performance measurement*
- *Outsourcing (Payroll, Bookkeeping, Compliance, Process) Advisory services*

Our Key Clients



Our Key Clients



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Our Key Clients



Our Key Clients



Our Key Clients



Our Team & Experience

Prabhu Govindan – Partner

Prabhu Govindan is a qualified Chartered Accountant, Company Secretary and ICAI Certified FAFD (Forensic Accounting and Fraud Detection). He holds a Masters degree in Commerce and Bachelor degree in Law with over 18 years of experience in tax, risk and regulatory matters. He is also a Registered Valuer for Securities and financial assets under the Insolvency and Bankruptcy code.

His areas of expertise include corporate income tax; personal income tax; foreign investment into India; tax issues concerning MNC's and tax litigation covering a wide spectrum of industries.

He has represented for various assesses before the Assessing Officers, Commissioners, Tribunals and before other regulatory authorities RBI, RoC, STPI etc.,

Prabhu has worked on various assignments for clients in Manufacturing, Distribution, Logistics, Business Support Services, Engineering & IT/ITeS.

His prior work associations were as a key resource of Tax & Regulatory Practice at a Big4 audit firm, as a FPnA professional, handling group reporting and process automation initiatives with one of the top management consulting firm in the world and also worked as a consulting professional in the areas of information systems audit, Sox testing and Process reviews.

He is also a board member in various Public Sector Undertakings as Independent Director.

Our Team & Experience

R Krishnakumar – Partner

R Krishnakumar is a qualified Chartered Accountant and ICAI Certified FAFD (Forensic Accounting and Fraud Detection) and holds bachelor degree in Commerce with over 17 years of experience in tax, risk and regulatory matters.

His areas of expertise include Tax & Regulatory advisory and litigation, forensic accounting, forensic data analytics, fraud prevention and detection, and business consulting spanning across industries.

He has represented clients before the AOs, TRO, TPOs, Commissioners and Tribunals and also handled VAT enforcements, Service Tax Department Audit / Investigations. He further has represented before investigation authorities like the Director of Revenue Intelligence, Director General Customs & Excise Intelligence, Director of Income Tax Criminal Investigation.

Further he has also been handling engagements on Risk based investigations and assessments for top listed companies and MNCs in India. He has been advising few international private equity funds on setting up, raising funds and Valuations.

Our Team & Experience

Ramakrishnan Murali – Partner

Ramakrishnan Murali is a member of the Institute of Chartered Accountants of India. He is also a qualified Cost Accountant and holds bachelor degree in Commerce with over 16 years of experience in tax and regulatory matters.

He has extensive experience in conceptualizing and implementing internal controls and financial procedures and actively involved in the maintenance and finalization of accounts, audits, taxation and Company law matters.

Further he has experience in Administration, Human Resources, and financial planning serving a variety of clients. He has worked with top tier 1 consulting firms in India advising variety of clients for various industries such as Manufacturing, IT, BPO, Real Estate to name a few.

Our Team & Experience

Palak Kalra – Partner

Palak Kalra is a qualified Chartered Accountant and holds bachelor degree in Commerce with over 20 years of experience across Shared Services, Finance Training, Corporate Finance, Internal/Statutory Audit, Taxation & Payroll, Project financing, Corporate Finance.

Her versatile exposure gave her an opportunity to work on various projects including STPI compliance, post payment audits, project reports for credit proposals, corporate accounting, process reviews, and strategic management for new startup ventures.

She has worked with various industries like engineering, IT/ITeS, consulting, trading and financial services. Her prior work associations were with US based consulting firm – McKinsey & Co. as a project manager where the project she handled were Exit from STPI, setting up structure for Non STPI compliance, setting up Time Accounting tool and formalizing travel policy for India base service centers.

Our Team & Experience

Jayashri K R – Senior Manager

Jayashri K R is a Chartered Accountant and holds bachelor's degree holder in commerce with extensive knowledge in Valuations and Transfer Pricing. She has handled Internal Financial Control Audit for PSUs in manufacturing sector independently.

She has a vast experience in internal, statutory and forensic audit for various industry verticals. She also has exposure to statutory audit for Public Sector Bank.

Our Team & Experience

Palani Saravanakumar - Manager

Palani Saravanakumar is a qualified Chartered Accountant and holds a bachelor's degree in commerce from University of Madras.

His area of expertise are Internal Audit, Statutory Audit and Internal Financial Control over financial reporting Audit. He has also provided various advisory services through expertise knowledge in Goods and Service Tax Act, Companies Act, Income Tax Act and other Statutory compliances.

He has worked with various clients whose business activities are Manufacturing, pharmaceutical, Banking Sector, Business Support Services, Depository Participants, IT and Investment field.

Our Office

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