



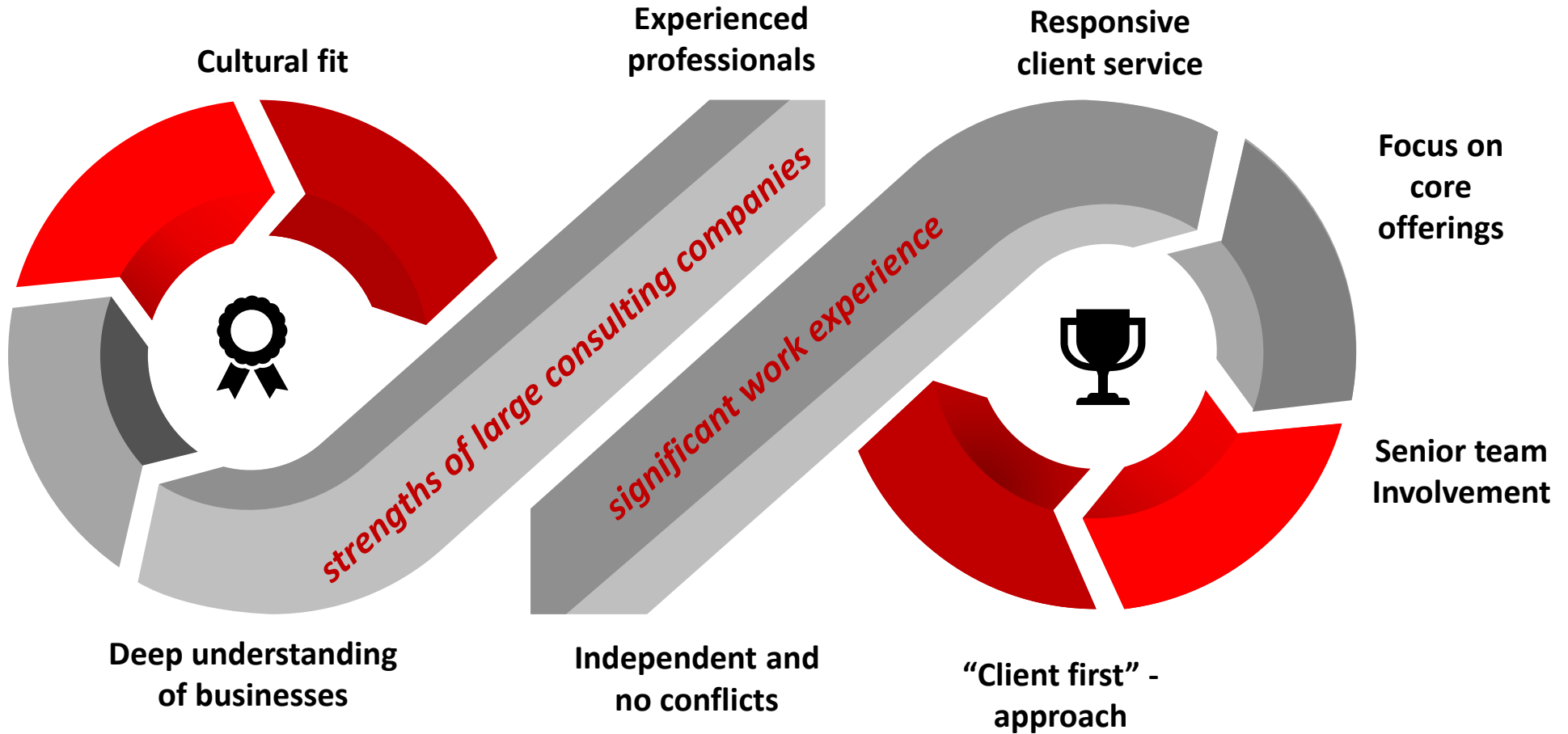
**ACQUISORY**  
*Your Growth, Our Business*

**Financial Reporting, Accounting & Corporate Compliances  
Services**

- ✓ **Acquisory** was incorporated in 2010, by highly credentialed and experienced professionals, from PricewaterhouseCoopers, Arthur Andersen and Protiviti.
- ✓ The management team among themselves represent extensive experience in specialized services across M&A Advisory, Investment Banking, Asset Management and Operations & Risk Consulting.
- ✓ We have an appreciation for dynamics of business, operations, transactions and necessary skills to blend practical business & commercial insights with tax & regulatory knowledge to identify effective solutions to all business problems.
- ✓ We partner with our clients through the entire business continuum from identification of the problem, to solution, to implementation.



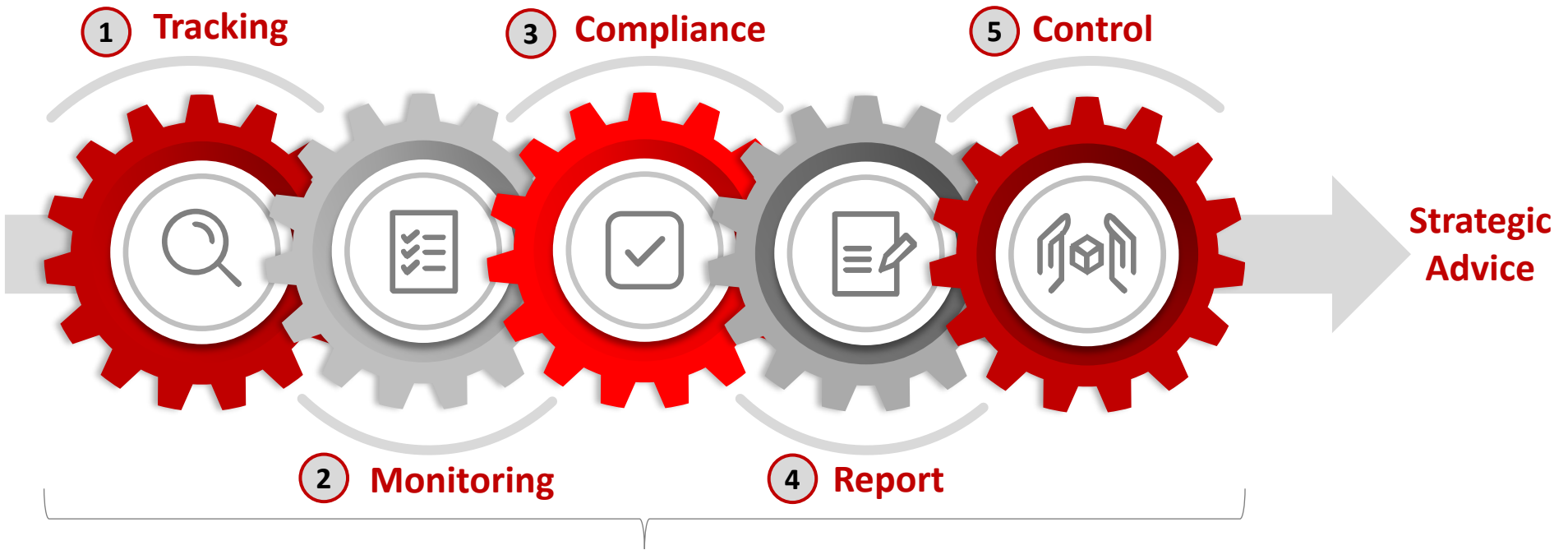
Acquisory fills a unique and valuable position in the market, as depicted below. We bring a unique blend of knowledge and experience to the table which combine the focus, dedication and independence of a boutique firm, with the methodologies & deep skill-sets of the Big 4.



Our Compliance and Legal services are the **solution** to support our start ups, private equity, Banks / NBFC clients in meeting their objectives of **maximizing returns and ensuring compliances**. Our services have been designed to address the challenges being faced by investors in **managing the operational, strategic and financial** aspects of their investee companies, as they are not able to get the right management information in time and remain worried about fraud, misappropriation or misconduct in their investee companies.

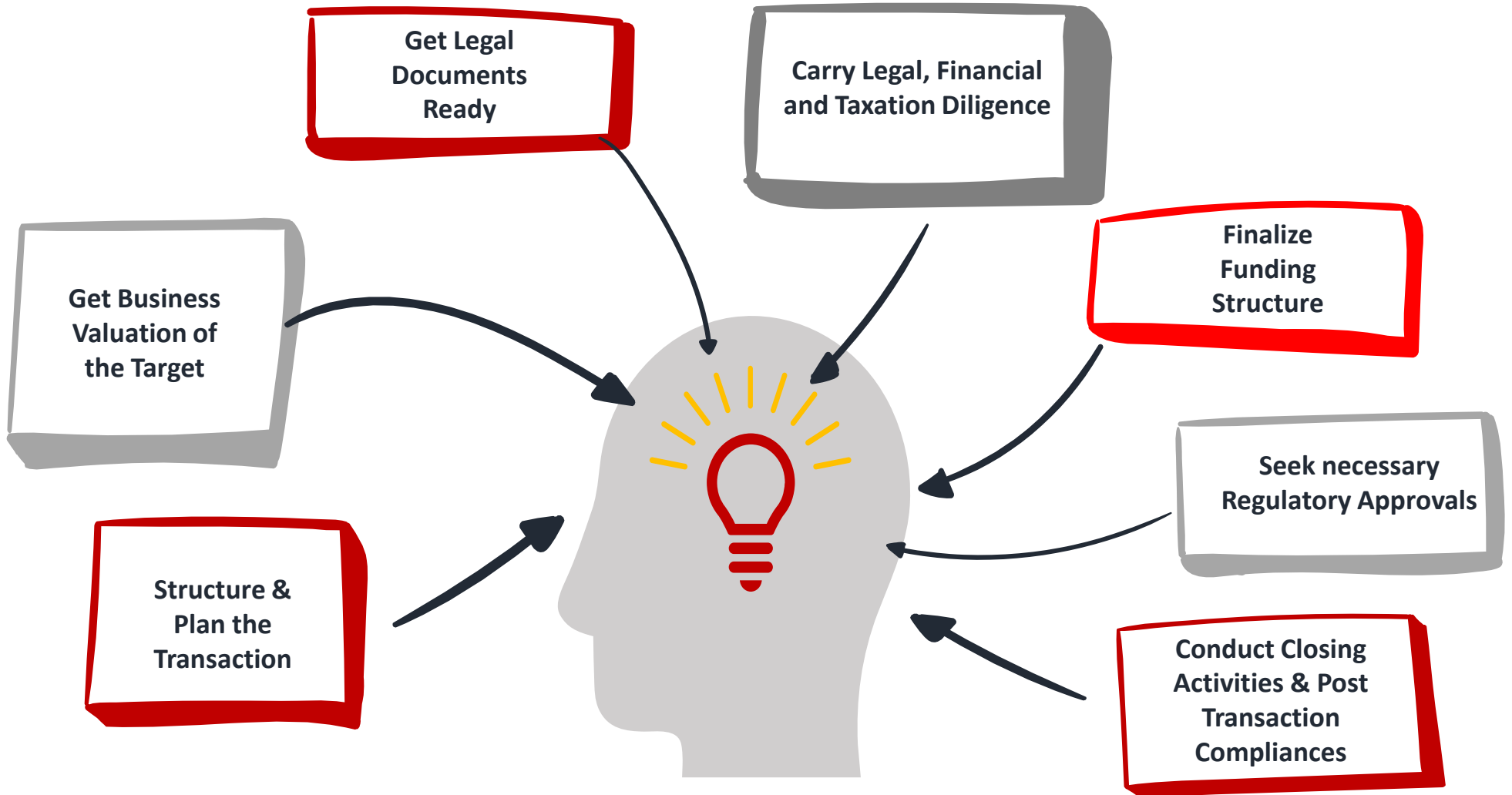
Smart investors know that it is prudent if investments are followed up with a continuous monitoring of key business risks. **Acquisory becomes your eyes and ears on the ground** and helps you manage such risk factors by ensuring necessary compliance checks and balances.

## Our Process

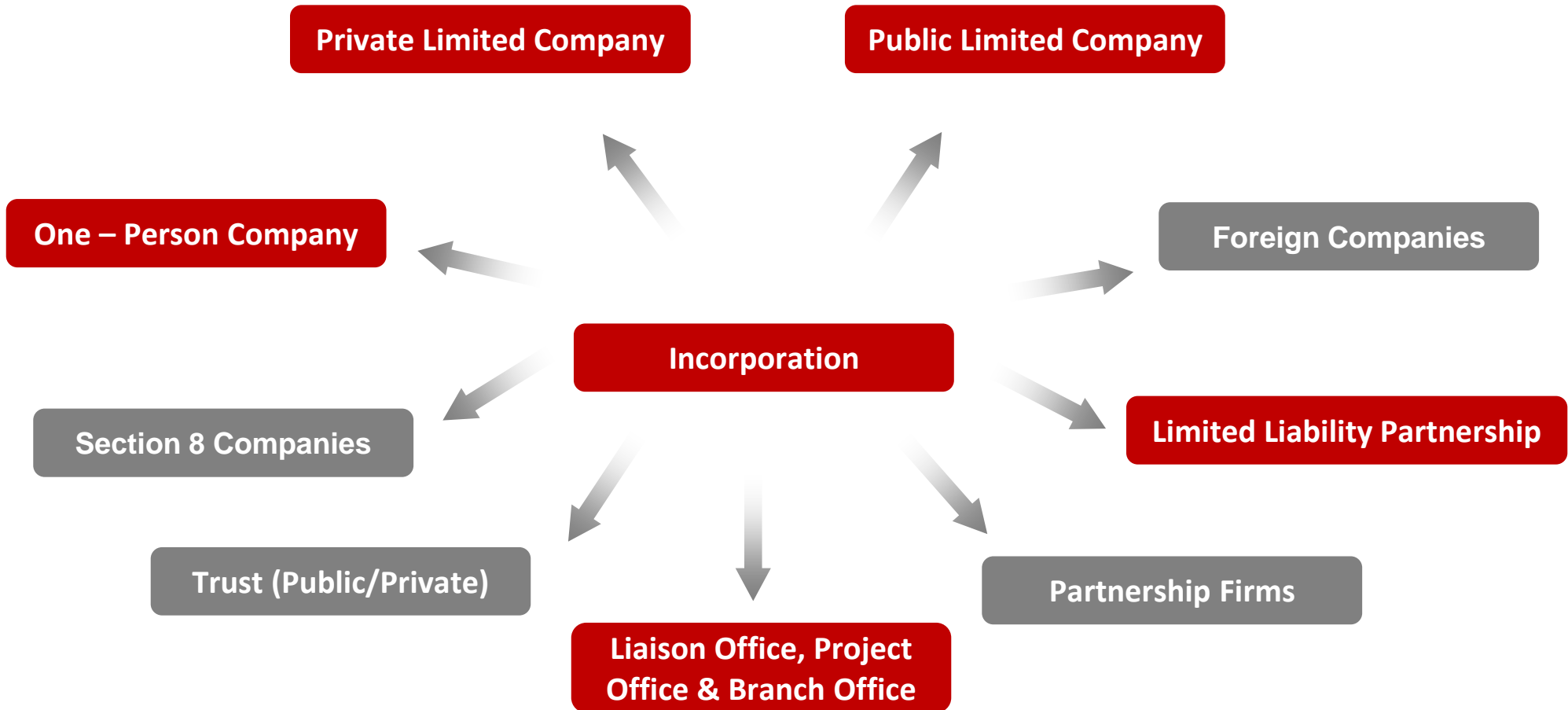


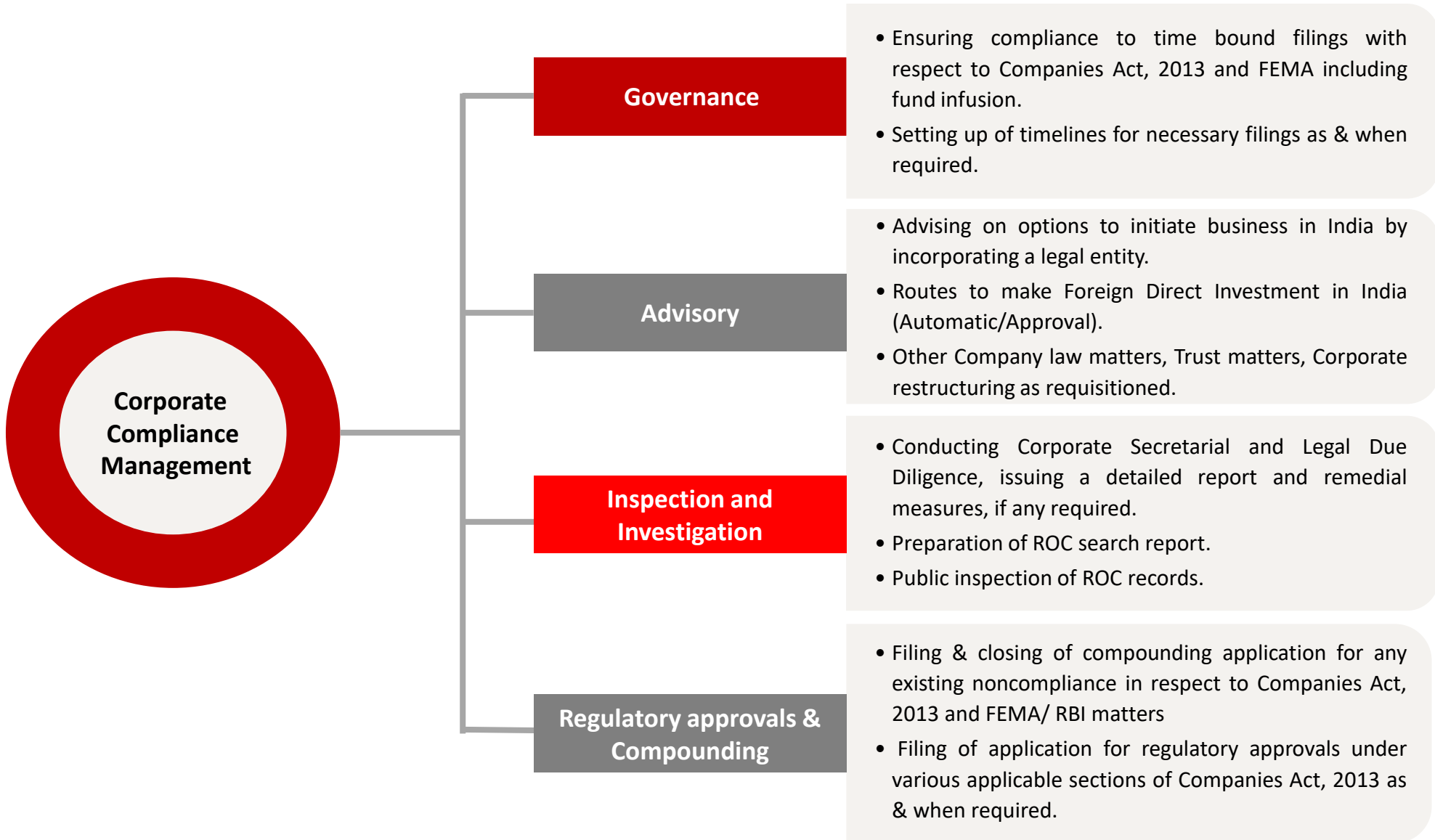
*Portfolio Management*



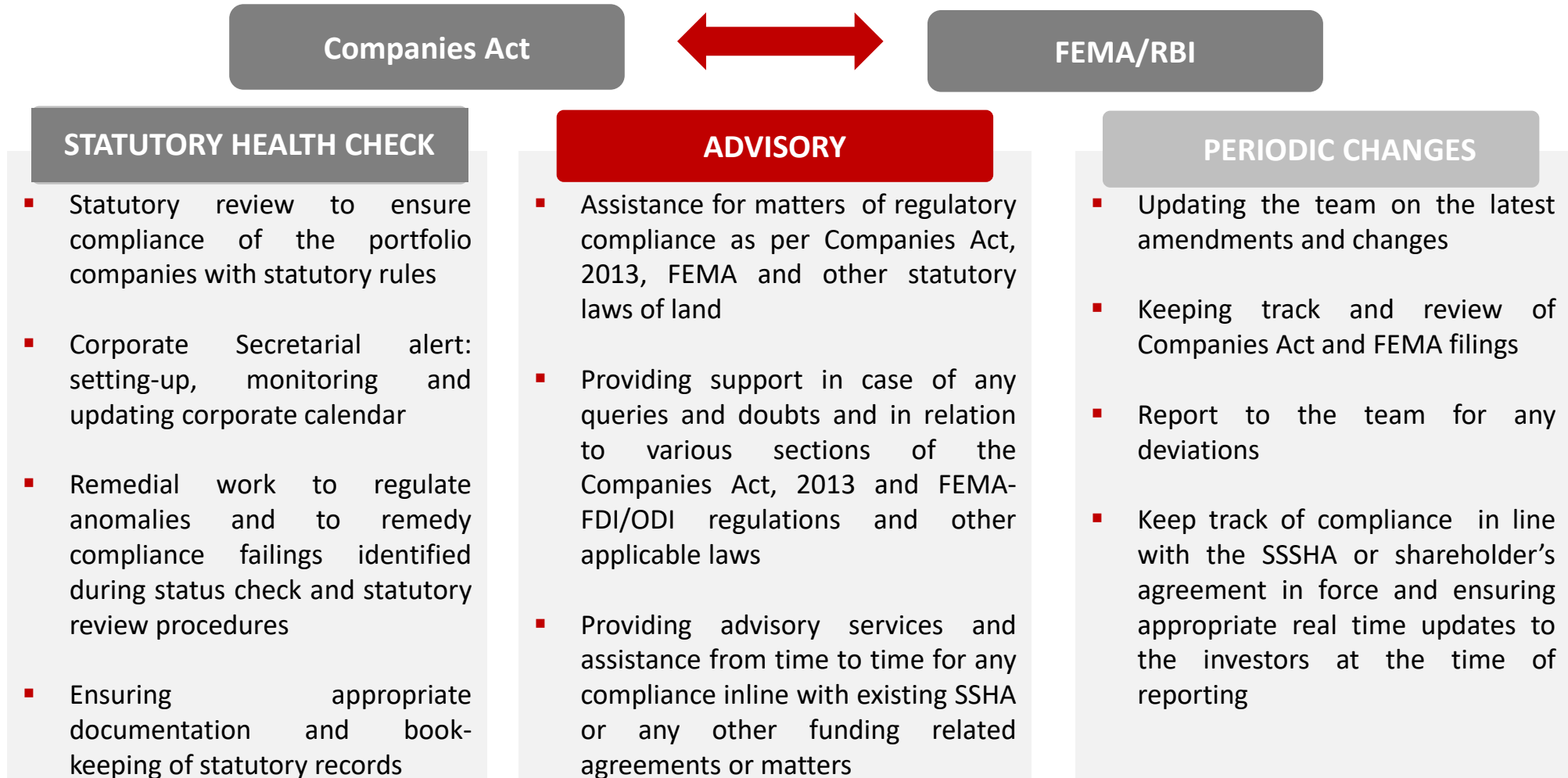


When starting a business, one of the most important choices to make is the structure of the entity, since this determines the ease of functioning of business and the nature and quantum of compliances required.





We bring a structured approach to each and every assignment, with a unique set of objectives, requiring specific priorities, designed to deliver the best results. With a widespread and detailed understanding of operations, we are able to rapidly formulate and execute practical solutions in complex business problems / environment.





**Your Needs****Corporate Compliance -  
Companies Act**

- Maintenance of statutory records as per Companies Act 2013 i.e., Board papers (Notice, Agenda) of meetings; Board Minutes; AGM; Filing of Forms with ROC; Annual Returns; Statutory registers; Auditors appointment;
- Event based filings i.e., Change in registered Office within the same state; Issue of share capital; Change in the management (resignation, removal and appointment of directors) etc.
- Preparation and Maintenance of compliance calendar; to review, monitor and update the secretarial compliance on quarterly, half yearly and annual basis of all type of Companies and LLPs
- Keeping check on Secretarial compliances and other related compliances and aiding for regulatory compliance viz; Annual compliance, funding matters, event-based compliance, corporate restructuring, change in management, etc.

**Services offered****FEMA**

- Ensuring compliance to time bound compliances with respect to reporting of foreign direct investment and issue/ transfer of shares in Form FC-GPR and FC-TRS respectively under Automatic/ Approval route;
- Setting up of compliance calendar for due dates with respect to necessary filings as & when required for reporting of allotment/ transfer of shares in respect of foreign direct investment in corporate entities;
- Following up with RBI/ Authorised Dealer Bank for timely approvals with respect to the filings made in order to avoid LSF (Late Submission Fee);
- Assisting in statutory audit for the records required by the statutory auditor for the FEMA compliance done by the Company.
- Ensuring ODI/ ECB compliance and draft documents, file ODI/ ECB Forms, Liaison with AD bank and RBI and filing of monthly, quarterly and annual reports thereof





We specialize in advisory and process implementation on all corporate actions including fund raising and investment cycles for startups, NBFC Compliances, Postal ballot transactions for listed companies and Capital structuring matters including ESOP management and advisory



We assist investors and fund houses in making an informed decision while investing in an entity by helping with the entire legal, RBI Compliance (for NBFCs) and regulatory due diligence and commenting on possible risks and advising risk mitigants



We offer end to end solutions for turnkey restructuring exercises and M&A transactions, Fast Track Mergers/Demergers involving NCLTs, RBI, SEBI, Regional Director and MCA involving strategic planning, valuations, documentation and regulatory advisory support and representations

Fund raise

Trademark Registrations

M&A Implementation

FEMA/FDI/ODI  
FFMC

NBFC  
Compliances

Legal and Regulatory  
Due diligence

FSSAI /Legal  
Metrology /MSME

Investor  
relations/reporting

Trust Advisory  
and Registration

Striking off  
Companies/Voluntary  
Liquidation



**01**

## ROUTINE SECRETARIAL- ADVISORY AND COMPLIANCES

- Assisting in ensuring of Board and Shareholder's Meetings Notice/Agendas of Company with respect to relevant filings and matters in line with the SSSHA/agreements
- Advising and completing the day-to-day compliances of the Company with respect to Companies Act, SEBI and RBI, FEMA and Stamp duty.
- Monitoring Compliances on day-to-day basis and escalating to company about anticipated issues and sharing weekly report on compliance status

**02**

## INVESTMENT AND EXIT COMPLIANCES

- Assisting in ensuring the compliances with regard to the specific transactions with Investee Companies
- Holding timely discussions with the CS/Legal team of the Company in ensuring that the compliance processes are being carried out in timely manner
- Coordinating with the administrator team for documentation of CP's and other documents of investee companies
- Monitoring and ensuring timely FEMA filings like FIRC, ARF & FCGPR filings

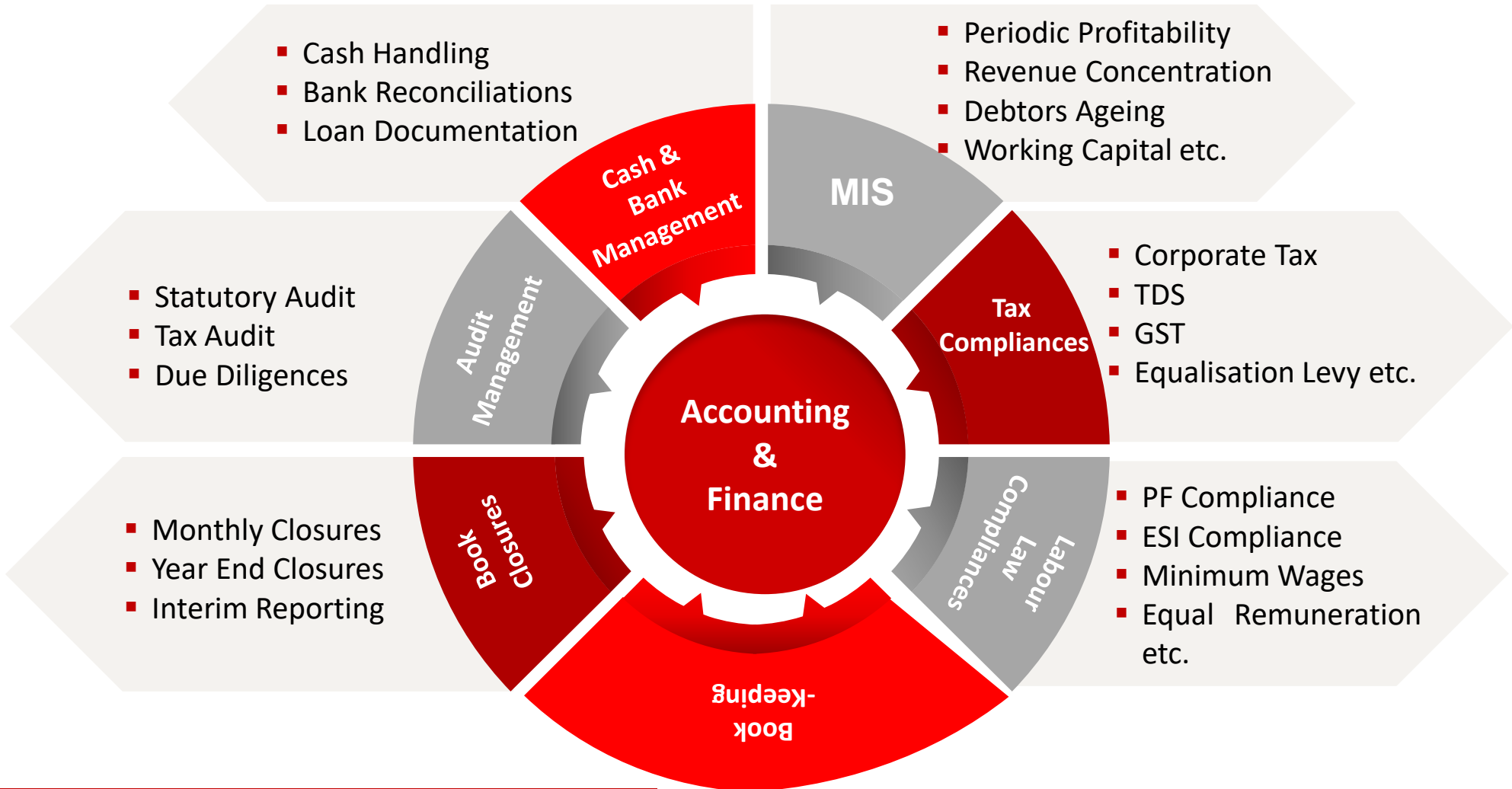
**03**

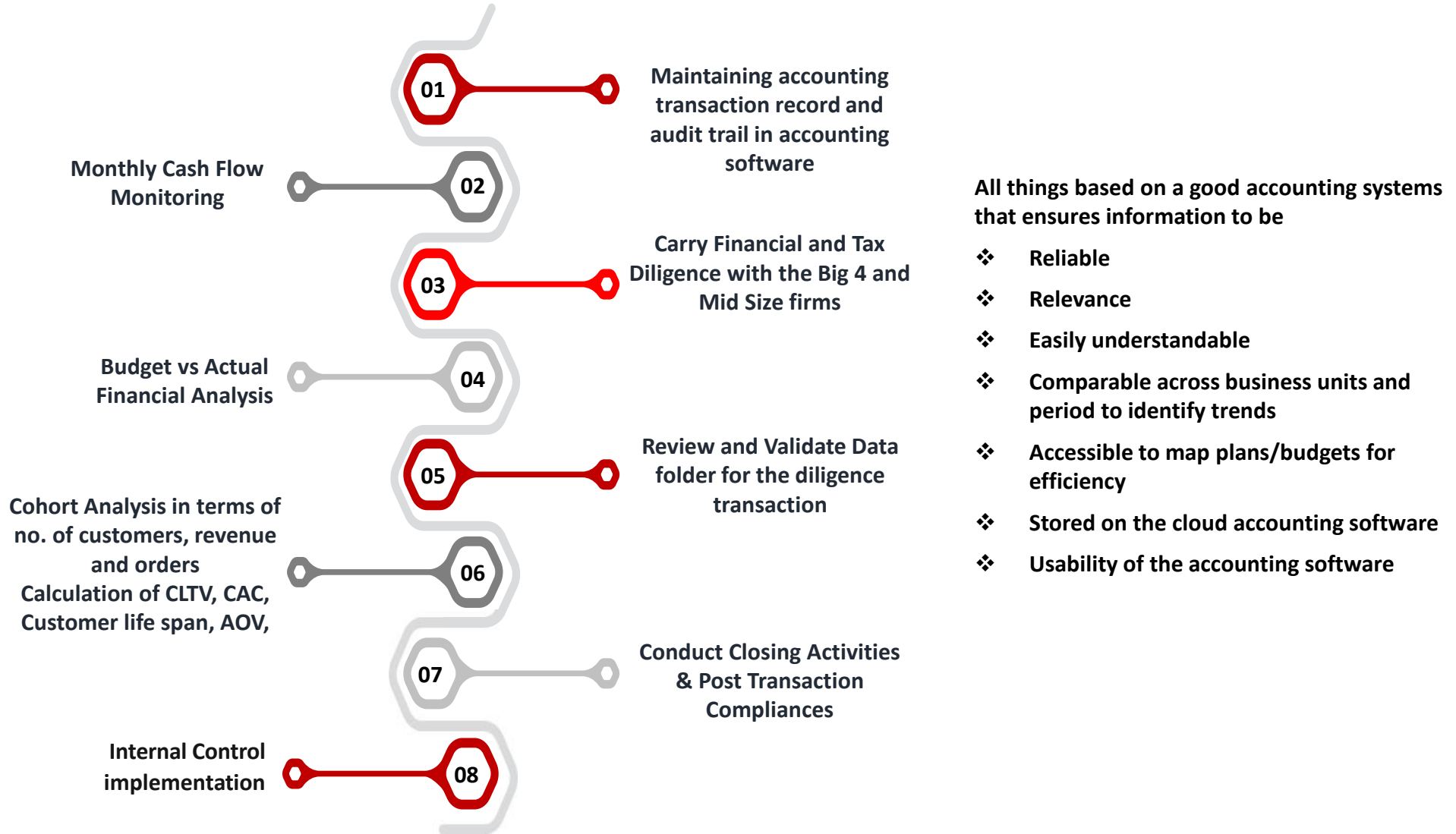
## CORPORATE ACTIONS- LEGAL COMPLIANCES

- Analyzing all the transactional documents (including Shareholders Agreement and all other legal agreements and documents) and enlisting and ensuring compliances arising therefrom
- Evaluating and Advising on compliances on any new deals / transactions from legal and regulatory compliance standpoint
- Assisting in tracking, collating and ensuring compliances on Companies Act, SEBI and RBI/FEMA on event based corporate actions



For every Business be it a start up or established business, Financial Reporting and Accounts department is the key focus area as almost every other function revolves around it for any information, analysis etc. This makes it more important for this department to have smooth line of function so that information can flow easily through it. The key focus areas of any Financial Reporting and Accounts department are summarized in the below graph:





Our Financial Reporting and Accounting Support Services are designed to support clients right from initial set up of finance function, to support routine accounting / reporting requirements and to support any change management due to compliance with regulatory changes like GAAP, Taxation etc.

## Your Needs

### Step 1

#### Setup Accounting Function

- We have a three Phased Approach:
  - DEFINE**
  - DEVELOP**
  - IMPROVE**
- Dedicated / Part time accountant at client place
- Book-keeping of income, expenses, receipts and payments
- Bank reconciliation
- Develop and document monthly book closure checklists
- Payroll Processing
- Assistance in developing authority limits for expenses and payments

### Step 2

#### Tax Compliance

- Direct Tax Checklists – calculation, payment, return filling
- Indirect Tax - GST return preparation, payment and return filling
- Equalization Levy
- Ensuring processing of PF, ESI, labour welfare fund, PT calculation
- Compliance Checklist
- Assistance in Tax Audit

### Step 3

#### Review and Data Folder

- Review of accounting transactions
- Monthly Invoice
- Business Agreements
- Inventory list
- Cash flow / working capital monitoring
- Creation of BOM
- Margin Analysis - Mapping of Sales with Purchase
- sku-wise Sales and Purchase file

### Step 4

#### Financial Reporting

- Customized MIS
- Visits to client office by designated Manager
- Key Performance Indicators (KPIs)
- Profitability Statement
- Annual Financials per applicable Accounting Standards
- Assistance in statutory Audit
- Debtors Ageing
- Creditors Ageing
- Interim Reporting



## Tax Compliance

### Direct Tax:

- Filing of ITR's for various assessee such individual, partnership/LLP firm, Company , Trust etc.
- Ensuring timely filing of Quarterly TDS (salary/non-salary) and TCS return as prescribed under the Income Tax Act
- Ensuring annual compliances related to Equalization Levy & SFT compliances.
- Application of PAN, TAN for Corporate/ Non-Corporate - Domestic and Foreign assessee.
- Maintaining of tax records and receipts as applicable per Income tax Act.
- Advising on operation/transaction of clients from an Indian tax perspective in terms of the various taxes as applicable and tax benefit/exemption etc.
- Providing end to end assistance to client in carrying Tax Due Diligence w.r.t. direct taxation

### Indirect Taxation:

- Application for New GST registration and additional Place of business (APOB's)
- Ensuring compliances related to Indirect Tax – Timely GST sales and expenses calculations, GSTR 1 and GSTR 3B monthly return preparation and filing
- Facilitation of Annual GST audit in terms of Section 35(5);
- Quarterly/ half yearly GST diagnosis to identify any possible non-compliance
- Reconciliation and mapping of accounts and records of the company with that of the vender/ customer for any mis-match under GSTIN;
- Maintaining of applicable GST records as applicable per GST act
- Providing end to end assistance to client in carrying Tax Due Diligence w.r.t. GST



Particulars	Shopify	Shopify Global	Website	Amazon	Flipkart
No. of Orders	-	-	-	-	-
Quantity (SKU's sold)	-	-	-	-	-
Gross Revenue I	-	-	-	-	-
Less: Coupon Discounts and Smile Discounts	-	-	-	-	-
Less: Cancellations of previous months	-	-	-	-	-
Less: Returns (RTO+Refunds)	-	-	-	-	-
Current Month	-	-	-	-	-
Previous Month	-	-	-	-	-
Previous to Previous Months	-	-	-	-	-
Gross Revenue II	-	-	-	-	-
Less: GST	-	-	-	-	-
Net Revenue	-	-	-	-	-
CoGS	-	-	-	-	-
Packaging Cost	-	-	-	-	-
Total CoGS	-	-	-	-	-
Gross Margin	0.0%	0.0%	0.0%	0.0%	0.0%
Market Place / Payment Gateway Charges	-	-	-	-	-
Commission	-	-	-	-	-
Logistics (Carriage Outward)	-	-	-	-	-
Other Direct Expenses, if any	-	-	-	-	-
Selling & Distribution Expense	-	-	-	-	-
Contribution Margin 1	0.0%	0.0%	0.0%	0.0%	0.0%
Digital Marketing-Facebook	-	-	-	-	-
Digital Marketing-Google	-	-	-	-	-
Digital Marketing-as per Channels	-	-	-	-	-
Performance Marketing Expense	-	-	-	-	-
Contribution Margin 2	0.0%	0.0%	0.0%	0.0%	0.0%
Personnel Expense	-	-	-	-	-
Brand Building Expense	-	-	-	-	-
Admin Fixed Expense	-	-	-	-	-
EBITDA	-	-	-	-	-
Finance & Interest Expense	-	-	-	-	-
Profit Before Tax (PBT)	-	-	-	-	-

Particulars	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
Retail	33	-	6	16	34	30	82	108	112	76	47	54
Bar & Restaurant	18	-	-	-	-	-	17	99	41	49	30	39
Wholesale	4	-	-	3	-	-	7	8	9	5	7	3
Retail & Wholesale	3	-	-	1	1	1	1	1	2	-	1	3
Hotel	5	-	1	1	1	-	3	8	11	9	8	9
Event	-	-	-	-	-	-	-	-	-	-	-	-
Goa	62	-	8	17	40	31	110	164	175	139	93	108
Bangalore	91	-	40	79	72	44	76	90	102	120	70	81
Mumbai	48	-	-	-	-	-	1	1	1	1	1	1
Total	201	-	48	96	112	75	187	245	278	260	164	190

Particulars	Shopify	Shopify Global	Website	Amazon	Flipkart
No. of Subscription	-	-	-	-	-
Gross Revenue I	-	-	-	-	-
Less: Discounts	-	-	-	-	-
Gross Revenue II	-	-	-	-	-
Less: GST	-	-	-	-	-
Net Revenue	-	-	-	-	-
Direct Expenses	-	-	-	-	-
Total Direct Expense	-	-	-	-	-
Gross Margin	0.0%	0.0%	0.0%	0.0%	0.0%
-Subscription Tools	-	-	-	-	-
-Sales Incentive Expense	-	-	-	-	-
-Market Place / Payment Gateway Char	-	-	-	-	-
Selling & Distribution Expense	-	-	-	-	-
Contribution Margin 1	0.0%	0.0%	0.0%	0.0%	0.0%
Digital Marketing-Facebook	-	-	-	-	-
Digital Marketing-Google	-	-	-	-	-
Performance Marketing Expense	-	-	-	-	-
Contribution Margin 2	0.0%	0.0%	0.0%	0.0%	0.0%
Other Income	-	-	-	-	-
Personnel Expense	-	-	-	-	-
Legal, Recruitment & Professional Expenses	-	-	-	-	-
Admin Fixed Expense	-	-	-	-	-
EBITDA	-	-	-	-	-
Finance & Interest Expense	-	-	-	-	-
Profit Before Tax (PBT)	-	-	-	-	-

S.No	Revenue Type	Revenue Type	Apr-23	FY23
1	Outbound contribution %	Revenue - Outbound Sales	-	-
		Revenue - Outbound Sales - Platform	-	-
		Revenue - Outbound Sales - Ondemand	-	-
2	Inbound contribution %	Revenue - Inbound Sales	-	-
		Revenue - Inbound Sales - Platform	-	-
		Revenue - Inbound Sales - Ondemand	-	-
3	Account management contribution %	Revenue - Account Management	-	-
		Revenue - Account Management - Platform	-	-
		Revenue - Account Management - Ondemand	-	-
<b>Total Revenue</b>				
<b>Other Income/Receipt</b>				
<b>FINANCIAL METRICS</b>				
INR	Monthly Revenue - Platform	-	-	-
INR	Monthly Revenue - Ondemand	-	-	-
INR	Total Monthly Revenue (Platform + On-demand)	-	-	-
INR	Monthly Revenue received in the Bank account	-	-	-
USD	Monthly Retainership Revenue (MRR) - Platform	-	-	-
USD	Annualized Retainership Revenue (ARR) - Platform	-	-	-
USD	Annualized Revenue - Ondemand	-	-	-
USD	Total Annualized Revenue (Platform + On-demand)	-	-	-
USD	Monthly Revenue received in the Bank account (approx.)	-	-	-
#	Active Clients	-	-	-
#	Active Clients - Platform	-	-	-
#	Active Clients - Ondemand	-	-	-
INR	Avg. Monthly Revenue per client/ (ARPU per month) - Platform	-	-	-
INR	Avg. Monthly Revenue per client/ (ARPU per month) - Ondemand	-	-	-
#	Number of Total Employees	-	-	-
USD	Total Team Cost(Tech+prod+Sales)	-	-	-
Days	Receivable Days	-	-	-
Days	Payable Days	-	-	-
INR	Cash Burn	-	-	-
%	Organic Traffic	-	-	-
%	Paid Traffic	-	-	-
%	Total Traffic	-	-	-
%	Conversion Ratio: Organic	-	-	-
%	Conversion Ratio: Paid	-	-	-
%	Conversion Ratio: Overall	-	-	-
#	ADV: Organic (gross)	-	-	-
#	ADV: Paid (gross)	-	-	-
#	ADV: Overall (gross)	-	-	-

- ✓ Monthly sales dashboard including KPI's, capturing returns
- ✓ Same-store sales incl. discounts
- ✓ Take rates, MRR, AOV
- ✓ Review of fixed and non-recurring expenses, corporate salaries
- ✓ Channel-wise or Product-wise gross margin and contribution margin analysis
- ✓ Technical inputs on the MIS
- ✓ Monitoring Budget, monthly Cash Flow
- ✓ Cohort Analysis, Channel-wise LTV
- ✓ Balance sheet, Cash Burn analysis
- ✓ Tracking compliances – GST, TDS, PT

	Goa	FY23 Q1	FY23 Q2	FY23 Q3
Net Revenues		X	X	X
COGS		X	X	X
Gross Margin		X	X	X
Selling & Distribution Costs		X	X	X
Contribution Margin I		X	X	X
ATL, BTL, Promotions cost		X	X	X
Contribution Margin II		X	X	X
Total Retailer & Distributor Margins on MRP		X	X	X
Distributor Margin (on Trade)		X	X	X
Retailer & Wholesaler Margin (off Trade)		X	X	X
Rate of Sale by Store Format (on MRP value terms)		X	X	X
Retail		X	X	X
Bar & Restaurant		X	X	X
Wholesale		X	X	X
Retail & Wholesale		X	X	X
Hotel		X	X	X
Event		X	X	X
Distributor (on Trade)		X	X	X
Retailer & Wholesaler (off Trade)		X	X	X
Brand Marketing Spends		X	X	X



# Sample Deliverables

## Financial Reporting – Online Business

Company Name  
Draft Profitability Statement

Particulars	Online		Online		Online		Online
	Shopify	Shopify Global	Website	Amazon	Flipkart	CR	CR
No. of Orders	-	-	-	-	-	-	-
Quantity (SKU's sold)	-	-	-	-	-	-	-
Gross Revenue II	-	-	-	-	-	-	-
Less: Coupon Discounts and Smile Discounts	-	-	-	-	-	-	-
Less: Cancellations of previous months	-	-	-	-	-	-	-
Less: Returns (RTO+Refunds)	-	-	-	-	-	-	-
Current Month	-	-	-	-	-	-	-
Previous Month	-	-	-	-	-	-	-
Previous to Previous Months	-	-	-	-	-	-	-
Gross Revenue II	-	-	-	-	-	-	-
Less: GST	-	-	-	-	-	-	-
Net Revenue	-	-	-	-	-	-	-
CoGS	-	-	-	-	-	-	-
Packaging Cost	-	-	-	-	-	-	-
Total CoGS	-	-	-	-	-	-	-
Gross Margin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Market Place / Payment Gateway Charges	-	-	-	-	-	-	-
Commission	-	-	-	-	-	-	-
Logistics (Carriage Outward)	-	-	-	-	-	-	-
Other Direct Expenses, if any	-	-	-	-	-	-	-
Selling & Distribution Expense	-	-	-	-	-	-	-
Contribution Margin 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Digital Marketing-Facebook	-	-	-	-	-	-	-
Digital Marketing-Google	-	-	-	-	-	-	-
Digital Marketing-as per Channels	-	-	-	-	-	-	-
Performance Marketing Expense	-	-	-	-	-	-	-
Contribution Margin 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Personnel Expense	-	-	-	-	-	-	-
Brand Building Expense	-	-	-	-	-	-	-
Admin Fixed Expense	-	-	-	-	-	-	-
EBITDA	-	-	-	-	-	-	-
Finance & Interest Expense	-	-	-	-	-	-	-
Profit Before Tax (PBT)	-	-	-	-	-	-	-

Online Channel	Apr-20	May-20	Jun-20	Jul-20
Monthly cohort Retention - Website	100%	100%	100%	100%
Monthly cohort Retention - Amazon	100%	100%	100%	100%
Customer LTV - Website	-	-	-	-
Customer LTV - Amazon	-	-	-	-
GM % (post COGS)	0.0%	0.0%	0.0%	0.0%
CM 1% (GM - logistics, marketplace, mtr commissions)	0.0%	0.0%	0.0%	0.0%
CM2 % (CM1-performance marketing)	0.0%	0.0%	0.0%	0.0%
Returns (%)	0%	0%	0%	0%

Online Channel	Apr-20	May-20	Jun-20	Jul-20
Website-Total Revenue	0.0	0.0	0.0	0.0
Website- Performance marketing	0.0	0.0	0.0	0.0
Website- AOV	-	-	-	-
Website- CAC	-	-	-	-
Website- ROAS	-	-	-	-
Amazon-Total Revenue	0.0	0.0	0.0	0.0
Amazon- Performance marketing	0.0	0.0	0.0	0.0
Amazon- AOV	-	-	-	-
Amazon- CAC	-	-	-	-
Amazon- ROAS	-	-	-	-
Flipkart, online reseller and Others	0.0	0.0	0.0	0.0
Flipkart, online reseller and Others- Performance marketing	-	-	-	-
Flipkart, online reseller and Others- AOV	na	na	na	na
Flipkart, online reseller and Others- CAC	na	na	na	na
Flipkart, online reseller and Others- ROAS	na	na	na	na

- ✓ Monthly sales dashboard including KPI's, capturing returns, discounts
- ✓ Cohort Analysis, Channel-wise LTV
- ✓ AOV, CAC, CLTV, Customer life span
- ✓ Review of fixed and non-recurring expenses, corporate salaries
- ✓ Channel-wise or Product-wise gross margin and contribution margin analysis
- ✓ Technical inputs on the MIS
- ✓ Monitoring Budget, monthly Cash Flow
- ✓ Balance sheet, Cash Burn analysis
- ✓ Tracking compliances – GST, TDS, PT
- ✓ Inventory Management in Tally

Company Name  
Draft MIS

Particulars	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Sales	-	-	-	-	-
Other Income	-	-	-	-	-
Total Income	-	-	-	-	-
Change in Inventory	-	-	-	-	-
Opening Stock	-	-	-	-	-
Closing Stock	-	-	-	-	-
Purchases	-	-	-	-	-
-Raw Material-Domestic	-	-	-	-	-
-Raw Material-Import (incl. Custom Duty)	-	-	-	-	-
-Logistics / Forwarding Charges	-	-	-	-	-
-Carriage Inward	-	-	-	-	-
-Packing Material	-	-	-	-	-
-Sample Distribution	-	-	-	-	-
Employee Benefit Cost	-	-	-	-	-
-Salary Expense	-	-	-	-	-
-Director's Salary	-	-	-	-	-
-Director's Salary	-	-	-	-	-
-Staff Welfare	-	-	-	-	-
Marketing & Selling Expense	-	-	-	-	-
-Digital Advertisements - Website	-	-	-	-	-
-Digital Advertisements - Amazon	-	-	-	-	-
-Digital Advertisements - Flipkart	-	-	-	-	-
-Digital Advertisements - Other Online	-	-	-	-	-
-Shipping Charges	-	-	-	-	-
-Market Place/ Payment Gateway Charges	-	-	-	-	-
-Commission	-	-	-	-	-
-Brand Building expenses	-	-	-	-	-
Legal, Recruitment & Professional Expense	-	-	-	-	-
-Professional Charges	-	-	-	-	-
-Professional Charges-Accounting	-	-	-	-	-
-Recruitment Expense	-	-	-	-	-
Office & Admin Expense	-	-	-	-	-
-Office-Rent	-	-	-	-	-
-Miscellaneous	-	-	-	-	-

Particulars	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Revenue Breakup (by Product- Online Channel)	0.0	0.0	0.0	0.0	0.0

Company Name  
Provisional Draft Balance Sheet (unaudited)

Particulars	Mar-21	Apr-21	May-21
Equity Share Capital	-	-	-
Preference Share Capital	-	-	-
Reserve & Surplus	-	-	-
Short Term Borrowings	-	-	-
Deferred Tax Liabilities	-	-	-
Branch Ledgers	-	-	-
Trade Payables	-	-	-
Other Current Liabilities	-	-	-
Total Liabilities	-	-	-
Property, Plant and Equipment	-	-	-
Deferred Tax Assets	-	-	-
Inventory	-	-	-
Trade Receivables	-	-	-
Suspense	-	-	-
Difference in opening balance	-	-	-
Cash and Bank balances (excl. Getvanatge)	-	-	-
Loans and Advances	-	-	-
Other Current Assets	-	-	-
Total Assets	-	-	-
Current Assets	-	-	-
Current Liabilities	-	-	-
Working Capital	-	-	-
Increase/(Decrease) in Working Capital	-	-	-
Increase in Fixed Assets	-	-	-
PAT	-	-	-
Net Burn	-	-	-
Schedules	-	-	-
Trade Receivables	-	-	-
Amazon	-	-	-
Flipkart	-	-	-

Company Name  
Month-wise CAC, CLTV and RoAS

Particulars	Apr-20	May-20	Jun-20
CB - Amazon	-	-	-
i Net Revenue	-	-	-
ii No of Orders	-	-	-
iii No of Total Customers	-	-	-
iv No of New Customers	-	-	-
v Order Per Customer	-	-	-
vi Value Per Order	-	-	-
vi Churn Rate	0%	0%	0%
vii Customer Life Span-months	-	-	-
viii Customer Value	-	-	-
ix Customer LTV	-	-	-
x Contribution Margin	-	-	-
xi CLTV Contribution	-	-	-
xii Total Digital Marketing Spend	-	-	-
xiii Customer Acquisition Cost	-	-	-
Net CLTV (xi-xiii)	-	-	-
First Time Customers	-	-	-
First-Time Customers (Churn Rate) %	0%	0%	0%
Repeat Rate %	100%	100%	100%
RoAS	-	-	-
Digital Marketing CPO (Cost per Order)	-	-	-
CLTV/CAC	-	-	-



## Our approach for Special Events

### Review of Historical Records

- Understand and discuss the process of record to report (R2R)
- Preparation of check list for documents and information to be reviewed
- Collection of data and information from client
- Review of data and documents
- Identify the Gaps in records and compliances
- Discussion with Management with respect to Gaps and discrepancies noted
- Prepare a checklist for corrective steps to be taken
- Define a timeline for corrections to be completed
- Execute the steps and solutions required to bridge the Gaps and rectify the discrepancies
- Regular status update to Management

### ROC Filings for Specific Events

Filing of necessary forms based on specific events basis the executed documents provided by the management :

- Constitutional changes, e.g. change of company name, registered office, business, allotment of shares
- Change in the management (resignation, and appointment of directors)

### Further infusion of equity & Valuations, for each funding

Drafting & Filing of documents for further equity infusion and compliances thereafter:

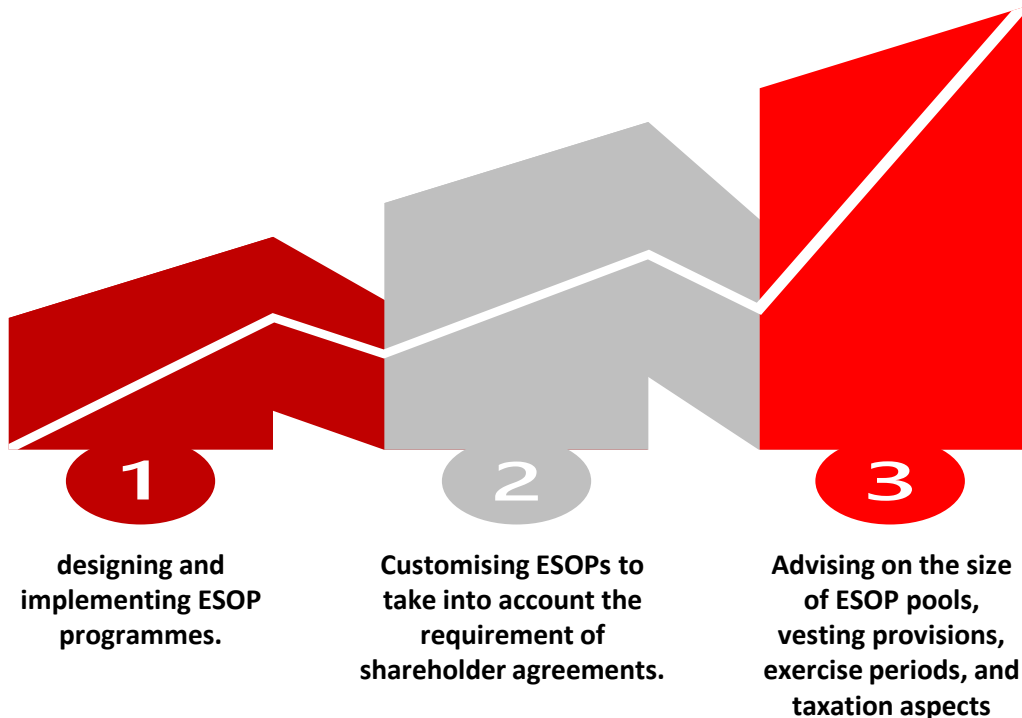
- Drafting of Offer papers for equity Right/preferential offer
- Drafting of Board Meeting papers for offer and allotment of shares
- Filing of necessary forms with ROC
- Drafting & filing of reporting documents with RBI
- Valuation of equity for further infusions
- FEMA compliances
- Vetting of Investment contracts and agreements



## About ESOPs

Employee stock options (ESOPs) are a fantastic tool to integrate teams into a company. ESOPS assists in creating teams who view organisations through a wealth creation and long-term perspective. It serves as a tool for compensation as well as for employee retention. These are frequently used by startups because they are always in need of qualified personnel.

### Services offered



### ESOP Support Structuring

For all your ESOP-related needs, including advisory, preparation, and implementation, Acquisory is the go-to place. Building long-term incentive programmes that are best suited to a specific company and its employees is what "ESOP support" under our umbrella strives to do. Competencies of our Professionals, which include Company Secretaries, Chartered Accountants, and Lawyers, along with their in-depth subject knowledge, will assist you from advisory and preparation through implementation of an ESOP plan, increasing the organization's overall productivity.

Because of our solid foundation and steady expansion, we have become one of the preferred leading corporate advisers, giving us an advantage in offering services that are on par with those offered elsewhere in India.



## ESOP Support Structuring and Implementation

Acquisory offer composite package services under ESOPs as well as independent services also. We offer complete solutions for setting up and running ESOP schemes. Beginning with the design of the scheme and continuing through its implementation, our responsibility can also include its management. Both packaged modules and standalone services are available from us.

### **BUILDING THE STRUCTURE AND PLANNING**

We create, put together, and record the best ESOP strategy in accordance with corporate goals and management viewpoints. Enhance existing ESOP schemes to improve their effectiveness through strategic assessment and analysis and analyse and update them for effective implementation, provide the ESOP Administrative Manual, Letters and Agreements between Employees and the Company, and Impact of Corporate Actions on the ESOPs Granted.

### **ESOP MANAGEMENT**

We assist to manage varied ESOP Plans for 'n' number of Employees of the company through our in Web-Based Comprehensive System. It automates the process, saves cost & time and brings transparency.

### **ESOP VALUATION**

The ESOP valuation services are handled by Acquisory's team of professionals, which includes CAs, MBAs, and CFAs. Both Accounting and Tax are supported by well-reasoned valuation reports and the necessary certifications provided by a strong in-house team.



### **ESOP ADVISORY**

We offer Legal, Procedural, implementation and advisory services to several Corporates as per their requirements.

### **STATUTORY COMPLIANCES AND APPROVALS**

We offer all required legislative assistance, starting with the rollout of the Scheme in the Company and continuing through its post-implementation, in accordance with the Companies Act, SEBI, FEMA, Income Tax, and any other applicable laws that may be in force.

### **ESOP TRUST FORMATION**

We offer complete support from Legal Documentation perspective for the purpose of establishment of ESOP Trusts and further assistance in its registration in respective jurisdictions and authorities.





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Qualification - CA  
Experience – 20+ Years

**Adarika Ghose**

Qualification – ACS, LLM  
Experience – 14+ Years

**Jagdish Sharma**

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Experience – 10+ Years

**Shashank Goyal**

Qualification – FCA  
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**Sunaina Jhingan**

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Experience – 10+ Years

**Rajiv Sharma**

Qualification – CS  
Experience – 4+ Years

**Swati Jain**

Qualification – CS  
Experience – 4+ Years

**Radhika Chhag**

Qualification – CS  
Experience – 4+ Years



- Acquisory Consulting LLP ranked in the top 5 amongst 25 Top Transaction Advisors on ‘Venture Intelligence League Tables’ for CY 2023
- Acquisory received the Indian Achievers’ award for “Promising MSME – 2022”
- Acquisory received the Indian Excellence Award for “Best M&A Advisory Firm – 2018”
- Acquisory received the award of “Due Diligence Experts of the Year” in 2014
- Acquisory received the award of “M&A Advisory Firm of the Year” in 2013



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