



Business is a Game
We help you play it RIGHT and BETTER

Sundar Srini & Sridhar
C h a r t e r e d A c c o u n t a n t s

Brief Profile

www.sssindia.com

About Us



1986 – the dream in the young minds of the founders fructified into **Sundar Srini & Sridhar**. With 30 years on, we have grown steadily to 4 offices across Southern India – Chennai, Bengaluru, Kochi and Hyderabad.

With experienced professionals from industry and highly motivated young chartered accountants joining the firm as partners, the firm has grown to ten partners. Our team has grown over the years in size to effectively deliver a wide spectrum of services to our growing list of clients and it includes Chartered Accountants, Management Accountants, Information Security Auditors and Management Consultants with rich experience.

We have been serving varied business sectors, both manufacturing and services. Even in the initial years of our professional services, we went beyond audits and assurance, to deliver specialised services like information systems design, cost management and management consulting.

While our services encompass the entire spectrum of business lifecycle with practical and implementable **Solutions**, we always strived to achieve **Perfection** with focus on quality of service and without compromising ethical and moral **Values**.

Early adoption of information technology in our professional journey has given us the edge to deliver technology enabled solutions and services in this new era of digital transformation. We understand **Technology** quite well but understand the **Business** better.

Sundar Srini & Sridhar is certified by the Peer Review Board of the Institute of Chartered Accountants of India (ICAI) and has been empanelled for Central Statutory Audit of Public Sector Banks by the Comptroller & Auditor General of India (CAGI).

Services..



Audit & Attestation

In a dynamic business environment with rapid changes in the regulatory framework, appropriate and timely guidance to the enterprises is very essential. Our audit professionals constantly update themselves on the ever changing regulatory and financial reporting framework. With our rich industry experience and proactive approach, we help the clients easily navigate their financial reporting and disclosure requirements.

Our professional and unbiased reporting provides the highest level of confidence to various stake holders like investors, shareholders, Governmental authorities and lenders.

Our audit and attestation services include:

- Statutory Audits
- Tax Audits
- Audit of Public Sector
- Certification Services
- VAT Audits

..Services..



Management Assurance

In today's complex and competitive business environment, balancing risk, growth and profitability is a challenge for every enterprise. With our extensive experience across industries and thorough understanding of enterprise risk management, we are well suited for rendering a variety of management assurance services to such enterprises.

Our assurance audits and reviews help the top management make well-informed decisions. Our business insight and independence brings in a lot of business value apart from enabling the enterprises manage and mitigate their risks better. Our management assurance audits help enterprises enhance their business performance, strengthen their systems, hone their strategy and optimise every aspect of their business.

Our management assurance services include:

- Internal Audits and Management Audits
- Due Diligence Audits
- Concurrent Project Audits
- Special and Forensic Audits
- Internal Controls Evaluation
- Business Process Audits
- Collateral Inspections on Bank Borrowers

..Services..



Management Consultancy

Our management consultancy services extend into every facet of the life cycle of an enterprise, from start up to steady state. With several man years of domain experience across a broad spectrum of industries, we are well equipped to guide enterprises in business strategies, business planning, mergers, acquisitions, valuation, joint ventures, cost management and performance management.

In the highly competitive and globalised business environment, our timely and practical consultancy services deliver excellent business value to our clients.

Our management consultancy services include:

- India Entry Consulting
- Valuation Services
- Mergers and Acquisitions (M&A)
- Assistance in Joint Ventures
- Business Strategy & Planning
- Corporate Restructuring & Turnaround
- Project Reports and Funding
- Cost Control & Cost Reduction
- Corporate Governance Framework

..Services..



IT – Advisory and Assurance

Today's business world is technology driven and information technology (IT) creates newer business models. Hence it is quite essential for every enterprise to work on an effective digital transformation strategy to enhance revenue, business performance and customer satisfaction as well as to enable innovation in their product / service strategies.

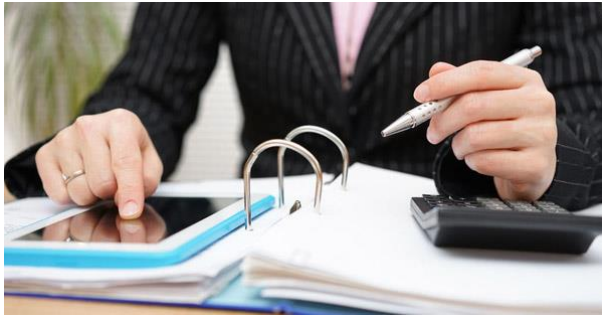
While enterprises use cutting edge IT applications and work seamlessly in the cyber space, information security threats too have become sophisticated and complex.

Our long years of experience in information technology and information security enable us to guide the enterprises to win the battle of digital transformation armed with suitable information security controls. We understand Technology but Business better.

Our IT - advisory and assurance services include:

- ERP Life Cycle Management
- IT – Integration and Transformation
- Software Design and Development
- Information Security Audits and Consultancy
- Software Application Audits

..Services..



Taxation Services

Our taxation services deliver the right business value to our clients since our comprehensive knowledge of various tax regulations is harmonised with our long years of practical exposure to various industry verticals.

Our knowledge on international taxation combined with the domestic tax laws helps our clients, be it Indian or Overseas business enterprises, structure their businesses and transactions in an effective and efficient manner. Our timely and continuous guidance enables our clients surmount the challenges of tax planning, tax enquiries, appeals and litigation.

Our taxation related consultancy services include:

- Direct Tax Consultancy
- International Taxation
- Indirect Tax Consultancy

..Services



Knowledge Process Outsourcing

When enterprises outsource Knowledge Processes to the right people, greater business value is added due to the deep domain knowledge, specialised skills and experience of the people carrying out the activity. Small and medium enterprises prefer outsourcing some of its core back office operations mainly to leverage the domain expertise and professional guidance of the people to whom they are outsourced.

We offer the complete back office outsourcing solutions to small and medium enterprises. We also undertake specialised activities like building fixed asset records, accounts payable management and accounts receivable reconciliations for larger enterprises.

We follow best practices in relation to information security so that the concerns of the clients in respect of confidentiality and other information security threats are fully addressed.

Our Knowledge Process services include:

- Complete Back Office Service
- Fixed Assets Records
- Accounts Payable Management

Industries



Industries & Business

Several professional person months of deep domain experience across varied industries, in India and abroad, have given us an unique positioning to deliver high quality assurance, consulting and audit services. Our expertise in information systems and technology helps us deliver better value to our clients.

Our experience and exposure across varied industries and businesses include:

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|---|---|
| <ul style="list-style-type: none">▪ Banking & Finance▪ Ceramics▪ Chemicals▪ Confectionery▪ Construction and Real Estate▪ Dairy Products▪ Distillery▪ Electronics▪ Engineering▪ Fertiliser▪ FMCG▪ Food Products▪ Hospitality | <ul style="list-style-type: none">▪ Information Technology▪ Infrastructure▪ Insurance▪ Non Profit Organisations▪ Petrochemicals▪ Plastics and Polymers▪ Share Broking▪ Shipping▪ Sugar▪ Tea and Coffee Plantations▪ Textiles▪ Transportation & Logistics |
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Founder Partners

S Srinivasan – srini@sssindia.com

He has many years of experience in the fields of information technology & security, management consultancy and management assurance having conducted specialised assignments across varied industries. He travels widely across the globe to conduct consulting and operational due diligence assignments.

He is a Fellow Member of The Institute of Chartered Accountants of India, Graduate Member of The Institute of Cost Accountants of India and a Certified Information Systems Auditor (CISA). He is professionally active as a speaker in many seminars and conferences. He holds key positions in industry chambers and also active in social service through not for profit organisations like Rotary.

S Sridhar – sridhar@sssindia.com

He has rich experience in conducting the Statutory Audits of large listed companies with several international subsidiaries in India and abroad, under different GAAPs. He travels across the globe to conduct audits and due diligence reviews.

He is a Fellow Member of The Institute of Chartered Accountants of India and Graduate Member of The Institute of Cost Accountants of India. He contributes to the profession by being a speaker and resource person in many corporate and professional seminars. He is also socially aware and plays active roles in a few Charitable organisations.

R Jayasankar – sankar@sssindia.com

He has several years of experience in guiding and providing customised services to several small and medium enterprises. His professional focus areas include direct taxation, income tax appeals & litigation management, bank audits, tax audits and corporate audits.

He is a Fellow Member of The Institute of Chartered Accountants of India and Graduate Member of The Institute of Cost Accountants of India.

Partners..

A Parasuraman – parasu@sssindia.com

He heads the Cochin office of the firm. He had several years of experience in industry holding various senior positions before joining the Firm as a Partner.

His professional focus areas include bank audits, statutory audits, internal audits and direct & indirect taxation. He is a Fellow Member of The Institute of Chartered Accountants of India

M V Srinivasan – srinivasmv@sssindia.com

He heads the Bangalore office of the Firm. Having played senior management roles across industries, his professional focus areas include systems design & implementation, information security audits, due diligence reviews, business process consulting and management assurance.

He is a Fellow Member of The Institute of Chartered Accountants of India and a Management Accountant from Chartered Institute of Management Accountants (CIMA), United Kingdom. He is also a Certified Information Systems Auditor (ISACA), a Certified Ethical Hacker and a Certified Network Associate (CCNA).

J Sriraman – sriraman@sssindia.com

He heads the Hyderabad office of the Firm. He has several years of experience in varied industries like steel, shipping & logistics, infrastructure and power equipment. Having joined the Firm as a Partner, his professional focus areas include internal audits, statutory audits, accounting standards and corporate laws. He is a Fellow Member of The Institute of Chartered Accountants of India (ICAI)

V Vijay Krishna – vijay@sssindia.com

He is a professional with lot of passion in corporate statutory audits, corporate laws and accounting standards. He is well versed in conducting statutory audits of large corporates with several international subsidiaries in India and abroad, under different GAAPs. He is an Associate Member of The Institute of Chartered Accountants of India (ICAI).

..Partners

T S Sadasivam – sadasivam@sssindia.com

He has served in senior management positions in India and abroad across varied industries like banking, rubber, paper and auto parts. As a practicing partner in the Firm, his professional focus areas include internal audits, due diligence reviews, bank audits, operational audits and KPO services.

He is a Fellow Member of The Institute of Chartered Accountants of India and an Associate Member of The Institute of Cost Accountants of India.

S Rajalakshmi – rajalakshmi@sssindia.com

She has many years of senior management experience in varied industries like confectionary, sugar, information systems, infrastructure and precision manufacturing. As a partner of the Firm, her professional focus areas include forensic audits, investigations, process & systems audits, project and corporate finance, manufacturing & operations audits and KPO services.

She is an Associate Member of The Institute of Chartered Accountants of India.

A R Ramakrishnan – ramakrishnan@sssindia.com

He has served in senior management positions in India and abroad across varied industries like fertiliser and petro chemicals. As a partner of the Firm, his professional focus areas include internal audits, operational audits, due diligence reviews, special audits, forensic audits, process & systems audits.

He is an Associate Member of The Institute of Chartered Accountants of India.

Offices



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**HOLISTIC Business Solutions
With GLOBAL Perspective**

Private & Confidential