

Welcome to the Seminar  
on  
Growing Business Faster in Consumer  
& Pharmaceutical Industry

Sep 9, 2007

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# Agenda for the day

Timing	Subject	Delivered By
2.00-2.30 pm	Welcome & Introduction	Arun Singhal Managing Partner EnRichMentor\$
2.30-3.30 pm	An approach to growing business faster profitably in Consumer and Pharmaceutical industry	
3.30-3.45 pm	High Tea	
3.45-4.15 pm	Continuous improvement in operations	H H Asrani Ex- Gen Manager- Planning & Projects, J&J India
4.15-4.45 pm	Logistics & excise issues and support	P C Gupte Ex- Gen Logistics Manager, J&J India
4.45-5.15 pm	Perspectives on taxation & legal issues	Sanjay Panwalkar Partner Panwalkar & Associates
5.15-5.30 pm	FDA requirements and support	V D Deshmukh Ex-Joint Commissioner, FDA, Maharashtra
5.30-6.00 pm	Open House	

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# An Introduction

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# Agenda

- Who are we?
- What can we do for you?
- Why us?
- How we work?

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# Who are we?

A partnership firm set with the object of providing consultation, counseling and coaching to the Individuals and Small and Medium Enterprises for better health and wealth

- Management consulting for Small and Medium Enterprises to grow business faster profitably
- Career Counseling to do better on the job
- Financial consultation to get better return on the investment
- Alternative medical consultation for better health

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# Who are we?

## Two Partners

### Arun Singhal

- Post Graduate in Management from IIM Bangalore (1981) in Marketing & Finance
- 26 Years experience in Hindustan Unilever, Johnson & Johnson and Dumex India in sales, marketing, operations and general management
- Proven career in building and growing businesses faster and developing people
- In-depth knowledge of Indian Financial Markets in generating superior returns on investment
- Over 10 years education and experience in providing homeopathic consultation for better health

### Pratibha Singhal

- Post Graduate in Life Sciences and Management
- Over 20 years education & experience in providing alternative medical consultation for better health

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# Who are we?

## Our Resources

### PC Gupte

- Customs & Central Excise/Service Tax consultant
- Arts Graduate with Logistics Diploma from National University of Singapore
- Worked over 35 years with J&J India in Operations (Logistics) including Central Excise matters
- Visiting faculty for a Management Institute over 14 years for subjects covering Indirect Taxation
- Well versed with Central Excise Rules with Documentation / Correspondence
- Excellent rapport / PR with top officials of Customs & Central Excise

### H H Asrani

- B. Tech. in Mechanical Engineering
- Certified Green Belt
- Ex- General Manger Planning and Project, J&J India
- 38 years experience with Johnson & Johnson on Manufacturing operations in consumer and Health care products
- Well versed with Quality Educations Systems, Project Management, Six Sigma, Process Excellence, Continuous Improvement, Business Process Improvement, Sales and Operations Planning, Organization Diagnosis, Performance Management, Competency Assessment and Development

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# Who are we?

## Our Resources

### Sanjay Panwalkar

- First Class Commerce Graduate of Mumbai University, became Chartered Accountant in 1985
- Fellow member of Institute of Chartered Accountants of India and practicing for last 22 years in partnership firm M/S Panwalkar & associates.
- Well versed with Direct and Indirect taxes (Except Excise), Foreign Exchange Management Act and related Regulations, setting up MIS systems, costing and familiar with all basic laws like Companies Act, Laws relating to property, Labour Law etc.
- Traveled extensively overseas on the assignments.
- Advisor to various Medium and Small Enterprises on matters related to Direct, Indirect Taxes, preparation of project report, matters related to FEMA and RBI and MIS.
- Excellent connections with Income Tax Department and Banks.

### V D Deshmukh

- Bachelor in Science and Law Graduate
- Ex-Joint Commissioner, FDA Maharashtra
- Advisor to many companies like CIPLA, Glenmark etc

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# What can we do for you?

- Understand your Business Issue
  - Describe the issue
  - Identify Root Cause
- Prepare a Business Improvement Plan
  - Understand the business objectives
  - Develop Strategic alternatives
  - Recommend Strategies and Key Actions required
- Assist in implementation of the Business Improvement Plan
  - Define the project objectives for Key Actions
  - Plan the project for the Key Actions
  - Set up mechanism to review the project plans to ensure completion on time and within cost
  - Ongoing support for completion of the project plans
- Assist in reviewing the progress of the business
  - Develop Dashboard for business review
  - Develop mechanism for business review

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# Why us?

- Over a century of hand on experience in
  - Building and growing business in India and Asia Pacific
  - Improving operations continuously
  - Handling logistics, direct and indirect taxation efficiently and effectively
  - Building management information system and financial advisory
  - Supporting in meeting FDA requirements
- Unique set of skills and competences that can help you improve your business
  - Development of winning business strategy
  - Formulation of Effective and Efficient Marketing Plans
  - Sales and advertising development
  - Cost reduction and profit improvement
  - New product development
  - Quality improvement
  - Customer Service improvement
  - Inventory reduction
  - Logistics Cost Optimization
  - Excellent relationship with indirect and direct tax authorities
  - Cost and Management Accounting
  - Understanding and interpretation of complex FDA requirements
- Competent and Cost Effective resources
  - Professionally qualified and highly experienced
  - Willing to work as a business partner
  - Result oriented
  - Flexible cost structure
  - Value for money

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# How we work

- Understand the business issue
- Discuss and approve a Business Proposal for Engagement
- Discuss and agree
  - The Business Issue
  - Business Improvement Plan
  - Implementation Plan
  - Monthly Business Review Plan
- Support the execution of the Implementation Plan

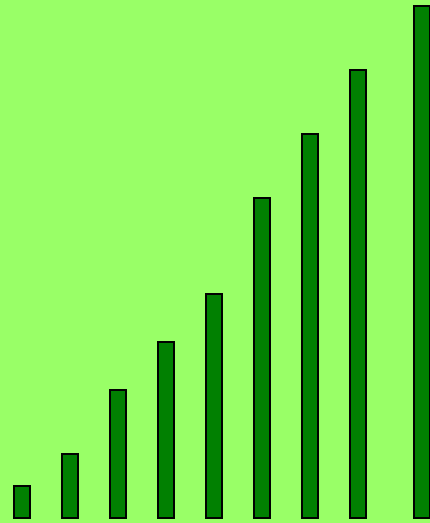
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Questions?

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# Growing faster profitably in Consumer and Pharmaceutical Industry

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# Agenda

- Background
- Key Generic Success Requirements
- Overall approaches
- Key Success Requirements of the consumer and pharmaceutical industry
- One case study each from consumer and pharmaceutical industry
- Summary of Key Principles

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# Background

- Growing faster profitably is the biggest challenge and opportunity
- Small enterprises have lower cost but inadequate resources to grow profitably faster inspite of bigger opportunity to grow
- Medium Enterprises have built up the resources with higher costs but have lesser opportunity apparently
- This session attempts to provide some ways to overcome these challenges and make best use of the opportunities as well generate bigger opportunities

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# Key Generic Success Requirements

Do you have a Strategy to win in your industry?



Source- Competitive Strategy by Michael E Porter

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# Key Generic Success Requirements

Is your Winning Strategy base on right things?



Source- Competitive Strategy by Michael E Porter

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# Key Generic Success Requirements

Will your Winning Strategy really make you grow faster profitably ?

- Internal Consistency
  - Are the goals mutually achievable?
  - Do the key operating policies address the goals?
  - Do the key operating policies reinforce each other?
- Environmental Fit
  - Do the goals and policies exploit industry opportunities?
  - Do the goals and policies deal with industry threats including competitive response
  - Does the timing of the goals and policies reflect the ability of the environment to absorb the actions?
  - Are the goals and policies responsive to broader societal concerns?
- Resource Fit
  - Do the goals and policies match the resources available to the relative to the competitors?
  - Does the timing of goals and policies reflect the organizational ability to change?
- Communication and Implementation
  - Are the goals well understood by the key implementers?
  - Do the goals and policies match with the values of the key implementers?
  - Is there sufficient managerial capability to allow effective implementation

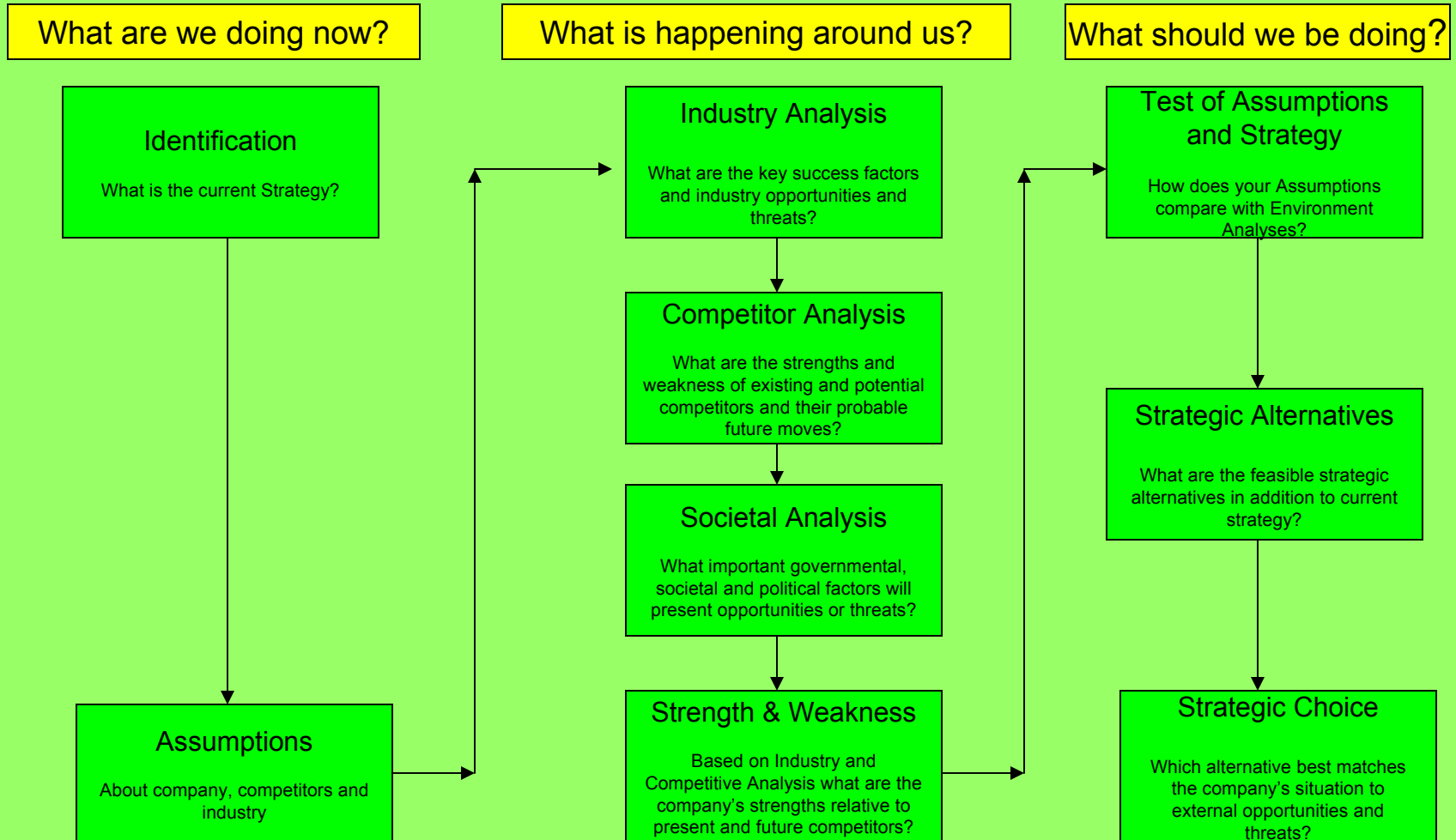
Source- Competitive Strategy by Michael E Porter

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# Key Generic Success Requirements

How can you develop the Winning Strategy?



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Source- Competitive Strategy by Michael E Porter

# Overall Approach

## Three Generic Winning Strategies

Strategic Advantage

Uniqueness perceived by  
customer

Lower cost position

Industry wide

**Differentiation**

**Overall Cost  
Leadership**

Strategic  
Advantage

Particular  
Segment only

**Focus**

Source- Competitive Strategy by Michael E Porter

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# Overall Approaches

## Generic Winning Strategies

1. Overall Cost Leadership is attained through
  - Aggressive cost reduction
  - Tight cost control
  - High Market Share
  - Favorable access to raw material
  - Easy product design
  - Wide product line
  - Capital investment in state of art best cost technology
  - Aggressive pricing to build market share
2. Differentiation through
  - Superior design or brand image
  - Superior product and technology
  - Better features
  - Better customer service
  - Better dealer network
  - Premium pricing
3. Focus on
  - A particular customer group
  - Segment of product line
  - Geographical market

More appropriate for SME given the smaller scale of operations

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# Key Generic Success Requirements

Do you have good Marketing Plans which have focus on right products and markets?



Source- Competitive Strategy by Michael E Porter

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# Key Generic Success Requirements

Do you have good Marketing Plans which have

***Focus on right products and markets?***

Profitability Potential

High

Low

		High	Low
Growth Potential	High	Maximize Investment	Avoid Investment
	Low	Minimize investment	Discontinue

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# Key Generic Success Requirements

Do you have ***Good Marketing Plans*** which have focus on right products and markets?

1. For each of the products on whom you are maximizing investments?
2. Clear Definition of the Target Customers for each of the products which does not overlap between the products
3. Clear Product Positioning with how you are better than competitors with a strong Reason To Believe.
4. With Clear Targets, Strategies for three years?
5. Details Action plan and Budgets for the current year?
6. Action standards on what will be a successful outcome of each of the action plans
7. Summary of Marketing Investment Required
8. Summary of Profit and Loss Account for the Products

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# Key Generic Success Requirements

Do you have ***the resources committed*** for the execution of these Marketing Plans?

1. People
  - Numbers
  - Capability
  - Commitment
2. Money
  - Cash
3. Materials
  - Communication
  - Products
  - Samples
4. Methods
  - Procurement
  - Production
  - Quality Assurance
  - Distribution
  - Communication
  - Billing and Collection

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# Key Success Requirements of Consumer and Pharmaceutical Industry

## Consumer Industry

- Mostly dominated by MNCs
  - Requires one to focus on a customer, product or geographical segment
- Consumer want the trust of a brand name
  - Required to build brand image through either differentiation or lower cost with appropriate quality
- Consumer make the final decision
  - Need to communicate to the target consumer directly
- Consumer buy frequently
  - Need to communicate frequently
- Consumers are spread wide
  - Distribution is required in right places
- Consumer are many
  - Need to price adequately to provide marketing support and profits

## Pharmaceutical Industry

- Fragmented with very many local players with very competitive cost and big range of products
  - Required one to provide differentiation with focus
- Medical professional determine the choice of product
  - Required superior relationship with them
- Medical professional are many and spread wide
  - Need to have Medical Reps place in right places
- Medical Professional are visited by your competitors as many times if not more
  - Need to make the Medical Reps visit memorable and meaningful for doctors through things they value
- Consumer invariably buys the brand prescribed by the Medical Professional
  - Need you to price adequately to cover your costs and profits

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# A Case Study of Growing Business faster profitably in Consumer Industry

## *Building J&J Business in Bangladesh*

### Situation

- Taken over by J&J India in 1996 with two distributors who had large unsaleable inventory of Baby Care and Skin Care products imported from Europe at high cost with annual business less than Rs 1 Cr and incurring losses
- Appointed a Business Manager from the Indian sales team based in Dhaka
- Trained him in development of marketing plans and asked to develop business plans along with the two distributors
- Aggressive Marketing Plans were developed and implemented for the Baby care and Skin care products
- Introduced Band Aid, Tooth Brushes and Sanitary Napkins simultaneously
- Increased outlets coverage aggressively
- Priced products at the same price as competitors for Band-Aid, Toothbrushes and Sanitary napkins while high premium was charged for imported Skin care and Bay care products
- After one year it was a disaster
  - Were making more losses and they were increasing every month
  - Skin Care and Band-Aid were selling well
  - Inventory of Toothbrushes, Sanitary Napkins and Baby care products were increasing with sales not picking up
  - Only Skin care was profitable

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# A Case Study of Growing Business faster profitably in Consumer Industry

## *Building J&J Business in Bangladesh*

### Actions Taken

- Review the Business Strategy and decided to focus in Differentiation as the strategy as we could never compete on cost with local competitors
- Review the products portfolio and discontinued with Toothbrushes, Band-Aid.
- Decided to introduce the premium range of Sanitary napkins and discontinue with the popular products
- Focused Marketing Investment on Skin Care products which were profitable and growing
- Developed the lower cost sourcing of Baby Care products and reduced prices
- Reduced distribution coverage in line with the product portfolio
- Implemented low cost advertised with high frequency
- Reviewed the Marketing plans and their implementation every quarter
- Asked Distributors to continue to provide the marketing and sales staff

### Outcome

- Losses reduced very quickly with the discontinuation of Band-Aid and Toothbrushes
- Sales of Skin care picked up even more
- Baby care sales started picking up
- Sanitary Napkins continued to be small but profitable
- Overall business went unto 10 Cr with 15% after tax profits in three years

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# A Case Study of Growing Business faster profitably in Pharmaceutical Industry

## *Growing Protinex Vanilla faster profitably in India*

### Situation

- Protinex Vanilla was introduced in 2004 to grow the Protinex Brand in the Protinex Supplement Category
- It was supported by Press Advertising and Medical Detailing to about 20000 doctors mostly Gynea and Pediatricians
- With a better taste than Protinex Original, shortages of Protinex Original, premium pricing over competing brand B Protein, It grew nicely but was not profitable due to high manufacturing cost and investment in Advertising
- The growth also had slowed down in last quarter of 2006 with Protinex Original being fully available
- There were different views in the Management Team as to the effectiveness of the Press Advertisement Campaign
- The prescription generation from the Medical Professional also had slowed down
- After Two years it was not a disaster but nothing to be happy about
  - Sales growth month of over month had stopped
  - Brand was making losses every month
  - Chairman of the company was very unhappy about the performance

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# A Case Study of Growing Business faster profitably in Consumer Industry

## *Growing Protinex Vanilla faster profitably in India*

### Actions Taken

- Product Positioning was reviewed and sharply focus to provide better nutrition to convalescent patients, pregnant and lactating moths a better protein supplement than the competing brand B Protein
- Adverting campaign effectiveness was evaluated and decided to stop all consumer advertising
- More competitive communication materials was developed to improve the prescription generation from the existing medical professional
- Coverage of the medical professionals as extended to GPs in key states where B Protein was prescribed significantly
- Frequency of visits was increased for the key medical professional
- Sampling was more than doubled
- Product cost was reduced with material and conversion cost reduction

### Outcome

- Losses reduced very quickly with the discontinuation of advertising
- Sales started growing on month to month basis
- Brand became profitable

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# Summary of Key Principles for Growing Business faster profitably

- Have clear Winning Strategy
  - Goals, overall and functional strategies
- Have the right portfolio
  - No products with low growth and profit potential
  - No investment in High Growth but low profit potential
  - Minimum investment in Low growth but high profitability potential
  - Maximum Investment in High Growth and High Profit Potential
- Have well developed marketing plans for High growth and high profitability potential products
  - Target Customer, Positioning, Goals, strategies, Action Plans, Action standards, Budgets and P&L
- Have resources committed for these plans
  - Men, Money, Materials and Methods

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Questions?

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# Continuous Improvement in Operations

H H Asrani  
Ex- Gen Manger-Planning & Projects  
J&J India

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# Continuous Improvement in Operations Overview

- Need
- Tools available
- MRPII Concepts & Methodology
- Planning & Control Systems
- Improve Cost competitiveness
- Effective Project Management support
- Improved Customer Focus
- Efficient Supply Chain

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# Need of Continuous Improvement

- The future will not be a continuation of the past. It will be a series of discontinuities. If one thing certain about future, it is that it is uncertain.
- Success in the past has no implication for success in the future.
- It is not just a matter of being better at what you do-it's a matter of being different at what you do.
- Ultimately, product innovation would not do you much good if you do not have the processes to become the cheapest producer.
- Competing for the future means maintaining continuity by constantly creating new sources of profits.
- The real voyage of discovery consists not in seeking new lands, but also in seeing with new eyes.
- ***Ongoing improvement will become an increasingly critical issue because everywhere we look today we see competition becoming fiercer than ever.***

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# Continuous Improvement Tools

- SBCI (Statistically Based Continuous Improvement)
- Kaizen
- MRP II (Manufacturing Resource Planning)
- Process Excellence
- Project Management
- Lean Manufacturing
- Balanced Scorecard

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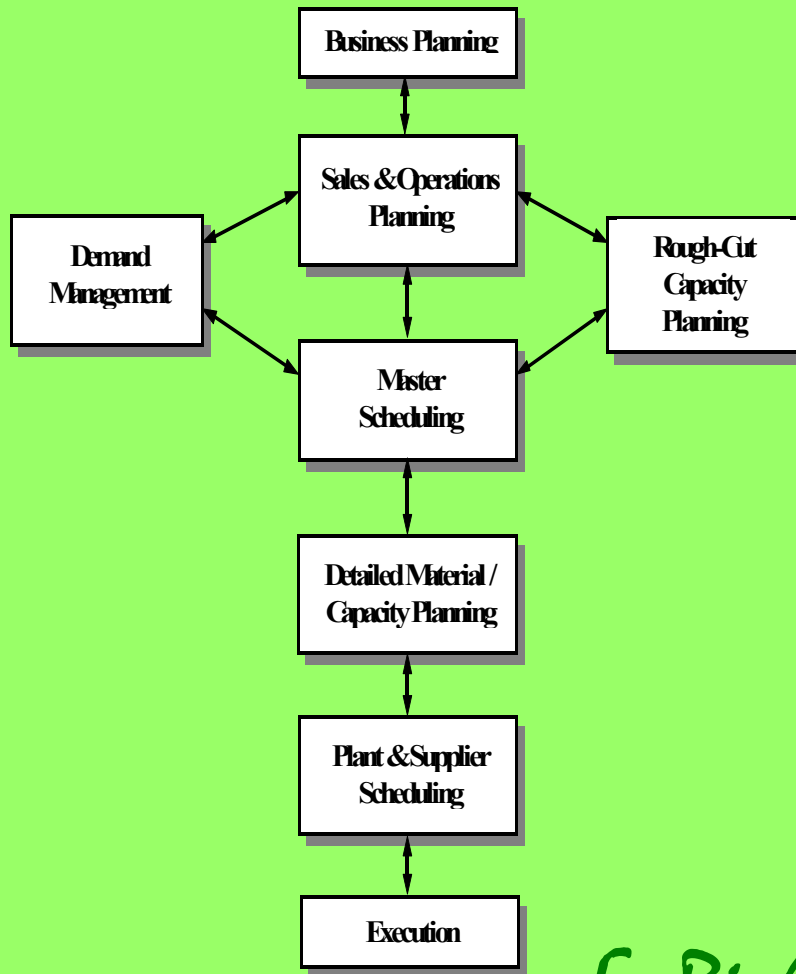
# Manufacturing Resource Planning MRPII

- Aiming for Operational Excellence
- Checklist -perspective
  - Reflect current levels of performance
  - Reveal significant opportunities for improvement
  - Selection for implementing changes, based on the competitive priorities of the business
- Develop action plans - person and time bound
- Measure progress through monthly reviews

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# MRPII – Plumbing Chart



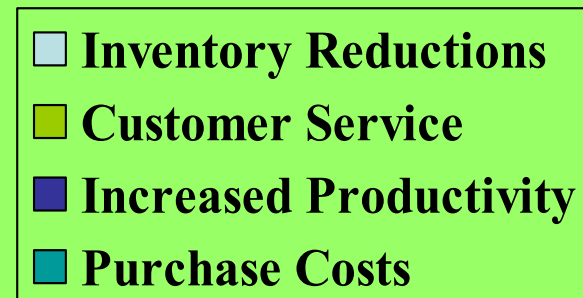
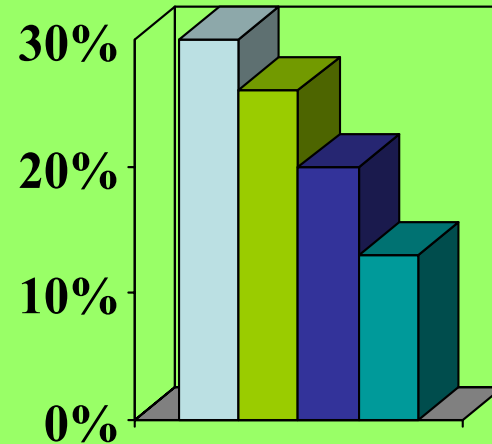
- An integrated business operating system.
- A people system supported by the computer.
- A formal system with defined responsibilities.
- A communication system between departments.

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# Benefits of MRPII

- Inventory Reductions
  - 30%
- Customer Service Improvements
  - 26%
- Productivity Gains
  - 20%
- Purchase Cost Reductions
  - 13%



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# Strong Planning & Control Systems

- Strong Ethos and use of single set of nos.
- 'What-if' simulations, taking account of NPD, Customer service and profit impact
- Material Planning and Supplier Planning
- Master production scheduling
- Sales & Operations Planning
- Capacity Planning
- Distribution Resource Planning

*All leading to an improved Supply-Chain*

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# Improve Operations Cost Competitiveness

- Cost Improvement program
  - Import substitution and RM/PM standardization
  - Packaging reduction
  - Inventory reduction

## Continuous elimination of waste

- Design waste reduction plans
- Monitoring focus
- Reduction of batch size and lead times
- Supplier Certification & Operator Self Inspection

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# Effective Project Management

- Provide support in on-time completion of vital projects in Operations towards consistent profitable growth
- Complete Projects for NPD, CAPEX and CIP in meeting Sales and Marketing needs, keeping Operations cost competitive.
- CFT involvement in using learning for successful closure of the projects

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# How Project Mgmt. Works ?

## ***No Project Mgmt.***

- **Delays**
- **Individual priorities**
- **Frustration**
- **Demotivating**
- ***FAILURE***

## ***With Project Mgmt.***

- **As per schedule**
- **Team Commitment**
- **Encouragement**
- **Motivating**
- ***SUCCESSS***

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# Improved Customer Focus

- Timely delivery of RM/PM as per schedules
  - Capability & Reliability for Consistent Quality supplies
  - On-time development of New/modified Products
  - On time-Every time delivery performance
  - Speedy response to meet flexible demands
- ‘Customer Focus’ gives a right Perspective to have a Delighted Customer...***

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# Efficient Supply Chain

- Optimize Manufacturing resources - MRPII
- Effective Planning & Control Systems
- Efficient Logistics support
- Use of Project Management systems – On time completion of Operations Projects
- Successful completion of NPD, CIP and CAPEX projects

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# Why Use an Improvement Method?

## An Improvement Method

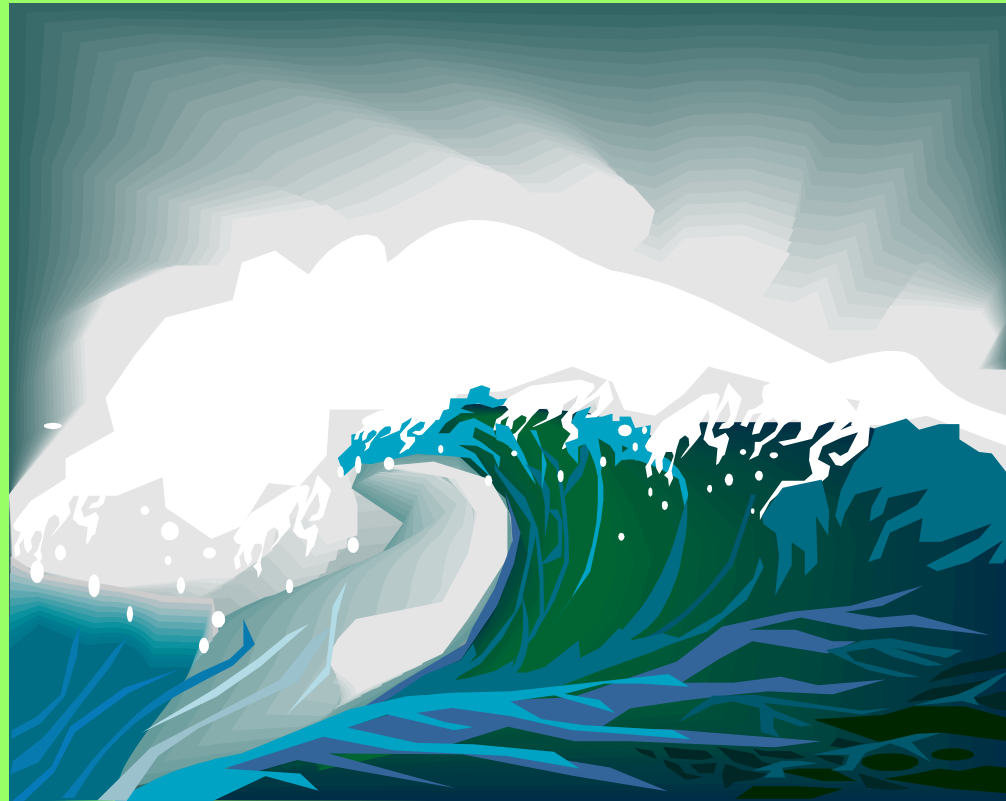
- Provides a Framework
- Provides a Common Language
- Provides a Checklist to prevent you from skipping critical steps
- Allows you to improve, how you improve

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*If You're Not Riding The Wave Of Change....*

*You'll Find Yourself beneath It!*



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Questions?

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# Logistics & Excise Support

P C Gupte  
Ex- Gen Logistics Manger  
J&J India

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# Areas that we can take care

- Central Excise
- Customs related issues
- Service Tax.
- Support on Logistics.

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# Central Excise, Customs & Service Tax

- Check whether applicable or not ?
- Guidance on procedural matters.
- Maintenance of Records and returns.
- Periodical auditing of records.
- Attending routine correspondence.
- Assistance in obtaining permissions.
- Preparing replies to Show Cause Notices.
- Any other matter including P. R.

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# Central Excise, Customs & Service Tax – contd.....

- Legal and the authentic interpretation of the Notifications.
- Number of citations/ judgments.
- Simplified documentation.
- Avoiding unnecessary paper work.
- Regular feedback to our clients.
- Your satisfaction is our main concern.

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# Central Excise, Customs & Service Tax – contd.....

- Export Procedures.
- Rebate/Refunds.
- Draw-back claims.
- 100% EOUs – Principles/Procedures.
- ARE-1/CT3 documentations.
- Different Bonds – Execution.
- Exemptions from Bank Guarantees etc

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# Logistics

- Inspection of premises.
- Suggestions with Do's and Don'ts.
- Documentation for incoming and outgoing materials.
- Check/preparation for Govt. related documentation.
- Materials handling equipments with latest technologies.

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# Logistics – contd.....

- Support on Transportation.
- Local as well as outstations.
- Cost benefits on Transportation.
- Warehouses.
- Octroi
- VAT related matters.

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Questions?

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# PERSPECTIVE ON TAXATION & LEGAL ISSUES FOR SMALL & MEDIUM ENTERPRISES

BY

SANJAY PANVALKAR

Chartered Accountant

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# AGENDA

- Background
- Various forms of organisations ,its strengths and weaknesses
- Various Laws applicable to small and medium enterprises
- Management Information System(MIS) – A Key to Effective Management
- Services offered by us
- Compliances to be done at the time of starting of business

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# Background

- There are numerous Laws applicable to business from inception to closure.
- Like large organisations, small & medium enterprises (SME) can not have in house expertise for advice and compliance of various laws
- MIS which is the most important tool for effective management is many times absent or ignored or not used properly
- This presentation attempts to appraise SMEs on applicable laws , designing MIS and offer tools for effective financial management.

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# VARIOUS FORMS OF ORGNISATIONS, ITS STRENGTHS & WEAKNESSES

## 1. Proprietorship

- Strengths:
  - Simplest and cheapest form
- Weaknesses:
  - Unlimited Liability of proprietor
  - Lack of recognition in the commercial world

## 2. Partnership

- Strengths:
  - Simple and cheap to form as compared to Companies
  - Pool the resources of various persons unlike proprietorship
- Weaknesses:
  - Unlimited Liability of partners
  - Lesser recognition in the commercial world as compared to companies

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## VARIOUS FORMS OF ORGNISATIONS contd.

### **Company (Public Ltd/ Private Ltd)**

- Strengths:
  - Limited liability of Shareholders and Directors
  - Possibility of pooling of unlimited resources
  - Well Acceptance and recognition in commercial world.
- Weaknesses:
  - Time Consuming & Costly to incorporate
  - Requires lot of legal compliances

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# Various Laws applicable to small and medium enterprises

## **1. DIRECT TAXES**

- Income Tax Act 1961
- Fringe Benefit Tax
- TDS Provisions

## **2. INDIRECT TAXES**

- Excise & Custom Act ( For Manufacturing Units)
- Service Tax Act
- Value Added Tax
- Professional Tax

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## Various Laws Applicable (contd)

### **3. LABOUR LAWS**

- Employees Provident Fund and Miscellaneous Provisions Act, 1952
- Employees State Insurance Act, 1948
- Minimum Wages Act ,1948
- Payment of Bonus Act, 1965
- Payment of Gratuity Act , 1972
- Contract Labour (Regulations & Abolitions) Act ,1970
- Industrial Disputes Act ,1947

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## Various Laws Applicable (contd)

### **4. OTHER LAWS**

- Companies Act ,1956 ( if form of organization is Company)
- Foreign Exchange Management Act, 1999
- Laws related to Properties
- Indian Stamp Act and Jurisdictional State Stamp Act
- Property Tax related Laws

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# Management Information System(MIS) – A Key to Effective Management

- MIS a very important and essential tool for effective Management
- It can provide information on accurate costs , product wise profit / loss and information related to each cost center and profit center
- Designing of accounting systems which generate desired MIS automatically is very important.
- Designing good MIS requires understanding of the business and to know what is the critical information required to run the business effectively & profitably.
- Generating MIS and reviewing the same ,periodically is as important as designing good MIS.
- Taking a overall view is best done by a third person who is not involved intricately in day to day affairs of the Company.

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# Services offered by us

## 1. Related to Direct Taxes

- Advising on the planning of business affairs, so as to minimize the taxes payable under the Income Tax Act and advising on complying and periodic overseeing to see that various provisions of the Act have been complied so as to avoid penalty and interest.
- Advising on the issues arising from day to day business transactions with respect to impact on Direct taxes like Income Tax and Fringe Benefit Tax.
- Advising on the matters related to Tax Deducted at Source, with respect to various transactions that might have been undertaken during the course of business.
- Doing periodic Audit for compliance with provisions of Tax Deducted at Source and Fringe Benefit Tax.

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# Services offered by us (Contd)

## **Related to Direct Taxes (Contd) .**

- Advising on filing of returns of TDS.
- Filing of Return of Income, including Fringe Benefit Tax.
- Dealing with any issues with respect to Income Tax, Fringe Benefit tax, Wealth Tax Act and TDS provisions and correspondence and appearance before Income Tax Authority.
- Designing salary structure for employees to optimize Cost to Company (CTC) and minimize tax impact on employee.

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# Services offered by us

## RELATED TO OTHER LAWS

- Advising on any issue arising out of Foreign Exchange Management Act, including present position with respect to Inbound and Outbound Investment , External Commercial Borrowing etc.
- Making Applications to Reserve Bank of India for obtaining permissions on any issue.
- Advice on Company law matters.
- Advice on any commercial agreements and documents

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# Services offered by us

## OTHER SERVICES

- Setting up Management Information System, after understanding the business and identifying the key reports, which is required for top management to take crucial business decisions.
- Doing Business review so as to optimize the utilization of available resources and do business restructuring to increase the profitability and effectiveness of the organization.
- Preparation of project report for obtaining Term Finance and / or working capital limits from banks and/or Institutions.
- Preparation of business Feasibility report for presenting to Private Equity or loan Investor from India or Overseas.
- Drafting of Agreements and Commercial Agreements.

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## Compliances to be done at the time of commencement of Business

- **DIRECT TAXES**
- Application for Permanent Account Number (PAN)
- Application for Tax Deduction Account Number (TAN)

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## Compliances to be done at the time of commencement of Business (contd)

### **INDIRECT TAXES**

- Registration under Value Added Tax (VAT ACT)
- Registration under Service Tax Act (If Applicable)
- Registration under Excise Act (If Applicable)
- Enrolment Number under Professional Tax Act for Company and each of Director/Partner or Proprietor
- Registration number under Professional Tax Act for deduction and payment from Employees salary, which is a liability of employer

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# Compliances to be done at the time of commencement of Business (contd)

## **LABOUR LAWS**

- Registration under Provident Fund Act
- Registration under Employees State Insurance Act
- Registration under Factories Act, if there is manufacturing unit and falls within the ambit of Factories Act.

## **GENERAL LAWS**

- Registration under Shop and Establishment Act, which is normally issued by local Municipal Corporation

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Questions?

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# FDA Requirements & Support

V D Deshmukh  
Ex- Joint FDA Commissioner  
Maharashtra

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Questions?

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# Open House

- More Questions?
- What did you like in the seminar?
- What would you have liked to know more about?
- Any other suggestions?

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# Thank You



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