

# EXPERTS THAT DELIVER



[www.catalyseadvisory.com](http://www.catalyseadvisory.com)

**CATALYSE**  
ADVISORY

CHARTERED ACCOUNTANTS

# WHO WE ARE?

Catalyse Advisory, is a business consultancy and financial advisory firm with a specific focus on financial empowerment of our clients through a combination of deep domain expertise, result oriented outlook, and a fundamental desire to create a robust financial ecosystem that enables clients to flourish in their core competence.

Our service portfolio consists of end-to-end management of accounting, auditing, taxation, valuation and assurance verticals of our clients. We also offer legal, deal advisory and portfolio management services. Our teams specialize in combining their sharp technical acumen with a mature grasp of the contemporary business environment and its ever-evolving nuances, from analysis to insight. Our commitment to test every possible answer for a subsequent ‘so what?’ is what helps us turn our engagements into partnerships.

Beyond helping clients in staying compliant with the law, we work with them to understand their long-term goals for financial mobility, and work within this frame to develop an action roadmap. Our belief in a client-first philosophy is evident in our modus operandi – **we craft bespoke solutions specific to each individual clients’ financial requirements and work in close collaboration with CXO level leadership** to identify and action on opportunities and threats as we support them in achieving their desired financial outcomes.

Be it a mid to large sized firm seeking a deeply immersive partnership for its financial management as it prepares for the next phase of growth, or a start-up that is currently traversing through the ebbs and flows of nascency, We at Catalyse can craft the solution that is right for you, with you.

# OUR SERVICES



## Deal Advisory & Corporate Finance

Growing through an inorganic route is an important part of the strategy. Identifying the right target therefore becomes critical to make the acquisition a success. We help in scouting for deals which provide synergies and are a 'right fit'. Through our network of relationships, we assist the funding needs of our clients to help them navigate various challenges and convert them into opportunities.



## Direct Tax & FEMA

India's taxation system is perceived to be the most complex globally. With the direct taxation laws in India constantly amending to reflect the changes in the economy and policy of the government, handling tax function in most companies can be challenging. Our tax function addresses complex issues, making sure you can operate confidently in today's disruptive landscape.



## Indirect Tax & GST

Indirect tax GST has come to be at the forefront of the government's fiscal reform priorities over the years. The complex and long supply chain of medium to large enterprise pose humongous challenge in the compliance and management of indirect taxes. We have in-depth knowledge of the various laws and regulations pertaining to each state and making your supply chain tax efficient.



## Audit & Assurance

Audit & Assurance form the foundation of a business built on strong principles to generate trust in stakeholders. While clients may already possess the characteristics needed to navigate the business environment seamlessly, we offer our clients a unique value proposition confidence. Confidence, that empowers them to focus hassle free on their core competence.

# OUR SERVICES



## Corporate Legal & Secretarial Advisory

The legal ecosystem that encapsulates today's business environment is changing constantly. We work with our clients as thought partners on manoeuvring the legal intricacies of doing business in India. With the business oriented approach and rich experience across different sectors, our team is well equipped in providing advisory and solutions for all your corporate secretarial matters.



## Business Valuations & Due Diligence

Due diligence is an in-depth evaluation of all major aspects of an entity in order to derive the right value for any business proposition. Our valuation practitioners can perform valuations of business interests, tangible assets, intangible assets, common and preferred stock and other securities to assist clients with mergers, acquisitions and dispositions, taxation planning and restructuring.



## Accounting & Bookkeeping

A dynamically evolving statutory environment and rapid development in the domestic as well as global accounting & payroll ecosystem require clients to view their set up no longer as a 'support function' but as a partner in navigating through the plethora of reporting, budgeting, compliance and other requirements.



## Internal Audit & Management Consultancy

Through innovative methods, advanced data analytics and robust SOP's, our Internal Audit services help IA departments not only deliver assurance, but also advise on critical business issues, anticipate risks, and accelerate action. Cost reduction, efficient supply chain and alternate revenue streams are some of the desirable outcomes that we deliver through our consultancy vertical.

# OUR SERVICES



## Virtual CFO

Every organization needs a CFO, someone who can not only ensure the financial closure but analyse the financial reports to derive insights that can lead to unlocking all sorts of growth avenues for the business. We offer a strategic partner by going one step ahead than the usual consultant to assist the top management in making key business decisions.



## Wealth & Portfolio Management

At Catalyse, we aim to provide customised wealth management solutions as per the financial goals of our clients. The 21st century in India saw a spell of entrepreneurial ventures that have created an ever-growing High Net worth Individuals or HNWI's. With our investment advice or assistance, we achieve - growth & safety of their existing investment and unlock new avenues for further diversification.



## HR, Payroll & Labor Law

Outsourcing Payroll & HR tasks can help businesses contain costs, manage employer-related risks, reduce administrative burden, maintain information confidentiality, and improve organizational effectiveness. All labour law compliances are managed under a single roof to provide a one stop solution.



## Department Handholding

Dealing with various statutory and regulatory authorities can be cumbersome task for organisations. We simplify this by taking over dealing with departmental authorities and finding a way forward to ensure that there is no disruption in business activities due to government authorities.



# LEADERSHIP TEAM



## Brijjit Bhadoo

### Founding Partner | CA, CFA

Brijjit leads the Audit & Assurance, Deal Advisory and Business Valuation verticals at Catalyse advisory. Brijjit is a Chartered Accountant and holds a bachelor's degree in commerce from Hansraj College (University of Delhi). He is also a Chartered Financial Analyst (CFA). He started with PwC in the year 2014 and after working there for 5 years, he co-founded Catalyse.

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## Saurabh Rao

### Founding Partner | CA

Saurabh heads the Direct Tax, Internal Audit & Management Consultancy verticals at Catalyse Advisory. Saurabh is a Chartered Accountant and holds a bachelor's degree in commerce from Kirori Mal College (University of Delhi). Before founding Catalyse, he has worked expansively with EY & Grant Thornton on Internal Controls and taxation in industries like automobile, hospitality and subscription based start-ups.

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## Rajat Maheshwari

### Founding Partner | CA

Rajat leads the Indirect Tax and Wealth Management verticals at Catalyse Advisory. Rajat is a Chartered Accountant and holds a bachelor's degree in commerce from the University of Delhi. He was in Maruti Suzuki's Indirect Tax team, where he worked on indirect tax compliance and advisory. He worked in treasury departments in asset management companies before venturing out to start his own firm.

# OUR ASSOCIATES



## **Vinay Shukla • LLB, CS**

Vinay possesses more than 30 years of experience in corporate, legal, financial and secretarial advisory and assurance services. Vinay is former Chairman of Gurugram chapter of NIRC of ICSI and is Regional Council Member of NIRC of Institute of Company Secretaries of India (ICSI) for 2019-2022.



## **Rajesh Gupta • CA**

With 35+ years of experience, Rajesh is a seasoned advisor, with skills encompassing critical business matters such as deal advisory, FEMA, business strategy, and international taxation. Rajesh is also a proud SRCC alumnus and an active speaker at various commerce conferences.



## **Kriti Gupta • CA**

Kriti was associated with KPMG India for over 7 years in the Audit and Assurance department. She has worked extensively on clients across industries such as travel, manufacturing, consulting, service, and non-profit and energy sectors. She is skilled in Auditing, Financial Planning and Reporting.



## **Ekta Sharma • Regd. Valuer (IBBI) | CS**

Practising Company Secretary, Registered Valuer and CSR Professional with 8+ years of experience in handling Secretarial & Corporate matters and Valuation of the Companies. Ekta Specialises in Valuation, Capital Structuring and Foreign Exchange laws.



## **Gaurav Rohilla • CA**

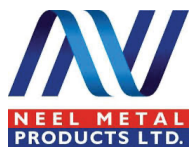
Gaurav possesses more than 8 years of experience in Income Tax, Statutory Audit, Bank Audit and Internal Audit. He has worked extensively on assignments involving corporates like HDFC, Secure Meters, PNB & ICICI Bank.



## **Neeraj Jain • Category-I Merchant Banker**

He holds a bachelor degree in commerce from Delhi University, Law Graduate, Fellow Member of 'ICSI' and Insolvency Professional. He has over 12 years of corporate experience to his credit in the field of Securities Laws, SEBI Guidelines, Companies Act, Capital Markets, Corporate Governance, FEMA and Commercial Laws. He also specializes in legal due diligence, commercial laws, capital market and security laws, India entry and global business set up services.

# OUR CLIENTS



Auto Component



Furniture & Appliance Rental



Auto Components | Renewables



Leasing and Co-Working



EV Manufacturing



Waste Management



• Malls • Theme Parks Social Hubs  
• Real Estate



EV Mobility Solutions



Advertising & Marketing



Banking Business Correspondent



Technology Service Provider



Solar Installation & Maintenance



Solar Installation & Maintenance



Construction



Business consulting &  
Backoffice services



Real estate & construction



FMCG



FMCG



Event Management



Diagnostic & Healthcare Services



# Catalyse Advisory LLP

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Tap for office Location

## Founders

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Founder & Partner



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