



The size of your  
business doesn't matter.  
What matters is  
whether it's fiscally fit.

---

**Auroma Accounting Services Pvt. Ltd.**  
End-to-end accounting and business advisory solutions



## You would never commit tax fraud. But what if, unknowingly, you already have?

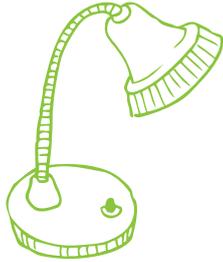
As an entrepreneur, while your focus remains on running and growing your business, you know it's critical to maintain proper accounts, meet financial obligations and keep health-checks on business. Employing a full-time chartered accountant may be difficult, so you may resort to hiring an accountant. That decision however, may be the beginning of your problems rather than the end of them.



## Tax penalties are high. Do you really want to pay for someone else's mistakes?

Complacency, inefficiency, the lack of time, and plain ignorance on an accountant's part seem to be common reasons why taxes aren't paid & filed on time, leading to huge penalties. Not to mention, a whole lot of embarrassment.

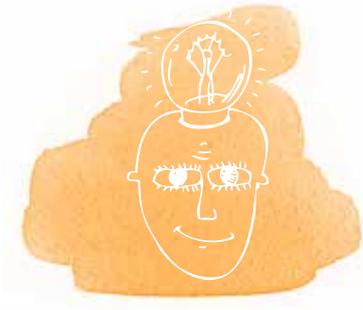




Here's a good reason to fire  
your accountant.

Actually, make that four.

1. An accountant works without much supervision or accountability.
2. Employing an accountant may be easy, retaining one however, may not. High attrition rates may disrupt a business' day-to-day accounting, causing backlog.
3. Invariably, your personal intervention is required in matters of accounting.
4. Even if regular obligations are met, it's unlikely that you'll get any quality management reports.



Anyone can run numbers and file taxes.

But who can do all that  
*and* give you business advice?

Employing an accountant may not be ideal, but what's the alternative? Well, how about an accounting solution that encompasses a business advisory role as well? Internationally, large firms do provide such services, but in India, it's a smattering of CA firms that offer accounting services in addition to their regular audit & tax work. But it's not really their primary focus. Fortunately though, at Auroma, it is. So switch to Auroma today. And get all the advantages of a professional accounting solutions provider.

# Auroma: profit from our experience & expertise.



From entering vouchers in accounting software to monthly profit & loss accounts, computing your tax returns to fulfilling all statutory requirements, Auroma provides end-to-end accounting solutions. Your accounts are outsourced in entirety to Auroma so that you don't need to employ an accountant. And most importantly, you can rely on our experienced team for business-related advice too.

## Everything we do for you, or rather, we do everything for you.



### ACCOUNTING

- Full accounting in tally ERP Reports: bank reconciliations, debtors, creditors
- Payroll
- Computation of statutory liabilities (monthly/quarterly): service tax, VAT, TDS, profession tax, provident fund, ESIC
- Monthly profit & loss account

### STATUTORY

- Preparation & filing of returns:
- Service tax & VAT
- ETDS (including Forms 16 & 16A's) Profession tax
- Provident fund & ESIC (with assistance of external consultant)

### BUSINESS ADVISORY

- Business & personal tax planning
- Advice about changes in tax regulations and rates
- Advance tax computation

### OPTIONAL ADD-ONS

- Set up internal processes & controls
- Generation of sales invoices
- Follow-up with customers for payments
- Payments processing, after deduction of TDS if applicable, and uploading for online authorisation and NEFT
- Uploading salary and statutory dues for online authorisation and NEFT
- Advice regarding investment of surplus funds
- Profit & loss and cash flow projections



Moreover, the entire work is carried out at our premises. Which means vouchers and documents have to be provided at regular pre-appointed dates. Needless to say, all accounting and company information is highly confidential and not shared with any external resource.

# The pros and pros of choosing Auroma.

1. All accounting requirements are met without the hassle of employing your own accountant.
2. Accounts are always up-to-date, obligations met on time and tax returns filed by due dates.
3. Since there is no need to spend time on getting the accounts completed, you can concentrate fully on growing the business.
4. Regular profit & loss accounts and management reports are available for review.
5. Qualified and highly-experienced professionals available on call for advice.



## Before we get to know all about you, it's only fair you know a little about us.

What's in a name? Well, for us everything. The name Auroma is derived from 'Auro', which comes from Sri Aurobindo and 'Ma' from the Divine Mother of Pondicherry. It is our endeavour to be eternally guided by their inspiration.

Incorporated in 2006, Auroma was set up by a team of chartered accountants. With years of rich and varied experience in accounting, finance, tax, the team has worked with some of the biggest names including the Big 4 accounting firms, multinationals, listed companies and small & medium enterprises.

## A small price for all the big advantages.

We charge a monthly retainer fee based on the volume of your transactions. The fee covers all the accounting, statutory and business advisory services.

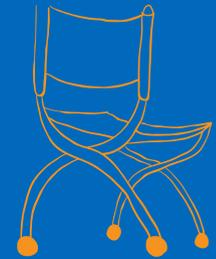
### MONTHLY VOLUME OF TRANSACTIONS

Upto 250  
250 - 500  
500 - 1,000  
above 1,000  
Optional add-ons

### MONTHLY RETAINER FEE

Rs.30,000  
Rs.40,000  
Rs.50,000  
Quote on request  
Quote on request





# Meet the best in the business. And no, they don't need a corner office or joining bonus.

## **GEETA N. PANDE**

*Director, F.C.A.*

Geeta founded Auroma in 2006 after garnering over a decade of experience at Price Waterhouse (where she articulated), KPMG and Deloitte. She is the driving force behind Auroma's initiatives in areas of accounting services to SMEs, payroll processing and assisting start up ventures.

m: + 91 98205 67751  
geeta@auromaaccounting.com

## **NIRAJ PANDE**

*Director, A.C.A.*

*(Eng & Wales), (India)*

Niraj joined Auroma in 2009 after more than 10 years of industry experience at Hawkins Cookers Ltd as Head of Finance and at Ingram Micro India, a Fortune 100 U.S. MNC, in the position of Director, Financial Controller.

m: + 91 98201 34526  
niraj@auromaaccounting.com

## **R. RAVINDRANATH**

*Principal, A.C.A.*

R Ravindranath articulated with Deloitte at Mumbai to qualify as a chartered accountant in 2012, soon after which, he joined Auroma. His exposure to MNCs and large Indian companies has only further honed his skills in accounting systems, processes and internal controls.

m: + 91 99675 59136  
ravi@auromaaccounting.com

# We let our work do the talking. And, well, our clients too.



“Geeta and her team are articulate, passionate, system oriented and experts in their field. They are always a phone call away and add a personal touch to their association with a client. She is an integral part of laying the foundation for the growth of our company and in many ways, is a very important pillar to us.”

**Elisha Saigal**

CEO & Founder, Elsol Strategic Consultants

“Shifting the writing of our accounting books to Auroma was a good decision. Wish we had done this earlier! Now, we get accurate, updated information on time. We are happy with Auroma, and would recommend their services to anyone who is in a situation as we were.”

**Rajan Mehta**

Director, Zeba Home Pvt. Ltd. & Zeba India Pvt. Ltd.

“Auroma Accounting is a good fit for a small business like ours. Geeta and her team are committed and conscientious in their approach, flexible and responsive at all times, allowing us to focus on our business. We highly recommend them and give them a definite thumbs up.”

**Milan Sangani**

Director, WealthStratz Consultants Pvt. Ltd.  
& FinanceInsights Communications Pvt. Ltd.

“We have had a working relationship with Auroma for over 5 years. We started as a two-person company and as we grew, we were excited to see the fast-paced growth of Auroma as well. Their personal attention and dedication to small business accounts like ours did not diminish, but in fact, increased with our mutual growth. Both owners are wonderful and extremely helpful. We highly recommend their firm for both large businesses and small start ups looking to gain advice in the accounting department.”

**Ami Bhansali**

Partner, ASB Consultancy