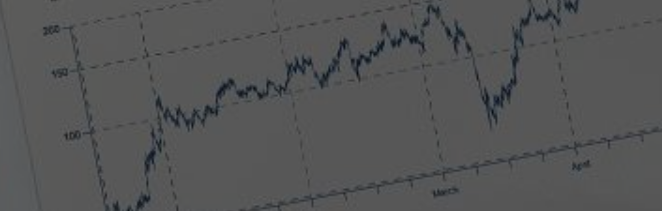




JAYA SHARMA & ASSOCIATES
Corporate Law Advisory Firm
Creating visionary leaders beyond compliance®

Company's Growth

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that help to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.



Opportunities to increase sales and achieve the company's target.

Categories	2013	2014	2015	2016
Computers & Devices	107,812	98,017	8,714	
Electronics	108,928	119,292	107,812	
Clothes & Fashion	38,912	47,929	89,819	
Home Living	87,173	182,812		
Kids Products	8,714	81,125		
Medical	89,819			
Others				

Business Company

Curabitur suscipit, LTD
1st. SUO. 9999
123-456-789-0
123-456-789-1

Description	Quantity	Amount
	248.53	
	855.75	
	594.10	

INVOICE

Date
Invoice No
Customer ID

2
9
16
23

2,568,790	45,556
976,619	24,766
869,870	3,541
121,000	354
421,045	133
179,984	190
690,144	134
279,991	456
98,420	25,326
244,353	47,756
75,380	
846,579	
237,689	
563,980	
45,000	
463,771	
182,790	
276,983	
4,567,284	

2015	2016	%Growth
108,287	108,287	-11%
91,938	91,938	+37%
125,819	125,819	+42%
278,161	278,161	+78%
11,827	11,827	+18%

2015	2016
8,714	39,912
107,812	108,287
89,918	91,938
123,939	125,819
189,128	278,161
10,283	11,827
47,029	107,812

Product B - North America
Product A - Australia
Product A - Europe
Product A - Asia

About Us

Jaya Sharma and Associates (JSA) is a Practicing Company Secretaries firm founded in 2009 that is a growing brand which has been spearheaded by the vision of FCS Jaya Sharma-Singhania.

JSA was established with an end goal of providing a one-stop, innovative and valuable solution for a multitude of corporates. It emphasizes providing efficient services to its clients bearing research-oriented results in mind.

JSA is a peer reviewed firm is located in the finance Hub of India- Mumbai, Maharashtra with a pan-India presence catering to international clients for more than a decade. We are *Consultants and advisors to Startups, Secretarial, Legal Audits and Due Diligence, CSR (Corporate Social Responsibility) Audit and Consultancy, Corporate Governance Audit, NGO's Advisory and Compliances, IPO and SME IPO Advisory, NCLT (National Company Law Tribunal) & NCLAT (National Company Law Appellate Tribunal) for Company Law and IBC (Insolvency Bankruptcy Code) matters, FEMA Appearance & Compliance, Labour Laws license and Compliance, PoSH (Prevention of Sexual Harassment Act) Compliance, Trainer, External member on the IC (Internal Committee), Directors and Independent Directors advisory, Drafting and advisory on Agreements and Contracts, Trademarks & IPR (Intellectual Property Rights).*

JSA strongly believes in long-term associations and aspires to provide an honest, inspirational, innovative, and law-abiding nature. We have always been at the forefront for delivering innovative advice to corporates hailing from the domestic business environment and having a *presence across the globe.*

Our Mission

"Creating visionary leaders beyond compliance."

Right from its inception has shown an inclination towards the creation of leaders with a clear vision in the Corporate world. Instead of focusing upon providing solutions that are mere compliance of Law in the letter, its ideology lies in delivering compliance in letter and spirit.

People

JSA is a team of visionary and self-motivated professionals that believe in *"blue ocean strategy"* and venture into uncharted territory with innate curiosity. It knows that a good team can make or bend the organization. Thus, it is diligent while selecting its confederates. This ultimately ensures efficient services to the clients.



The Founder



FCS Jaya Sharma-Singhania founded the firm Jaya Sharma & Associates in 2009 and ventured into the untapped opportunities in the corporate legal arena of Mumbai. After graduation from NM College, Mumbai, she pursued LLB from prestigious Government Law College, Mumbai, and completed CS from ICSI (Institute of Company Secretaries of India). She holds a diploma in Cyber Laws from the Asian School of Cyber Laws, Securities Law by Government Law College, Internal Audit by ICSI and is a certified CSR professional.

Her rising glory also brought her under the limelight corporate legal shelter. At the same time, she has also bagged awards like Shri Kanhaiyalal N. Dusane Wala Vakil (Nandurbar) Memorial Award and WIRC Past Chairman VK Mathur Memorial Award (for Female candidates clearing the professional exams in one attempt, scoring second highest aggregate at WIRC- ICSI) in 2007.

Having a student for life attitude, she instils and believes that learning should happen at every stage on both the professional and personal front. With this attitude, last year, during the lockdown, she completed and is a certified PoSH (Prevention of Sexual Harassment Act) trainer and is also registered as an Independent Director with the databank of IICA. She has authored numerous Articles and Columns on corporate & allied laws. She is a motivational speaker and is a staunch believer in creating leaders as the knowledge has to be passed down and can't be retained.

The firm has been instrumental in guiding its clients with a rare blend of best professional advice and unparalleled personal service according to the client's needs. With the world having no territorial limitations, the firm caters to clients on pan-India and foreign clients based in leading Financial Markets of the world like Hong Kong, London, USA.

Recently, she has been recognised and awarded as the **Professional Women Entrepreneur of the Year 2022 in the Women Leaders Forum, Global Empire Events & BizNation TV**. Further, she also has been listed as one of the **Top Best Ten Women Legal Consultants in India 2021 by Women Entrepreneur Magazine**.

The Team



Connect on 

ACS Mehul Solanki is a Practicing Company Secretary and law graduate having more than Six years of experience in corporate law compliances, setting-up companies, compliances of listed companies and not-for-profit companies. He is currently Freelance Consultant at Jaya Sharma & Associates and has authored various articles on corporate and securities law related topics which have been published on various websites, blogs and professional magazines including Compliance Calendar, Taxguru, Legal Service India and journal of ICSI etc.



Connect on 

CS Nishi Shah is Company Secretary and Law graduate having more than 4 years of working experience in Corporate Laws and Compliances, Setting up of Companies/LLPs. She is currently working as Senior Compliance Associate at Jaya Sharma and Associates.



Connect on 

Aashish Yadav holds a commerce background and Master in Commerce having Three years of working experience in corporate laws and compliances and one year of working experience in the assessment department of the Retail Association of India. He is currently a Senior Compliance Associate at Jaya Sharma & Associates and believes that “Dedication and Hard work is the key to Success”. He has also made contributions in various articles on corporate and securities law-related topics which have been published on various websites, blogs including Compliance Calendar, Taxguru, etc

The Team



Connect on 

Krupa Dodia is a commerce graduate and aspiring company secretary who is currently undergoing her long-term training as a junior associate with Jaya Sharma and Associates. She believes in the quote of "Develop a passion for learning. If you do, you will never cease to grow". She is willing to take interest into understanding and processing the complexities of the various laws like corporate and securities law.



Connect on 

Smita Patil is a commerce graduate and aspiring corporate secretary who is currently undergoing her long-term training as a Junior Associate with Jaya Sharma & Associates. She believes in the Japanese philosophy of 'Kaizen', that means "change for the better or continuous improvement". She is a keen enthusiast of Corporate and Securities law.



Connect on 

Saloni Adhia is commerce graduate, also pursuing L.LB degree and aspiring company secretary who is currently undergoing her long-term training as a junior associate with Jaya Sharma and associates She believes in that the more you read more new things you will learn.

The Team



Connect on 

Masumi Gandhi is post graduate in commerce and aspiring company secretary who is currently undergoing her long-term training as a Junior associate with Jaya Sharma and Associates. She believes in that the person should always develop passion for learning, if you do you will never cease to grow.



Connect on 

Rohit Khedekar an Executive Assistant provides high quality administrative support to the entire team. His strength lies in eye for the details, balanced and timely co-ordination with the clients and the team. He is currently pursuing a degree in Commerce and in his free time, he follows cricket.

Sr. Consultant



Mr. Sudhir B. Sharma is a qualified B.com & MBA (Finance).

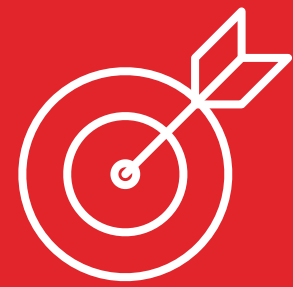
He had been associated with the ONGC (a giant Oil PSU) for more than 30 Years' & has achieved multi-layer experience including 14 years in ERP-SAP in various modules, a Team Lead & Administrator-for Finance & HR.

While with ONGC, Mr. Sharma has gained experience mileage at various work centers locations of PSU i.e. Cambay, Mehsana, Mumbai, Agartala-Tripura, Ankleshwar & Captive Mumbai port of PSU.

During his tenure with the PSU, he has lead various projects related to Finance & advance ERP-SAP, an achiever of winner of Best Team Lead many times & been awarded with numerous merits awards by top Managements of PSU.

Mr. Sharma superannuated in 2018 from ONGC and has been engaged as Freelance Consultant to ERP-SAP (Front end), Real-estate – MahaRERA & self-development consultant.

Why Us?



Client-oriented
business practices



Innovative strategies to
overcome complex
situations



Visionary leadership



Ethical business
practice



Research-oriented
team



Dedicated team



Trust and added value
to the business

*We create concepts
in an era of creative
progress*

Clientele Sectors

- *Infrastructure*
- *Real Estate & Housing*
- *Hospitality*
- *Non-Governmental Organizations (NGO's)*
- *Media and Entertainment*
- *Event Management*
- *Shipping*
- *Textiles*
- *Chemicals & Laboratories*
- *Logistics*
- *Packers & Movers*
- *Agro Industries*
- *Renewable Energy*
- *Pharmaceuticals*

- *Advertisement and Marketing*
- *Financial Services & Insurance*
- *Gems & Jewellery*
- *Information Service*
- *Listed Companies*
- *FMCG*
- *Manufacturing Industries*
- *Micro Small & Medium Enterprises*
- *Retail Industry*
- *Retailing, Property management, Spinning Mills*
- *IT Industry*
- *Telecommunication Industry*
- *Travel and Tourism*
- *Knowledge portal company*
- *Import & Export Industry*

Key Offerings

BUSINESS REGISTRATION

The saying "well begun is half done" is equally applicable in the business environment. Consequently, our key role lies in advising the client on which form of organization would cater to their requirement. Our team provides a comprehensive business setting up model and provides them with the requisite assistance for conceptualization, identification, crystallization of business enterprise.

Our services include registration of Sole proprietorship firms, Partnership firms, NGO's through a section 8 Company or a Trust registration or a society registration, One person company, Companies, Limited Liability Partnerships (LLPs), Non-Banking Financial Companies (NBFCs). We also provide solutions pertaining to converting one form of organization to another form, for instance, conversion into a private company, public Company, producer company, Nidhi company.

Leaving no stone unturned Indian talent has made a mark of itself in the global market. The presence of a brand is a cherry on the cake. We cater to this need of brand building by providing business registration services across the global horizon bearing in mind the local legal environment.

STARTUP AND EASE OF DOING BUSINESS (EODB)

To give a kick-start to the company form of business as it assists to the economy at the macro, the Government has introduced various incentives to the Company. These measures have paved the way to the very concept of Ease of Doing Business. We provide our services to avail such services

via registering the Company as a Startup, Micro, Small and Medium Enterprises (MSMEs), Udyam Registered entity and obtaining other licenses, tax registrations and local employment-related licenses.

This would facilitate a hassle-free working environment for the organization, consequently would lead to overall value enhancement of the Company.

COMPLIANCE AND CONSULTANCY

The Companies Act, 2013 has been dynamic since its very inception to ensure transparency and corporate governance. Our research-oriented team provides a plethora of services to clients that solve complex issues innovatively and simplistically.

- We provide services relating to compliances relating to the:
 - Board process and Committee Meeting,
 - Filing of Annual returns and related legal documentation,
 - Maintenance of Minutes Book,
 - Statutory Registers and related documentation,
 - Alteration in the constitution of the Company,
 - Issue, allotment, transfer of shares and related compliances,
 - Appointment & Resignation of Directors and relating corporate actions,
 - Inter-corporate investments and loans,
 - Advising on creation, satisfaction and registration of charges,
 - Drafting of Director's Report, Corporate Governance Report, Annual Report,
- Payment of dividend and related compliances,
- Winding-up, Striking off of the companies,
- Transaction Advisory,
- Legal Opinions
- Carrying out feasibility studies, Preparation of project reports,
- Proposals for business operations, Guidance and support concerning collaborations, joint ventures, business agreements, arrangements, restructuring, contracts, tie-ups in India and abroad Business plan
- ning, policy and management,
- XBRL & Annual Compliances,
- Approvals,
- Compounding,
- Company ownership/management disputes

LIMITED LIABILITY PARTNERSHIPS (LLPS)

LLP is a legal entity separate from its partners and has perpetual succession. LLPs are governed and regulated by the Registrar of Companies, Ministry of Corporate Affairs. LLP is a legal entity, separate from its partners and it has perpetual succession.

JSA helps and advises on the annual compliances, submissions of the statutory based compliances, event-based compliances required under the LLP law.

INTERNATIONAL BUSINESS SETUP

Setting up business outside India, JSA definitely helps and guides its clients with regards to setups abroad.

Incorporation under laws of Hong Kong
Incorporation under laws of Singapore
Incorporation under laws of United Kingdom (UK)
Incorporation under laws of United Arab Emirates (UAE)

AUDITS AND DUE DILIGENCE

An audit is a process to check compliance with – the provisions of various laws and Rules / Regulations / Procedures by an independent professional to ensure that the Company has complied with the legal and procedural requirements.

JSA strongly believes that the crucial concept of Audit and Due Diligence cannot be confined to one Law; it is indeed a multi-disciplinary exercise. The team takes an additional effort to bear all the laws applicable to undertake a particular transaction. Our key offerings include:

- *Compliance Audit*
- *Secretarial Audit*
- *Legal Audit*
- *Corporate Governance Audit*
- *Internal Audit*
- *Systems Audit*
- *RBI Due Diligence*
- *Labour Audit*
- *Management audit*
- *Social Audit,*
- *Environment audit and energy audit*
- *Due diligence*
- *Corporate Compliance Management*

DRAFTING & VETTING OF AGREEMENT

- *MD / WTD agreements;*
- *Share purchase agreements;*
- *Shareholders Agreements;*
- *Business Transfer Agreements;*
- *Partnership Firms;*
- *Trust Deeds, Trusteeship Agreements;*
- *Technology Transfer Agreements*
- *Scheme of Arrangements*

SEARCH DOCUMENTS & REPORTS

- *Company Search;*
- *LLP Search;*
- *Partnership Search;*
- *CERSAI Search*
- *Registrar of Firms (RoF) Search*

CORPORATE SOCIAL RESPONSIBILITY ADVISORY (CSR)

Drafting is the key that can make or mar a particular transaction and bring legal implications. JSA understands this essence of Drafting and offers several services, including Drafting of documents relating to:

- *Employment Contracts;*
- *Special Purpose Vehicles;*
- *Non-disclosure Agreements;*
- *Agreements with regards to the changes in the composition, constitution of the Companies;*
- *Agreements with regards to change in the composition, constitution of the LLP;*
- *Joint-Venture (JV) Agreements*
- *Pre-Incorporation Contracts*
- *Facilitation Agreements*

Search provides a vigilant overview of a company to various stakeholders. They act as a basis on which an essential financial or operational decision of the stakeholder would be based. We offer services of providing search reports in a wide range of areas, including:

A Company is an inseparable part of the economy has been covered under the purview of fulfilling its Social Responsibility through various means. The concept is relatively new, but the ethos behind the same has been prevalent for ages. We provide a comprehensive advisory service where the idea of CSR is involved.

PREVENTION OF SEXUAL HARASSMENT ADVISORY (PoSH)

The alarming cases of Sexual Harassment have led to the introduction of various measures to curb the same. It is undeniable that such a menace hampers the victim as well as the goodwill of the Company.

Our firm provides services relating to the same by conducting workshops, training seminars, awareness programs, conducting POSH Audit, acting as IC External Members, Policy vetting, Advisory and Annual Compliances.

FOREIGN EXCHANGE MANAGEMENT ACT (FEMA)

Our team provides secretarial services relating to laws that involve the Reserve Bank of India (RBI), Foreign Direct Investment (FDI), Foreign Exchange Management Act (FEMA), FC-GPR, FC-TRS, Annual Returns and reporting; ECB and reporting, FIPB and RBI related approvals, advisory and related matters Advisory, Compliance pertaining to FDI, Advisory for the establishment of Business / Company in India or Abroad, Suggesting beneficial modules / strategy, Advisory and Services to obtain necessary Govt. approvals, Approval / documentations for Technical Know-how / Brand Licensing, Investment related services.

LABOUR LAW

Human resources is one of the essentials for the effective management of an organization. Labour laws are the set of Compliances which provide the protocol for the labour force at workplace. Non-Compliance would lead to strict and punitive actions against the Organizations.

We provide services relating to various labour laws applicable and imposed both by the state and central government.

INTELLECTUAL PROPERTY RIGHTS (IPR)

In the world of innovation and technology, IPR has seen a rise in every aspect. We provide services relating to the registration of trademarks, copyrights, patents, designs. Moreover, we provide services relating to raising objections and filing petitions, motions, representations to their objections

raised in IPR matters. We also conduct IP Audit, IP Search and offer trademark monitory services and other infringement analysis tools to protect the IPR.

CORPORATE LITIGATIONS AND REPRESENTATIONS

Our team has expertise in representing itself before Courts, tribunals, namely National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT) for Company Law matters, and Insolvency Bankruptcy Law matters. (IBC)

REAL ESTATE (REGULATION AND DEVELOPMENT) ACT (RERA)

Our team has expertise in dealing with RERA matters, including appearing before the Tribunal and Appellate Tribunal.

DIRECTOR AND INDEPENDENT DIRECTOR ADVISORY SERVICES

Director acts as a liaison between the Company and various stakeholders, including the Government and the Shareholders. We at JSA provide a comprehensive service relating to advisory in the matter of Directorship and Independent Directorship.

NBFC

We provide valuable assistance for registration of NBFC, Merger / Demerger, Listing of NBFC in the global market, restructuring of NBFC, Takeover and acquisition of NBFC, NBFC Contract drafting.

GST REGISTRATION AND RETURNS

Goods and Services Tax Act being the latest entry in the Indirect Taxation arena, is unventured. We provide our services as to advisory and facilitating the Registration process and filing of the returns as applicable to a particular organization.

SECURITIES LAW

We provide advisory services keeping in mind the Securities laws in India. We provide services relating to

- IPO and SME IPO Advisory & Compliance; Preparation of annual report incorporating the requirements & compliances of the Listing Regulations;
- Certificate relating to the quarterly Secretarial Audit for reconciliation as required under the notification issued by SEBI;
- Certificate as required for transfer-cum-Demat of Shares as required under the NSDL / CDSL Bye-laws;
- Advising on Securities laws including Securities Contract Regulation Act, Securities and Exchange Board of India Act, Take Over Regulations, Insider Regulations etc;
- Liaison and coordinate with the various market participants
- Compounding Services; Appearance and Representations before Securities Exchange Board of India (SEBI), Adjudication Officers (AO), Securities Appellate Tribunal (SAT)

INSURANCE REGULATORY & DEVELOPMENT AUTHORITY (IRDA):

We provide consulting services relating to obtaining a license from IRDA and assisting in getting the same. We offer a comprehensive overview of the compliance requirement for an Insurance Company.



JAYA SHARMA & ASSOCIATES

Practicing Company Secretaries

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