



JAYA SHARMA & ASSOCIATES

Practicing Company Secretaries

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 aim 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	107,812
Electronics	108,928	118,287	89,918	108,928
Clothes & Fashion	98,912	87,173	8,714	98,912
Home Living	87,173	8,714	8,714	87,173
Kids Products	8,714	8,714	8,714	8,714
Medical	8,714	8,714	8,714	8,714
Others	8,714	8,714	8,714	8,714

Business Company

Curabitur suscipi, LTD
123, 456, 789-1
123-456-789-1

Description	Quantity	Amount
	246.53	855.75
	594	594
	178.161	178.161

INVOICE

Date: xxxxxx
Invoice No: 0000001
Customer ID: 223

Region	Product	2015	2016	%Growth
Europe	Product A01	12,357	20,775	+67%
	Product A02	534	3,534	+554%
	Product A03	190	784	+312%
Australia	Product B01	133	134	+0.7%
	Product B02	346	456	+31%
Total		15,890	25,326	+59%

Region	2015	2016
North America	8,714	39,912
Australia	107,812	108,287
Europe	89,918	91,838
Asia	123,939	125,819
South America	189,128	278,161
Other	10,283	11,827
Total	47,029	107,812

About Us

Jaya Sharma and Associates (JSA) is a Practicing Company Secretaries firm founded in 2009 that is a growing brand whose seed was nurtured 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 Mumbai-based full-service Company Secretary & Advisory firm having a team of dedicated and highly-skilled professionals providing *specialized solutions relating to Corporate Laws, Startup advisory, Consultancy, Compliance, CSR advisory, Secretarial diligence, Securities Laws, FEMA Laws, IPR Registration, Statutory Compliance Audit, Liaison for Government Approvals* etc. to name a few.

JSA strongly believes in long-term associations and aspires to provide an honest, inspirational, innovative, and law-abiding nature. It has 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.

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 write-ups 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.

Recently, she has been listed as one of the **Top Best Ten Women Legal Consultants in India 2021 by Women Entrepreneur Magazine**.

The Team



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



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Ishita Samani holds a commerce background and is a law graduate having two years of working experience in corporate laws and compliances and one year of working experience in the field of Sales & Marketing. She is currently a Compliance Associate at Jaya Sharma & Associates and believes that "Dedication and Hard work is the key to Success". She has also contributed to various articles on corporate and securities Law-related topics published on multiple websites, blogs including Compliance Calendar, Taxguru, etc.



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Ayush Maheshwari is a graduate and a Compliance Associate at Jaya Sharma and Associates. He started with JSA almost one and half years back as an Intern. He deals in corporate laws and Secretarial Laws; along with the mentioned experiences, he has penned various articles on corporate and Secretarial laws published in Institute's Journal and different other websites.

The Team



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Menakshi Bajaj is a commerce postgraduate and an aspiring Company Secretary currently undergoing her long-term training at Jaya Sharma and Associates, taking an interest in understanding and interpreting complexities of the prevailing Law and has penned down various articles on corporate Law related topics which have been published on multiple websites namely Compliance Calendar, Taxguru etc.



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Devyani Bhati is an aspiring Company Secretary and law student associated with Jaya Sharma and Associates in the capacity of Junior Associate and has shown interest in Law right from an early age. Firmly believing in the phrase "rather than being master of one, be a jack of all", she has recently ventured into the field of research, article writing, blog writing, reading. The same belief has given her an edge over others. Her articles have been published on various platforms, namely Compliance Calendar, Taxguru.



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Saurabh Vaze is a commerce graduate. An aspiring Company Secretary currently undergoing his Long-term training at Jaya Sharma and Associates takes an interest in understanding and interpreting the prevailing corporate and Securities Law complexities. He also has commenced his journey in writing blogs and articles on recent amendments in the general Law. His articles have been published on various platforms, namely: Compliance Calendar, Taxguru.

The Team



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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.

Sr. Consultant



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

He had been 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 Freelancer Consultant to ERP-SAP (Front end), Real-estate – MahaRERA & self-development consultant.

JSA

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*



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Clientele Sectors

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

- *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 & Logistics Industry*
- *Knowledge portal company*
- *Export Industries*

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.

- *Hong Kong Incorporation;*
- *Singapore Incorporation;*
- *Dubai Incorporation*

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*
- *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;*

- *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;*

SEARCH DOCUMENTS & REPORTS

- *Company Search;*
- *LLP Search;*
- *Partnership Search;*
- *CERSAI Search*

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:

CORPORATE SOCIAL RESPONSIBILITY ADVISORY (CSR)

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), Foreign Exchange (Regulation) Act (FERA), 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 replies 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.

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 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

- 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;
- Appearing before the Tribunals and Appellate Tribunals

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.



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 Connect on

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