



BUSINESS TRANSFORMATION



Our Journey



Today

13 Partners | 2 Directors
Team size of 275+



2017

5 Partners | 3 Directors
Presence in 4 Locations
Founded GPS (SSC for Global Clients)



2012

Expanded service line to include Risk Advisory, Tax Regulatory & FRS by inducting 3 new Partners



2005

Ahuja Valecha & Associates LLP
“AVA” Foundation Year

About us



Ahuja Valecha & Associates LLP (“AVA”) established in the year 2005, co-founded by Lalit Valecha & Deepak Ahuja.

The **Partners are qualified members of the Institute of Chartered Accountant of India (ICAI)**, and have a **collective experience of over 5 decades** having worked with global firms like **Ernst & Young, Price Waterhouse, KPMG, Deloitte & Grant Thornton**.

The partners have worked as lead members or key members on assurance, tax, due diligence, advisory engagements of companies engaged in diverse industries like Information Technology, banks, heavy engineering, automotive ancillaries, paper manufacturing, consumer durables and media and entertainment.

The firm is engaged in professional practice rendering Assurance, Tax Advisory, Compliance, US GAAP , IFRS & Other services to a large array of clients. For select list of clients refer our credentials. **The firm currently has a team size of 275.**

Our Business

Transformation Services

We believe in unlocking new opportunities for our clients which will enable one to formulate and relook at the Organization Strategy, Execute, Functional and Digital transformation, innovate themselves and stay ahead of the curve. We believe in delivering transformation which is user friendly, agile and sustainable.

Virtual
CFO/Controllershship

Organization
Strategy

Digital
Transformation

Functional
Transformation

Our Holistic Approach



Digital Transformation

We are the extended arm of finance/other business operations. We liaise with IT to drive testing, validation, implementation & post implementation.

Technology Strategy

We help the business to define a tech strategy as per organization's mission and the business goals.

Tax Technology

We help to automate the repetitive and manual tax compliances thereby saving the teams time for analytical activities.

Emerging Technologies

We help organizations with end-to-end RPA processes in HR, Finance and Supply Management including chatbot for Customer service desk and payroll

End to End ERP Implementation

We help choosing the right ERP, setting the processes and data migration. We serve as change agent between the implementation partner and the business.

Balanced scorecard and Dashboards

We help to convert their strategic goals into a set of organizational performance objectives that can be measured, monitored to ensure that an organization's strategic goals are met.

Data Analytics

We help organizations develop value out of their large data sets and make impactful business decisions, which help them forecast well

Cloud Services

We aim at providing easy, affordable access to applications and wide range of services without the need for them to have the internal infrastructure and hardware.

Functional Transformation

Over a period, processes become redundant, some lose relevance, lack internal control and may need re-think and redesign to adapt to changing needs of business and technology, we help organizations drive this change

Business Processes design and transformation

We help the business to define a tech strategy that best suits the organizations and the business goals. We believe in enabling technology for the advantage of the business.

Setting up Shared Services & COEs

We work with clients to strategize, design, establish and transition to the most appropriate service delivery model,. We help defining the shared services organization structure, define the roles and processes of each member within the organization

Finance Transformation

.We provide a set of offerings that assist finance executives with assessing their finance strategy and vision, and helps design and implement change to their finance organization, process and systems to improve the overall value of finance and optimize controllership activities and managed services

Front and Back Office Transformation

It is important to align the front and back-office change initiatives to accelerate the success of digital transformation. We help link and bring in the synergies in both so that both services compliment each other.

Organization Strategy Transformation

Over a period, processes become redundant, not very effective and may need re-think and redesign to adapt to changing needs of business and technology, we help organizations with this change

Workforce Strategy Formation

We help in mapping the key goals and future objectives set by organization to the available workforce, analyze the gaps, predict the future hiring so that the goals of the organization can be achieved seamlessly.

ESG Strategy & Policies

We handhold the finance team into designing a framework and know how on their ESG requirements which are mandated and the non-mandated as of today. We also aim at collaborating with ESG reporting software providers to enable an end-to-end automated solution.

Virtual CFO

This is a great way for businesses to gain the experience of a high-level CFO without the cost of a comparably-experienced in-house CFO. As your expert virtual CFO, our experienced CFOs work with you to fine-tune your financial strategy to maximize shareholder value, accelerate growth, and achieve your growth & profit goals.

- **Business Plan**
- **Operation support with weekly and Monthly meetings**
- **Dashboard for various operational matrix**
- **Investor Reporting and Financial Modeling**
- **Controllership services**
- **Full Managed finance services**

Potential Areas of Finance Transformation

Finance*
(40%-60%)

Level 2

Accounts Payable
(80%-100%)

Accounts Receivable
(40-50%)

Fixed Assets
(50-60%)

Travel and Expenses
(85-90%)

Cash Management
(30-40%)

General Accounting
(45-60%)

Level 3

20% 40% 60% 80% 20% 40% 60% 80% 20% 40% 60% 80% 20% 40% 60% 80% 20% 40% 60% 80% 20% 40% 60% 80%

Receive Invoice

Processing of Sales Orders

Work Order Creation

Expense Processing (General)

Manage Business Advances

Journal entries

Financial statements analysis

Approve Invoice

Credit Control

Asset Movement

Expense Processing (Leadership)

Petty Cash Accounting

Trial balance preparation and review

Financial and regulatory reporting

Release Invoice

Debtors Management (B2C)

Asset Ageing Analysis

Open Purchase Orders

Petty Cash Management

Account reconciliation

Prepare Payment Run

Debtors Management (B2B)

Dispose Assets (Accounting only)

Manage T/E Reporting

Manage Expense Reimbursements

Intercompany accounting

Perform Vendor Reconciliations

Collection Accounting

IFRS Adjustments

Statutory/GAAP adjustments

Perform Spend Analysis

Period-end Procedures

Period End Close

Managing Queries (English language)

% the process can be typically automated

% the process cannot be typically automated

Technology – Future Finance Disruptors

The eight technologies which will bring in a wave of disruption in core finance areas, While FP&A is the areas where maximum disruption is seen there are other transaction based areas as well. Which will have significant influence

Exponential Technologies	Visualization	In-Memory Computing	Blockchain	Robotics Process Automation	Internet of Things	Cognitive Computing	Advanced Analytics	Mobility
Fixed Assets					X		X	
FP&A	X	X	X	X		X	X	X
Order-to-cash			X	X			X	X
Procure-to-pay			X	X	X		X	
Record-to-report				X			X	
Tax				X			X	
Treasury			X	X				
Investor Relations	X		X			X	X	X

X Areas of Finance Disruption

WHY AVA TEAM?



Quality Oriented

- Partners front-ending and involved in overseeing execution
- Skilled resources put on job
- Best in industry tools and databases deployed



Flexible Approach

- Partnering with client teams during end-to-end engagement cycle
- Proactively sharing inputs on best practices
- Periodically seeking feedback to enhance client experience



Value Delivery

- High quality service at competitive fee
- Cost efficient service delivery approach followed resulting into cost savings for clients without impacting the quality



Industry Experience

- +20 years of experience
- Being an extended arm of finance for testing, validation, seamless execution, and coordination with IT team

CORE TEAM & ACCOLADES

LEAGUE TABLES - 2022
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*

1	PwC	207 Deals
2	Ernst & Young	159 Deals
3	Deloitte	93 Deals
4	KPMG	76 Deals
5	AVA Insights	76 Deals
6	BDO India	57 Deals
7	Avendus	34 Deals
8	Transaction Square	28 Deals
9	Aeka Advisors	28 Deals
10	Unitus Capital	24 Deals

LEAGUE TABLES - 2021
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*

1	PwC	285 Deals
2	Ernst & Young	254 Deals
3	BDO India	71 Deals
4	AVA Insights	60 Deals
5	Avendus	43 Deals
6	KPMG	41 Deals
7	Transaction Square	33 Deals
8	Unitus Capital	25 Deals
9	Capnetic Consulting Group	20 Deals
10	Ambit Corporate Finance	14 Deals
11	Veda Corporate Advisors	14 Deals
12	Dexter Capital	14 Deals

*Including Due Diligence, Tax, Other Advisory Services

LEAGUE TABLES - 2020
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*

1	PwC	82 Deals
2	BDO India	53 Deals
3	Deloitte	39 Deals
4	Unitus Capital	27 Deals
5	AVA Insights	24 Deals
6	Avendus	22 Deals
7	Morgan Stanley	14 Deals
8	Dexter Capital	11 Deals
9	Ambit Corporate Finance	8 Deals
10	IndigoEdge	8 Deals

Ranked Top 5 in the Venture Intelligence league table rankings as top financial advisory firm in PE deals in 2020 2021 and 2022

Name	Experience years	Designation	Expertise/ LOS	Previous Employment
Ajay Kering	19	Partner	Transfer Pricing and International Tax	PwC and Grant Thornton
Ankit Shah	17	Partner	Assurance	Ernst Young (EY)
Ankush Agarwal	9	Partner	Direct Taxes, Structuring	PwC
Chandan Lahoti	17	Partner	Assurance, Corporate Development & Strategy	Ernst Young (EY)
Deepak Ahuja	19	Founder Partner	M&A DD, Tech	PwC
Lalit Valecha	20	Founder Partner	Deals, Cross Border, Structuring & Valuations	PwC
Mahesh Jeswani	21	Partner	GST, Indirect Taxes	Anmol Sekhri
Mayur Zala	10	Partner	Corporate tax, transfer pricing and international tax	KPMG and Grant Thornton
Neeta Valecha	17	Director	Finance recruitment	Deloitte
Praveen Kumar	09	Partner	Assurance, IND AS, IFRS, Audit support	PwC
Prithvish Ashar	11	Partner	Risk Advisory	--
Rajiv Batra	40+	Senior Partner	Corporate Strategy	Cummins India
Rishabh Jaketia	10	Director – UAE	UAE VAT	--
Supriya Bansal	20+	Partner	Business Transformation Services	John Deere, Alfa Laval, Apexon
Vishal Solanki	19	Partner	International Taxation & Transfer Pricing	Deloitte, KPMG



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Top 5 Transaction Advisors
League Table Private Equity and
Venture Capital
2020, 2021 and 2022

Top 15 Transaction Advisors
League Table Private Equity and
Venture Capital
2022