



## Financial Reporting, Accounting & Corporate Compliances Services



Confidential

We help clients through the entire business continuum from identification of the problem, to solution, to implementation.



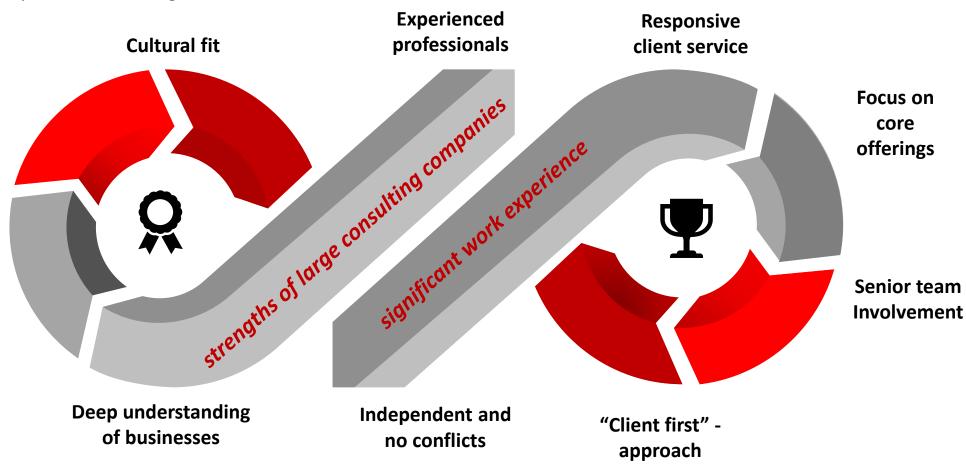


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## Why Acquisory?

Acquisory fills a unique and valuable position in the market, as depicted below. We bring a unique blend of knowledge and experience to the table which combine the focus, dedication and independence of a boutique firm, with the methodologies & deep skill-sets of the Big 4.





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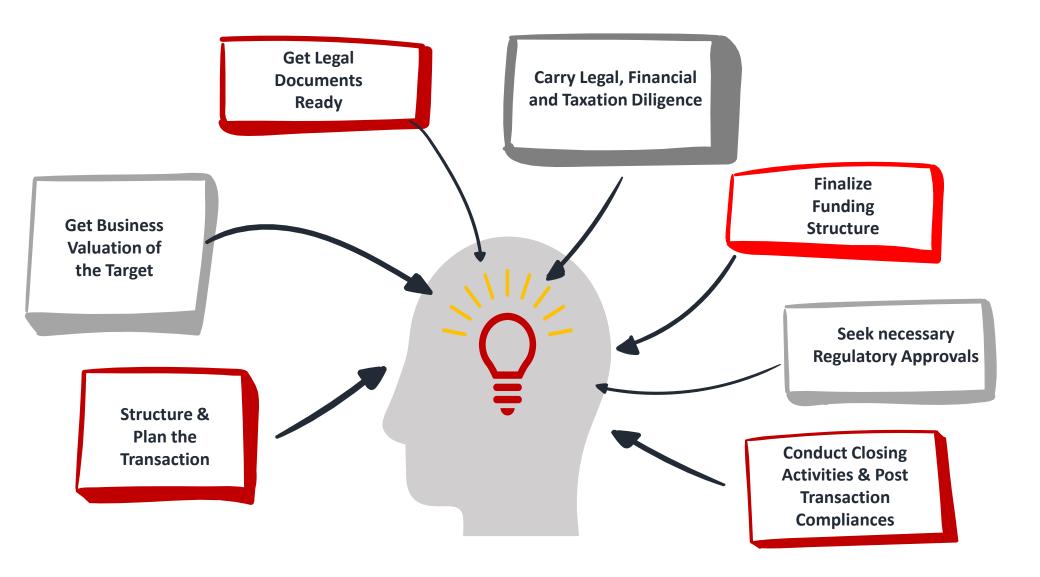
Our Compliance and Legal services are the *solution* to support our start ups, private equity, Banks / NBFC clients in meeting their objectives of *maximizing returns and ensuring compliances*. Our services have been designed to address the challenges being faced by investors in *managing the operational, strategic and financial* aspects of their investee companies, as they are not able to get the right management information in time and remain worried about fraud, misappropriation or misconduct in their investee companies.

Smart investors know that it is prudent if investments are followed up with a continuous monitoring of key business risks. Acquisory becomes your eyes and ears on the ground and helps you manage such risk factors by ensuring necessary compliance checks and balances. Our Process



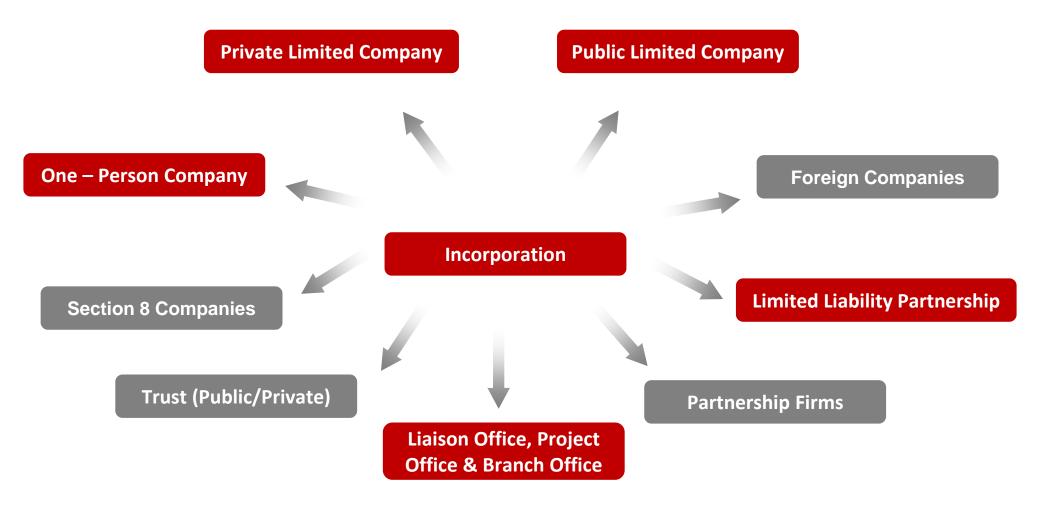
Portfolio Management





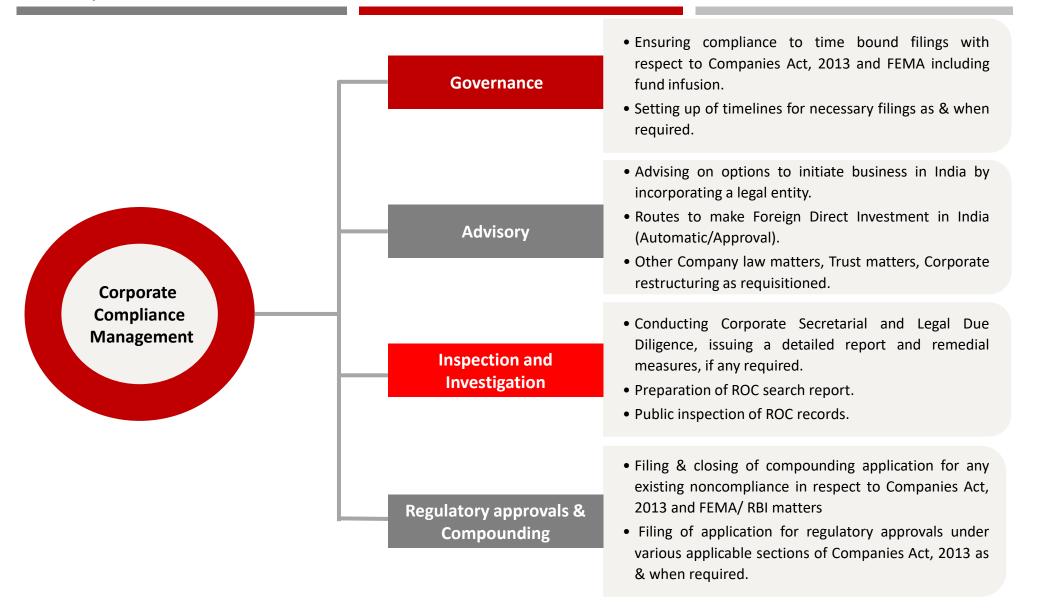


When starting a business, one of the most important choices to make is the structure of the entity, since this determines the ease of functioning of business and the nature and quantum of compliances required.





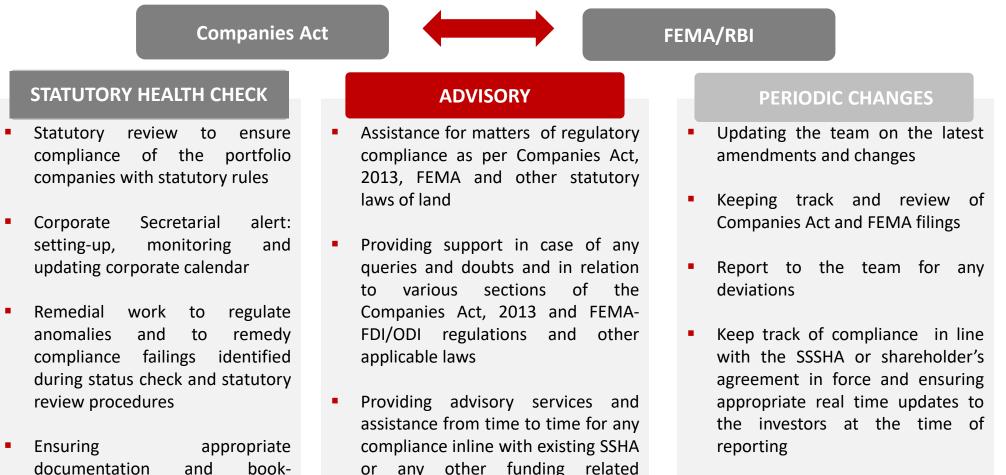
### **Corporate Compliance - Service Portfolio**





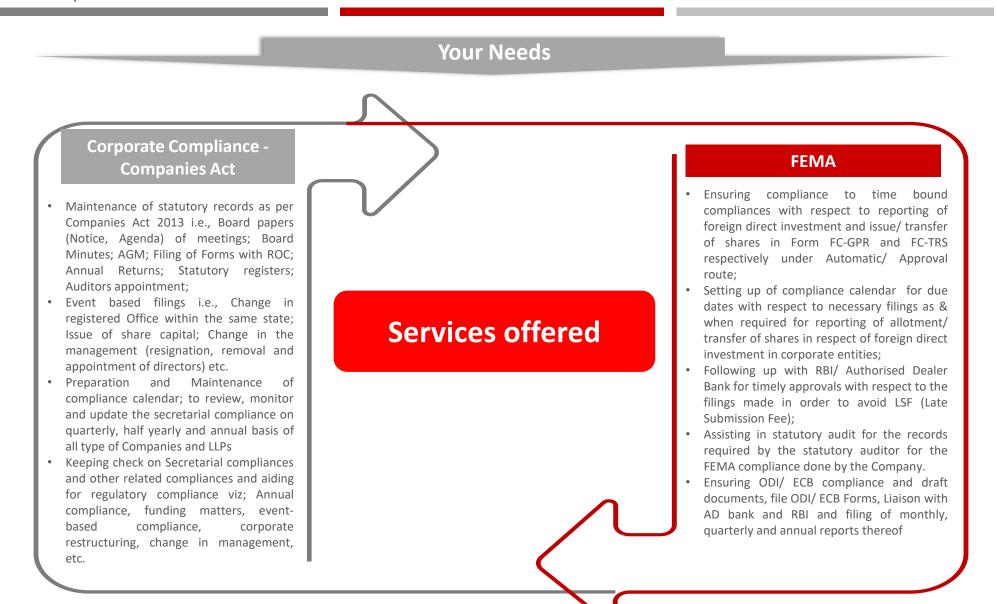
#### **ACQU SORY Corporate Secretarial Advisory - Service Portfolio**

We bring a structured approach to each and every assignment, with a unique set of objectives, requiring specific priorities, designed to deliver the best results. With a widespread and detailed understanding of operations, we are able to rapidly formulate and execute practical solutions in complex business problems / environment.



agreements or matters

documentation and bookkeeping of statutory records







We specialize in advisory and process implementation on all corporate actions including fund raising and investment cycles for startups, NBFC Compliances, Postal ballot transactions for listed companies and Capital structuring matters including ESOP management and advisory



We assist investors and fund houses in making an informed decision while investing in an entity by helping with the entire legal, RBI Compliance (for NBFCs) and regulatory due diligence and commenting on possible risks and advising risk mitigants



We offer end to end solutions for turnkey restructuring exercises and M&A transactions, Fast Track Mergers/Demergers involving NCLTs, RBI, SEBI, Regional Director and MCA involving strategic planning, valuations, documentation and regulatory advisory support and representations





# ACQUSORY

#### 01 ROUTINE SECRETARIAL-01 ADVISORY AND COMPLIANCES

- Assisting in ensuring of Board and Shareholder's Meetings Notice/Agendas of Company with respect to relevant filings and matters in line with the SSSHA/agreements
- Advising and completing the day-to-day compliances of the Company with respect to Companies Act, SEBI and RBI, FEMA and Stamp duty.
- Monitoring Compliances on day-to-day basis and escalating to company about anticipated issues and sharing weekly report on compliance status

#### 02 INVESTMENT AND EXIT COMPLIANCES

- Assisting in ensuring the compliances with regard to the specific transactions with Investee Companies
- Holding timely discussions with the CS/Legal team of the Company in ensuring that the compliance processes are being carried out in timely manner
- Coordinating with the administrator team for documentation of CP's and other documents of investee companies
- Monitoring and ensuring timely FEMA filings like FIRC, ARF & FCGPR filings

#### 03 CORPORATE ACTIONS-LEGAL COMPLIANCES

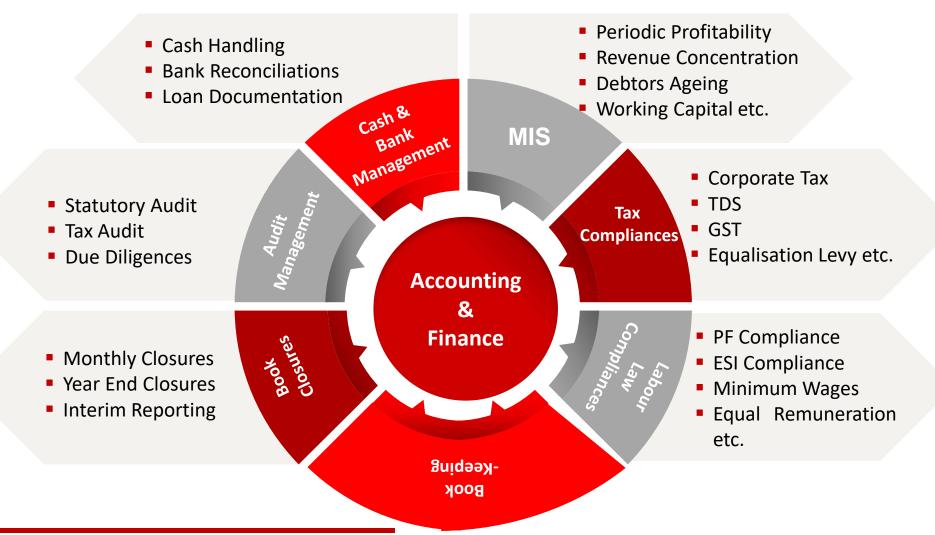
- Analyzing all the transactional documents (including Shareholders Agreement and all other legal agreements and documents) and enlisting and ensuring compliances arising therefrom
- Evaluating and Advising on compliances on any new deals / transactions from legal and regulatory compliance standpoint
- Assisting in tracking, collating and ensuring compliances on Companies Act, SEBI and RBI/FEMA on event based corporate actions



## **ACQU**SORY Financial Reporting and Accounting - Key Focus Areas

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For every Business be it a start up or established business, Financial Reporting and Accounts department is the key focus area as almost every other function revolves around it for any information, analysis etc. This makes it more important for this department to have smooth line of function so that information can flow easily through it. The key focus areas of any Financial Reporting and Accounts department are summarized in the below graph:



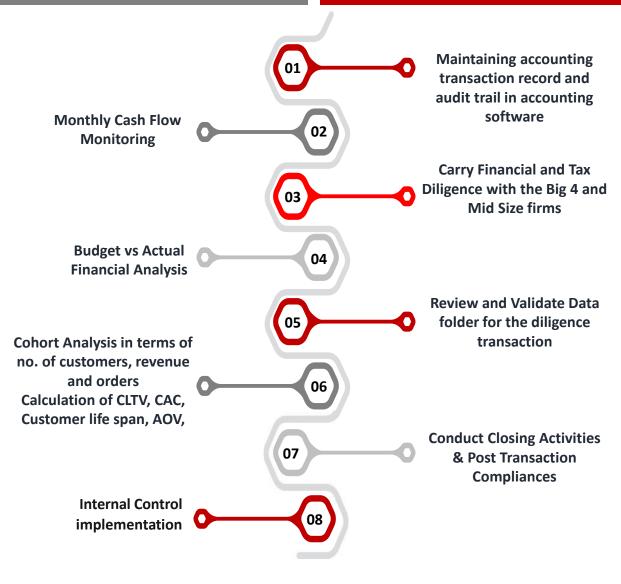


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## Service Portfolio – Financial and Tax Transaction

### reporting and Corporate Compliance



All things based on a good accounting systems that ensures information to be

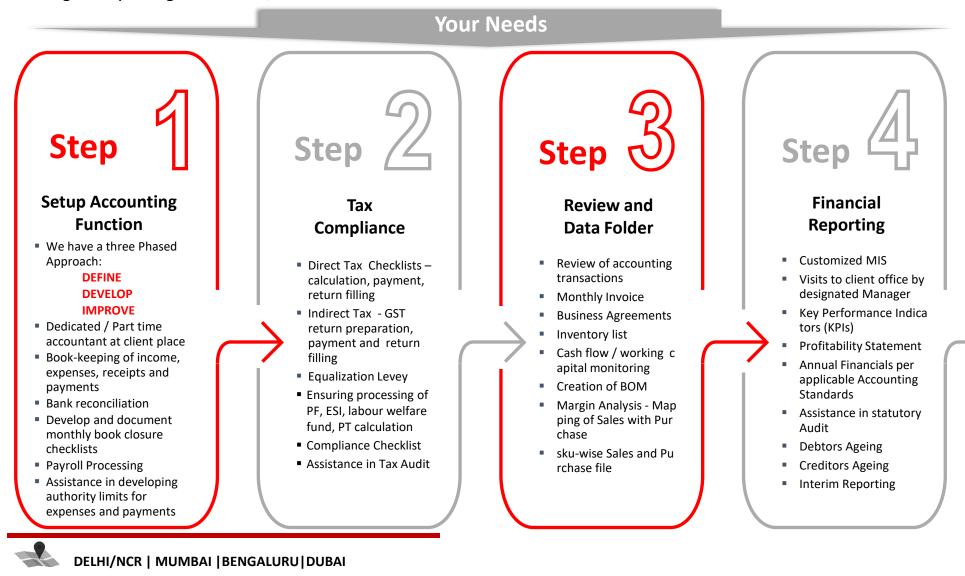
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- Reliable
- Relevance
- Easily understandable
- Comparable across business units and period to identify trends
- Accessible to map plans/budgets for efficiency
- Stored on the cloud accounting software
- Usability of the accounting software





Our Financial Reporting and Accounting Support Services are designed to support clients right from initial set up of finance function, to support routine accounting / reporting requirements and to support any change management due to compliance with regulatory changes like GAAP, Taxation etc.





#### **Tax Compliance**

#### **Direct Tax:**

- Filing of ITR's for various assessee such individual, partnership/LLP firm, Company, Trust etc.
- Ensuring timely filing of Quarterly TDS (salary/nonsalary) and TCS return as prescribed under the Income Tax Act
- Ensuring annual compliances related to Equalization Levy & SFT compliances.
- Application of PAN, TAN for Corporate/ Non-Corporate - Domestic and Foreign assessee.
- Maintaining of tax records and receipts as applicable per Income tax Act.
- Advising on operation/transaction of clients from an Indian tax perspective in terms of the various taxes as applicable and tax benefit/exemption etc.
- Providing end to end assistance to client in carrying Tax Due Diligence w.r.t. direct taxation

#### **Indirect Taxation:**

- Application for New GST registration and additional Place of business (APOB's)
- Ensuring compliances related to Indirect Tax Timely GST sales and expenses calculations, GSTR 1 and GSTR 3B monthly return preparation and filing
- Facilitation of Annual GST audit in terms of Section 35(5);
- Quarterly/ half yearly GST diagnosis to identify any possible non-compliance
- Reconciliation and mapping of accounts and records of the company with that of the vender/ customer for any mis-match under GSTIN;
- Maintaining of applicable GST records as applicable per GST act
- Providing end to end assistance to client in carrying Tax Due Diligence w.r.t. GST





## Sample Deliverables of Financial Reporting

#### Confidential

mpany Name aft Profitability Statement Particulars No. of Orders Quantity (Sku's sold)	On Shopify Shopify Global Web		ompany Name evenue 80 INR = 1 USD <u>S.No_Revenue Type</u>	Revenue Type	Apr-23 FY23	✓ Monthly sales dashboa capturing returns	rd including KP
Gross Revenue I Less: Coupon Discounts and Smile Discounts Less: Cancellations of previous months		· · ·	1 Outbound contribution %	Revenue - Outbound Sales Revenue - Outbound Sales - Platform Revenue - Outbound Sales - Ondemand	· · · · · · · · · · · · · · · · · · ·	✓ Same-store sales incl. d	iscounts
Less: Returns (RTO+Refunds) Current Month Previous Month Previous to Previous Months		· · · ·	2 Inbound contribution %	Revenue - Inbound Sales Revenue - Inbound Sales - Platform		✓ Take rates, MRR, AOV	
Gross Revenue II Less: GST Net Revenue CoGS Packaging Cost Total CoGS		· · · · · · · · · · · · · · · · · · ·	3 Account management contribution %	Revenue - Inbound Sales - Ondemand Revenue - Account Management Revenue - Account Management - Platform Revenue - Account Management - Ondemand	· ·	✓ Review of fixed and no ses, corporate salaries	n-recurring exp
Gross Margin GM % Market Place / Payment Gateway Charges Comission	0.0% 0.0% 0	0.0% 0.0%	Total Revenue Other Income/Reciept		<u> </u>	✓ Channel-wise or Produce gin and contrition marger	-
Logistics (Carriage Outward) Other Direct Expenses, if any Selling & Distribution Expense Contribution Margin 1		· · ·	FINANCIAL METRICS	_		✓ Technical inputs on the	•
CM1 % Digital Marketing-Facebook Digital Marketing-Google Digital Marketing-as per Channels	0.0% 0.0% 0	0.0% 0.0% 0.0%	INR Monthly Revenue - Platform INR Monthly Revenue - Ondemand INR Total Monthly Revenue (Platform + On-den	and)	· · ·	✓ Monitoring Budget, mo	onthly Cash Flow
Performance Marketing Expense Contribution Margin 2 Personnel Expense CM2 %	0.0% 0.0% 0	0.0% 0.0%	INR Monthly Revenue received in the Bank acc USD Monthly Retainership Revenue (MRR) - Pla USD Annualized Retainership Revenue (ARR) - F	tform		✓ Cohort Analysis, Chann	el-wise LTV
Brand Building Expense Admin Fixed Expense EBITDA EBITDA			USD Annualized Retainership Revenue (ARR) - P USD Annualized Revenue - Ondemand USD Total Annualized Revenue (Platform + On-d USD Monthly Revenue received in the Bank acc	emand)	· · ·	✓ Balance sheet, Cash Bu	-
Finance & Interest Expense Profit Before Tax (PBT) PBT % Neme Oris Patriculars Mar-20 Apr-20 Mar-20 Jun-20 Jun-2	0 Aug-20 Sep-20 Oct-20 Nov-20 Dec-20 Jan-21 Feb-21	Company Name Draft Profitability Statement	Active Clients # Active Clients - Platform # Active Clients - Ondemand INR Avg. Monthly Revenue per client/ (ARPU p	ar month) - Platform	· · ·	✓ Tracking compliances –	FY23 [ FY23 FY23
Retail         33         6         16         37           Bar & Restaurant         18         -         -         1           Wholessle         3         -         -         -           Retails & Wholessle         3         -         -         -           Hotal         5         -         1         -         -           Hotal         5         -         1         -         -	30         82         108         112         76         47         54           -         17         39         41         49         30         39           -         7         8         9         5         7         3           1         1         2         -         1         3           -         3         8         11         9         8         9	Month—> Particulars	INR Avg. Monthly Revenue per client/ (ARPU p # Number of Total Employees		- - Net Reve - COGS	Goa	Q1 Q2 Q3 x x x x
Goa 62 - 8 17 44 Bangalore 91 - 40 79 7 Mumbai 48	31         110         164         175         139         93         108           4         76         80         102         120         70         81           -         1         1         1         1         1         1         1           75         187         245         278         260         164         190	No. Of Subscription Gross Revenue I Less: Discounts Gross Revenue II	USD Total Team Cost(Tech+prod+Sales) Days Recievable Days		Gross Ma Selling &	argin Distribution Costs tion Margin I	
Goa Bangalore Mumbai Revenue per Outlet		Uross Revenue II Less: GST Net Revenue Direct Expenses	Days Payable Days INR Cash Burn # Organic Traffic		ATL, BTL,	Promotions cost tion Margin II	
On Trade (Hotel, Bar, Event)         23         -         2         1         -           Off Trade (Flast) & Wholestale)         39         -         6         16         31           e On Trade (Hotel, Bar, Event)         4         -	1 1 1 1 1 1 1 44 75 79 101 120 70 80 1 1 1 1 1 1 1	Total Direct Expense Gross Margin -Subscription Tools	# Paid Traffic # Total Traffic % Conversion Ratio: Organic % Conversion Ratio: Paid		0.00% Distribut	ailer & Distributor Margins on MRP or Margin (on Trade) & Wholesaler Margin (off Trade)	x x x x x x
Total         201         -         48         96         111           On Trade (Hotel), Bar, Event)         47         -         2         1         :           Off Trade (Retail & Wholesale)         154         -         46         95         111           Total         201         -         48         96         111	75         187         245         278         260         164         190           !         -         2.1         4.8         5.3         5.8         3.8         49           0         75         166         197         225         202         126         141           7         187         245         278         260         164         190	-Sales Incentive Expense -Market Place / Payment Gateway Chai Selling & Distribution Expense Contribution Margin 1	Conversion Ratio: Overall     AOV: Organic (gross)     AOV: Paid (gross)		0.00%	ale by Store Format (on MRP value terms)	
Uniquie Outlets (Cohort)-Goa         3         -		Digital Marketing-Facebook Digital Marketing-Google Performance Marketing Expense	# AOV: Overall (gross)		Bar & Res Wholesa		
	- 60 70 125 145 10 70	Contribution Margin 2 Other Income	CM2 % 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% Event		
Newton Arcade         -         <	- 3 39 39 11 1 38	Personnel Expense	-		-	( T d-)	
creative Revenue (Gos Munact)         -	5 40 58 63 55 34 30 - 12 50 14	Legal, Recruitment & Professional Expense Admin Fixed Expense EBITDA	EBITDA % 0.00%	0.00%		or (on Trade) & Wholesaler (off Trade)	x x x x





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## **Sample Deliverables Financial Reporting – Offline Business**

**Revenue - Outbound Sales** Revenue - Outbound Sales - Platform Revenue - Outbound Sales - Ondemand

Revenue - Inbound Sales

Revenue - Inhound Sales - Platform Revenue - Inbound Sales - Ondemand

Revenue - Account Management Revenue - Account Management - Platform

Revenue - Account Management - Ondemand

**Company Name** 

80 INR = 1 USD S.No Revenue Type 1 Outbound contribution %

2 Inbound contribution %

Total Revenue Other Income/Reciept

6.

2 6,627

0.4

ANCIAL METRI

Monthly Revenue - Platform INR Monthly Revenue - Ondemand

Total Monthly Revenue (Platform + On-demand)

Monthly Revenue received in the Bank account USD Monthly Retainership Revenue (MRR) - Platform

USD Annualized Retainership Revenue (ARR) - Platform USD Annualized Revenue - Ondemand USD Total Annualized Revenue (Platform + On-demand)

USD Monthly Revenue received in the Bank account (approx.)

3 Account management contribution %

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		$\checkmark$ Monthly sales dashboard including KPI's,
pr-23	FY23	capturing returns, discounts, state-wise
-		
-	-	✓ Same-store sales incl. discounts
-	-	· Jame-Store Sales men discounts
		,

✓ Take rates, MRR, AOV

✓ Review of fixed and non-recurring expe nses, corporate salaries, operational cost fixed or variable in nature

- ✓ Channel-wise or Product-wise gross mar gin and contrition margin analysis
- ✓ Technical inputs on the MIS
- ✓ Monitoring Budget, monthly Cash Flow
- ✓ Balance sheet, Cash Burn analysis
- ✓ Tracking compliances GST, TDS, PT

✓ Inventory	Management in	Tally
-------------	---------------	-------

	FY23		FY23
Goa	Q1	Q2	Q3
Net Revenues	X	X	
COGS	x	x	
Gross Margin	x	x	
Selling & Distribution Costs	X	X	
Contribution Margin I	X	X	
ATL, BTL, Promotions cost	X	X	
Contribution Margin II	x	x	
Total Retailer & Distributor Margins on MRP	x	x	
Distributor Margin (on Trade)	x	x	
Retailer & Wholesaler Margin (off Trade)	X	X	
Rate of Sale by Store Format (on MRP value terms)	x	x	
Retail	x	x	
Bar & Restaurant	x	x	
Wholesale	x	x	
Retails & Wholesale	x	x	
Hotel	x	x	
Event	x	x	
Distributor (on Trade)	x	x	
Retailer & Wholesaler (off Trade)	x	x	
Brand Marketing Spends	x	x	

Company Name									- Compa	
Draft Profitability Statement									Revenu	
Month->	28-Feb-23	28-Feb-23	28-Feb-23	31-Mar-23	31-Mar-23	31-Mar-23	30-Apr-23	30-Apr-23	8	0
wonth>	Online	Online	Zo-rep-25 Total	Online	Online	Total	Online	Online	S.N	o I
Particulars	Platform	On Demand	Total	Platform	On Demand	Total	Platform		1	
Particulars	Plationin	Undernand	Total	Plation	Undemand	Total	Plation	On Demand	-	
No. Of Subscription										
Gross Revenue I										
Less: Discounts									2	
Gross Revenue II									- <sup>-</sup>	
Less: GST										
Net Revenue									1	
Direct Expenses										
Total Direct Expense									3	
Gross Margin								-		
GM9		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
-Subscription Tools	0.0%	0.076	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
-Sales Incentive Expense	-		-	-		-	-	-		1
-Market Place / Payment Gateway Charges	-		-	-		-	-		_	_
-Market Place / Payment Gateway Charges Selling & Distribution Expense	-	1	1		1.1	-	-	- 1		
Contribution Margin 1										_
Contribution Margin 1		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	!	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Digital Marketing-Facebook	-	-	-	-	-	-	-	-		
Digital Marketing-Google	-	-	-	-	-	-	-	-		
Performance Marketing Expense	· · ·	-		-	-			-	I INR	
Contribution Margin 2	-	-		-	-	-	-		INR	
CM2 9	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	INR	
Other Income			-			-			INR	
Personnel Expense			-			-			INK	
Legal, Recruitment & Professional Expenses			-			-				
Admin Fixed Expense EBITDA									USE	
EBITDA EBITDA 9			0.00%			0.00%			USE	
						0.00%			USE	) /
Finance & Interest Expense Profit Before Tax (PBT)									USD	
						-			I USE	
PBTS	5		0.0%			0.0%				
	_								. #	
ompany Name									#	
hannel KPI's								Re		
Destinutes Mar 20, Apr 20, May 20	Lun 20 Jul 20	Aug 20 Sag 20	0.0.0.20 Nov. 20	Dec 20 Jan 2	1 Eab 21 Mar	21 Aug 21 Mar	21 Jun 21 Ju			

	Particulars		Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20			Mar-21		May-21		Jul-2
	Retail	33		6	16	34	30	82	108	112	76	47	54	46	28	23	19	60
	Bar & Restaurant	18				1		17	39	41	49	30	39	35	25	1	2	2
	Wholesale	3				3		7	8	9	5	7	3	5	4	1	2	
	Retails & Wholesale	3				1	1	1	1	2		1	3	1.1				
	Hotel	5		1	1	1		3	8	11	9	8	9	13	4			
	Event			1														
	Goa	62		8	17	40	31	110	164	175	139	93	108	99	61	25	23	9
	Bangalore	91		40	79	72	44	76	80	102	120	70	81	110	82		6	
	Mumbai	48						1	1	1	1	1	1	1	1	1	1	
	Total	201		48	96	112	75	187	245	278	260	164	190	210	144	26	30	5
	Goa																	
	Bangalore																	
	Mumbai																	
	Revenue per Outlet																	
Goa	On Trade (Hotel, Bar, Event)	23		2	1	2		20	47	52	58	38	48	48	29	1	2	2
Goa	Off Trade (Retail & Wholesale)	39		6	16	38	31	90	117	123	81	55	60	51	32	24	21	Ê
	On Trade (Retail & Wholesale) On Trade (Hotel, Bar, Event)			0	10	50	51	90	11/	125	01	22	1	2	34	27	21	
	Off Trade (Retail & Wholesale)			40	79	72	- 44	75	79	101	120	70	80	108	- 82		. 6	
		87		40	79			/5	79	101	120	70	80	108	82		6	
Mumbai	On Trade (Hotel, Bar, Event)	20										- 1	1					
Mumbai	Off Trade (Retail & Wholesale)	28						1	1	1	1	164		1				
	Total	201		48	96	112	75	187	245	278	260	164	190	210	143	25	29	9
	On Trade (Hotel, Bar, Event)	47		2	1	2		21	48	53	58	38	49	50	29	1	2	2
	Off Trade (Retail & Wholesale)	154		46	95	110	75	166	197	225	202	126	141	160	114	24	27	ē
	Total	201		48	96	112	75	187	245	278	260	164	190	210	143	25	29	9
				40				101	240	210	200	104	100		140			
Addition	Uniquie Outlets (Cohort)-Goa	3					11	20	31	24	12	3	6	7	8		1	
Addition	Uniquie Outlets (Cohort)-Bangalore			3	9	7		9	- 7	15	12	8	4	8	- 27		- 27	
Addition	Uniquie Outlets (Cohort)-Mumbai	12				1.1			1.1				- 21					
	Total	15		3	9	7	11	29	38	39	24	11	10	15	8		1	
	Newly Revenue per New Outlet																	
Same Stor	e Net Revenue (Goa Market)																	
	Newton Arcade	-	-			-	-	60	70	125	145	10	70	25		-	20	-
	Golden Wine Store	22						3	39	39	11	1	38			6		
	Armacar Holdings Pvt Ltd	-		3	3	4	5	40	58	63	55	34	30	50	10	37	16	4
	Premdatta Traders		-		-	5	-	12	50	14	-					-	-	
	Savitri Wines	26				5		26	23	38	66	15	49	27			5	1
	Red Rose Wine Store	26						11	29	23								

	Active Cl	lients				
#	Active CI	ients - Platform				
#	Anti-	ients - Ondemand				
#	Active Ci	ients - Ondernand				-
INR	Avg. Mor	Budget				
INR	Avg. Mor				March-23	April
TINK .		Particulars Retail-B2C	Actual	Actual	Actual	Acti
		Online Traffic		1.74.705	1.94.228	1.09.
#	Number	Forms Filled	5.292	6,754	9,406	10
USD	Total Te	Total Registration #	398	477	411	
		Total Claim Amount 100000			******	***
Dave	Recieval	No. of Customer Registration #	262	332	347	
		Total Registration Fee (Gross) 500	*****	1,36,000	1,61,000	1,61,
	Payable		240	281	299	
INR	Cash Bu		*****	******	******	***
		Total Revenue for resolved cases 3,00,000 9.9%		******	******	***
#	Organic	Resolved Cases-Billed (net of credit Note)	200	206	262	
#			******	2,21,69,406		
	Paid Tra	Total Billed Revenue for Resolved cases (Gross) (Net of Credit Note) Adv. (Partners	23,17,665	26,86,232		
#	Total Tra	Hospital				
96	Convers	Institutional-B2B				
96		No. of Leads				
%	Convers	Claim amount in Leads				
		Total Revenue for resolved cases -				
#	AOV: Org	Resolved Cases-Billed (net of credit Note)				
#	AOV: Pai	Total Claim Amount resolved-Billed (Net of Credit Note)	I			
#	AOV: Ovi	Total Billed Revenue for Resolved cases (Gross) (Net of Credi. 📀 👘				
		Polifiz				
		Total	582	681	559	
2 4 7 8,931	2 5,359 (	Total Registration Registration Amount total	582	1.36.000	1,61,000	1.61.
0,331	5,555 (	Total Resolve Cases	277	1,36,000	362	1,01,
		Total Claim Resolved cases			362	
iue (INR Laki		Total Discount given				
0.6	1.3	Registration Fees	1.28.468	1.36.000	1.61.000	1.6
4 0.7	0.8	Commission Fees	27.83.795	31.66.802	41.61.530	35.26
	0.3	Other Income/Reciept	21,00,100	01,00,002	11,01,000	00,00
0.1	0.1	Advisor Reimbursements	1,21,319	1,78,161	2,90,499	2,8
0.1	0.2	Gross Revenue				
0.4	0.6	Less: GST	*****	******	******	***
		Net Revenue				
		A) Salary & HR		******	******	***
		Salary & HR	34,19,620	34,60,385	35,83,233	36,7!
		Insurance & Team building Budget	64,788	4,773	59,490	35
		B) Business Development & Marketing	*****	******	******	***
		Travel & Conveyance Expense	42,096	3,45,425	1,46,747	1,10





## **Sample Deliverables** Financial Reporting – Online Business

Company Name Draft Profitability Statement																
Drait Promability statement				Online	Online	Online Onl	ir Online Channel		Apr-20	May-20	Jun-20	Jul-20	√ Monthly	معدام عماده	hoard in	cluding KPI's,
Particulars No. of Orders		Shopify	Shopity Global	Website	Amazon	Flipkart CF	Monthly cohort Retention - We	ebsite	100%	100%	100%	100%	-			-
Quantity (Sku's sold)	•						Monthly cohort Retention - Am	lazon	100%	100%	100%	100%	capturing	; returns, d	liscounts	5
Gross Revenue I Less: Coupon Discounts and Smile Discounts	·	-	-	-	•		Customer LTV - Website		-	-	-	-				
Less: Cancellations of previous months	•	-	-	-			Customer LTV - Amazon		-	-	-	-	✓ Cohort Aı	nalvsis Ch	annol-w	
Less: Returns (RTO+Refunds)			-				GM % (post COGS)		0.0%	0.0%	0.0%	0.0%	Conort A	11a1y313, CI		
Current Month Previous Month			4 -	-	1		CM 1% (GM - logistics, market	place, mitr commissions)	0.0%	0.0%	0.0%	0.0%	<i>(</i>			
Previous to Previous Months		-	-	-			CM2 % (CM1-performance ma		0.0%	0.0%		0.0%	✓ AOV, CAC	C, CLTV, Cu	stomer I	lite span
Gross Revenue II		-	-	-	-		Returns (%)		0%	0%		0%				
Net Revenue			-	-			necons (vo)		0.0	0.0	0.0	0.0	√ Review o	f fixed and	l non-red	curring expen
CoGS		-	-	-			Online Channel		Apr.20	May-20	Jun-20	Jul-20				carring experi
Packaging Cost Total CoGS		-	-	-			Website-Total Revenue		0.0	0.0		0.0	ses, corpo	orate salar	ies	
Gross Margin		-	-	-					0.0	0.0			-			
	GM %	0.0%	0.0%	0.0%	0.0%	0.0% 0.	Website-Performance market	ting				0.0	√ Channel-v	wise or Pro	nduct-wi	ise gross mar
Market Place / Payment Gateway Charges Comission		-	-	-	-		Website-AOV		-	-	-	-				-
Logistics (Carriage Outward)		-	-	-	-		Website-CAC		-	-	-	-	gin and co	ontrition n	nargin ar	nalysis
Other Direct Expenses, if any Selling & Distribution Expense		-		-	1		Website-ROAS		-	-	-	-	-		-	-
Contribution Margin 1							Amazon-Total Revenue		0.0	0.0		0.0	✓ Technical	l innuts on	the MIS	
	CM1 %	0.0%	0.0%	0.0%	0.0%	0.0% 0.	Amazon-Performance market	ing	0.0	0.0	0.0	0.0	• recinical	iniputs on	the Milb	,
Digital Marketing-Facebook Digital Marketing-Google		-					Amazon- AOV		-	-	-	-	1			
Digital Marketing-as per Channels		-		-			Amazon-CAC		-	-	-	-	✓ Monitoriı	ng Budget,	monthl	y Cash Flow
Performance Marketing Expense		-	-				Amazon- ROAS		-	-	-	-				-
Contribution Margin 2	CM2 %	- 0.0%	0.0%	0.0%	0.0%	0.0% 0.	Flipkart, online reseller and O	thers	0.0	0.0	0.0	0.0	✓ Balance s	haat Cash	Burn an	nalveie
Personnel Expense							Flipkart, online reseller and O	thers-Performance marketing	-	-	-	-	· Datance S	incer, casi	Dunia	141333
Brand Building Expense Admin Fixed Expense							Flipkart, online reseller and O	thers-AOV	na	na	na	na	<i>(</i>			
EBITDA							Flipkart, online reseller and O		na	na		na	✓ Tracking e	complianc	es – GST	, TDS, PT
	EBITDA %						Flipkart, online reseller and O		na	na		na				
Finance & Interest Expense Profit Before Tax (PBT)													✓ Inventory	/ Managen	nent in T	ally
	PBT %															
		0.00%	0.000	0.00%			Revenue Breakup (by Product-	Online Channel)	Apr-20	May-20	Jun-20	Jul-20				
Company Name Draft MIS	0.00%	0.00%	0.00%	0.00% 0.0			Revenue Breakup (by Product-	Online Channel)		May-20		Jul-20				
		0.00%	0.00%	0.00% 0.0	Compa	ny Name	D:	Online Channel)	<u>1.0</u>	0.0	0.0	Jul-20 0.0				
		0.00% May-21	0.00% Jun-21	0.00% 0.0 Jul-21 Aug	Compa			Online Channel)	<u>1.0</u>	0.0 Com	0.0 pany Name	0.0				
Draft MIS Particulars Sales		0.00% May-21	0.00% Jun-21	0.00% 0.0 Jul-21 Aug	21 Compa Provision	onal Draft Bal articulars	ance Sheet (unaudited)	Online Channel) Mar-21 Apr-21	<u>,0</u> 0	0.0 Com	0.0	0.0				
Draft MIS Particulars		0.00% May-21 - - -	0.00% Jun-21 - -	0.00% 0.0 Jul-21 Aug - -	Compa 21 Provisio Pa Ec	onal Draft Bal articulars quity Share Ca	ance Sheet (unaudited)		<u>1.0</u>	0.0 Com	0.0 pany Name th-wise CAC	0.0		-	May: 20	lup.20
Draft MIS Particulars Sales OtherIncome Total Income		0.00% May-21 - -	0.00% Jun-21 - -	0.00% 0.0 Jul-21 Aug - -	Compa Provisio Provisio Provisio Pr	onal Draft Bal articulars	ance Sheet (unaudited) apital are Capital		000 000 000	0.0 Com Mon	0.0 pany Name th-wise CAC Particula	0.0 C, CLTV and		Apr-20	May-20	Jun-20
Praft MiS Particulars Sales Other income Total Income Change in Inventory Opening Stock		0.00% May-21 - - - -	0.00% Jun-21 - -	0.00% 0.0 Jul-21 Aug - - -	Compa Provisio - Po - Compa - Po - Po - Compa - Po - Compa - Po - Compa - Po - Compa - Po - Compa - Comp	onal Draft Bal articulars quity Share Ca reference Sha eserve & Surp hort Term Bor	n: ance Sheet (unaudited) apital are Capital Jus rowings		<u>,0</u> 0	0.0 Com Mon	0.0 pany Name th-wise CAC Particula CB - Amaz	0.0 C, CLTV and rs zon		-	May-20	Jun-20
Draft MIS Particulars Sales Other Income Total Income Change in Inventory		0.00% May-21 - - - - - -	0.00%	0.00% 0.0 Jul-21 Aug - - - - -	Compa Provision - P2 - P2 - P2 - C0 - C0 - C0 - C0 - C0 - C0 - C0 - C0	onal Draft Bal articulars quity Share Ca reference Sha eserve & Surp hort Term Bor eferred Tax Li	n: ance Sheet (unaudited) apital are Capital olus rowings labilities		000 000 000	0.0 Com Mon	0.0 pany Name th-wise CAC Particular CB - Amaz i Net Reve	0.0 C, CLTV and rs zon mue		-	May-20 -	Jun-20 -
Praft MiS Particulars Sales Other Income Total Income Change in Inventory Opening Stock Closing Stock Purchases		0.00% May-21 - - - - - -	0.00%	0.00% 0.0 Jul-21 Aug - - - - - -	Compa Provision Equation Provision Equation Provision Pr	onal Draft Bal articulars quity Share Ca reference Sha eserve & Surp hort Term Bor	n: ance Sheet (unaudited) apital are Capital Jus rowings Jabilities 5		000 000 000	0.0 Com Mon	0.0 pany Name th-wise CAC Particular CB - Amaz i Net Reve i No of Ord	0.0 C, CLTV and rs zon nue lers	RoAS	-	May-20	Jun-20 - -
Praft Miš  Particulars  Sales Other income Total Income Change in Inventory Opening Stock Closing Stock Purchases -Raw Material-Domestic		0.00% May-21 - - - - - - - -	0.00%	0.00% 0.0	Compa Provision Ecc Provision Provis	onal Draft Bal articulars quity Share Ca reference Sha eserve & Surp hort Term Bor eferred Tax Li ranch Ledger: "ade Payable: ther Current	n: ance Sheet (unaudited) apital are Capital abilities s s s iabilities s		000 000 000	0.0 Com Mon	0.0 pany Name th-wise CAC Particular CB-Amaz i Net Reve i No of Ord ii No of Tota	0.0 C, CLTV and rs zon nue lers al Custome	RoAS	-	May-20 - -	Jun-20 - -
Praft MiS Particulars Sales Other Income Total Income Total Income Change in Inventory Opening Stock Closing Stock Closing Stock Purchases -Raw Material-Import (Incl. Custom Duty) -Logistics / Forwarding Charges		0.00% May-21 - - - - - - - - - - - -	0.00%	0.00% 0.0	Compa Provision Ecc Provision Provis	onal Draft Bal articulars quity Share Ca reference Sha eserve & Surp hort Term Bor eferred Tax Li ranch Ledger: rade Payable:	n: ance Sheet (unaudited) apital are Capital abilities s s s iabilities s		000 000 000	0.0 Com Mon	0.0 pany Name th-wise CAC Particular CB - Amaz i Net Reve i No of Ord ii No of Tota v No of New	0.0 C, CLTV and rs zon nue lers al Custome w Custome	RoAS ers rs	-	May-20 - - - -	Jun-20 - - -
Draft MiS  Particulars  Sales  Other income  Total income  Total income  Change in Inventory  Opening Stock  Closing Stock  Closing Stock  - Baw Material-Domestic  - Baw Material-Inport (inc. C. Vastom Duty)  - Logistics / Forwarding Charges  - Carriage Inverd		0.00% May-21 - - - - - - - - - - - - - - - - - -	0.00%	0.00% 0.0	Compainant Provision Eco Provision Provision Provision Reference Brown Trong Trong Trong Compainant Provision Provis	onal Draft Bal articulars quity Share Cr reference Sha eserve & Surp hort Term Bor eferred Tax L ranch Ledger: ranch Ledger: rade Payable: ther Current L otal Liabilites	n: ance Sheet (unaudited) apital are Capital olus rowings labilities s s Liabilities		000 000 000	O.O Com Mon i i i i i	0.0 pany Name th-wise CAC Particular CB-Amaz i Net Reve i No of Ord ii No of Tot: v No of New v Order Per	0.0 c, CLTV and rs zon nue lers al Custome r Custome r Custome	RoAS ers rs	-	May-20 - - - - -	Jun-20 - - - - -
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Praft MiS  Particulars  Sales Other Income  Total Income  Change in Inventory Opaning Stock Closing Stock Closing Stock  Purchases -Raw Material-Momentic -Raw Material-Momentic (ncl. Custom Duty) -Logistics/Forwarding Charges -Carriage Invard -Packing Material -Sample Distribution		0.00% May-21 - - - - - - - - - - - - - - - - - -	0.00%	0.00% 0.0	2011 Provision P	onal Draft Bal articulars quity Share C7 reference Sha eserve & Surp nort Term Bor eferred Tax Li eranch Ledger: rade Payable: ther Current I btal Liabilites roperty, Plani eferred Tax A wentory	n: ance Sheet (unaudited) apital are Capital olus rowings labilities s Liabilities t and Equipment ssets		000 000 000	O.O Com Mon i i i i i v v v v v v	0.0 pany Name th-wise CAC Particular CB-Amaz i Net Reve i No of Ord ii No of Tot: v No of New v Order Per	0.0 c, CLTV and rs zon nue lers al Custome w Custome r Customer r Order te	RoAS Irs Is	-		Jun-20 - - - - - - - - - - - - - - - - - -
Praft MiS  Particulars  Sales Other Income  Total Income  Total Income  Change in Inventory Opening Stock Closing Stock Closing Stock Purchases -Raw Matarial-Import (Incl. Custom Duty) -Logistics/Forwarding Charges -Garriage Invard -Packing Material -Sample Distribution Employee Benefit Cost -Salary Expense		0.00% May-21 - - - - - - - - - - - - - - - - - -	0.00%	0.00% 0.0	201 Provision Provisi	onal Draft Bal articulars quity Share C: reference Sha seserve & Surp nort Term Bor eferred Tax Li ranch Ledger: rade Payable: ther Current 1 btal Liabilites roperty, Plani eferred Tax A iventory rade Receival	n: ance Sheet (unaudited) apital are Capital olus rowings labilities s Liabilities t and Equipment ssets		000 000 000	O.O Com Mon i i i i v v v v v v v v v v v v v	0.0 pany Name th-wise CAC Particular CB-Amaz CB-Amaz No of Ord ii No of Ord ii No of Ord ii No of Nev v No of Nev v Order Per ii Value Per ii Churn Ra ii Custome	0.0 c, CLTV and con inue lers al Custome r Customer r Customer r Order te r Life Span-	RoAS Irs Is	-		
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Praft MiS  Particulars  Sales Other Income  Iotal Income  Change in Inventory Opaning Stock Closing Stock Closing Stock Purchases -Raw Material-Import (Incl. Custom Duty) -Logitists / Forwarding Charges -Garriage Invard -Garriage Invard -Garriage Invard -Garriage Invard -Garriage Invard -Salary Expense -Director's Salary -Staff Welfare  Marketing & Selling Expense -Oigital Adventise ments - Website		0.00%	0.09%	0.00% 0.0 Jul-21 Aug - - - - - - - - - - - - - - - - - - -	Compa Provisi	onal Draft Bal articulars quity Share Cr erference Sha eserve & Surg- ont Term Bor eferred Tax Li ther Current i btal Liabilites roperty, Plan eferred Tax A viventory rade Receival ifference in o sah and Bank	n: ance Sheet (unaudited) apital are Capital blus rowings tabilities s Liabilities t and Equipment ssets blas pening balance balances (excl. Getvanatge) ances		000 000 000	O.O Com Mon ii iii iii vv vv vv vv vv vv vv	0.0 pany Name th-wise CAC Particulal CB-Amaa i Net Reve i No of Ord v No of Nev v No of Nev v Order Pei i Cuture Ra ii Custome x Custome x Contribut i CutvCon	0.0 c, CLTV and rs zon inue lers al Customer r Customer r Customer r Customer r Customer r Customer r Customer r Customer r LTV r LTV tion Margin tribution	RoAS ers months	-		
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#### **Our approach for Special Events**



- Understand and discuss the process of record to report (R2R)
- Preparation of check list for documents and information to be reviewed
- Collection of data and information from client
- Review of data and documents
- Identify the Gaps in records and compliances
- Discussion with Management with respect to Gaps and discrepancies noted
- Prepare a checklist for corrective steps to be taken
- Define a timeline for corrections to be completed
- Execute the steps and solutions required to bridge the Gaps and rectify the discrepancies
- Regular status update to Management

### ROC Filings for Specific Events

Filing of necessary forms based on specific events basis the executed documents provided by the management :

- Constitutional changes, e.g. change of company name, registered office, business, allotment of shares
- Change in the management (resignation, and appointment of directors)

#### Further infusion of equity & Valuations, for each funding

Drafting & Filing of documents for further equity infusion and compliances thereafter:

- Drafting of Offer papers for equity Right/preferential offer
- Drafting of Board Meeting papers for offer and allotment of shares
- Filing of necessary forms with ROC
- Drafting & filing of reporting documents with RBI
- Valuation of equity for further infusions
- FEMA compliances
- Vetting of Investment contracts and agreements

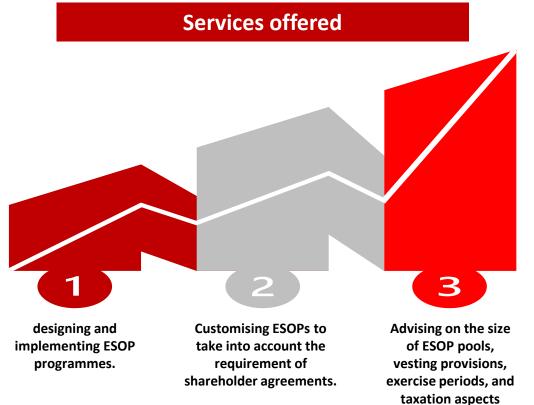




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#### About ESOPs

Employee stock options (ESOPs) are a fantastic tool to integrate teams into a company. ESOPS assists in creating teams who view organisations through a wealth creation and long-term perspective. It serves as a tool for compensation as well as for employee retention. These are frequently used by startups because they are always in need of qualified personnel.



### **ESOP Support Structuring**

For all your ESOP-related needs, including advisory, preparation, and implementation, Acquisory is the go-to place. Building long-term incentive programmes that are best suited to a specific company and its employees is what "ESOP support" under our umbrella strives to do. Competencies of our Professionals, which include Company Secretaries, Chartered Accountants, and Lawyers, along with their indepth subject knowledge, will assist you from advisory and preparation through implementation of an ESOP plan, increasing the organization's overall productivity.

Because of our solid foundation and steady expansion, we have become one of the preferred leading corporate advisers, giving us an advantage in offering services that are on par with those offered elsewhere in India.





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#### **ESOP Support Structuring and Implementation**

Acquisory offer composite package services under ESOPs as well as independent services also. We offer complete solutions for setting up and running ESOP schemes. Beginning with the design of the scheme and continuing through its implementation, our responsibility can also include its management. Both packaged modules and standalone services are available from us.

#### BUILDING THE STRUCTURE AND PLANNING

We create, put together, and record the best ESOP strategy in accordance with corporate goals and management viewpoints. Enhance existing ESOP schemes to improve their effectiveness through strategic assessment and analysis and analyse and update them for effective implementation, provide the ESOP Administrative Manual, Letters and Agreements between Employees and the Company, and Impact of Corporate Actions on the ESOPs Granted.

#### **ESOP MANAGEMENT**

We assist to manage varied ESOP Plans for 'n' number of Employees of the company through our in Web-Based Comprehensive System. It automates the process, saves cost & time and brings transparency.

#### **ESOP VALUATION**

The ESOP valuation services are handled by Acquisory's team of professionals, which includes CAs, MBAs, and CFAs. Both Accounting and Tax are supported by well-reasoned valuation reports and the necessary certifications provided by a strong in-house team.



#### **ESOP ADVISORY**

We offer Legal, Procedural, implementation and advisory services to several Corporates as per their requirements.

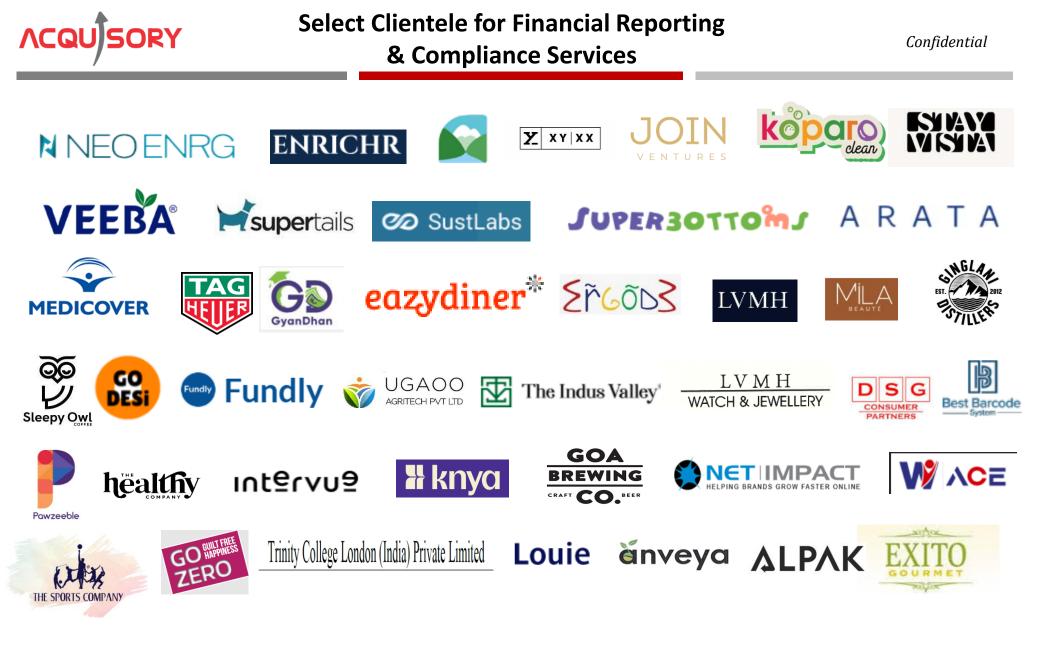
## STATUTORY COMPLIANCES AND APPROVALS

We offer all required legislative assistance, starting with the rollout of the Scheme in the Company and continuing through its post-implementation, in accordance with the Companies Act, SEBI, FEMA, Income Tax, and any other applicable laws that may be in force.

#### **ESOP TRUST FORMATION**

We offer complete support from Legal Documentation perspective for the purpose of establishment of ESOP Trusts and further assistance in its registration in respective jurisdictions and authorities.











#### **ACQU**SORY **Select Clientele** Confidential TOSHVIN Rajesh RG LifeSpaces ALYTICA Residency Relable Solutions. Committed Support Crafting spaces, creating legacies ELDON GEOPRENEUR GROUP AN INITIATIVE BY AJAY AGARWAL TIME Krishna 6 VERACIOUS SAVER2 enterprises TRIDHaatu BUILDERS & DEVELOPERS (P) LTD MIGHTY GROUP Realty & Infra Pvt. Ltd. BERGGRUEN VENKATESH $\wedge$ LIMITED INDUS HOME 5 Flamingo HOTELS AN INCO MALL 2018 Cardina SERVICES PVT LTD An Arikish's Asabe Verture GROWING TOGETHER INTERNATIONAL VISION. GLOBAL EXPERTISE. **Pharmaceuticals Limited BUSINESS CENTERS** FLEXIBLE OFFICE SOLUTIONS OLDEN ٩MBI TAKSHASHILA SPARROW (ABE) INSTITUTION. Acumen at wor Green Valleys Shelters (P) Ltd., SAHARA Promoters & Developers DISNED ODC Shreedham Group Builders & Developers Ashapura CEMENT **Television Group** SURYA TYCOONS As ISO 9001-2008 COMPANY GROUP CONSTRUCTIONS HOMES SURAJ 1205 ODHA -ESTATE -KONARK DEVELOPERS -BUILDING A BETTER LIFE Bhima Riddhi Digital Services ATIONAL GARMENT NETWORK VENDIMAN AAMBY VALLEY CITY life's finest abode INR 45 Cr SBI-SG Global maple Securities Services



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## **Highly Credentialed Team**

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**Divya Vij** Qualification - CA Experience – 30+ Years



**Swati Rane** Qualification – CA Inter Experience – 10+ Years



**Sunaina Jhingan** Qualification – CS, CFA/MFA Experience – 11+ Years



**Swati Jain** Qualification – CS Experience – 5+ Years



Gaurav Bhatnagar Qualification – MBA (Finance) Experience – 10+ Years



Experience – 16+ Years Shashank Goyal Qualification – FCA Experience – 15+ Years



**Rajiv Sharma** Qualification – CS Experience – 6+ Years

Adarika Ghose

Qualification – ACS, LLM



**Radhika Chhag** Qualification – CS Experience – 5+ Years



Saurav Kumar Qualification – MBA (Finance) Experience – 7+ Years





### Awards & Certifications

Acquisory is consistently ranked amongst the top 5

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the



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## **OUR OFFICE NETWORK**

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#### Mumbai

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#### Bengaluru

#### Dubai

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#### Email us at info@acquisory.com