



**CLIENT  
IS THE KING**

WE MEAN  
EVERY WORD OF IT



## Adding Value, Providing Solution


Kreston SGCO is formed with a singular vision: adding value to our client's business and optimizing business processes to help them grow exponentially.

We pride ourselves at being a multi-disciplinary advisory firm, which offers a wide gamut of services to domestic as well as global clients. Backed by SGCO, we are well heeled to meet the challenges and demands of the modern business world.

Our Kreston Alliance gives us a wide and cohesive network of firms in over 110 countries that is home to more than 21,000 dedicated professionals.

Kreston gives you access to differentiating advisory services, which are exceptional in their quality, erudition and expertise for your businesses around the world to immensely benefit from.

Our dedicated team of professionals shall engage with you, assess, analyze and deliver solutions that would at times reinvent and at times bring about a difference to your world.



NOTHING IS MORE  
EXCITING AND BONDING  
IN RELATIONSHIPS THAN  
CREATING TOGETHER



## Kreston SGCO Affiliation – Kreston International

Kreston SGCO is a member of Kreston International, headquartered in the UK. Kreston International is amongst the top 12 networks of independent accounting firms of the world:

- More than 600 offices in 110 countries with fee revenue of over USD 1.9 bn.
- Founder Partner Sunil Goyal is a Director on Kreston International Board.

Kreston members are accustomed to work together on client assignments to deliver seamless and cohesive International solutions.

Kreston's globally coordinated quality monitoring and review programme supports member firms in maintaining Quality Standards.

A stepping stone in building professional network across the Globe in providing services to Indian clients at International locations and vice-versa.

*Kreston SGCO's affiliation with Kreston is a step forward aimed at fulfilling its vision to become – 'A Truly Global Consulting Firm'*

CHALLENGES ARE WHAT  
MAKE LIFE INTERESTING  
AND OVERCOMING  
THEM IS WHAT MAKES  
LIFE MEANINGFUL



In a world propelled by changing technologies, consumers and markets, businesses need to adapt to volatility and uncertainty to stay afloat. With the global economic order and ever-widening volley of threats continuing to test even the most formidable organizations, companies are facing numerous challenges as they strive to find growth and stay competitive. From improving operational effectiveness, to expanding into new markets, we're here to lend that cutting edge.

## Experience Delight

### Global Scalability

As new markets rapidly develop and technology changes work and delivery paradigms, your business responds to the flux and operates on factors leading and causing the change. We, along with our network firms provide solutions that are just chiseled for you and your business needs.

### Domain Understanding


At Kreston SGCO, project teams have direct access to senior partners who bring in a research oriented profound understanding of your business. This approach enables us to provide innovative and customized solutions.

### A Dedicated Accessible Team

With our expertise at your service, we facilitate reducing the learning curve, which ensures you can run your business with more speed and efficiency. We ensure one-to-one contact with our people, which means you are in better decision making process.

**DIRECT TAXATION** TRANSACTION & BUSINESS ADVISORY SERVICES  
GOVERNANCE, RISK & COMPLIANCES **INDIRECT TAXATION**  
**SOX & IT AUDITS** ERP IMPLEMENTATION  
CORPORATE & ALLIED SERVICES

*Kreston SGCO is a certified Microsoft partner for ERP implementation*



AN OUNCE OF  
PERFORMANCE IS  
WORTH POUNDS  
OF PROMISES



## Knowing you is the key to performance

### Knowing your business is everything

We acknowledge that you're competing in a complex and a demanding environment encompassing fast changing technology, intricate supply chains, upwardly mobile skilled workforce, fierce competitors, exacting consumers, accounting standards and probably more than a handful of regulators and tax authorities.

Our partnering approach helps to gain an insight to your business that uniquely places us to have a hawk eye view. We utilize information to good use, diagnosing & offering solutions tailor-made to your requirement & challenges you face, be it regulatory, compliances or consulting.

In India, Kreston SGCO has a strength of more than 300 people having experience across Industries like media, power, hospitality, retail, manufacturing, BFSI, textiles, chemicals, logistics and others.

REAL ESTATE MANUFACTURING RETAIL IT & ITES  
PHARMACEUTICALS CHEMICALS SHIPPING & LOGISTICS  
GOVERNMENT TEXTILE FMCG HOSPITALITY  
CLINICAL RESEARCH ORGANIZATION MEDIA



YOU ADD  
VALUE TO PEOPLE  
WHEN YOU  
VALUE THEM



## Our people make all the difference

We believe, that success is not something that can be achieved, but is intrinsic within each of us. It unleashes itself when the right minds come together with the strong desire to make a difference and achieve a single-minded objective.

At Kreston SGCO, it's our endeavor to bring out the best within each of us and work as a cohesive unit so that no goals are beyond our reach and no challenge too invincible.

Our values create the core of our DNA, and it's our people who form the soul.

## At the helm



### **Sunil Goyal**

An acclaimed professional with more than three decades of experience in diverse fields, Sunil is the Founder and Managing Partner of Kreston SGCO. He specializes in financial and business advisory services enabling companies to accelerate their growth. He is also Managing Director of Ladderup Group and is on the board of various listed & public companies, including Kreston International. He has also served as Chairman of WIRC of ICAI.



### **Manoj Singrodia**

A seasoned professional with over three decades of standing in practice, Manoj is a guiding light of the firm and specializes in tax, transaction structuring and regulatory practices. He has assisted clients across a wide spectrum of industries and he has to his credit successful completion of numerous complex assignments. Manoj is also on the board of Ladderup Group.



DECISIONS ARE THE HARDEST THING TO MAKE ESPECIALLY WHEN IT IS A CHOICE BETWEEN WHERE YOU SHOULD BE AND WHERE YOU WANT TO BE



Kreston SGCO stands for



Professionalism



Partnering Approach



Comprehensive Services



Transparency

# Kreston Global Footprint







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