

MANISH DALMIA & ASSOCIATES

Excellence

Engagement

Empowerment

WHO ARE WE

MDA is an organization of experienced Chartered Accountants whose goal is to provide timely, contextual and practical solutions in the field of Financial, Taxation and Compliance services. We are committed to quality, yet cost effective financial & taxation services to start-ups, MSMEs, SMBs and Enterprises.

*What we do has been categorized as **Start, Run and Assure** in the context of the life cycle of an organization. We work as your strategic partner in your entrepreneurial Journey, by being your one stop shop. Having worked with a significant number of corporates first hand, both locally and internationally, we understand the difficulties that are inevitable and those that are specific to the industry. We aim to ensure that businesses can materialize their ideas and bring a change in the world with best-in-class finance, tax and compliance advisory.*

VISION STATEMENT

Our Vision is to help Business Owners and Entrepreneurs to be fully focused on growing their business while leaving the Financial and cumbersome Taxation worries to us.

Ease of Doing Business - India ranks 63rd in World Bank's Index of Ease of doing business. We started with the vision of making it easy for every entrepreneur to start, grow and sustain his/her business at the grass root level. We aim to build a technology platform to provide an all-inclusive package of services ranging from finance & accounting, taxation, compliances etc. allowing business to focus on its growth journey.

Truly digital financial & taxation services – India ranks 44th in world digital competitiveness ranking. Gone are the days where Finance Function were mere financial custodians, a reactive adviser focusing on specialty finance, or hindered by technology. Finance Function today are expected to embrace technology to strategize and help drive businesses, giving rise to what we call the "Digital Turbo Engine". We aim to build a truly digital platform accessible to every entrepreneur helping them start, grow and sustain their business.

Best service experience – Client satisfaction is of paramount importance. Our aim is to bring the best client experience through transparent, expertise and on-time delivery of financial, taxation and compliance services.

Manish Dalmia
Partner
manish@camda.in
(m) +91 88611 86057

Sundip Dalmia
Partner
sundipdalmia1985@gmail.com
(m) +91 80889 90797

362, 11th cross, Vijaya Bank
Layout, Bilekahalli, Bengaluru-
560076

WHAT WE DO



Virtual Finance Function @ Startups/MSMEs

- Setting up & managing finance function for future
- Tax & regulatory compliance
- Accounting & controllership, Internal Controls and corporate governance
- ESOP Structuring & management
- Business planning, Management reporting & pricing
- Commercial contracting – Vendors & Customers
- Support to Fund-raise, Investors and due diligence process



Business support Services

- Order to Cash Process – Order Management, Invoicing, Collection, Reporting
- Collection Management – Credit Control, DSO management, dispute management & recovery
- Procure to Pay Process – PO, Vendor management, Invoice accounting & payment, reporting
- Payroll Processing & statutory compliances (TDS, PF, PT, ESI)
- Fixed Assets Register – Maintenance, Verification and reporting



Project Management Services

- Revenue & Cost optimization - Identifying leakages & resolution
- Finance Due Diligence
- Preparation of Financial Statements & Statutory Audit Support
- Implementing ERP/Accounting System
- Implementing Finance policies and processes
- Designing Internal Financial Control as per Companies Act
- IND AS / IFRS Implementation



Goods & Services Tax (GST)

- GST Compliances – Business Assessment, On-Ground Implementation
- Reviewing Accounting Information & Periodic filings of GST Returns
- Filing of Annual Return in GSTR 9 & GSTR 9C Support
- Reconciliation of Outward/Inward supplies between GSTR-1/2A and GSTR-3B
- Input Tax credits reconciliation between Audited Financial Statements and GSTR-3B
- GST E-Invoicing

Virtual CFO Services - Helping Start-ups Scale up



Typical problems founders face every day:

- *How do we manage our cash/working capital?*
- *What is the right pricing of my product? When do we break-even?*
- *Are we able to invoice and collect in full? Are there revenue leakages?*
- *How do we supply financial information to our investors?*
- *How do we structure and manage ESOPs and cap table?*
- *Are we structuring commercial contracts right way?*
- *is our company compliant with tax and other regulations in the country?*
- *How is our financial data structured? Is it auditable or ready for Investor due diligence?*
- *How do I manage the financial due diligence?*
- *What is our business performance?*
- *Do we have key metrics being tracked?*
- *Are we spending right way? How do we optimize our revenues & costs?*
- *Are our investments yielding right results?*
- *What should be legal entity structure when operating in multiple geographies?*
- *Are we investing at right time in finance function which is ready for large scale growth?*
- *Are we losing/set to lose money because of a wrong commercial, financial or taxation decision?*
- *When do we hire finance folks? What should be the skill-set requirement?*

Many of such questions keep bothering start-up founders and many times, these are reasons for failure when not taken care properly at right time. These are some deep routed issues, solution of which require both expertise and experience. With our experience of working in listed companies to India's first Unicorn start-up, we understand these pain points in depth and work as your true partner in advising all these matters.

Our Virtual CFO Services include:

- *Finance CXO for your start-up*
- *Virtual finance function services*
- *Providing solutions to all such above problems*
- *Setting up your Finance function for future*

Management Team

Manish Dalmia - MDA is founded by Manish Dalmia in 2016. Manish is a Chartered Accountant from 2011 batch and has earlier been associated with Wipro Limited as Business Finance manager up to 2016. He has also served a year as CFO for Wipro's Latin America's Business. Manish helps start-ups in his capacity as virtual CFOs for start-ups and private limited companies. He brings hands on practical experience in statutory Audits, Ind-AS, tax audits, tax planning, book-keeping, direct & indirect tax compliances in India etc. He also handles tax litigations including the ones from service tax regime.

Sundip Dalmia - Sundip is a Chartered Accountant and holds a Bachelor of Commerce degree from St. Xavier's College. He brings in 15 years of wealthy, yet versatile experience working with listed MNCs and India's first Unicorn startup. In his professional stint, he has worked with **Wipro, Strides Arcolab Ltd., InMobi and WeWork**. He brings in in-depth experience in the field of Corporate Finance, Statutory Reporting, Finance Transformation (Digital & Automation), Tax planning & restructuring, Risk Management, Internal controls, Mergers & Acquisitions, Revenue Assurance and Global Billing & Collection.

Industries we work with

SAP Reseller	E-commerce	Ed-Tech
Skill Development	Real Estate	FMCG
Information Technology	Manufacturing	Food & Beverages
Fashion Design	IT - Virtual & Augmented	Co-operative Societies

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