

*One Stop Solution for
Indirect Tax Advice*



An Intro About Cathexis

Think Direct and Indirect tax, think Cathexis Associates LLP. Formed by hardcore departmental and independent professionals who have extensive in-depth knowledge in indirect and direct taxes coupled with multiple years of departmental work experience in the chosen field. This would enable Cathexis to find solutions to any matter relating to direct and indirect taxes. Needless to say that they together bring a unique holistic perspective and experience in all tax matters of the Trade & Industry.

Mission:

To build a world class institution to provide consultancy services to indirect and direct tax payers with reliability, integrity and professionalism.

Vision:

Cathexis will extend impeccable quality service by addressing each tax problem with complete attention, professionalism and solve it in the right way which would enable the Industry, Trade & Commerce to reap the highest benefit from Cathexis at competitive cost.

The Think Tank of Cathexis:

C. P. Rao IRS (Retd.)

Principal Chief Commissioner of GST and Customs

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Vice- Chairman Settlement Commission (Retd.)

C. P. Rao, a 1983 batch IRS officer, had worked in various capacities in the Customs, Central Excise and Service Tax Departments, all over India, including at Kolkata, Mumbai and Chennai. He had exposure to all facets of departmental work relating to assessment, dispute resolution, litigation before departmental / Courts, policy formulation, anti-evasion / anti-smuggling and administration. He has participated in several training programs organized in India and abroad including IIM Ahmedabad, ISB Hyderabad and also at Syracuse University for public affairs and Administrative policy, USA. He is a voracious reader, a golfer and had widely travelled in India and abroad. He has received many rewards and awards for the meritorious services rendered to the department.





R. Vasudevan IRS (Retd.)

Assistant Commissioner of GST and Customs (Retd.)

R. Vasudevan joined the Department of Revenue and has vast experience in handling various issues relating to the Central Excise, Customs and Service Tax. He has more than 35 years of experience in the fields of assessment, investigation and audit. He worked at the ground level interacting with the trade and industry at the cutting edge level. At the same time, he acted as a

bridge between this ground level experience and policy formulation by assisting the senior officers in their technical reports to the Board and the Ministry. He also has exposure to the finer nuances of law while studying the orders of various adjudicating and appellate authorities. He was known for his skills of understanding the problems of the tax paying public and dovetailing the solutions in conformity with the statute taking the best interests of the trade and the Department. He had worked in the MEPZ where he assisted the Development Commissioner in handling the trade related measures. He has vast experience in dealing with the issues concerning EOUs, SEZ units. He contributed specifically to the smooth transition of the units of MEPZ into the GST era.

He retired from the service as Assistant Commissioner of Customs from the Chennai Customs House, but continues to take active interest in the latest developments in the law and procedure and in updating his skills.

C. Subramanian IRS (Retd.)

Assistant Commissioner of GST and Customs (Retd.)

C. Subramanian joined the Department of Revenue and has vast experience in handling various issues relating to the Central Excise, Customs and Service Tax. He has more than 35 years of experience in the fields of assessment, investigation and audit. He worked at the ground level interacting with the trade and industry at the cutting edge level. At the same time, he acted

as a bridge between this ground level experience and policy formulation by assisting the senior officers in their technical reports to the Board and the Ministry. He also has exposure to the finer nuances of law while studying the orders of various adjudicating and appellate authorities. He contributed immensely while serving in the Chief Commissioner's office at the time of introduction of GST. He was known for his skills of understanding the problems of the tax paying public and dovetailing the solutions in conformity with the statute taking the best interests of the trade and the Department.

He retired from the service as Assistant Commissioner of Customs from the Chennai Customs House, but continues to take active interest in the latest developments in the law and procedure and in updating his skills.



Direct Taxes:

T. Jayasankar IRS (Retd.)

Principal Chief Commissioner of Income Tax & DG (Inv) - (Retd.)

T. Jayasankar is an IRS officer on the Direct Taxes side and retired from the service after putting in 35+ years of distinguished service. He is a postgraduate of Arts and Law. In the course of his distinguished career, he had worked in various capacities throughout the country. Particular mention must be made of his exposure to assessment and Appellate side of the work, solving many major problems involving intricate questions of fact and law. Many of his rulings have been reported in various legal journals. He also represented the Department before the ITAT and pitted his talent against some of the best legal brains of the country and came out successfully. Interested in technology, his contribution to the digitisation of the IT Department is well recognised. He had a very successful stint as a DG (Investigations) and took a leadership role in unearthing many major cases of tax evasion. In recognition of his role, the Government had given him a post-retirement position as a Vice-Chairman of the Settlement Commission. Spiritually inclined, he has a very fine sense of right and wrong which he carried out throughout his illustrious career. He thus brings to the organisation his eminence and brilliant competence



P. Ranga Ramanujam CMA, DISA, CISA (USA), CISSP (USA), FCA

P. Ranga Ramanujam is a Chartered Accountant of nearly 40 years standing. Being a graduate of Science, he brings scientific discipline and rigour to the analysis of the financial statements and to the world of numbers. He, in the course of his distinguished career, had vast exposure to the corporate governance and to the fields of compliance and litigation management of Income Tax and Indirect Taxes. He is also known to bring practical solutions to the various intricate day to day commercial problems and contributes to ease of conducting business. An amiable personality, he has a vast network of among the business and bureaucratic circles in Tamil Nadu and entire South India. He also served as an independent Director in Government Corporations of TN, in recognition of his contributions. He has regularly updated himself in the techniques of auditing and system analysis and keeps himself abreast of all the professional skills and developments. He is also certified Insolvency Professional. He is on the panel of statutory auditors of various public sector organizations like ONGC, Indian Bank, BEML etc. His vast exposure and experience it is expected to contribute richly to the building and growth of the organization



Management Consultancy:



S. Sankar B.Com, FCA

S. Sankar with acknowledged acumen for Trade and Commerce, Financial Management, Budgetary formulations, etc., all is known for his skill in negotiations, trouble-shooting in the areas of indirect taxes, professional advice on matters relating to International Trade, Joint Venture Agreements, FDI Approvals, Adjudication proceedings (particularly, with Ministry of Commerce and other high level bodies), besides proven track record for ensuring Financial closure with alacrity. He has an experience of 3.5 decades of extending professional service to Industry & Commerce. He is

an Independent Director enrolled with Indian Institute of Corporate Affairs (IICA).

Corporate Relations:

Vivek A.R

Vivek Arjuna Raja comes from a well-known, renowned traditional business family of Tamil Nadu. He is an entrepreneur having interests in Bulk Commodity Trading. He has exposure to the various indirect tax laws like Customs, GST and to direct tax laws like IT, Corporate Tax etc. Thus, he brings to the table the much needed user perspective to the organization.



USP:

While there are independent professionals who may have domain knowledge, the unique feature of this Cathexis Think Tank team is the input of how Government departments think and function combined with deep understanding of law.

SERVICES - Indirect Taxes

- i) Determination of Taxability of product / service in GST & Customs
- ii) Classification of goods / services under GST and Customs Act
- iii) Determination of rate of duty / tax
- iv) Availability of Exemption Notification
- v) Eligibility and Management of Input Tax Credit of goods / services
- vi) Preparation and representation before Advance Ruling Authority of GST or Customs and or IT Appellate Authorities in the case of GST / IT, High Court and Supreme Court
- vii) Setting up of Private Bonded Warehouse under Customs Act
- viii) Setting up of EOUs
- ix) Advice and Application for Refunds of excess tax amounts paid / on exports etc.
- x) Advice on FEMA and Application on export incentives like Drawback, Advance Licence Applications, SFI Scrips etc.
- xi) All other compliance issues.





Direct Taxes:

- i) Transfer Pricing
- ii) Planning a workable competitive tax structure for business conglomerate.
- iii) Advising on Double Taxation Avoidance Agreement(DTAA) in relation to Indian operations
- iv) Providing advice on Transfer pricing issue
- v) Advising on Withholding tax issues on International Payments
- vi) Tax advice relating to Entry of foreign entities
- vii) Structuring of entities
- viii) Takeover of Indian Companies by Foreign Investors
- ix) Acquisition of Indian companies through Mergers (both National and International)
 - ✧ Acquisition of Companies under IBC
 - ✧ Advising on accounting Standard Issues - both under Ind AS/AS
 - ✧ Advising on investment strategies outside India and on divestitures of Businesses in foreign locations

Dispute Management:

- ✧ Legal advice during investigation by any agency or by departmental audit /AG Audit etc
- ✧ Scrutiny of the Notices received and advise on the defence approach
- ✧ Preparation of representation before the concerned Adjudication Authorities
- ✧ Scrutiny of Orders in original and suitability of Appealing
- ✧ Preparation of Appeals and representation before Appellate Authorities
- ✧ Preparation of Civil Appeals / Writs before High Court or Supreme Court

Preventive Audit:

Audit of all accounting systems, relating to compliance of all the relevant tax laws, FEMA, FTDR Act etc. periodically to ensure that the compliance is as per law.

Suggest corrective action, if there is any inadvertent error there by enhancing degree of compliance and saving of penalties Deal with statutory audit by various departments like GST, Customs etc. and AG Audit. Giving suitable advice regarding meeting the objection after proper examination and prepare grounds for contesting the same.

Market engagement with Cathexis:

Currently Cathexis is engaged with top-notch corporate entities, dealing inter alia with Healthcare services, Logistic services and Real Estate sectors. The experiences of Cathexis would be relevant and useful to the industry looking forward to cope up with Structural Reforms of the economy which would enable them to comply with rapid changes in the Law ensuring payment of all legitimate taxes and at the same time receiving all due benefits / advantages available under the law.

Conclusion:

Cathexis Associates LLP has dawned in to the current day market, understanding the heavy compliance burden of the Indirect & Direct Taxes. The think tank team which has an in-depth knowledge and vast experience in the chosen field has all the right answers to the challenges faced by the Industry, Commerce & Trade. Please come and try us! You will know the difference.





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