

# GROEAST

Experience. Expertise. Execution.

# Mission and Vision Statements

## Our Mission

*Our mission is to empower businesses to successfully navigate new markets by delivering data-driven insights, strategic guidance, and actionable roadmaps and implementation assistance. We are committed to reducing entry risks, maximizing opportunities, and enabling our clients to achieve sustainable growth in competitive global landscapes.*

## Our Vision

*Our vision is to be the most trusted partner for organizations worldwide seeking to expand into new territories, recognized for our expertise, integrity, and ability to transform market entry challenges into long-term success stories.*

# About Us



- Groeast is a new-age consulting venture by industry veterans
- Mission: Help businesses transform, grow, and lead in India, South East Asia & Middle East
- Founders and Leaders having 80+ years of cumulative experience with 600 global and domestic client handling experience
- Held leadership position in Top consulting and service companies
  - Expertise: Strategy, Ops, Global Sales, E-learning, IT
  - Scaled, transformed, and built high-impact businesses

# We help you achieve your international Expansion

## OUR 4D PROCESS

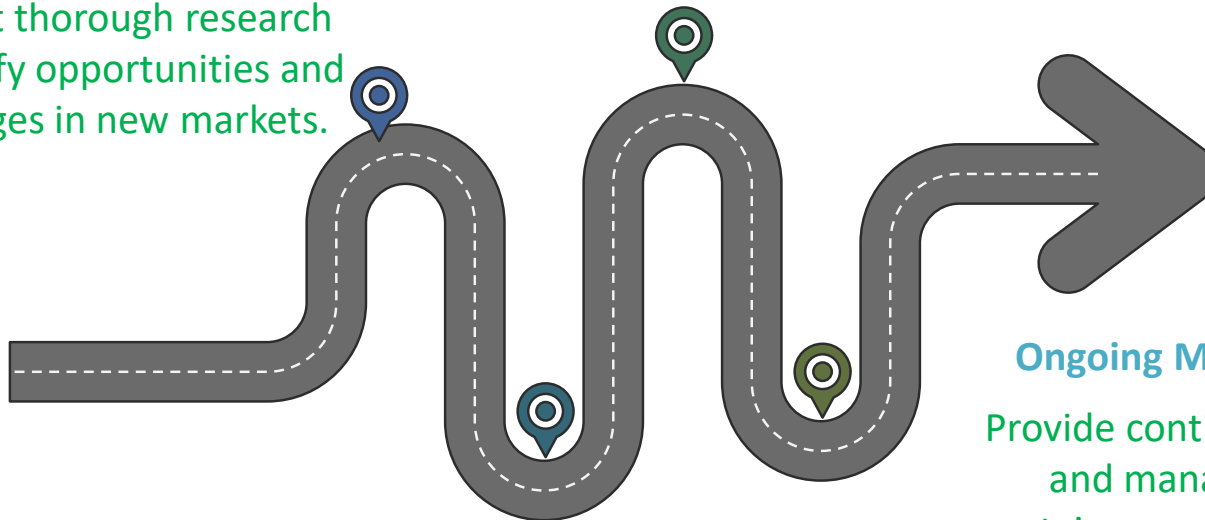
|                 |                        |
|-----------------|------------------------|
| <b>Discover</b> | Deep-dive assessment   |
| <b>Design</b>   | Strategic roadmap      |
| <b>Deploy</b>   | Implementation support |
| <b>Drive</b>    | Monitor & scale        |

### Market Research

Conduct thorough research to identify opportunities and challenges in new markets.

### Implementation

Implement the strategy effectively, ensuring smooth entry into the new market.



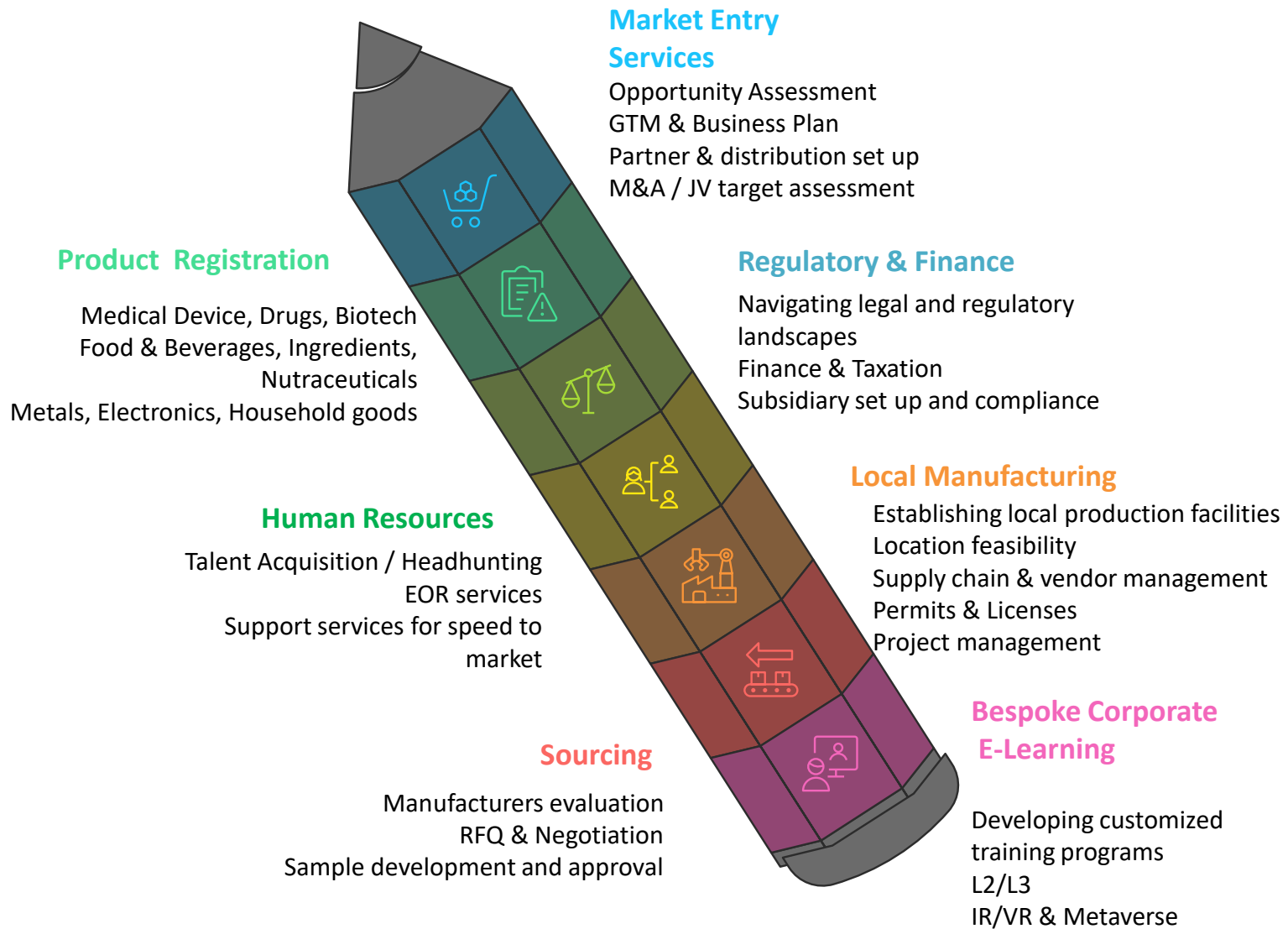
### Strategy Development

Develop a comprehensive strategy tailored to the specific market and business needs

### Ongoing Management

Provide continuous support and management to sustain growth and success.

# What We Offer



# Industry Sectors

## Who We Work With

- Global large companies, SMEs entering new regions or expanding in the regions
- Corporates diversifying into new verticals
- Investors evaluating market feasibility
- Companies trying to hedge the supply chain risks



### Industrial Products

Companies that manufacture industrial products.



### Healthcare

Companies involved in healthcare and medicine, medical device



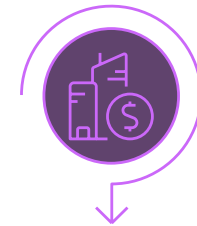
### Mobility & Transport

Companies focused on mobility and transportation solutions.



### Consumer Goods

Companies that produce consumer goods.



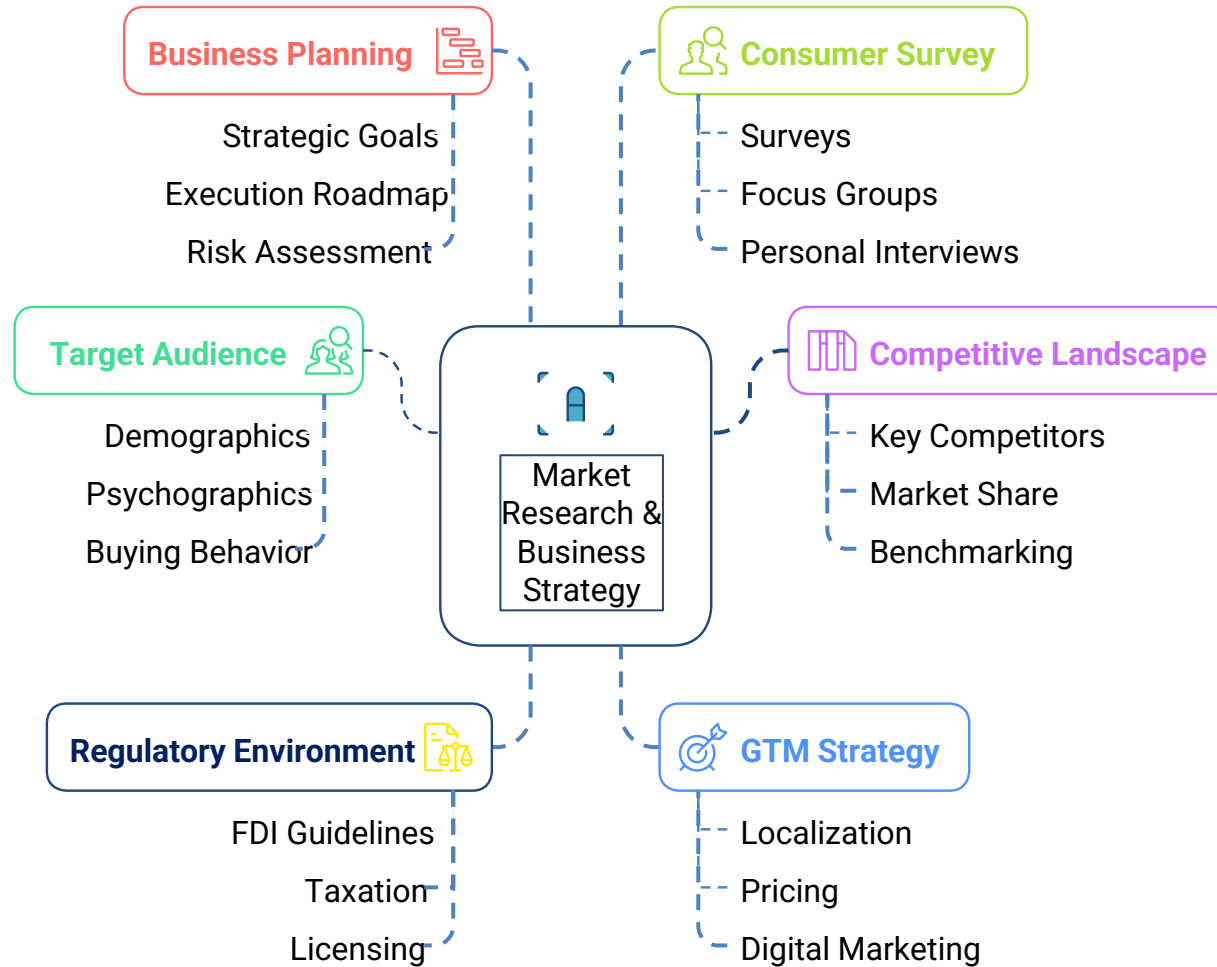
### Service Companies

Companies that provide services like banking, Insurance

# Why Choose Us

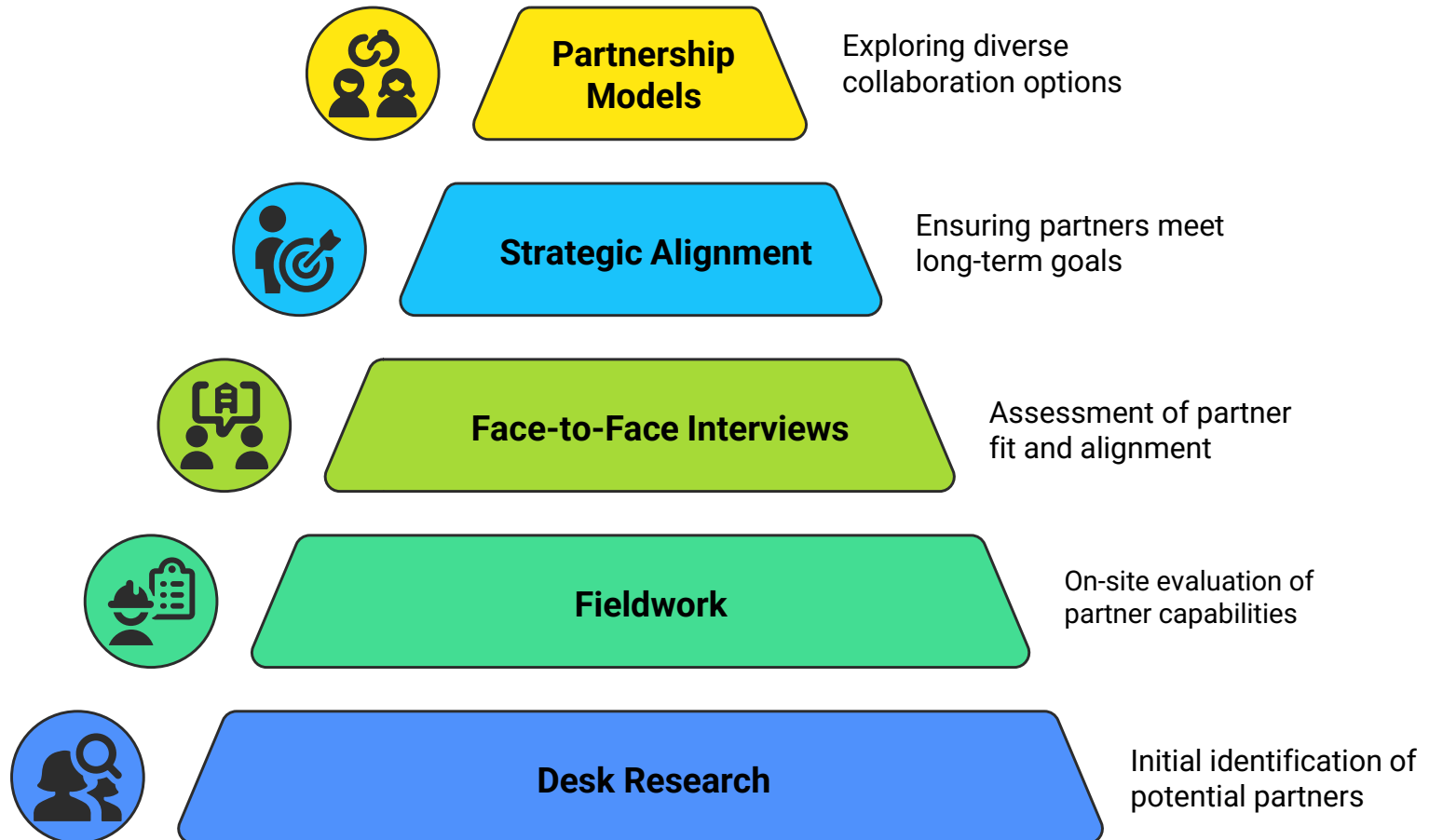


## Market Research and Business Strategy in India

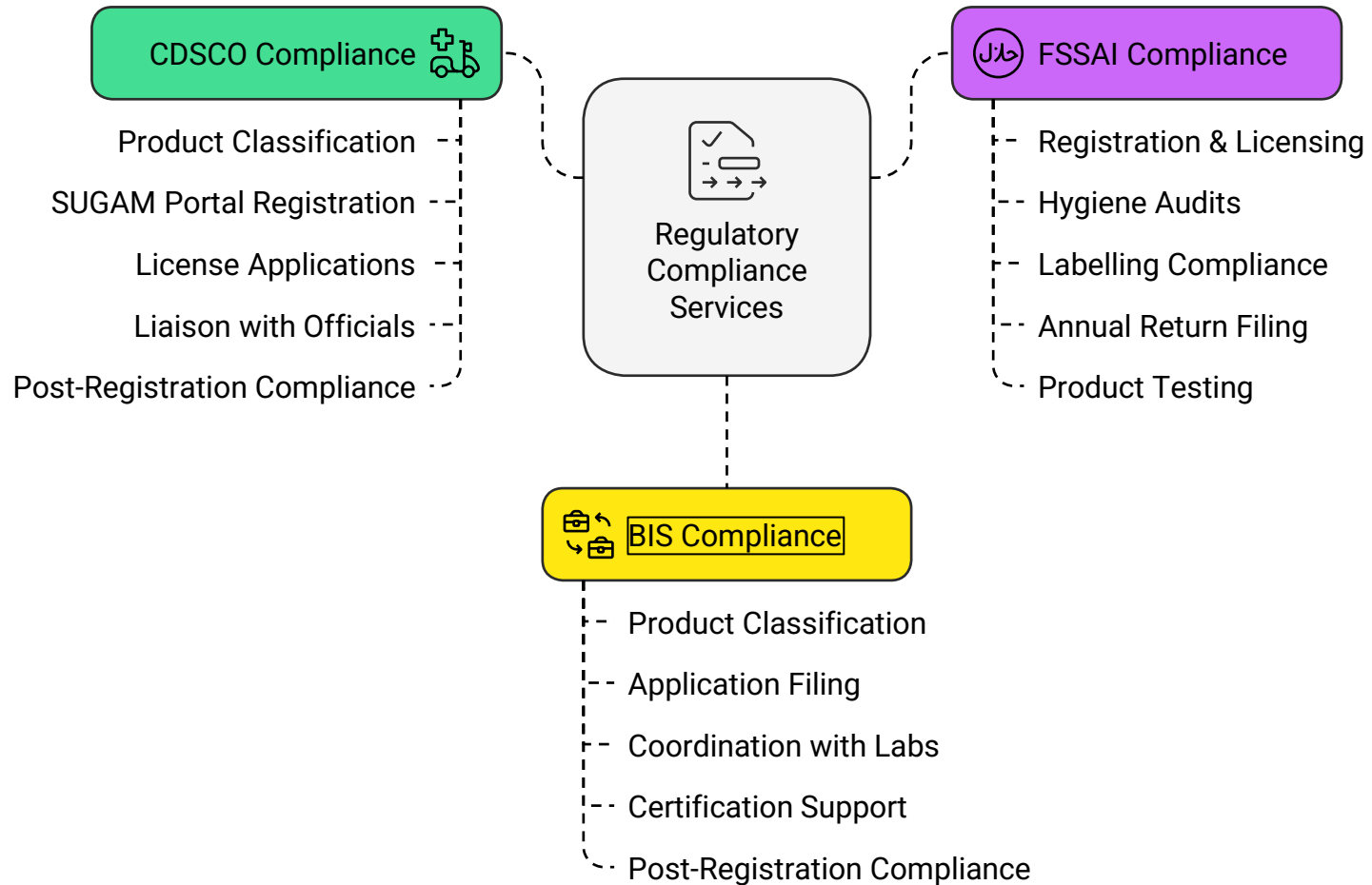




## Our Partner Selection Process



## Product Registration Services



## Comprehensive M&A Advisory Services

### M&A Services

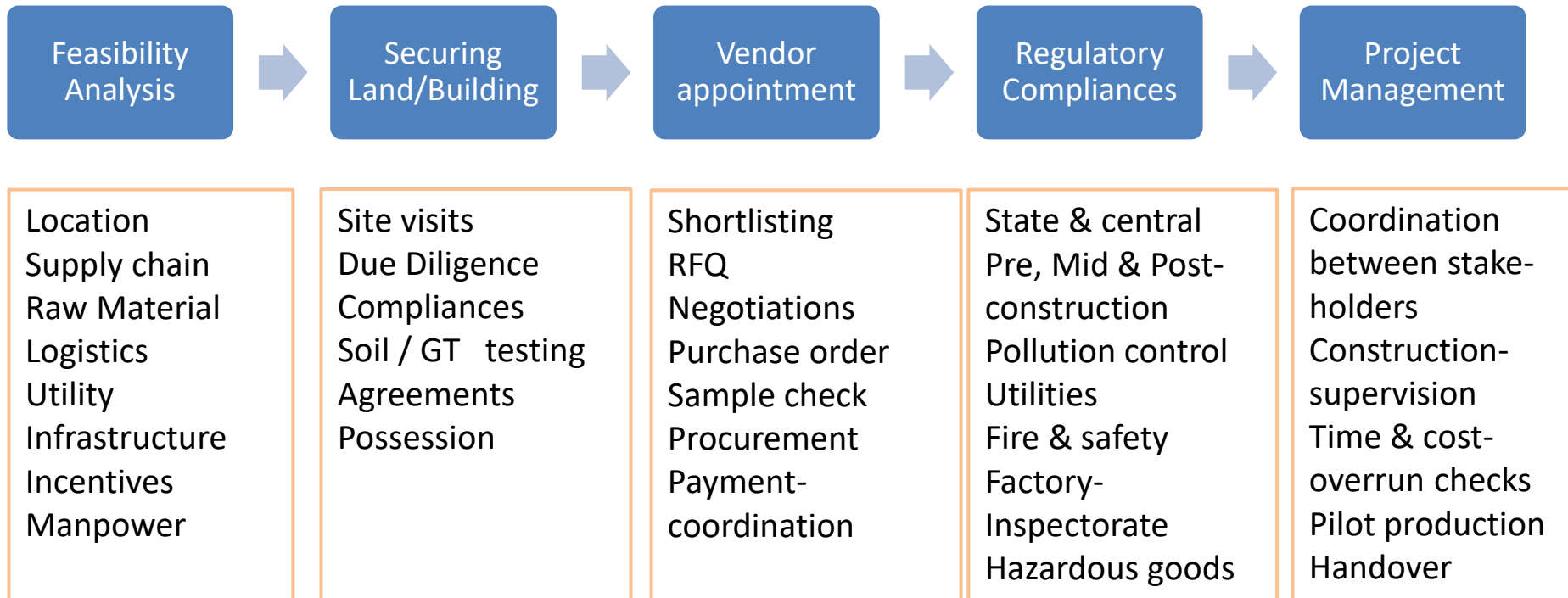
- Target Identification & Screening
  - Willingness for divestment
- Valuation & Deal structuring
  - Negotiation and support
- Coordinating Due Diligence
  - Regulatory Formalities
- Post acquisition value retention checks and balances



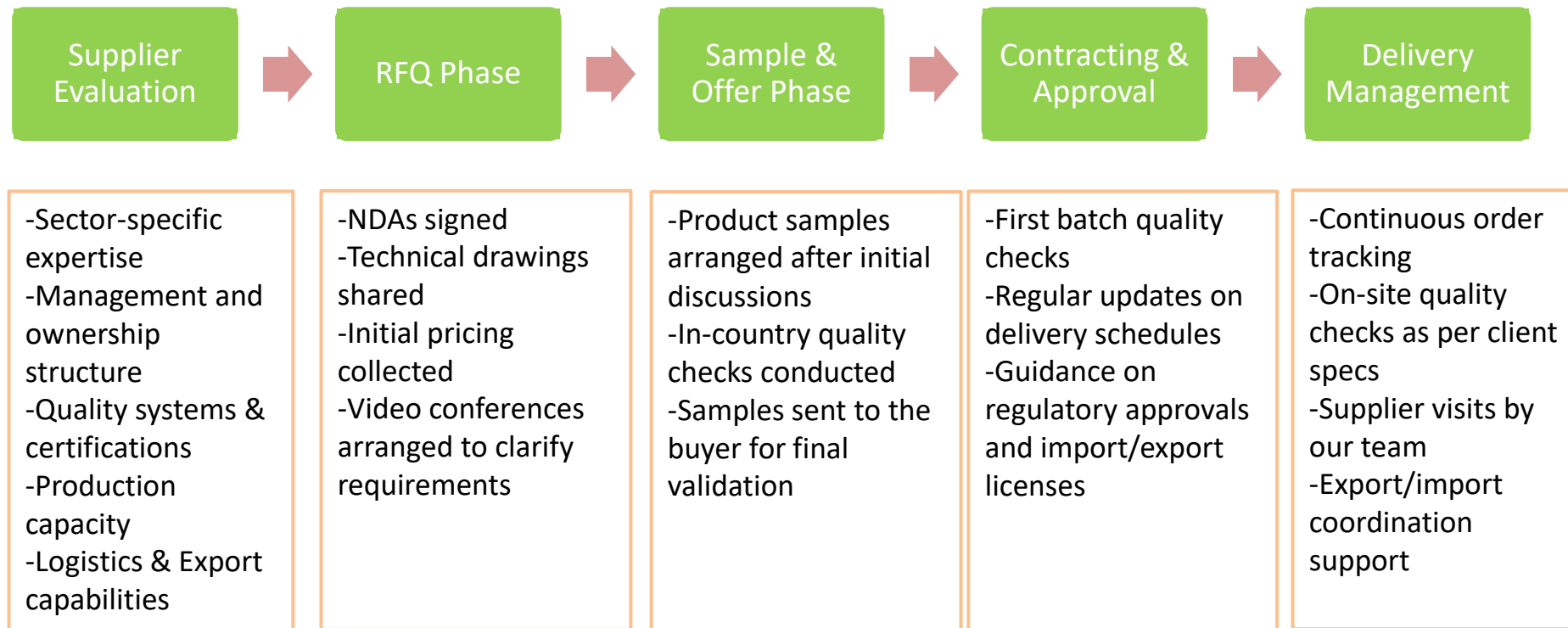
### JV Advisory Services

- Partner Identification & Evaluation
- Willingness for collaboration
- JV structuring & Legal Framework
- Business Plan & financial Modelling
- Negotiation and TS/NBO execution
- Regulatory
- Performance monitoring







## Manufacturing Assistance



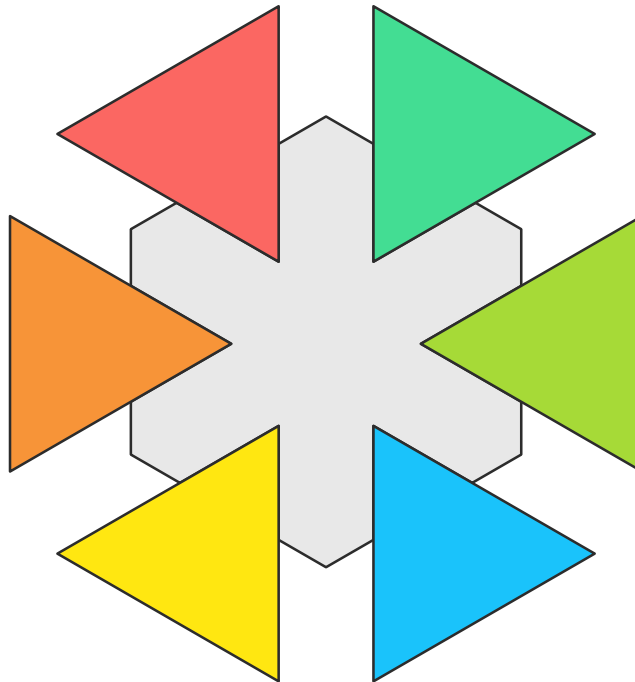
## Sourcing Assistance



## India Office Setup Comparison

| Characteristic   | Liaison Office                       | Branch Office                              | Wholly Owned Subsidiary (WOS)                                 |
|--|--------------------------------------|--|---|
|  <b>Commercial Activities</b> | No income generation, only marketing | Can engage in trading but no manufacturing | Can generate revenue and do all sorts of permitted activities |
|  <b>Regulatory Oversight</b>  | RBI approval                         | RBI and tax regulations                    | Companies Act, 2013   |
|  <b>Operational Funding</b>   | Parent company funded                | Local revenue can fund it                  | Can generate profit and dividends                             |
|  <b>Ownership/Control</b>    | Acts as communication bridge         | Offer services or trade                    | 100% foreign ownership  |
|  <b>Bookkeeping</b>         | All expense reporting                | Maintain books in India                    | Can consolidate with global accounts                          |
|  <b>Taxes</b>               | Not applicable                       | High Tax 40%                               | 25% corporate tax   |

## Corporate Secretarial Services for Compliance and Governance



- ▶ **Company Incorporation**  
Setting up legal entities in India
- ▶ **Statutory Compliance**  
Managing legal filings and documentation
- ▶ **Meeting Support**  
Assisting with board and shareholder meetings
- ▶ **Governance Advisory**  
Providing guidance on best practices
- ▶ **Event-Based Filings**  
Handling filings for corporate changes
- ▶ **Secretarial Audit**  
Ensuring legal health and readiness

## Finance & Tax Support Services

### Transfer Pricing & SVB

- Transfer pricing study & Form 3CEB
- Master File & Country-by-Country Reporting (CbCR)
- Advance Pricing Agreements (APA) &
- SVB registration, documentation & customs representation
- Valuation for related-party imports

### Accounting & Tax Compliance

- Bookkeeping & Financial Reporting
- GST Compliance
- Income Tax Compliance
- Payroll & Employee Taxation
- ROC & MCA Filings
- Tax Representation & Advisory

### ECB Services

- ECB structuring and eligibility assessment
- Loan registration (LRN) and RBI filings
- TP and arm's length documentation
- SVB support for related-party imports
- End-use advisory and compliance monitoring

### Accounting & Tax Compliance

- Financial planning, budgeting & forecasting
- Cash flow & working capital management
- MIS reporting & performance tracking
- Tax, regulatory & compliance oversight



# Our Core Team



**Chief Advisor**  
**Dr Tapan Gandhi**

A professor in IIT  
Delhi, Post  
doctoral associate  
from MIT, USA



**Chief Consultant**  
**Pinkesh Choksey**

With 26 years  
experience, a seasoned  
professional in market  
research & strategy



**Head Corporate  
compliance**  
**Kamlesh Gupta**

10 years industry  
experience in dealing with  
corporate compliance



**Head – Tax &  
Finance**  
**Swati Ahuja**

A CA by profession  
dealing in  
international and  
Indian taxation



**Head – E-Learning**  
**Subham Acharya**

20 years experience in  
bespoke corporate  
learning content with  
global experience



**Manager – Business Dev**  
**Lucky (Smruti) Mohapatra**

11 years industry  
experience in international  
business development  
with dealing with USA, EU  
and Japan clients

# Let's Connect

**GROEAST STRATEGY CONSULTING PRIVATE LIMITED**



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