



# Plutus Consulting

CORPORATE PROFILE

# About Us



Plutus Consulting was born in 2012 but started its operations only in 2017, to become a pioneer in the financial and management consultancy domain. The firm quickly adapted to the need of the hour realising the gap between the service delivery by the local firms and the client experience. Starting with rendering services only in corporate finance and accounting domain in Year 1, the firm is now a full-service firm rendering all round services to start-ups, SME and large corporates as a one stop solutions provider.

Our services are driven by quality and commitment to our clients and responsive quality service being our primary focus. We understand that time is of essence even in corporate finance division in today's dynamic world and fast changing scenarios and circumstances of the clients requiring access to updated & correct financial information for faster decision making. Our team of 50+ professional and associates share the vision of the founder and play a pivotal role in rendering the services in a manner second to none.

The average tenure of any employee being more than 3 years speaks volumes about our healthy work culture and ample growth opportunities for the team. With employee's well-being at its core, we are able to ensure the high employee morale, job security and vertical growth opportunities which in turns results in healthy relationships with the clients and lower replacement cost for the firm. Our employee awareness, engagement, and entertainment policies play an important role in relieving employee stress and fatigue which reflects in the work quality.

We take pride in the strong leadership ably led by our Founder. Our leadership comprises of subject matter experts on different subjects which gives us an edge over the peers enabling us to render expert services in multiple domains. Our expertise in all the aspects of corporate finance and regulatory matters gives us an ability to ensure correctness or prompt corrective action on the transactions undertaken by our clients. Our clientele spread across multiple continents is a strong validation of our strategy and approach which has benefitted numerous Start-ups, SME's, large corporates, and foreign companies in the services rendered by us.



# Services (1)



## ACCOUNTING & IGAAP

- Book keeping and accounting as per IGAAP
- Data repository
- Data collation and compilation
- Annual audit procedures and reconciliations
- Vendor queries managements

## PAYROLL & LABOUR LAWS

- Implementation
- Processing & documentation
- Periodical compliance and filings
- Departmental inspections
- Statutory registers
- Litigation support

## CFO CONSULTING

- Controllership
- Best practices
- Database Management
- AP/ AR Management
- Implementation of strategies
- Functional Efficiencies
- Setting up SOPs for optimization

## TAXATION & COMPLIANCE

- Corporate taxation
- Compliance & filing
- Litigation & assessments
- Written Opinion & Memos
- Tax Planning & optimization
- Advisory & Interpretation
- Audit support & Returns
- Expatriate Taxation
- International Taxation and Transfer Pricing

## TRANSACTION ADVISORY

- Investment Advisory
- Transaction structuring
- Mergers & Acquisitions
- Due Diligence & Limited Reviews
- Valuations
- Financial Modelling
- Investor Relationship Management

## MANAGEMENT CONSULTANCY

- Management Reporting
- Corporate Structuring
- Risk Analysis and Mitigation
- CXO services
- Capital Advisory Services
- Audit Support services
- Portfolio Management Services

## REGULATORY & CORPORATE LAW

- Corporate Law and Secretarial
- Inbound & Outbound transactions
- Reporting under RBI/ FEMA
- Adjudication & Compounding
- NCLT & NCLAT matters
- Liquidation & Winding up

## BUSINESS PROCESS OUTSOURCING

- Awareness programs
- Compliance portal management
- Rewards & Recognition program incl. ESOP/ SAR
- Database Management
- Admin Support & Office management
- Outsourced Manpower



**Services  
(2)**

# Industries Served



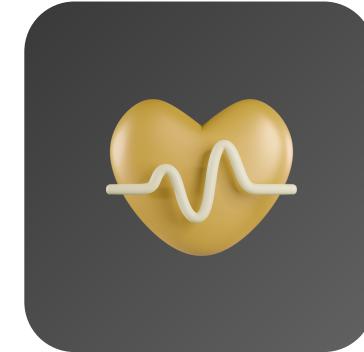
Information  
Technology



OTT



Banking &  
Insurance



Medicine &  
Healthcare



Digital  
Marketing



Real Estate &  
Co-working



Portfolio  
Management



Music &  
Entertainment



Ed-tech



Employer  
on Record



Travel



E-commerce

At Plutus, we target to transform the financial outsourcing and management consultancy industry in India by putting the customer at the center of everything we do.

At Plutus, our mission is to provide our clients with high-quality, customized solutions that are tailored to their unique business challenges. We are committed to delivering exceptional customer experiences by leveraging the latest tools and technologies to streamline processes, improve communication, and drive transparency.

We recognize that traditional consultants in India may be unaware of the changing business environment and client needs, and we believe that it's time for a new approach. We are dedicated to staying ahead of the curve by investing in our people and our technology, and by constantly seeking out new and innovative ways to improve the customer experience.

We also understand that once clients are onboarded, they often struggle to get the attention and support they need. That's why we are committed to being accessible and responsive to our clients' needs, providing them with regular updates, and ensuring that they always know what's happening with their business.

Our vision is to create a new standard in the industry, one that is focused on delivering exceptional customer experiences, and one that helps our clients achieve their business goals. Whether you are a small business or a large corporation, we are here to help you succeed, and we are committed to being your partner every step of the way.



## Strategy

# Unique Selling Proposition



At Plutus, we possess requisite ammunition to approach the situation with most appropriate weapon and kill it.

We believe every solution lies in the data of its own organisation. Our focus and expertise in documentation, processification, data management, data analysis and reporting gives us an edge over the peers in the industry to be able to respond to the situations timely.

Ensuring the service experience of our clients is of highest standards is the foremost at any strategy or approach adopted in rendering the services.

The fact that growth stage companies choose to work with us provides us the necessary validation of our approach & growth driven mindset of the firm as a whole.

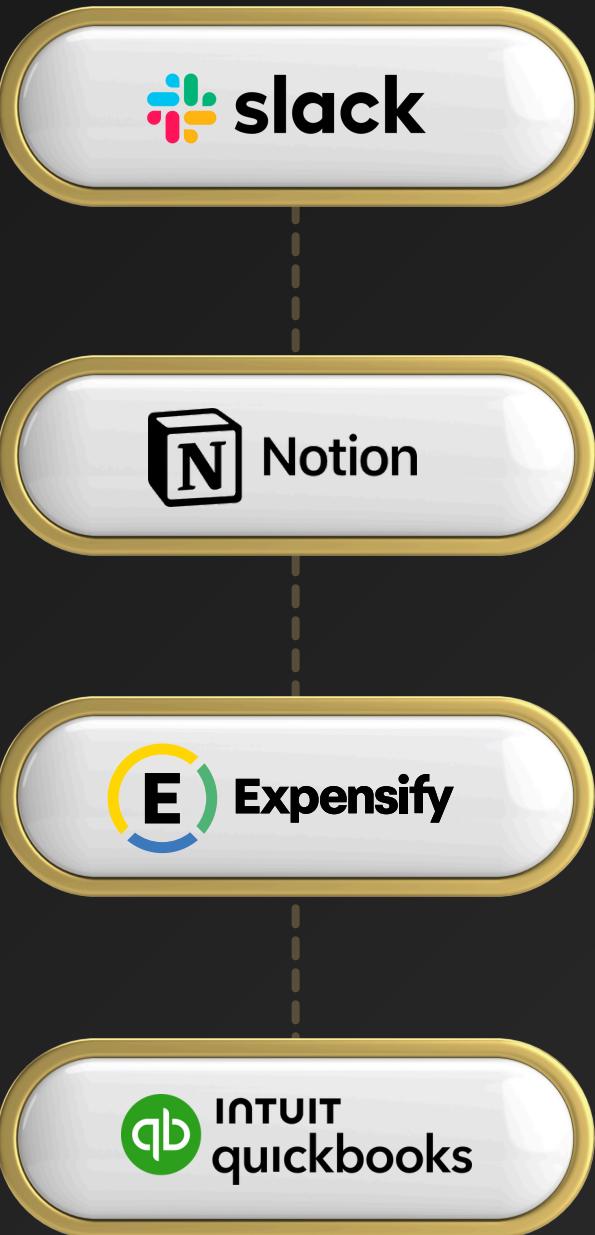


At Plutus, we are proud to have a team of experts who are well-versed in the most popular software used for various management functions. Our team has extensive experience in accounting software, viz., Zoho, Tally, Quickbooks; Payroll and HR Management Software, viz., Keka, Greythr; Expense Management Software, viz., Expensify, Coupa; Client Communication and Collaboration Software, viz., Notion, Microsoft Teams, Google Chat, Slack; and specially curated Inventory Management Software, among others.

We believe that having a deep understanding of the software that our clients use is critical to providing the highest level of service and support. That's why we invest in training and development programs to ensure that our team is up-to-date on the latest software trends and best practices.

Our team's expertise in popular software allows us to provide our clients with comprehensive solutions that are tailored to their specific business needs. Whether it's implementing a new software system, customizing an existing system, or providing ongoing support, we have the knowledge and expertise to ensure that our clients' software needs are met.

At Plutus, we are committed to providing our clients with the best possible service, and our team's expertise in popular software is just one of the many ways that we deliver on that promise. With our support, our clients can focus on growing their business, knowing that their software needs are being taken care of by experts.

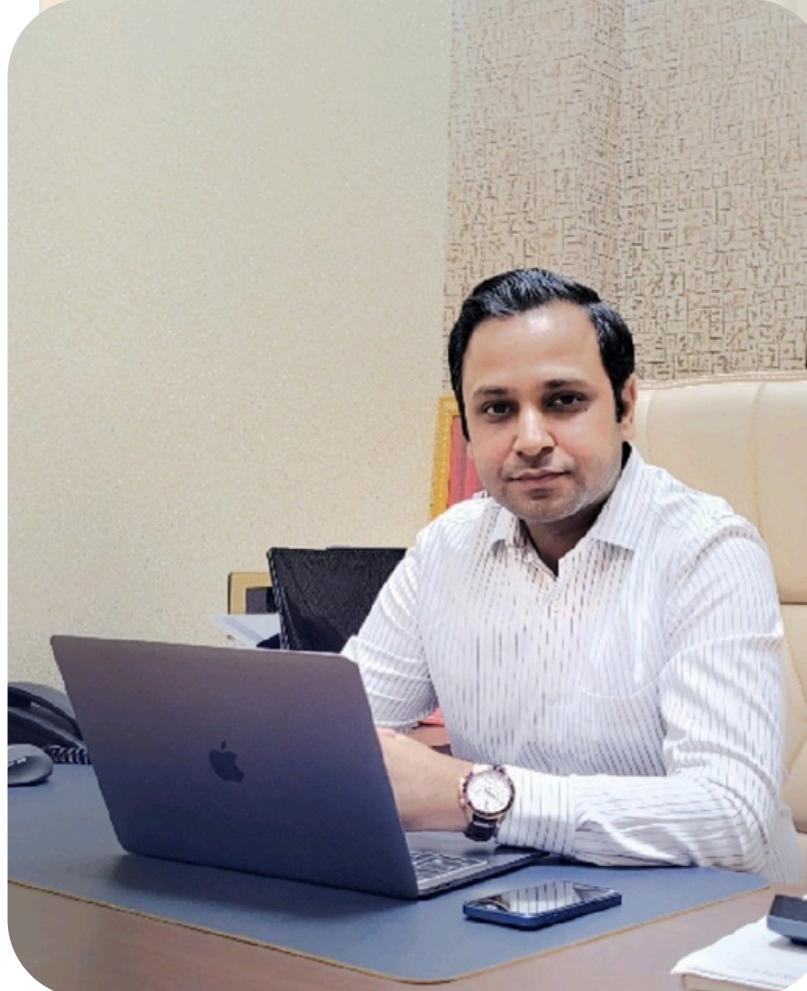


## Software Expertise

## Message from the Founder

### Kunal Singhal

Founder &  
Managing Partner

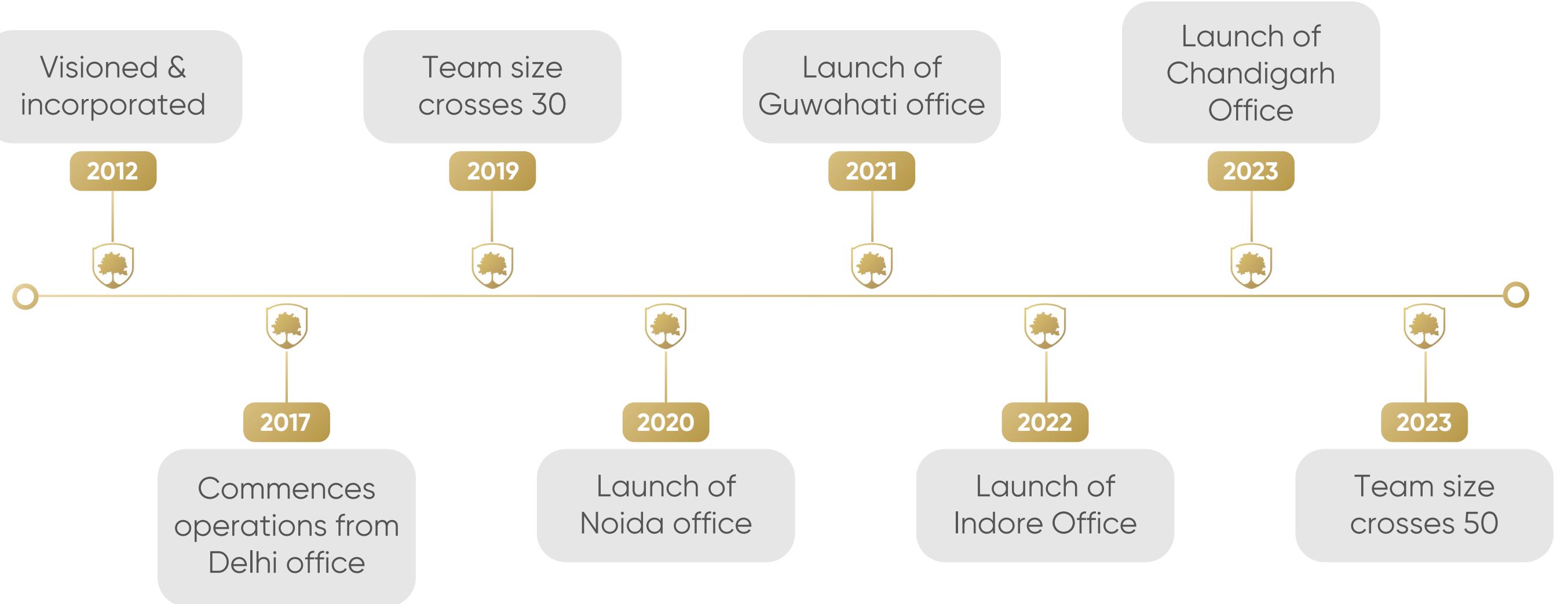


"Plutus was born out of need and not as just another firm rendering professional services. As I see it, the complexities of the businesses today requires thought leadership more than the execution teams. Thought leaders are not made but are created over a period of time who have gained experience of managing everyday situations throughout their journey.

The foremost struggle of any organisation lies in its leadership having to play multiple roles at a single time and get engrossed with the doing rather than thinking. The root cause is lack of talent who understands the genuine requirements of any business being perseverance, hard work, leadership, innovation, improvisation and many more.

At Plutus, we go that extra mile and bring focus with a bird's eye view which is an essential tool for the CXO's who are looking for it. This helps us in bridging the gap and restoring the control back in the hands of the management of our clients. The team at Plutus shares the vision of the founder and takes pride in being part of the journey while enjoying their high paced growth with the company.

One who is able to **THINK** is the human."





# Case Studies

**Actual case studies where our approach proved highly effective**

## CASE STUDY 1 PROCESSIFICATION

The entity is an LLP consisting of numerous partners. Each partner headed a different function and contributed to the growth of the firm for 5-7 years. Plutus was appointed as the financial consultant to complement the growth of the firm. With the processes put in place by Plutus and strong emphasis on the controls, a financial fraud in the payments process was detected and brought to the notice of the management which went un-noticed for years. Financial impact ranged beyond INR 10 million.

Company was restructured and robust controls were put in place.

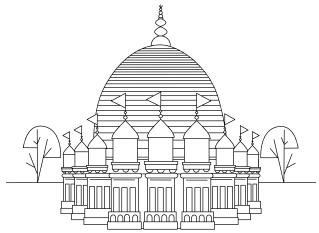
## CASE STUDY 2 STRATEGY

The company is a private limited company operating in real estate co-working industry. The company had set up a new co-working centre with more than 3000 seats to fill. Company relied on its sales team to fill the centre with occupants which was a humungous task. Plutus, as its growth partner, helped in leveraging the strength of leading aggregators in the space and build collaboration with the company to achieve a fruitful partnership benefitting both the parties. Revenues of the company grew multi-fold and company could expand rapidly.

Company was valued at more than USD 40 million within 3-4 years of starting up.

Our headquarters is located in **New Delhi**, the capital city and hub of business and commerce in India.

We also have offices in:



**Guwahati (Assam)**



**Noida (UP)**



**Chandigarh**



**Indore (MP)**

Each of our offices is staffed with a dedicated team of professionals who bring deep industry expertise and a passion for delivering exceptional results to our clients. Our location in New Delhi enables us to serve clients across the country, while our presence in Guwahati, Noida and Chandigarh allows us to offer specialized services to clients in these regions. No matter where our clients are located, we are committed to providing them with high-quality, customized solutions that address their unique business challenges.

Our multi-office presence also enables us to attract and retain the best talent in the industry. We are able to build a diverse and highly skilled team that can deliver outstanding results for our clients. We believe that our people are our greatest asset, and we are committed to investing in their success and well-being.

At Plutus, we are proud of our roots in India and our deep understanding of the local business environment.



## Our Offices

# Thank You



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