

# THE K S AIYAR ALLIANCE

**Announcing the formation of the KS Aiyar Alliance**

**Raghuvir M. Aiyar**  
*Chairman, The KS Aiyar Alliance*



**KS AIYAR ALLIANCE**

# THE K S AIYAR ALLIANCE

To Support and Develop India's Audit Profession

**Kartik Pandit**  
*President, The KS Aiyar Alliance*



KS AIYAR ALLIANCE

Alliance of IAFs  
Alliance by IAFs  
Alliance for IAFs

**1<sup>st</sup> Indian HQ Alliance Formed Specifically  
With the Goal of Going Global**

Borrowed from the famous speech by President Abraham Lincoln, in 1863, a statement on American National purpose



# FOREIGN HQ NETWORKS & ALLIANCES



## NETWORKs

Annual Income	(\$mn)
Delloite	36800
PWC	35896
EY	29626
KPMG Int	25420
BDO	7601
RSM	4866
Grant Thornton	4789

## ALLIANCES

Annual Income	(\$mn)
GCI Global Alliance	5254
Praxit Global Alliance	4748
TAG Alliances	4000
LEA GLOBAL	3077
Prime Global	2506
Allinial Global	1764
MSI Global	1383

Source: [www.accountancyage.com](http://www.accountancyage.com)

# THE FOUNDATION OF OUR ALLIANCE



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- Cooperation between member firms
- Protects the identity of each member
- Meet the market expectation of going global
- Profile of IAFs in the country coming together
  - long standing
  - high standards
  - clear ethics
- The global superstructure will rest on this solid foundation
- Alliance will remain always 'not for profit'

# COMMITMENT TO A GAME PLAN



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- Regain and correct the “market perception” indicated in research report of IIM-A, with corporate India, of dependence on MAF
- One firm per location is our immediate goal:  
Pan-India presence - 29 States , 7 UT
- Build a critical mass of headcount of 4000  
– at 100 heads per location x 30+ locations
- Will work to delivery a unified and best in class service capability



# OUR PROCESS BACKBONE



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- **Fundamental Change we visualise : Branding of our Processes vs Branding of the Firms**
- **Our Branded Tools and IT processes**
- **Supported by uniform training, ensuring uniform client experience**
- **Member Firms will be networked on our best practices**
- **Customized application by each member firm**
- **Ease of scalability of resources from member firms**
- **Geographical outreach - capability for Pan India delivery and then Global delivery**

# OUR INITIAL MEMBERS



**K S Aiyar & Co - MAHARASTHRA**

**CNGSN & Associates LLP – TAMIL NADU**

**Dharmesh Parikh & Co - GUJARAT**

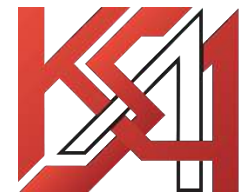
**S P Chopra & Co – DELHI**







# MEMBER FIRMS INTRODUCTION



KS AIYAR  
ALLIANCE

**The First Firm of India, 121 years and counting**

**Mr Kalyan Subramani Aiyar, recognized as Father of Accountancy in India by ICAI**

**With 20 partners, 350 head count, across metro cities,**

**A name that inspires confidence and trust from corporates big and small**

**Ranked in the Next 6 after the Big 6 CA firms in the country (pre rotation)**

# CNGSN & ASSOCIATES LLP



11

Set up in 1990

5 Offices at multi locations across South India

With 10 Partners, head count 130,

Ranked in the Top 20 CA firms in the country

#1 leading firm in Tamil Nadu (outside present networks / alliances)

# DHARMESH PARIKH & CO



12

Set up in 1991

Peer Reviewed and ISO 9001:2015

6 Partners with a belief that Client care never stops, head count of 30

#1 ranked leading firm in Gujarat (outside of all the present global networks / associations)

# S P CHOPRA & CO



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Established in 1949, with 65 years and counting

11 Partners with offices in India and an office in Canada

Head Count of 70

Unique in that has given **2 Presidents** to the ICAI

- Mr S P Chopra – 1956
- Mr R N Rai- 1964



# THE BRANDING OF KSAA & WEBSITE





# BRANDING DEFINED

- Branding is NOT just a logo or tagline or marketing alone
- Branding is a unique set of values that helps the brand stand out

“

*When people use your Brand as a verb, now that is remarkable!*

”

-Meg Whitman

# KSAA BRANDING STRATEGY



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- Compared to the stricter guidelines for the CA Firm website, the Alliance branding had room for going ‘full throttle’.
- “Alliance” within the Alliance!

Unique



Simplicity



Flexibility



Scalability





# THE COLOR PSYCHOLOGY

What does Red color signify?

Do we really need black?

## Red

**Psychology of Red:**

- Bold • Passion • Strength • Attention • Love • Exciting • Action • Aggressive



## Black

**Psychology of Black:**

- Sophisticated • Luxurious • Formality • Style • Elegance • Expensive • Authority



Source: [www.thelogofactory.com](http://www.thelogofactory.com)



LAUNCH OF WEBSITE



KS AIYAR  
ALLIANCE



# MEMBERSHIP CEREMONY



KS AIYAR  
ALLIANCE

# HARD LAUNCH TO FOLLOW



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## A special thanks

- to the new member firms for their delegation and participation
- to our Chief Guest and Special Invitees who have joined us here today to grace the occasion
- to our Partners of KSAiyar who have travelled to Mumbai from all offices
- to Admin and Professional Staff who are present here

The Hard Launch will follow and we will keep you informed.

ON REPEATING THE  
MISTAKES OF WESTERN AUDITING:  
**New Structure for  
Audit Profession in India**



WHITE PAPER BY RAGHU AIYAR



KS AIYAR  
ALLIANCE



On behalf of

**THANK YOU**



KS AIYAR  
ALLIANCE