



PURPOSE, VISION, MISSION & VALUE STATEMENT.

Our Purpose:

- ✓ We believe in adding value while serving business and people, professionally.

Our Vision:

- ✓ Be the preferred professional organization, trusted to deliver excellence.



Serve + Trust.

- ✓ Serving others prepares us to lead others.
- ✓ Albert Einstein- Only a life lived in the service of others is worth living.
- ✓ Everyone can be great, because everyone can serve- Martin Luther King.
- ✓ Bible- As you shall sow, so shall you reap- Nature law- Gravity.
- ✓ Trust = Firm belief in someone.
- ✓ It is fragile- Easy to break/ lose- very hard to get back.
- ✓ He who does not trust enough will not be trusted- Lao Tzu.



Excellence = Mastery over work

- ✓ To know how to do something while enjoying it.
- ✓ Desire to succeed, live to our full potential.
- ✓ We are what we repeatedly do. Excellence is a habit – Aristotle.
- ✓ Amazing result in Self Confidence and Self Esteem



Our Mission:

- ✓ To provide consistent, high-quality services which exceeds expectations.
- ✓ To have a practical and problem-solving approach.
- ✓ To be responsive and versatile.
- ✓ To develop knowledgeable and committed professionals as leaders.



Consistent + Quality + Commitment

- ✓ **Consistency:** Every time- all the time- habitual – way to stand out.
- ✓ Consistent work leads to success- Dwayne Johnson- Actor.
- ✓ One can stand out when we persevere.
- ✓ KSCAA + Our updates + Monthly KM, Articles, online sharing..
- ✓ **Quality:** Technical standards, result of high intention, sincere effort and skilful execution.
- ✓ It is when it matches the client's expectation
- ✓ Under promise and over deliver – adds to integrity.
- ✓ **Commitment** leads to action and brings our goals to reality



Our Core Values

All of us are committed to the following;

- ✓ **INTEGRITY:** Doing the right things in a fair and ethical manner.
- ✓ **KNOWLEDGE:** Acquire and share subject expertise continuously.
- ✓ **INDEPENDENCE:** Being unbiased.
- ✓ **INNOVATION:** Thinking originally and differently. Out of the box approach.
- ✓ **PASSION:** Inspired to make a difference.
- ✓ **SOCIAL RESPONSIBILITY:** Focus on education and training of community.



Integrity + Independence

- ✓ 1st characteristics of ICAI- Code of Ethics.
- ✓ Actions prove our integrity and not words.
- ✓ Most respected trait for leaders.
- ✓ We are not in control of others and do not allow various influences of money, threat, conflict to arise- Chapter in GST Audit Book 2020.



Innovation, Passion and Giving.

- ✓ **Innovate** by embracing competition, change to excel.
- ✓ It is the difference between followers and leaders- Steve Jobs.
- ✓ **Passionate:** Love what we do and give 100%.
- ✓ Pleasure in the job puts perfection in the work- Aristotle.
- ✓ It is that which fuels the energy to have a powerful focus which excites us.
- ✓ **Giving:** We are all blessed in H&A- what the universe has given us- give back by way of education and support others growth.



Making a difference

- ✓ **Thought Leaders in Indirect Taxes – 50+ knowledgeable + committed**
- ✓ Pioneers in IDT (Central Excise) Audit in 1990- TTK Group
- ✓ **Spawned 20 + authors**
- ✓ Built capacity of CAs across India to practice GST – more than 1 lakh
- ✓ **More than 200+ suggestions for making IDT law simple, fair and transparent**
- ✓ Grow by giving: Smaller part of the bigger pie in firm. 1400 children supported in standing on own feet. Aim is 5000.
- ✓ **Build capacity of Commerce graduates – Done – 3000. Aim is 1 Lakh.**



Acknowledgement

- ✓ To All of You for your generous support.
- ✓ Be safe- Be empowered.
- ✓ Let us all grow to our potential and serve the Country, Profession and Ourselves.