

# *Fast-tracking UK-India ties*





PwC's UK Business Desk provides advice and practical assistance to Indian clients wanting to explore business opportunities in the UK and to companies and individuals from the UK wanting to conduct business or invest in India. We have the local experience and a strong global network to help companies maximise opportunities and build success both in India and the UK.

Whether you are looking at new markets for the first time or are already established in India and want to grow your business, we can provide in-depth knowledge of the markets, culture, legal systems, tax, accounting and regulatory framework in both India and the UK.

At PwC we have a group of professionals highly experienced in supporting clients as they conduct business between the UK and India. The UK Business Desk serves as a focal point, connecting clients with the right expert for their specific business need across the practice areas of financial reporting, tax, deals, human resources management, supply chain, sustainability and risk management.

## ***Our value proposition***

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### **Entry Strategy Services**

Our Transaction Services Strategy (TSS) practice provides consulting services for entry options in India and assists in devising a market entry strategy.

- Options for entry (both equity and non-equity forms)
- Challenges and risks associated with different entry options
- Evaluation of the regulatory environment, tax and other government incentives
- Screening of partners/acquisition targets
- Feasibility study and location analysis (including availability of tax and other government incentives available in various states)
- Analysis of tax-efficient funding structures and repatriation strategies

### **Deals Services**

The Deals team offers services across the deal continuum, including advisory on mergers, acquisitions, divestitures, joint ventures (JVs), spin-offs and strategic alliances.

- **Corporate finance** provides complete lead advisory services, including target identification, target screening, developing transaction strategy, negotiation and documentation support, and assistance in transaction closure.
- **Due diligence** includes financial, tax, commercial, operational, legal, forensics and HR operations analysis. Our due diligence team also carry out desktop reviews of the potential JV partners.
- **Valuation** services include business and assets valuations for transactions, tax, dispute, financial reporting, and governance and regulatory needs. Specific services include purchase price allocations, independent expert reports and fairness opinions.
- **Post-merger integration** services helps identify key revenue, cost and core synergies and opportunities across all functions in an organisation in order to maximise and unlock integration value

## Tax and Regulatory Services (TRS)

We assist businesses, organisations and individuals with tax strategy, planning and compliance, whilst also delivering a wide range of business advisory services.

- **Setting up a subsidiary, branch and liaison office in India:** We assist companies in obtaining the necessary approvals and licenses.
- **Tax advisory and compliance:** We support you in developing tax-efficient strategies and managing your tax exposures while considering your individual business needs. We also help clients adhere to various tax and regulatory compliance requirements, as applicable.
- **Expatriate taxation:** We have a dedicated team offering a full range of international assignment tax services, both consulting and compliance, to assist you in harnessing the value of global mobility while managing risks.
- **Transfer pricing (TP):** We provide leading-edge tools and solutions relevant to your industry in the areas of developing a coherent and defensible TP policy, compliance and documentation management, and strategising and assisting in dealing with global dispute resolution.
- **Tax assessment proceedings:** We provide assistance during tax audits by revenue authorities and corporate tax litigation, including representation to the tax officer.
- **Tax litigation support:** Our team can assist you in identifying and addressing potential tax risks, tax dispute avoidance and resolution as well as litigation support.
- **Indirect tax:** We assist in custom duties, central excise and value added tax (VAT), service tax, foreign trade policy, free trade agreements (FTAs) and cross-border supply chains and anti-dumping duties.
- **Regulatory services:** Our dedicated regulatory team provides services in the areas of foreign direct investment (FDI) policy, exchange control regulations, corporate laws and industry sectoral regulations. Our regulatory services include structuring of investments and transactions and implementation assistance, obtaining regulatory approvals, licences, clarifications and dispensations, and advising on government policies impacting your business.





## Consulting services

We help organisations work smarter and grow faster. Reach out to us to build effective organisations, reduce costs, manage risk and regulation, and leverage talent.

- **People and Organisation** includes HR transformation, rewards and benefits management, organisation design and workforce planning, talent management strategy and employer branding, learning and development, and performance measurement and management.
- **Finance Effectiveness** includes maximising enterprise performance, transforming finance functions, augmenting finance talent and organisation, shared services and benefits management.
- **Sustainability** includes assistance in clean development mechanism, climate change strategy, social, environmental and economic sustainability reporting, life cycle management, and verifying the robustness of environmental management and emissions tracking systems and emissions data.
  - **Technology Consulting** includes Oracle/SAP application—implementation, support and maintenance, and information management—assistance in the definition, development and implementation of business intelligence (BI) and corporate performance management (CPM) solutions, and help in implementing technology solutions using Microsoft products to improve your business processes and controls.
- **Operations Transformation** includes optimisation of supply chain and logistics. We can further help you in achieving procurement excellence, manufacturing excellence, and sales and marketing excellence. We also assist in transformation programmes and operations architecture design and implementation.



## Other services

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### Internal Audit and Risk Advisory

- Internal audit
- Risk assessment and mitigation
- Institutionalising internal controls and systems
- Business process reviews



### Forensic Services

- Accounting irregularities and fraud investigations
- Anti-corruption and anti-bribery compliance reviews
- Anti-money laundering and know your customer (KYC) services
- Commercial disputes and arbitration
- Compliance framework
- Corporate intelligence
- Forensic technology solutions
- Fraud risk assessment
- Licensing management services



### Sustainability Strategy and Reporting

- Sustainability and climate change services
- Corporate social responsibility (CSR) strategy, policy and reporting
- Environmental services, including carbon management, water management and waste management and environmental due diligence
- Monitoring, evaluation and impact assessment of community and environmental initiatives



### Government Reforms and Infrastructure Development (GRID)

- Policy development
- Operational and post-deal performance improvement
- Feasibility studies
- Strategy development
- Assistance in public-private partnership (PPP) structuring
- Programme and project management
- Capital projects and infrastructure
- Compliance management
- Corporate restructuring advice

## Contact us

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## About PwC

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