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# Who we are

## Your Trusted Partner In Business

SimplyBiz is a multidisciplinary professional services firm with competency in Finance, Legal, Accounting, Tax & Compliance. SimplyBiz's endeavour to offer quality and consistent services to its clients is treading the path of democratization of expertise and productization of services which it believes will bring significant value to its clients.

SimplyBiz was founded in May 2022 by Mr. Gunturu Raghu Babu and his core team having more than two decades of experience in managing professional services firms. The team comprises of professionals like Chartered Accountants, Company Secretaries, Lawyers, and Management graduates having deep knowledge and competency. The collective team experience is over 300+ years.

SimplyBiz was formed with the mission of simplifying the clients business functions. A few of our service offerings being productized to deliver better quality and experience are Transaction Advisory for fundraising, Business Setup, Entity Management, Corporate Governance, and Secretarial compliances, and Buy Back of shares.

We are ideally suited to institutionally funded companies, emerging & growing companies and overseas companies that have presence in India, who look for a single service provider to manage all their business support functions. We extensively believe in leveraging technology to serve our clients more efficiently and effectively. We ensure that every company we manage is Diligence Ready, in good standing at all times, and follows good corporate governance practices.

We have multi-location presence in the major cities of India which include Hyderabad, National Capital Region, Chennai, Bengaluru & Mumbai and we do serve clients across PAN India. Hyderabad is our excellence & delivery centre from where most of our team members operate.



## About us

A few of our service offerings being productized to deliver better quality and experience are mentioned hereunder:

SimplySet-up - Business Setup

SimplyCorp - Corporate Governance and Secretarial activities

SimplyTransact - Transaction Advisory activities for fundraising and M&A

SimplyFACT - Entity Management

SimplyBuyback - Buy Back of shares



**100+**

Existing clients

**30+**

Team of Professionals

**30+**

Industries

**300+**

Years of collective Team experience

# Our USPs



Rich collective  
experience



Client-Centric  
Approach



Committed and  
Agile Team



Digitally  
Driven



Exposure with diverse  
industries



Dilligence Ready  
Approach



One Stop  
Shop

# SimplySet-up – Business Setup



**SimplySet-up** – SimplySet-up provides full-fledged advisory & assistance for setting up business in India to ensure that business owners can start hiring people and commence business activities.

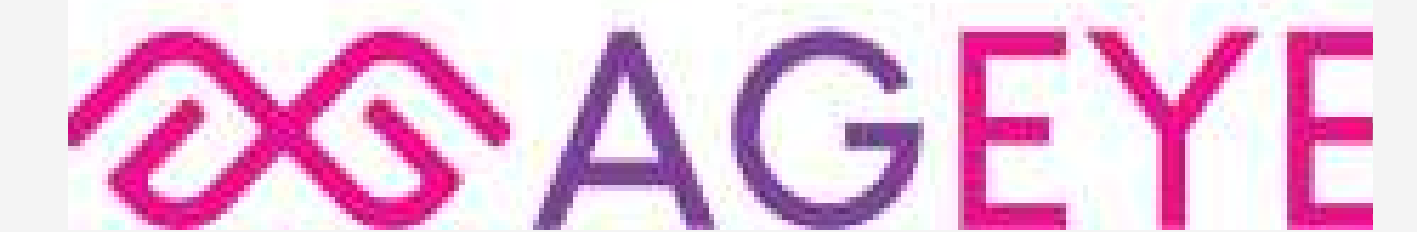
## What we do ?

- Advising the right entity structure based on the objective
- Advisory, Assistance and Execution support for entity set up in India covering Companies, Limited Liability Partnerships LLPs & Not for Profit Set ups
- Advising on the entry-exit Strategy
- Assistance for Business Set ups in Overseas Jurisdictions
- Establishment & Employment related support

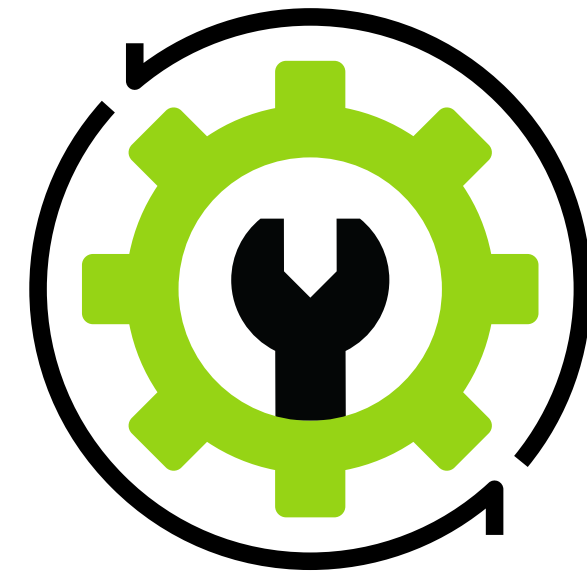
## Whom we serve ?

Indian & Overseas businesses Owners and Foreign Investors

## Our Clients



# SimplySet-up - Use Case



**Foreign companies** which set up Indian subsidiaries as their Global Capability Center look for service providers who can proactively handle their compliances end-end, educate the foreign directors on the Indian regulatory requirements and undertake reporting to the parent company.

**We have been associated with diverse clients having parentage from various Global locations and we have been supporting them in their compliance requirements covering**

Advisory on the structuring of the Indian company and assistance in **business set up including procuring various licences & Registrations.**

Advisory on the **mode of receipt of Foreign Direct Investment** and reporting to the regulator for the remittance received by the Company.

Assistance in meeting the requirements of having an **Indian Resident Director** on their Board.

Handholding the Foreign Directors at every stage and **educating them on the Indian regulatory environment.**

Providing ongoing **compliance support under Companies Act & FEMA** on a Retainership basis.

Reporting the parent entity from **time to time** on the **compliance updates.**

**Supporting** the Indian & global accounting and audit team on Compliance assurance

# SimplySet-up - Client Testimonial



"We engaged Raghu & his team for help creating a wholly owned India entity under our US-based parent company. They clearly explained the process, reviewed all statutory requirements and guided us every step of the way. Everything was completed as promised and in a timely matter. Additionally, they helped us with the creation of an employment policy outlining all legal & compliance issues. I would highly recommend SimplyBiz to anyone looking to setup a legal entity in India. They also continue to manage our ongoing compliances."

**Nick Genty**  
CEO, AgEye Technologies, Inc.



"Team SimplyBiz supported us in setting up our Private Limited Company in India. We found their approach to be very professional and they navigated us well through the entire process. The assignment was completed as per the timelines committed. Being happy with their services, we continue to engage them for the ongoing compliance support."

**Mr. Suresh Lingamaneni**  
Director, FarmAI Solutions  
Private Limited

# SimplyCorp - Corporate Governance and Corporate Secretarial



SimplyCorp - SimplyCorp is a solution that offers comprehensive and end-end management of Corporate Governance & Compliances under Companies Act, Foreign exchange management act and all other applicable laws covering all stages of the entity life cycle.

## What we do ?

We undertake compliance management mainly under Companies Act & Foreign Exchange Management Act covering the below mentioned:

- Advisory & Guidance
- Board Management
- Shareholder Management
- Investor Management
- Parent company Reporting
- Compliance & Reporting to the regulator

## Whom we serve ?

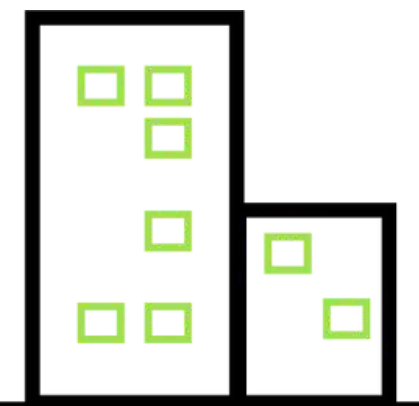
- Institutionally Funded Companies
- Foreign Subsidiaries
- Emerging and Growth Companies
- Companies looking or Diligence Preparedness

## Our Clients





# SimplyCorp - Use Case



The major chunk of clients that SimplyCorp handles fall under the below mentioned broad categories and the offerings are very specific to their needs.

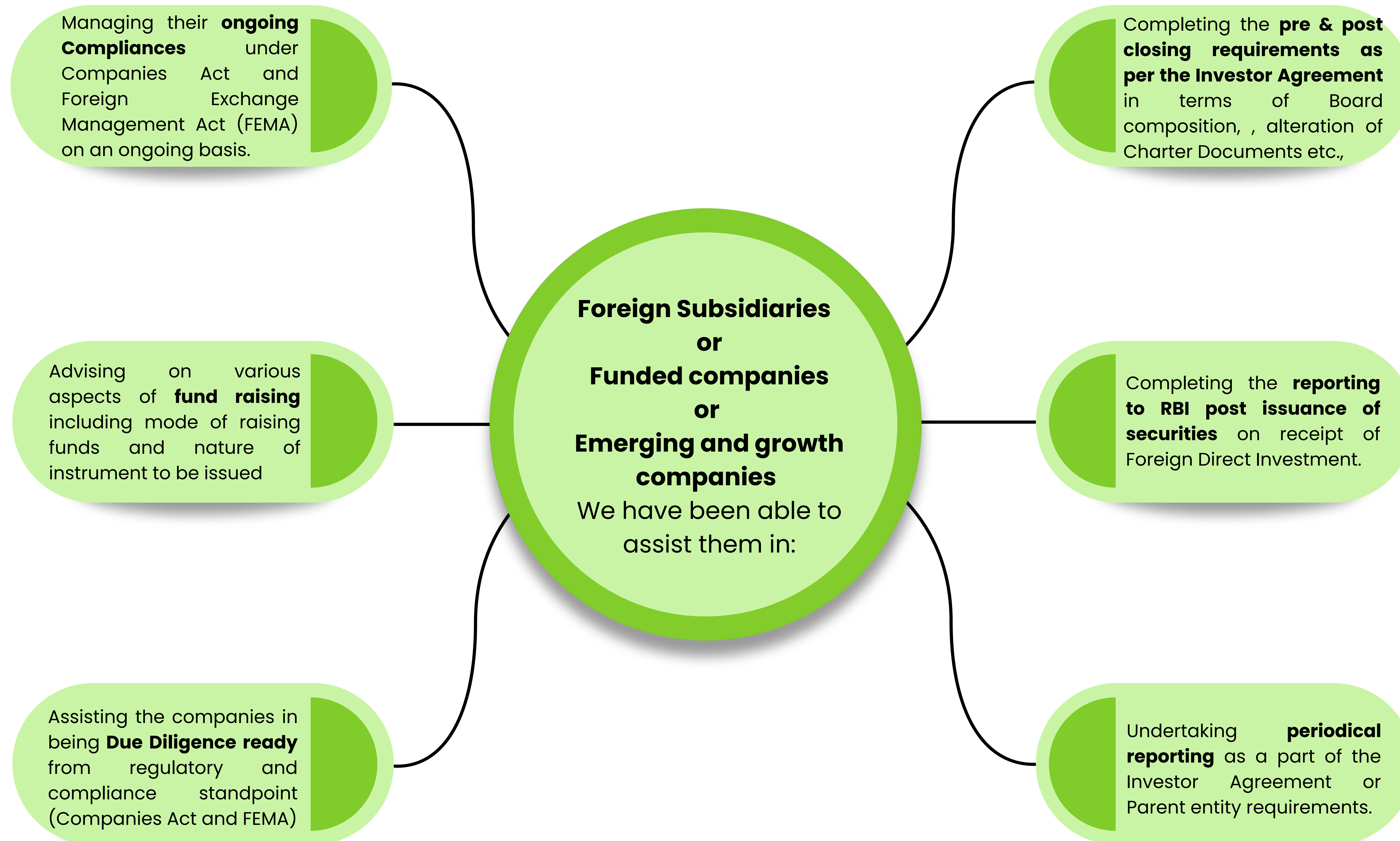
**Foreign Subsidiaries** look for service providers who can proactively **handle their compliances end-end, educate the foreign directors on the Indian regulatory requirements** and undertake reporting to the parent company.

**Institutionally funded** companies by either Seed funds or Growth funds or PE Funds, or by Venture Capitalist are highly compliant conscious and **require assistance not only to handle the routine compliances but also funding-related compliance** and reporting as per the Investor agreements.

**Emerging and Growth Companies** face the limitation of resources and expertise from their in-house team who are not equipped to handle compliances. As an outsourced partner, they look for service providers who can be their extended arm, **support them well in being compliant and thereby help them focus on their core business**

**Diligence Ready Companies** are generally in the process **approaching potential investors for Funding or looking for Strategic Partnerships or in the process of Mergers & Acquisitions (M&A)** and they need to demonstrate that they have been highly compliant all throughout the journey since inception.

# SimplyCorp – Use Case



# SimplyCorp – Client Testimonial

CredRight has been working with Simplybiz for over 5 years now & would highly recommend the team. The team is not only expert in the Secretarial domain but also very pro-active & forthcoming to help run the company in the best possible manner. I would like to highlight the team's expertise when it comes to fund-raise. Very well versed with multiple forms of fund raise like private placement, rights issue and ability to liaise directly with investor set to fasten up the process. Even their ability to help fast track the entire FC-GPR/FC-TRS filing is un-paralleled. We have always felt that the team is our own in-house expert instead of an outsourced consultancy.

**Neeraj Bansal**  
MD, Credright



"Privilege to speak about team Simplybiz. Please note that we value you even more and you may excuse for not expressing in enough/appropriate words. Simplybiz has always been the "GO TO" experts for Digital for all secretarial, company law and FEMA matters. Vanaja is always prompt in understanding the query as well as probing the reasons for the query to get the full context which ensures that her team delivers it right every time. When Digital was evaluating Buyback, Raghu ensured that Simplybiz team guided us on all aspects including documentation and filings. Simplybiz team endeavored for the Buyback process to be completed on time and without glitch even for the overseas shareholders."

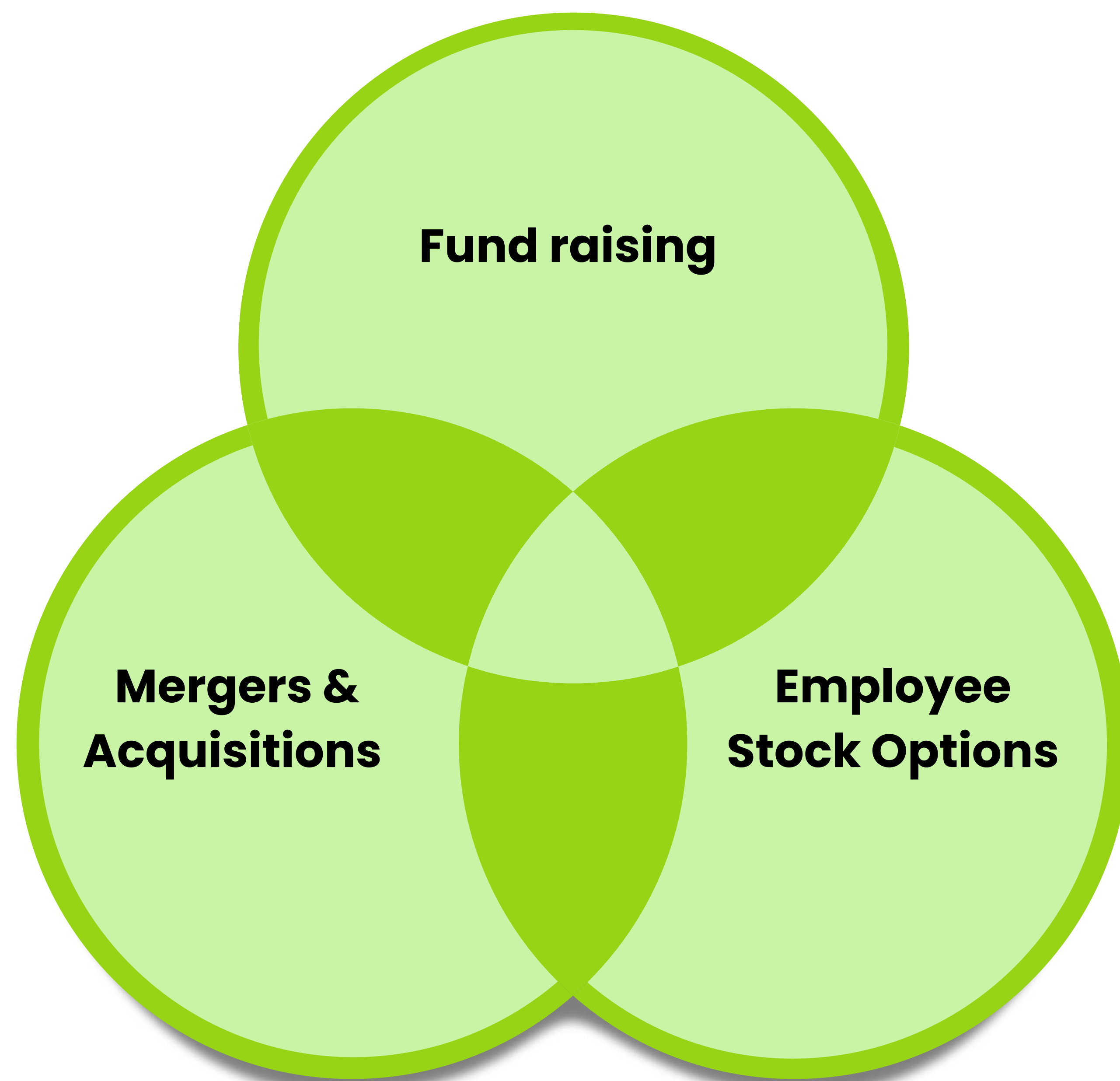
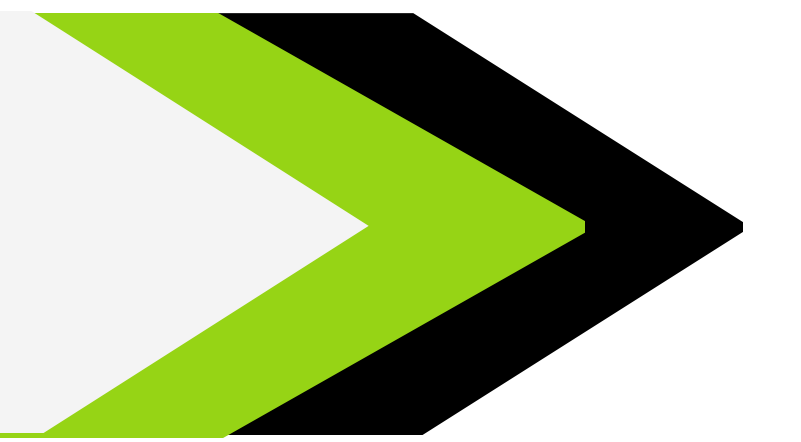
**Sanjog Jain**  
Digital



# SimplyTransact - Transaction Advisory for fundraising



SimplyTransact - is our product specifically designed for Transaction Advisory relating to corporate actions covering:



## Our Clients



# SimplyTransact – Fund Raising



Our Transaction Advisory Services to the Companies (Seed, Early-stage and growth stage Companies) and to the Investors (Angel, Seed, VC and PE funds) include.



Advising on fund raising including structuring, mode of raising funds and nature of instrument to be issued and between the Investor & Investee.



Undertaking Due Diligence on behalf of the investor

Drafting of term sheet



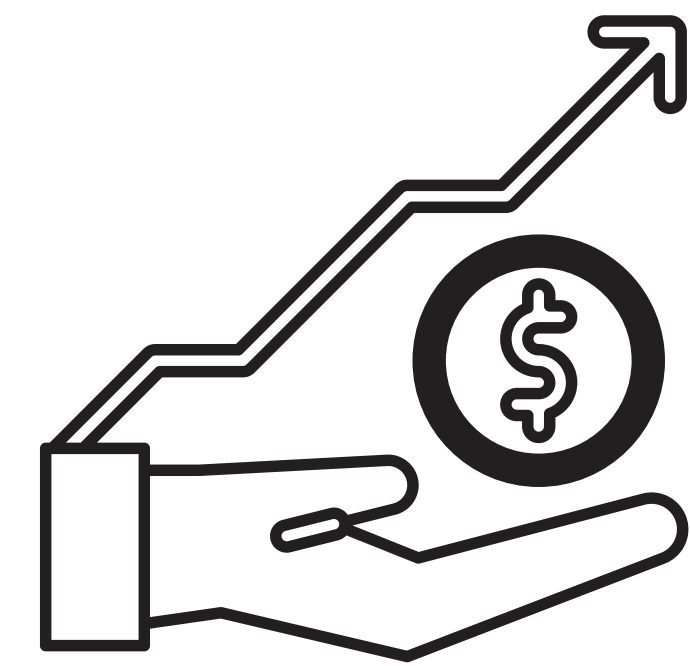
Drafting of Definitive Agreements

Preparing for Due Diligence – legal, regulatory and compliances (corporate secretarial and FEMA), accounting & taxation for Investee

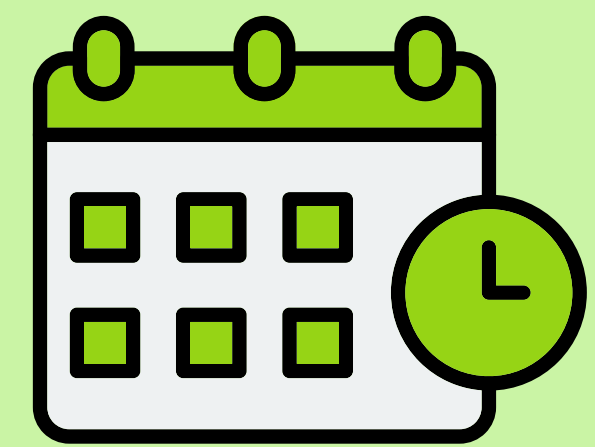


Undertaking Corporate Secretarial and FEMA related compliances in relation to issue of instruments

# SimplyTransact – Fund Raising – Use case



**Fund raising** : We have been engaged with clients (Investee companies) from diverse sectors be it Fintech, Retail, Dairy, Healthcare & other businesses during their Pre-seed/Seed/Series A and other rounds of funding and we offered the below services:



Ensuring that the Company is Due-Diligence ready for its funding round



Drafting of term sheet



Drafting of Definitive Agreement



Review and advising on Shareholders' Agreement



Undertaking compliances under Companies Act and FEMA relating to closing of the transaction.

# SimplyTransact – Mergers & Acquisitions (M&A)



We offer full support during acquisitions, merger, de-mergers, liquidation of companies, split, Takeovers, Business/Asset Transfers, Joint Ventures, Buyouts, and reorganizations, as well as legal advisory services during all acquisition stages

Advising on the Merger & Acquisition transaction (Contractual and regulatory) including structuring.

What **we** do:

Undertaking Due-diligence and drafting definitive agreements.

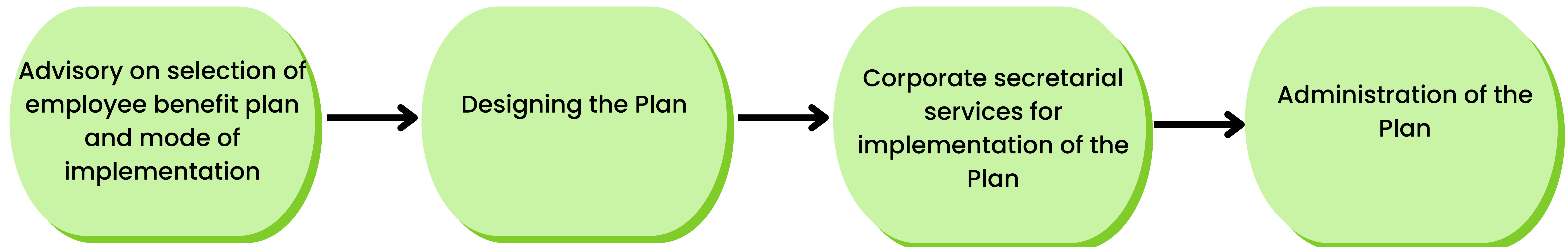
Handling end-to-end regulatory approval

# SimplyTransact – Employee Stock Options

We help clients with the advisory services on various kinds of Employee benefit options available and suggest the best one based on the managements objective, structure & design the plan, draft necessary agreements, undertake the corporate Secretarial compliance and finally administer the plan.



Employee Stock Option Plan being one of the employee benefit schemes to reward the employees for their contribution and to retain them in the company, we help clients with end-end process for issuance of ESOPs to employees and the activities undertake are as under:

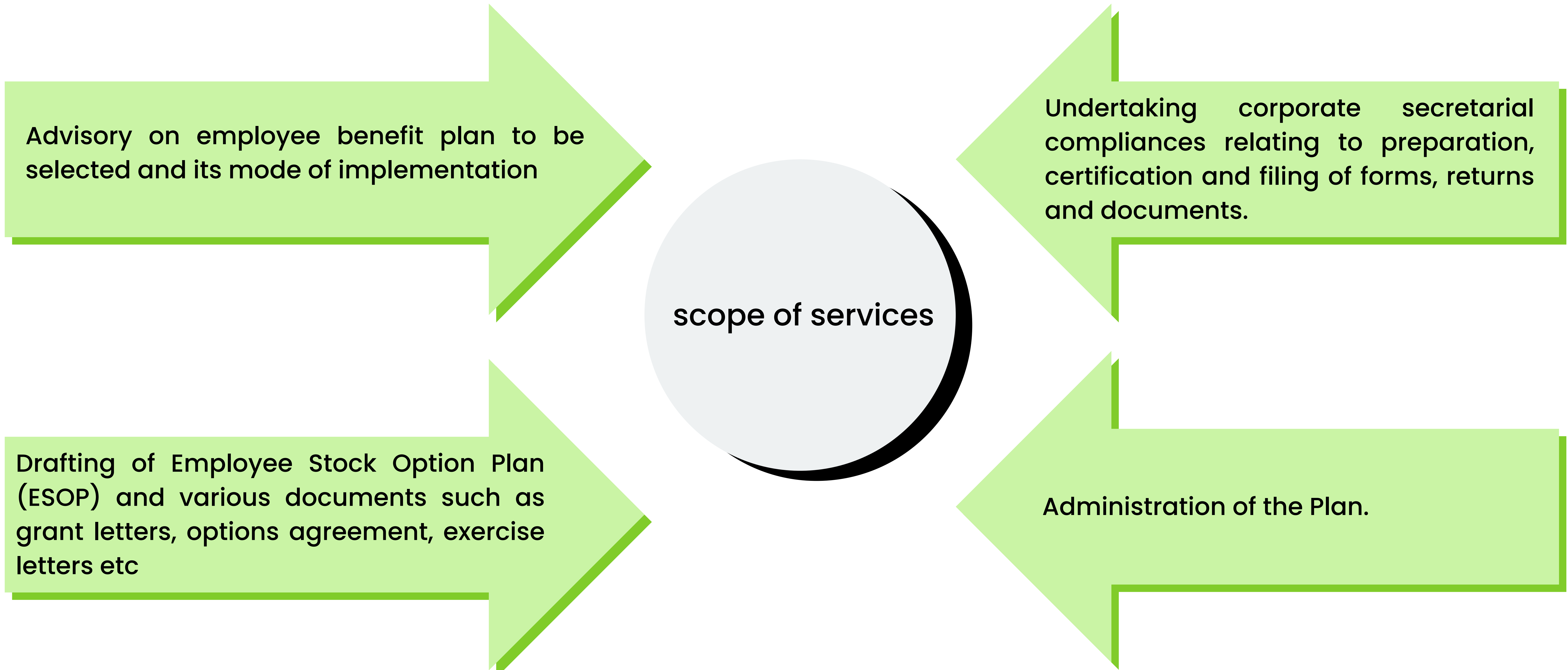




# SimplyTransact – Employee Stock Options – Use Case



Clients which are Private Limited Companies primarily engaged in the Information Technology sector and start ups have been supported by us in Advisory & implementation of their Employee Stock Option Plans. The broad scope of services offered are:



# SimplyTransact – Client Testimonials



"Special thanks to @Raghu and team for the Advisory & support extended to us for the issuance of CCDs covering drafting of Term sheet, Investor Agreements , filing process with MCA , issuing CCD certificates etc. They handled it very professionally and also ensured that we are 100% compliant as per the applicable laws."

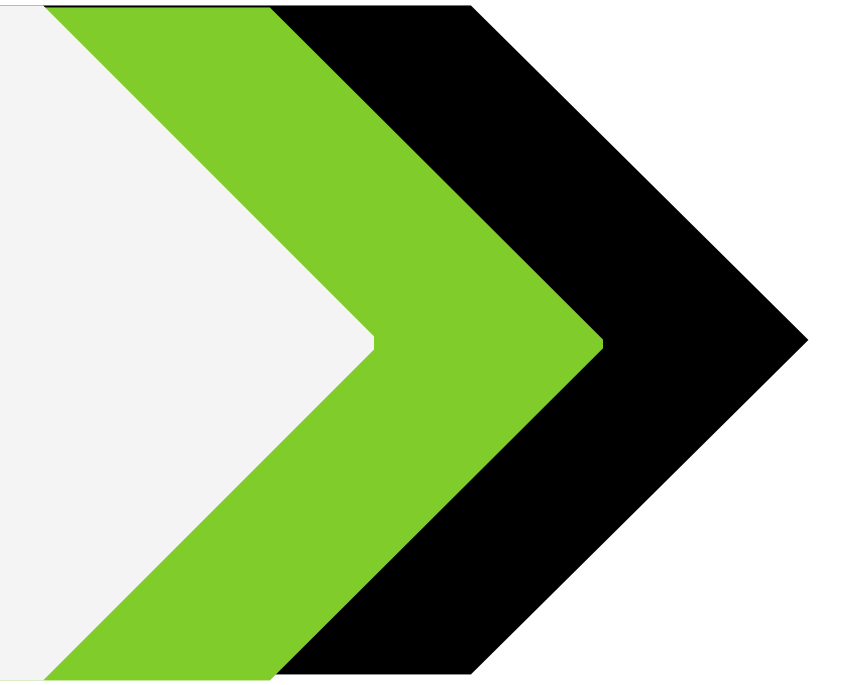
**Kishore**  
**Sids Farm Private Limited**



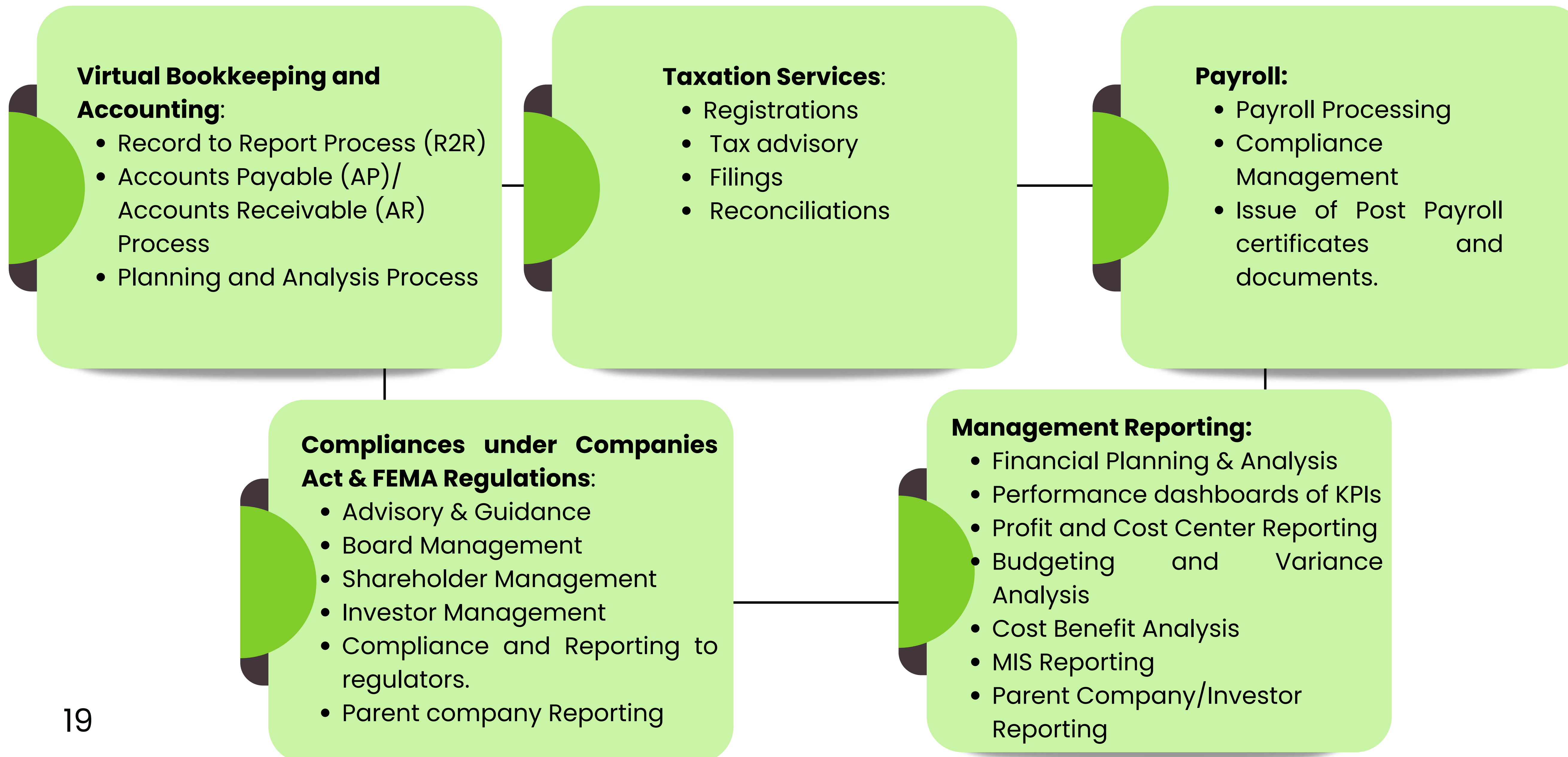
# SimplyFACT - Entity Management



SimplyFact is a one stop shop solution to manage their Finance, Accounting, Compliance, Tax and Payroll functions, including reporting to Management and the Investors on a subscription model.



## Broad Scope of Work Covered by Simply FACT:



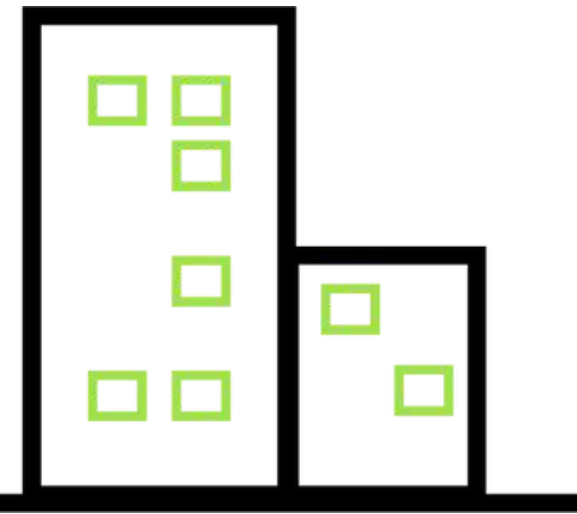
## Whom we serve:

• Early stage and growth-stage companies (Primarily in Technology, Tech-enabled and Service sectors)

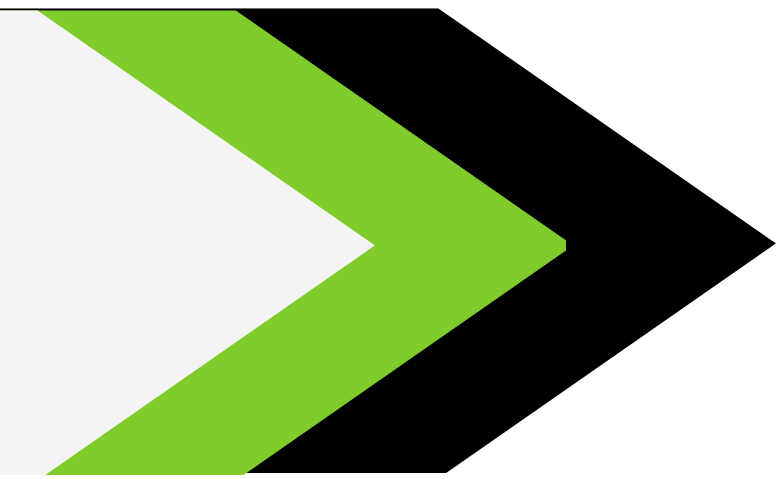
• Overseas SMBs operating In India



# SimplyBuyback – Buy Back of shares



SimplyBuyback provides advisory and end-end support for buyback of shares.



## What we do ?

- Advisory and guidance
- Preparation of Buyback related documents
- Obtaining Valuation and Certifications
- Assistance in convening Board meetings and General meetings
- Compliance and Reporting to the regulator
- Assistance in Accounting & Taxation aspects relating to buyback

## Whom we serve ?

- Companies looking to give exit to the passive Investor using Company's fund.
- Companies looking to return surplus fund to the Shareholders.
- Indian subsidiaries looing to transfer funds to its Overseas holding companies:
- Companies looking to increase Promoter shareholding:

## Our Clients

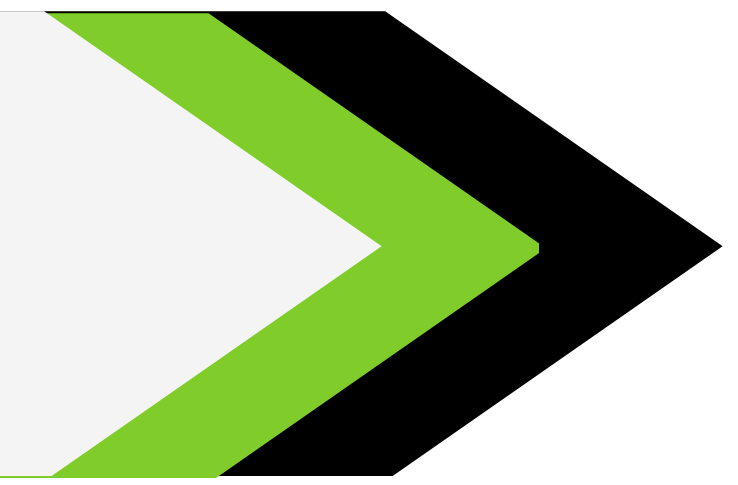


Tarimela  
Advisors

# SimplyBuyback - Use Case



We have handled buy-back transaction for various clients from diverse sectors. Our team undertook the following activities relating to buy-back:



Analyzed the Financial statements of the company to check the eligibility criteria

Advised the client on structuring the buyback

Undertook the preparation of all documents relating to buy back including the offer documents, tender forms, Board meeting and General Meeting related documents.

Completed the reporting requirements as per Companies Act and FEMA

# Our Recognitions



Incorporated under Companies Act, 2013



Registered under Ministry of Micro, Small & Medium enterprises



Recognized as the startup by the Department for Promotion of Industry and Internal Trade

# Our Team



**Raghu Babu Gunturu**  
Founder & Director



**S. Prabhakar**  
Senior Advisor



**Vaishali Vohra**  
Director-Strategy & Client  
Success



**Venkatesh Palabatl**  
Chief HR Advisor



**Vanaja Kaleru**  
Lead - Corporate  
Compliance



**Surya Prakash Perumalla**  
Lead - Regulatory & Listing



**Anjaneyulu S**  
Lead - Accounting & Tax



**Shilpa Agarwal**  
Senior Engagement  
Manager & SME



**Geetanji Aggarwal**  
Head- Bangalore Branch



**S.R.Badrish**  
Senior Engagement Manager  
- Accounting & Tax



**Suhasini Ashok**  
Senior Engagement  
Manager & SME



**Hari Prasad R**  
Senior Engagement  
Manager & SME



**Priyanka Jain**  
Engagement Manager &  
SME



**Nikita Nadakuditi**  
Manager - Human resources



**Monica Thakur**  
Engagement Manager &  
SME



**Anant Agarwal**  
Legal Associate

# Our Team



**Sai Sunanda**  
Engagement Manager &  
SME



**M M Pavan Kumar**  
Senior Engagement Manager  
– Accounts & Taxation



**Shruti Banerjee**  
Engagement Manager



**Shaik Fazal Ahmed**  
Engagement Manager –  
Finance & Accounts



**Vaibhav Suryawanshi**  
Executive



**Patan Raheem**  
Manager – Accounts &  
Taxation



**Pooja Jain**  
Associate



**Karthik Bhat**  
Executive



**Meghana V**  
Executive



**Nikita Pathak**  
Executive



**P. Anil kumar**  
Accounts Executive



**Yogesh Kukreja**  
Executive



**Jhansi Rani Guddeti**  
Executive



**Amrutha Ananda**  
Executive



**Sharanya  
Ramakrishnan**  
Executive



**P. Rithika Kumari**  
Executive



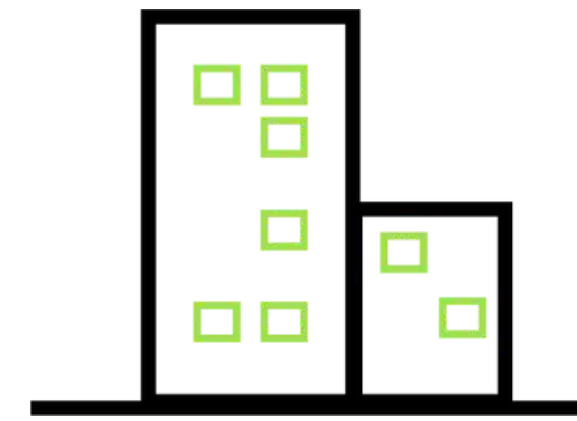
# Industries served



Education



Manufacturing



Real Estate



Insurance



Hospitality  
/ Leisure



Transportation



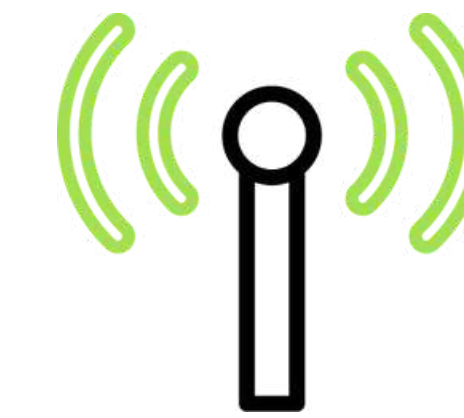
Infrastructure



Retail  
Franchising



Agriculture  
Plantations



Telecom &  
Broadcasting



Information  
Technology



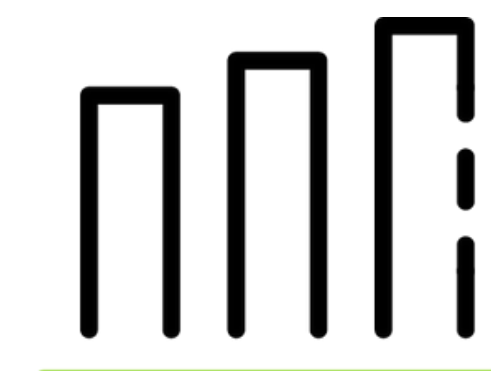
Construction  
Engineering



Energy



Defence



Financial  
services



Health  
& Personal  
Care Services

# Contact us




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