

Company Profile

Welcome To SimplyBiz Pvt Ltd







About SimplyBiz



SimplyBiz is a multidisciplinary professional services firm formed for simplifying the client's business functions of Transaction Advisory, Business Setup, Entity Management, Corporate Governance, and Secretarial compliances.

SimplyBiz was founded in May 2022 by Mr. Gunturu Raghu Babu. His vast experience of 28+ years, helped understand that there is vacuum of services providers for delivering managed services in a productized way, who leverage technology and create value for the stakeholders. He thus created a core team having more than three decades of experience in managing professional services to setup SimplyBiz Pvt. Ltd. The team comprises of professionals like Chartered Accountants, Company Secretaries, Lawyers, and Management graduates having deep knowledge and competency.

SimplyBiz services are ideally suited for emerging & growing companies and overseas companies that are looking to establish presence in India. Companies who look for a single service provider to manage all their business support functions are our best prospects. SimplyBiz believes in leveraging technology to serve its clients more efficiently and effectively. It ensures that every company it manages is Diligence Ready and follow good corporate governance practices.

Welcome Message

Raghu Babu Gunturu FOUNDER & DIRECTOR



The entity management service providers are fragmented, with either large established players or small unorganized entities dominating the market. SimplyBiz aims to bridge this gap by providing structured, reliable, and comprehensive services tailored to the needs of early-stage and growth-stage companies.

India's economy, growing at a robust 6-7% annually, presents a fertile ground for the expansion of professional services. With nearly 63 million MSMEs, a significant number of which are in the growth stage, there is a substantial demand for professional services in compliance, legal, accounting, and taxation.

Currently we are serving 100+ clients and our engagement model includes Subscriptionbased and project-based for one-time transactions. Our client profile includes overseas SMBs having parentage from various global locations, institutionally funded companies, startups, emerging and growth-stage companies from the old economy to internet-age companies.

SimplyBiz has carved a niche by identifying and capitalizing on the growth of Global Capability Centers (GCCs) in India. With a 60% growth in GCCs since 2015 and over 960 GCCs operating in a shared service model, we have pioneered offerings tailored for Indian Tech Capability Centers (ITCC). Our services enable overseas companies to set up and manage their tech centers in India, covering everything from entity formation to ongoing management, allowing them to focus on core business activities of People, Productivity and Profit.

SimplyBiz is poised to capitalize on the growing demand for professional services among MSMEs and GCCs in India. With a comprehensive service offering and a client-centric engagement model, we aim to become the trusted partner for businesses on their journey from SMBs to MNCs, driving compliance, efficiency, and strategic growth.

After two years of operations and having strategically structured productized offering for our clients, we aim to build a recurring revenue of INR 100 Crores by FY 2029.

Join us in this journey towards building a future-ready ecosystem for emerging and growthstage companies in India.



Vision Mission

Vision

"To establish ourselves as a Trusted Partner to early-stage and growthstage companies by Simplifying their business enabled functions "

Mission

"Our mission is to achieve a recurring revenue of INR 100 Cr (USD 12 Million) by FY 2029 by delivering unparalleled professional services and leveraging technology to drive client success and satisfaction"



Brand India

India is the 7th largest country by area, the 5th largest economy of the world, and the most populous democracy in the world.

Over the last 10 years, India's GDP has grown at an average rate of 6-7% per year. From 2006 to 2023, India's economy averaged a growth rate of 6.15%, with a high of 8.7% in 2022 and a low of -6.6% in 2021. This robust growth has propelled India from being the eighth largest economy to the fifth largest economy globally, with a **GDP of USD 3.6 trillion**

Thus, the country is attracting many global majors for strategic investments owing to the presence of a vast range of industries, investment avenues and a supportive Government. A huge population, mostly comprising the youth, is a strong driver for demand and an ample source of manpower.

FY 2023-24 (till December 2023), FDI inflow

\$ 51.50 Billion

The total amount of FDI inflows received during the last ten years (April 2014-December 2023) was US\$ 647.96 billion. This FDI has come from more than 170 countries that have invested across 33 UTs and States and 63 sectors in the country.

IT Industry Revenue

\$227 Billion

According to the National Association of Software and Service Companies (Nasscom), the Indian IT industry's revenue touched US\$ 227 billion in FY22, a 15.5% YoY growth and was estimated to have touched US\$ 245 billion in FY23.





7.5% IT Industry's contribution to Indian GDP

1580+ GCC operating in India with 1.66 million employees

5.4 m Digitally skilled Workforce

IT Sector Growth in India

- Revenue in the IT Outsourcing market is projected to reach US\$10.51bn in 2024.
- 60% growth in no. of GCCs since 2015. 960+ GCCs work with functional shared service mode.
- The industry continues to be the net employer with over 5.4 million workforce, creating 290,000 new jobs in FY2023. With a 36% digitally skilled workforce, the industry remains on the top in terms of AI skills penetration, the 2nd largest in terms of AI/ML BDA talent pool, globally and 3rd globally, in terms of installed supply of Cloud professionals.
- Exports from the Indian services industry stood at US\$ 254.4 billion in FY22.
- According to a report published by Microsoft, consultancy firm Bain & Co, and industry body Internet and Mobile Association of India (IAMAI), India produces 16% of the entire world's AI talent pool – the third highest in the world
- IT & BPM is the second leading sector in receipt of private equity (PE) investments in India

Our Offering



We have been offering our services to Small & Medium Businesses many of which are overseas subsidiaries. We are happy to share that we have helped clients having parentage from various global locations like USA, Singapore, Germany, Australia, Norway, Malaysia, Philippines, UK, UAE, Japan and Russia to set up their businesses in India and we continue to support them for their ongoing compliances.

We have productized our range of Services to deliver better quality and experience ...



SimplyCorp

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



SimplySet-Up

SimplySet-up provides full-fledged advisory & assistance for setting up business in India by handling the corporate compliance complexities, allowing owners to start hiring people and commence business activities.



SimplyFACT

SimplyFACT is an Entity Management service specifically designed for early-stage and growth-stage companies (Primarily in Tech-enabled Service sectors) to manage their Bookkeeping, Accounting, Taxation, Payroll, Compliance and Reporting functions, on a subscription model.



SimplyTransact

SimplyTransact evaluates requirements and navigates through the entire process of a corporate transaction for fund raising, M&A, ESOP and others.

Simply Corp

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 an entity life cycle.



Whom we serve

Foreign Subsidiaries - 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 - 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 & Growth Companies - 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 - 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.

What we do

- CAAS Ongoing Corporate Secretarial Services with pre-defined scope of work which we call Corporate Compliance As A Service (CAAS) on a subscription model.
- Expert Advisory, guidance, Audit, Certifications and approvals under Companies Act for various actions
- Expert advisory & guidance on Compliances under FEMA including assistance for inbound FDI & outbound ODI including ECBs related Reporting & Compounding.
- Funding related advisory & compliance support on Issuance of Equity, CCDs, CCPS, Convertible Notes (CNs) and Isafe Notes
- Corporate Law review & audit for Diligence approach on fund raising & regularizing of compliances by rectification of gaps.

Incorporation to being Diligent, by proactively Managing compliances, Advising foreign directors on the Indian regulations and Reporting to parent company



Simply Set-Up

SimplySet-up provides full-fledged advisory & assistance for setting up business in India by handling the corporate compliance complexities, allowing business owners to start hiring people and commence business activities.

Whom we serve

We cater typically to Indian & Overseas businesses Owners and Foreign Investors who are planning to setup their base in India

What we do

- Advising on the entry-exit Strategy Creating the right entity structure based on the objective Pvt, LLP etc.,
- Registrations Corporate diligence needs like GST, PAN, TAN, PF, ESI etc.,
- **Owners' requirements** DIN, DSC, Shareholders' agreements, MOA/AOA, resident director needs etc.
- **Post incorporation support** Ideal bank account opening, appointing auditors, FEMA regulations etc.

Typical Steps for Overseas companies wanting to set up Indian subsidiaries -

- 1. Advisory on the structuring of the Indian company and assistance in business set up including procuring various licences & Registrations.
- 2. Advisory on the mode of receipt of Foreign Direct Investment and reporting to the regulator for the remittance received by the Company.
- 3. Assistance in meeting the requirements of having an Indian Resident Director on their Board.
- 4. Handholding the Foreign Directors at every stage and educating them on the Indian regulatory environment.
- 5. Providing ongoing compliance support under Companies Act & FEMA on a Retainership basis.
- 6. Reporting the parent entity from time to time on the compliance updates.
- 7. Supporting the Indian & global accounting and audit team on Compliance assurance

Simply FACT

SimplyFACT is an Entity Management solution specifically designed for earlystage and growth-stage companies (Primarily in Tech-enabled Service sectors) to manage their Bookkeeping, Accounting, Taxation, Payroll, Compliance and Reporting functions, on a subscription model. Our aim is to encourage business owners to prioritize PEOPLE. PRODUCTIVITY and PROFIT. while we handle the enabling functions with a diligent and proactive approach.



Whom we serve

We focus on early and growth-stage companies, predominantly in Technology and Service sectors.

What we do

Accounting & Bookkeeping -

- · Recording day to day transactions
- Reconciliation of bank accounts, Accounts payable, Accounts receivable
- Setup bank payments for Vendors/Statutory disbursements
- Monthly Management MIS
- Preparation of financials and Liaison with statutory auditors for year end audit

Payroll Processing -

- · Structuring of salaries for achieving tax efficiencies under applicable tax rules
- Monthly processing of payroll
- Handling statutory compliances such Professional Tax, Provident fund, Employee state insurance, TDS(Withholding Tax).
- Annual generation of form 16 for TDS (withholding tax) deductions

Taxation -

- Calculation of TDS (withholding tax), File E-TDS return, Generate TDS certificates
- Calculation of monthly GST and filing returns as applicable
- Calculation of advance tax and payment
- Filing Annual Income tax return

Corporate Secretarial -

- Advisory & guidance.
- Statutory compliance and regulatory reportings.
- Shareholders management.
- Board management.
- Ensuring Establishment related compliances under various authorities.

Companies from across the globe can build ITCCs in India by leveraging our strengths to boost business success and ensure a thriving future.



India Tech Capability Center (ITCC)

As a Provider of SMB Entity Management Services in India, our primary goal is to ensure you have everything you need to succeed in India...from Business Setup to managing your entity's day-to-day Vital functions which assure that you are always Diligence ready!

Advantage India

- **Cost Effective** The development/set-up cost in India is nearly 30-35% lower when compared to regions like the US and Europe
- Rich pool of tech experts India offers a diversified and qualified pool of potential technical hires
- Great turn-around time The difference of time zones between India and the other regions actually turns out to be an advantage
- **Sound IT Infrastructure & Technology -** India is well-equipped with the latest technology, backed by viable internet and mobile network connectivity
- Stable & Supportive Policies Stable and eased out IT policies provide additional support for building a technology friendly set-up at any location

Our Deliverables

Our expert team takes the complexity out of doing business in India!!

Phase I – SimplySetup : Simplifies the process of setting up your entity in India. We provide Advisory, Assistance and Execution support and ensure you have all the basic registrations for running your business

Phase II – SimplyFACT : Once you are established, we will support with end-to-end managed services including bookkeeping, accounting, taxation, HR & Payroll, Compliances, Office infra setup & management and management reporting.

Incorporation to being Diligent, by proactively Managing compliances, Advising foreign directors on the Indian regulations and Reporting to parent company



Simply Transact

SimplyTransact evaluates the actual requirement and navigates through the entire process of a corporate transaction for fund raising, M&A, ESOP and others by understanding each & every aspect of the transaction and accordingly plan the overall approach and execute it diligently

Whom we serve

Early-stage Companies | MSMEs | Subsidiaries of Foreign Entities | Seed companies | Growthstage Companies | Catalyst Investors | Start-up Incubators | High Net Worth Individual (HNI) Investors | Angel, PV & VC funds

What we do

Fundraising - We engage with clients (Investee companies and Investors) during their Preseed/Seed/Series A etc assisting in (i) Structuring mode of raising funds and nature of instrument to be issued between the Investor & Investee (ii) Undertaking Due Diligence on behalf of the investor (iii) Drafting of term sheet (iv) Drafting of Definitive Agreements (v) Manage Legal, regulatory, corporate secretarial and FEMA compliances, accounting & taxation for Investee.

Mergers & Acquisition - 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. We advice on the M&A transaction (Contractual and regulatory) with structuring, help in undertaking Due-dilligence and drafting definitive agreements and handling all end-to-end regulatory approvals.

Employee Stock Option Plan - We advise on various kinds of Employee benefit options available and suggest the best one based on the managements' objective & structure, then design, implement and administer the Plan.

Commercial Contracts - We offer expert drafting services for commercial contracts. We work closely with clients to understand their business needs & goals and tailor our approach to ensure that their contracts are legally compliant, protect their interests, and minimize their risk exposure. Our expertise includes but is not limited to sales and purchase agreements, service agreements, non-disclosure agreements, license agreements, and employment contracts, among others.

Reverse due diligence - We help in this crucial step in the due diligence process that aims to provide a comprehensive understanding of the company's financial health, legal compliance, operational efficiency, and overall business reputation. Reverse due diligence can help our clients identify gaps & risks that may impact business processes and operations. Our Transaction Advisory Services cover Reverse Due Diligence services to assist companies in making informed decisions during mergers, acquisitions, or partnerships. We assist in Data Room Setup, Financial Analysis, Legal and Compliance Review and Risk Identification & Mitigation.



Meet Our SimplyBiz Founders



Raghu Babu Gunturu

Founder & Director

"I bring 28 years of experience in Corporate Legal, Compliance, M&A, Joint Ventures, Capital Markets, and Insolvency Resolution. Co-founder of R & A Associates, Samisti Legal, and EzResolve. I've worked with over 2500 entrepreneurs, senior leaders and businesses.

I am a TiE Hyderabad Charter member, early-stage investor and ecosystem contributor for startups & SMBs.

I am a Postgraduate in Commerce, Bachelor of Law, and Fellow Company Secretary and I have done Executive MBA / PGPMAX from Indian School of Business. I am also a qualified Insolvency Professional"



Hemlatha Gunturu

Director

"I have completed my Master's in the field of Food and Nutrition, Diploma in Functional Nutrition, and also a Post Graduate Diploma in Computers. I have more than 10 years of experience in Accounts, Finance and Administration. I am also an investor in start-ups and real estate"

Meet Our SimplyBiz Team

Vaishali Vora, Head - SimplyCorp

"I am a qualified CS with 17+ years experience, and along with my team of over 14 members, I manage an extensive portfolio of subscription clients of overseas subsidiaries & Funded companies. I provide a strategic direction to the vertical on all aspects including Organic & In-organic growth, client servicing and addressing any expectation gaps"





Kalyan C Rao, Lead - BD & Partnerships

"I am a post-graduate MBA in Marketing, with 25+ years of experience in Marketing & CRM, Business Development, Operations & IT based Services with companies like Aplab, eSmart, CMS Computers, Sodexo, Coromandel Infotech and as an Entrepreneur. I am also part of GCPIT as honorary Director General (India) and a Rotarian"

Babu Are, Head – SimplyTransact

"I am a Post-graduate in Commerce, Graduate in Law and a Fellow Member of ICSI having 20 years of experience in Corporate Legal, Secretarial and Regulatory Compliance matters in Private, Listed and MNC entities"





Vanaja Kaleru, Lead - Corporate Compliance

"Having more than 15 years of experience. I am an expert on Corporate Laws specifically on Compliance Audit and Compliance Management. Besides the Companies Act, 2013 and LLP Act, 2008 I have a great command of the Foreign Exchange Management Act, 1999"

Geetanjli Agarwal, Head - SimplySet-Up

"I have 8 years of professional experience in the field of Corporate Compliance, Licensing & Registration, Compliance Audits, and Legal & Corporate Advisory services including regulatory representation and coordination"





Shiva Shankar, Head - SimplyFACT

"I am a Chartered Accountant with 6 years of experience in Accounting, Income tax, GST, TDS, Financial reports, Consolidated financials and Tax audit, etc. I look after the complete execution of the Subscription model of SimplyFACT including coordinating with the client"

Shilpa Agarwal, Sr. Engagement Manager

"I possess 8 years of post-qualification experience. I am known for my in-depth knowledge and experience in Corporate law and my strong analytical skills. I am a subject matter expert on ESOPs & Funding options for start-ups"



Srivardhini Dharmapuri, HR Manager

"I am a seasoned Human Resources professional with a passion for nurturing talent and fostering a thriving work environment. I expertise in recruitment, employee engagement, and strategic HR planning"





Sai Sunanda, Engagement Manager

"I am a qualified Company Secretary with 3 years of experience in handling various Corporate Actions and managing end-to-end corporate secretarial compliances under the Companies Act 2013 and Foreign Exchange Regulations"

Sai Ganesh, Engagement Manager

"I am a Chartered accountant having more than 5 years of experience in Finance and Taxation. I've experience of working in diversified streams that include manufacturing, accounting and consulting firms"





Shaik Fazal Ahmed, Engagement Manager

"Having over 7 years of professional experience in handling the Finance & Account functions for companies from various Industrial sectors, I manage the client's accounting & bookkeeping activities"

Jaya Laxmi, Asst. Manager

"I have more than 25 yrs experience in corporate secreterial work. Before Simplybiz was with Suryalakshmi Cotton Mills Ltd. as a Company Secretarial Assistant"





Karthik Bhat, Product Manager

"I am a budding CS Professional who has recently taken up the role of Product Manager for SimplyFACT. I assist the management in development this vertical as a solution"

Pooja Jain, Engagement Manager

"I am a Qualified Company Secretary with experience in handling various Corporate Actions. I have thorough experience in fund raising, ESOP and related transactions"





Srihita Reddy, Marketing Manager

"I am an experienced Marketing Manager atwith over 5 years in marketing, an MBA in Marketing and Finance, skilled in brand marketing, digital strategies, and driving growth through offline and online methods"

Palada Dharma Teja, Associate - Legal

"I am a law graduate from NUALS, Kochi with 4 years of experience in drafting & advising on commercial contracts and conducting legal due diligence. Also have a strong background in venture capital transactions, transaction advisory for fundraising & negotiating transaction-related documents for startups"





Vivek Dhondi, Accounts Executive

"I have an overall 2.5 years experience in Indian Direct Taxation and Domestic Accounting with Oremus Corporate for Statutory filing and Process to finalise Accounts before joining Simplybiz"

P. Anil Kumar, Accounts Executive

"I am a MBA graduate with specialization in Accounting. I have more than 10 years of experience in handling all aspects of accounting, invoicing and mainaining the P&L statement for the company"





Meghana V, Executive

"I am a Semi Qualified Company Secretary with 3+ years of experience"

Prerana, Executive

"I am a Student at The Institute of Company Secretaries of India and also working with SimplyBiz"





Venkata Sai, Executive

"I am a Student at The Institute of Company Secretaries of India and also working with SimplyBiz"

Neha Kujur, Executive

"I am a doing my CA Articleship with SimplyBiz"





Karishma, Executive

"I am a CS Professional and a B.Com graduate"

Disha, Executive

"I am a CS Professional and a B.Com graduate"





Umadevi, Junior Accounts Executive

"I hold a MBA degree with specialization of Finance with 3 years of experience"

G. Shiva Kumar, Office Assistant

"I am experienced office assistant handling various aspects of office administration to ensure all aspects of the office are fundctioning at all times"







Our USPs

300+ years Rich Collective Experience



One stop Productized solution



Diligence ready appoach





25+ Committed and Agile team

> Tailored for Indian Ecosystem

Client centric Tech-driven framework

Our **Memberships & Partnerships**





Our Client **Testimonials**

Neeraj Bansal, MD

"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 vert 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."

Naveen Puttagunta, CEO

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"I found the SimplyBiz team to be methodical and thorough. Their task was to perform a compliance due diligence check going over a 15 year period and I was very happy with their level of scrutiny as well as the speed with which they completed the project. I was impressed with the structure and organization of how they presented their findings helping us prioritize the corrective actions. I like their consultative approach of helping us identify the risks associated with the various findings so that we can make an informed decision regarding the next steps."

Sanjog Jain, Sr VP

DIGITRAL

"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 Digitral 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 Digitral 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."

Kishore Kumar Puli, MD

"I am writing to express my sincere gratitude for the outstanding support you provided in facilitating the registration process for our LLP, Prakarna Expert Advisors LLP. Your expertise and attention to detail played a crucial role in ensuring a smooth and efficient registration experience for us.

Your professionalism, responsiveness, and willingness to go the extra mile did not go unnoticed. Your guidance throughout the entire process was invaluable, and we truly appreciate your dedication to helping us navigate through the complexities of LLP registration.

Your exceptional service reflects positively on your commitment to excellence and client satisfaction. We are grateful for your contributions and look forward to continuing our partnership with you in the future."

Our Events Gallery





















Thank You

Contact Information

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