

CONNECT

WORKING

IDEA

NEW
BUSINESS

MARKETING

PROCESS

STRATEGY

2024

Simply**Set-Up**

PRODUCT BROCHURE



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

Our Company

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.

SimplyBiz was formed with the mission of Simplifying the client's business functions. Our service offerings are productized to deliver better quality and experience on Transaction Advisory for fundraising, Business Setup, Entity Management, Corporate Governance, and Secretarial compliances.

We 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. 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.

Brand India

While the economy has welcomed international companies to invest in it with open arms since liberalisation in the 1990s, Indians have been prudent and proactive in adopting global approaches and skills. Indian villagers have proudly taken up farming, advanced agriculture, and unique handicrafts as their profession on one hand, while the modern industries and professional services sectors are coming up in a big way on the other.

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.

India, a South Asian nation, is the seventh-largest country by area, the fifth largest economy of the world, the second-most populous country with over 1.43 billion people, and the most populous democracy in the world. India boasts of an immensely rich cultural heritage, including numerous languages, traditions, and people. The country holds its uniqueness in its diversity and hence has adapted itself to international changes with poise and comfort.

Nominal Gross Domestic Product (GDP)

\$ 3.60 Trillion

Additionally, the Nominal GDP at current prices in Q2 of 2023-24 was Rs. 71.66 trillion (US\$ 861.2 billion), as against Rs. 65.67 trillion (US\$ 789.2 billion) in 2022-23, estimating a growth of 9.1%.

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

\$ 51.50 Billion

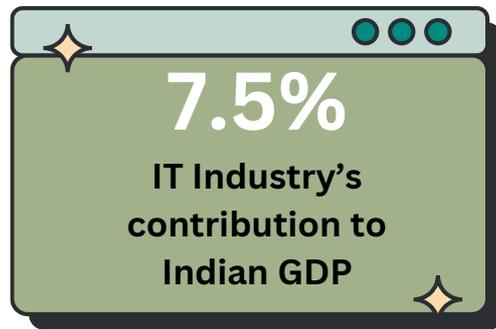
The total amount of FDI inflows received during the last ten years (April 2014-December 2023) was US\$ 647.96 billion. This FDI has come from more than 170 countries that have invested across 33 UTs and States and 63 sectors in the country.

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.

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



SimplySet-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

- Advising and Identification of the entity structure
- End to end Incorporation of business set-up
- Ensuring Post incorporation compliances including Foreign Exchange Regulatory compliances
- Obtaining registrations and getting approval from various regulatory bodies/agencies as applicable to commence Business.

Scope of Services

- Advising and creating the right entity structure based on the objective – Pvt, LLP etc.,
- Advising on the entry-exit Strategy,
- Registering for required corporate diligence needs like GST, PAN, TAN, PF, ESI etc.,
- Owners' requirements DIN, DSC, Shareholders' agreements, MOA/AOA etc.,
- Post incorporation support like bank account opening, appointing auditors,
- FEMA and other regulatory compliances



Our offering

Subsidiary in form of Private Limited Company

Setting up a Subsidiary or Wholly owned Subsidiary is a good option for those Domestic/Overseas companies or start-ups that wants 100% ownership, strategic decision-making and control of operations rest with them i.e. Parent Company always. A Company can be registered as Private Limited or Public Limited.

Limited Liability Partnership (LLP)

Limited Liability Partnership (LLP) entities have been introduced in India by way of LLP Act, 2008 that was notified with effect from March 2009. Limited Liability Partnership (LLP) is a format that combines the flexibility of partnership and the advantages of limited liability of a limited liability company at a low compliance cost. Post changes to FDI regulations in November 2015, 100% FDI in LLP is now permitted under the automatic route.

Non-Profit Organisation or Section 8 Company

Setting up a Subsidiary or Wholly owned Subsidiary is a good option for those Domestic/Overseas companies or start-ups that wants 100% ownership, strategic decision-making and control of operations rest with them i.e. Parent Company always. A Company can be registered as Private Limited or Public Limited.



GCCs - Indian subsidiaries for Overseas companies

Overseas companies wanting to 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.

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.

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

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

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

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



Value Add Services

- Registered office services,
- Service of SimplyBiz official as a temporary resident Director,
- Liaisoning for Office space,
- Talent Acquisition facilitation,
- HR Services facilitation,
- IT infra setup and management through our partners,
- ESG consultancy services through our partners

...and we can

OFFER

SimplyFACT

SimplyFACT is an Entity Management solution 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.

SimplyFACT is a logical extension of services once SimplySet-up activity is completed for the new entity.

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.

INDIA TECH CAPABILITY CENTER (ITCC)

Establish & Grow your Business in India with Us

Advantage India

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

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!

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.



SimplySet-Up Client Base

During the last two years we incorporated 25+ Companies for the clients based in Australia, USA, Europe, Singapore, Taiwan.



Foresight Analytics



Pivotx Advisors



Case Studies



Tatconsult India Private Limited - The client based out of Australia approached us to help him to set-up a Company in India which will act as a back-end office for his Australian Company engaged in corporate advisory, working capital, family office & FX services. We advised the client on the entity structure, handled end to end incorporation, ensured post Incorporation compliances and also procured the mandatory registrations, enabling them to start hiring the employees and commence their operations.

The client was happy with our services and approached us for another entity set-up in India.

Gourmavens Private Limited - This client referred by TatCapital to set-up a Company in India to introduce an Australian food brand in India. The main business activity for the Indian entity to be carried out is to set-up restaurants, hotels, cloud kitchens etc., in varied formats in India.

We advised the client on the entity structure, handled end to end incorporation, ensured post Incorporation compliances as well. Our association with the client still continues as we provide ongoing compliance support to them under the Companies Act & FEMA.



B4ULeap India Private Limited - B4ULeap LLC, a US based Company dealing in Software development, training and services, intended to set-up an entity in Bangalore in India. We helped them in filing application for the incorporation of a Wholly owned Subsidiary with the authority.



Foresight Analytics

Foresight Data Science and Innovation India Private Limited - Foresight Affiliates Pty Ltd, an Australian based Company dealing in data analysis and financial services was referred to us to help the founder Mr. Jay Kumar in expanding the business in India. As his consultant, we advised him to form a Wholly Owned Subsidiary in India having 100% shareholding of the Australian Parent Company. We also handled end-end incorporation of the WoS and also ensuring post incorporation compliances along with the procurement of the mandatory registrations.

Case Studies



Groundgame.Health Private Limited – The Client approached us to help him set-up an Indian Entity for an US based Company. The main objects of the Indian entity is to carry out the business of software development, software training, software services etc.

As their consultant, we advised them to form a Wholly Owned Subsidiary in India having 100% shareholding of the US Parent Company. We also handled end-end incorporation of the WoSand also ensured post incorporation compliances along with the procurement of the mandatory registrations.

Our association with the client still continues as we provide ongoing compliance support to them under the Companies Act & FEMA along with Payroll, Taxation and Book-keeping and Accounting services as well.



Senao Networks Private Limited - Senao networks Inc, a Company based out of Taiwan dealing in manufacturing of network components, intended to set-up an entity in Hyderabad in India. As their consultant, we advised them to form a Wholly Owned Subsidiary in India having 100% shareholding of the Taiwanese Parent Company. We handled end-end incorporation of the WoSand also ensured post incorporation compliances along with the procurement of the mandatory registrations.



Pivotx Advisors

PivotX Advisors India Private Limited - PivotX Advisors LLC, a US based Company dealing in consultancy w.r.t data analysis, intended to set-up an entity in Chennai in India. As consultants, we advised the founder to form a Wholly Owned Subsidiary in India having 100% shareholding of the US Parent Company. We also handled end-end incorporation of the WoS and also ensuring post incorporation compliances along with the procurement of the mandatory registrations.

Our Other Products



Range of
Services
productize
d to deliver
better
quality and
experience

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.

Other than SimplySet-Up and SimplyFACT, our other verticals are...

SimplyCorp

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

SimplyTransact

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

Our USPs

1



Rich Collective Experience
300+ years

2



Diligence Ready Approach

3



Client-Centric Approach

4



Committed and Agile Team
30+

5



Digitally Driven processes

6



One Stop Shop productized approach

7



Exposure with Diverse Industries



Our Core Team



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.

Investor | Board Member | Mentor | Speaker



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

Geetanjali 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."



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

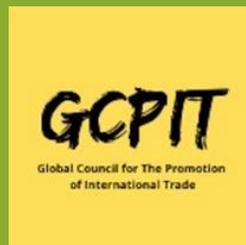


Our Associates & Partners

Associations we are connected to...



Our Partnerships





CONTACT INFORMATION

Let's Connect!



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