

MSNJ & ASSOCIATES
CHARTERED ACCOUNTANTS

FIRM PROFILE

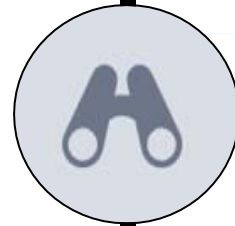
*" We are your trusted partners and advisors to
achieve goals and drive to your vision"*

A person wearing a dark hoodie and dark pants is walking away from the camera on a paved pier. They are pushing a bicycle. The pier is situated on a body of water, and in the background, a dense city skyline with numerous skyscrapers is visible under a clear sky. The scene is captured in a cinematic, slightly desaturated style. The text 'OUR VISION, MISSION & CORE VALUES' is overlaid in large, white, bold, sans-serif capital letters across the middle of the image. There are also some white geometric shapes (triangles) in the corners of the image.

OUR VISION, MISSION & CORE VALUES

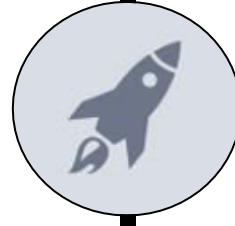
MSNJ & Associates

Vision



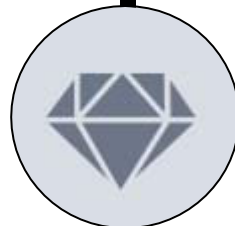
- We are dedicated to empowering India's Vision of 'Ease of doing business' and contribute to ensure financial transparency across clients we serve. Our organization will value human resources as our assets and accountability as our liability.

Mission



- We are committed to create a culture of innovation and excellence for our employees to deliver more value and exceed client expectation.
- We will strive to reinvent the professional services and focus on insightful professional knowledge, achievement oriented approach, team empowerment and technology.
- We will enhance our professional expertise to deliver end-to-end solutions to our clients through technology and innovation.

Core Values



- Ethics & Integrity → To work with utmost honesty, and conduct every action in an ethical way.
- Confidentiality → To ensure security of information and maintain trust of our client.
- Passion → Desire and deliver right every time we work.
- Respect → To value the honesty of our colleagues and clients.
- Innovation → To start early and adapt new ideas.
- Self Awareness → To continuously update our skills and capabilities.
- Excellence → Striving to deliver the best for our colleagues and clients.

A professional office setting where a man in a dark suit and a woman are reviewing documents. The man is pointing at a document that features several blue bar charts and a pie chart. The woman is looking at the document from the side. The background is a bright, modern office with large windows. The overall tone is professional and collaborative.

ABOUT OUR FIRM

MSNJ & Associates

Firm Achievements

Team Size – 26

Team Strength – Experience of 7+ years across various areas of practice

Peer Reviewed Firm

Empaneled – Bank Audit (Category III) and Co-operative Society

Projects Handled

- GST audit of more than 250+ clients
- Statutory Audit of Largest cooperative society of India
- Statutory Bank Branch Audit of listed government Bank
- Forensic Audit of clients across various industries
- Blueprint for ERP Implementation
- Project Cost Capitalization
- Fixed Asset Classification and borrowing cost allocation
- GST Assessment
- Ind-AS Implementation and Guidance
- Concurrent Audit of listed bank
- Stock verification of largest oil company of UAE
- SOP drafting and Implementation



OUR TEAM



CA Moiz Ezzi

- He is the Founder partner of MSNJ & Associates to provide business setup and consultancy services to start-up businesses.
- He cleared Chartered Accountancy in 2016 securing All India Rank, Professional Level of Company Secretary, Commerce Graduate and also cleared exams of Certified Public Accountant of USA in 2019. He is also a Registered Valuer – SFA.
- He started career at Reliance Industries Limited in areas of Accounts, Finance and Compliance. In a short span of about one year, he gained experience working in Petro Retail Sector-Finance, and Compliance Manager adding significant value addition to the GST implementation phase at the World's Largest Integrated Petrochemical Complex-Jamnagar Refinery. He also worked as a Senior Tax Executive in Mayur Batra Group in UAE, focused primarily in VAT Implementation and Compliances. He also worked on areas of Double Tax Avoidance Treaties and planning head office country.
- He has extensively worked in areas like GST audit, tax audit, valuation of companies, deal structuring, mergers, business restructuring, audit of capitalization, statutory audit of cooperatives.
- He brings his expertise in implementation and knowledge of Taxation and Accounts along with problem solving approach. He is inclined towards technology and continues to contribute innovative solutions to the clients he serve.



CA Naman Kothari

- He is the Founder partner of MSNJ & Associates. He is Fellow Chartered Accountant and holds Certificate of Forensic Audit and Fraud Detection issued by ICAI.
- He has over 6 years of experience in the areas of audit and assurance. He has handled multi-industry projects of Forensic audits, Special audits and Bank audit for large companies.
- Armed with experience of various industry, desire to learn new things and critical thinking adds value to its forensic audit. Having good hands on MS Excel brings skill of strong analysis. He has handled discrete domestic assignments of forensic audit. He has also handled International forensic assignment.
- He brings his expertise in optimizing recurring tasks and building a system using Technology and tools making it time efficient and minimizing risk of errors .



CA Nirav Soni

- Nirav Soni is the founder member of MSNJ & Associates.
- He is enthusiastic professional with experience in handling clients across all industry serving in areas of audits, assurance, tax compliances and business setups. He has handled some critical assignments and dedicated to crucial deadlines thereby managing the regulatory compliances in time efficient manner.
- He brings in his expertise in resource allocation and management and knowledge of Indirect Tax and business setups along with dedicated approach.



Viral Doshi

- He is a seasoned professional with over 16 years of experience in taxation and regulatory compliance. Over the years, he has successfully managed compliance and advisory assignments for clients across diverse industries.
- A significant milestone in his journey was his deputation to Dubai, UAE with SP Shah Consultants DMCC, where he led VAT implementation assignments for international clients and guided various stakeholders on UAE VAT regulations. This exposure strengthened his understanding of cross-border taxation and international business compliance frameworks.
- He brings strong expertise in GST advisory and compliance, VAT (India & UAE), MCA-RoC matters, business registrations, and end-to-end management of statutory compliances, with a practical approach focused on timely and efficient client service.

Key Service Area



Transaction Advisory



Secretarial Service



Indirect Taxation



Audit & Assurance



Direct Taxation



Forensic Service



Outsourcing Service

Audit & Assurance

- Statutory Audit under various Statutes
- Internal Audit
- Vendor Compliance Audit
- Limited Scope Review
- Special Audit
- Stock Audit
- Revenue Audit

Forensic Service

- Fraud Detection & Investigation
- Forensic Audit
- Asset Misappropriation
- Financial Statement Fraud
- Manipulation of records
- Special Investigation

Direct Taxation

- Income Tax Advisory & Planning
- Tax Audit
- Litigation Advisory
- Search & Survey
- Representations
- International Tax & DTAA Advisory
- Advise on document required to be maintained under Transfer Pricing

Indirect Taxation

- GST Compliances
- GST Audit
- Export, Refund, Inverted Duty & Cancellation Advisory
- Litigation Advisory
- Representation

Secretarial Service

- Secretarial Compliance as per Corporate and Other Laws –
 - Incorporation and Drafting legal documents like MOA & AOA,
 - Conversions from Pvt. to LLP and vice-versa,
 - Filing in XBRL and ROC Forms
- Statutory compliance under ROC, SEBI, RBI and Listing Agreements
- Capital Restructuring, buy-back of Securities & Reduction of capital
- Foreign Exchange Law compliance

Transaction Advisory Service

- Business Valuations
- Share Valuation
- Due Diligence
- Fixed Asset Register Preparation
- Standard Operating Procedures

Outsourcing Service

- Capability gap assessments
- Business Process Reviews
- Accounting Service
- Payroll Service
- Asset/Inventory verification, reconciliation & registers

Other Services

- Assignment for Capitalisation of Asset
- Ind-As Implementation and Guidance
- Prepare Project Finance Report along with liaison with Bank, Term Loan, Working Capital Sanction
- Project Funding – Debt & Equity
- Trademark & Copyright
- India Entry – Total Compliances required to Setup Office in India
- Registration – HUF, Charitable Trust, Partnership Firm, PF & ESIC
- Development of Corporate governance framework
- Budget & Forecast

Goals for 2025

- ✓ Expand Services
- ✓ Maintain Client Satisfaction
- ✓ Increase Firm Visibility
- ✓ Enhance Service Delivery With High-end IT Tools
- ✓ Adding Team Strength
- ✓ Investing In Technical Resources

MSNJ & ASSOCIATES

CHARTERED ACCOUNTANTS



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