



E-profile

**SVJS** & Associates  
Company Secretaries  
KOCHI | BANGALORE | CHENNAI

**[www.svjs.in](http://www.svjs.in)**

# SVJS & ASSOCIATES Company Secretaries

## Profile

A Firm of Practicing Company Secretaries established in the year 2008, SVJS strives for sustained excellence in the field of compliance and governance practice, by being a true blend of the traditional and modern value systems, practices and culture. SVJS is headed by 5 Partners, who together bring to the fore more than 75 years of experience in compliance and governance management. The Firm places paramount importance on the value addition that it seeks to bring to clients through its different services, and is mindful of even the smallest kind of service rendered. SVJS is supremely committed to the needs of each of its clients and spares no efforts in fulfilling these effectually.

Being an ISO certified firm, there is a constant endeavour within SVJS to review and improve existing areas of service, while at the same time adding new areas of service, keeping in sight changing times and the turbulent business environment. The Firm seeks to provide professional services of the highest standard which is mirrored in each of the assignments undertaken.

## Recipient of the National Award for the Best CS Firm from ICSI

In December 2021, SVJS was conferred the award for the **Best Firm of Practicing Company Secretaries** by the Institute of Company Secretaries of India (ICSI), New Delhi, as part of the National Awards for excellence in Corporate Governance for the year 2021. The Jury for determining the award was headed by Hon'ble Mr. Justice P. Sathasivam, Former Chief Justice of India and the award was conferred at a national event that was graced by Shri. Amit Shah, Honourable Union Home Minister & Minister of Cooperation and other eminent dignitaries. The award for Best Firm of Company Secretaries was instituted by the ICSI in the year 2021. Being the recipient of the first award will always remain engraved in letters of gold in the history of SVJS.

Consequently, SVJS was chosen by the ICSI to be on the panel for determining the ICSI excellence awards for the year 2022.

## Empanelment with KSUM and IIMK LIVE

SVJS has a very strong presence in the Start-up ecosystem in Kerala. SVJS is the only CS firm in Kerala to be empanelled with Kerala Start-up Mission (KSUM) and Indian Institute of Management Kozhikode Laboratory for Innovation Venturing and Entrepreneurship (IIMK LIVE). SVJS is empanelled with KSUM for their Business Facilitation Centre program to support entrepreneurs in the registration of their entities and post incorporation legal support.

SVJS has been appointed by IIMK LIVE for evaluating start-ups identified for seed investments, carrying out detailed due diligence process and for drafting and vetting various agreements as part of operationalizing different investment programs initiated by the organisation.

## **Vision, Mission and Philosophy**

### **VISION**

To redefine compliance and governance practices, keeping in tune with changing times, by blending modern and traditional value systems, practices and culture and remaining relevant by creating a unique, democratic and harmonious space, worthy of replication.

### **MISSION**

To travel alongside successfully on the compliance journey of organisations by continuous value addition, through a vibrant and empowered team driven by honourable values, and a work culture based on reciprocity, continuous learning and revolutionary technology.

### **PHILOSOPHY**

#### **Positive Reciprocity – the SVJS Philosophy**

The SVJS philosophy stands firmly rooted on 'Positive Reciprocity'!

Driven by positive thoughts and actions, SVJS believes that reciprocity makes it possible to build lasting associations through meaningful and effectual exchanges. Positive reciprocity spawns mutual respect, understanding and trust which holds key for growth and development.

Be it within the team or outside of it, every action, interaction and exchange is initiated, motivated and spurred on by this ardent philosophy of bringing forth positive reciprocity. It is vital and its significance cannot be undermined for associations and relationships to thrive and prosper.

SVJS resolutely believes in continuous learning, mutual empowerment and liberation. Each of these precincts mounts firmly on reciprocity, which paves way for uninhibited progress.

### **Partners**

#### **1. CS P.D. Vincent (FCS:3067 and CoP: 7940)**

##### **Education**

- Fellow member of The Institute of Company Secretaries of India
- LLB and Masters in Business Administration
- Insolvency Professional registered with the Insolvency and Bankruptcy Board of India
- Certified CSR professional under ICSI

- An eligible Independent Director registered on the database of Independent Directors and certified by the Indian Institute of Corporate Affairs.
- IIAM Certified Arbitrator with the Indian Institute of Arbitration and Mediation (IIAM)
- ICSI certified Peer reviewer.
- Successfully completed the Certificate Course of CSR Impact Assessment conducted by ICSI.
- Qualified Social Auditor empanelled with ICSI -Institute of Social Auditors (ICSI – ISA)

### **Skill and Experience**

- Practical thinker and decision maker having over 34 years of multi departmental corporate experience spanning secretarial, legal, internal audit, vigilance and administrative functions.
- Perceptive with remarkable skills of interpretation in jurisprudence, bringing forth pre-eminent legal/secretarial opinions and advice.
- Keen analyst lending form and shape to myriad judicial orders on amalgamation/mergers/reverse mergers etc.
- Discerning practitioner having comprehensive knowledge, in-depth understanding and expansive exposure to Corporate Governance, Secretarial Audit, Listing guidelines, SEBI regulations, Foreign collaboration agreements and Joint ventures
- Skilled Resolution Professional (RP), adept at handling different stakeholders involved in the Corporate Insolvency Resolution Process, drafting of necessary reports and making appearances before the National Company Law Tribunal in this regard.
- Legal Expert in providing Advisory services on various Bank related activities

### **Positions**

- Trustee, Attakkalari Public Charitable Trust of Contemporary Performing Arts, an international NGO
- Faculty member at Kochi Chapter of ICMA and ICSI during the initial years when coaching was introduced for young aspiring professionals

## **2. CS Jayan K. (FCS:8154 and CoP : 7363)**

### **Education**

- Fellow member of the Institute of Company Secretaries of India
- Bachelor of Commerce and Law
- Holder of Certificate in Dispute Resolution from Indian Institute of Arbitration and Mediation (IIAM) and Diploma in Financial Management and Accountability (FMSF & TISS)
- Certified CSR professional under ICSI
- Masters in Science (Yoga)
- Successfully completed the Certificate Course of CSR Impact Assessment conducted by ICSI.

### **Skill and Experience**

- Impassioned mediator with a strong sense of empathy, making the ideal go-between in dispute resolution.
- Keen professional possessing exceptional skills of deduction, having almost 2 decades of experience in company law practice and procedures, especially in complex, multifaceted matters.
- Resilient partisan of societal improvement, with a natural flair and expertise in the set-up, governance and management of NGOs.
- Committed lecturer having more than 16 years of experience in teaching and mentoring budding professionals.
- Exposure to audit, finance and budgeting functions and years of advisory experience on financial planning and management.
- Eloquent speaker at eclectic forums on topics ranging from mediation and management to yoga and mind conditioning.
- Appearances before the National Company Law Tribunal (NCLT) representing companies for various matters listed under the Companies Act, 2013.
- Contribution to the ICSI magazine Chartered Secretary – The Journal for Governance Professionals, through articles on topics of professional import.

### **Positions**

- Chief Financial Consultant, Attakkalari Public Charitable Trust of Contemporary Performing Arts, an international NGO
- Treasurer, Indian Institute of Arbitration and Mediation (IIAM)
- Treasurer, India International ADR Association (IIADRA)
- Faculty member of Kochi Chapter, ICSI for 16 years and counting
- Chairman, Institute of Company Secretaries of India, Kochi Chapter (2013)
- Member of the Expert Group on Secretarial Standards of the Institute of Company Secretaries of India
- Executive Committee Member of KSUM Global, a Society for supporting Start-ups.

### **3. CS Sreekumar P.S. (FCS: 8130 and CoP : 8067)**

#### **Education**

- Fellow member of the Institute of Company Secretaries of India
- Bachelor of Commerce
- Post Graduate diploma in Intellectual Property Rights

#### **Skill and Experience**

- Erudite professional with experience traversing almost 2 decades in company law compliance, especially in areas of incorporation, complicated routine compliance and corporate secretarial advice.
- Proficient at drafting trademark applications and representations before the trademark registry.
- Practiced hand at matters relating to government companies, including their incorporation, specific compliance, governance and management, drafting of

detailed notes necessary for cabinet/government orders (GOs) for reconstitution of the Board etc.

- Adroit at incorporation of LLPs, drafting of LLP agreements, alterations to LLP agreements and related compliance.
- Exposed to GST, accounts and tax matters.

#### **4. CS Lekha Ashok (FCS: 8152 and CoP : 9011)**

##### **Education**

- Fellow member of the Institute of Company Secretaries of India
- Bachelor of Commerce

##### **Skill and Experience**

- Diligent professional with an eye for detail, having experience of over 17 years in the area of Company law, procedures and practice.
- Appearances before National Company Law Tribunal (NCLT) and Regional Director (RD) for various matters listed under the Companies Act, 2013.
- Considerable exposure to FEMA and RBI regulations and in effective liaison with the regulators on behalf of MNCs for their respective compliance on foreign investments, transfers and routine compliance.
- Significant exposure to compliance and procedure with respect to mergers and amalgamation.
- Due-diligence, compliance with listing and SEBI regulations.
- Contribution to the ICSI magazine Chartered Secretary – The Journal for Governance Professionals, through articles on topics of professional import.
- Speaker at different forums including the SIRC of ICSI.
- Head of the Bangalore Branch of SVJS since 2010

##### **Positions**

- Governing Board member, Attakkalari Public Charitable Trust of Contemporary Performing Arts, an international NGO
- Was visiting faculty at Chinmaya Vidyapeeth, Kochi, handling Accountancy for students pursuing Bachelor of Business Administration (BBM)

#### **5. CS Rohini Varma K. (FCS: 8161 and CoP : 8594)**

##### **Education**

- Fellow member of the Institute of Company Secretaries of India
- Bachelor of Commerce
- Successfully completed the Certificate Course of Women Director from the Institute of Company Secretaries of India(ICSI)
- An eligible Independent Director registered on the database of Independent Directors and certified by the Indian Institute of Corporate Affairs
- Qualified Internal Auditor for Stock Brokers
- Completed a certified course on Prevention of Sexual Harassment (POSH) from ICSI



- Qualified Social Auditor empanelled with ICSI -Institute of Social Auditors (ICSI – ISA)
- ICSI certified Peer reviewer.

### **Skill and Experience**

- A thorough professional with a penchant for systematic and structured working, having profound knowledge and understanding of corporate law and practice and experience spanning more than a decade in corporate compliance.
- Vast exposure to take-overs and its documentation in its entirety, including drafting and vetting of agreements, due diligence and handling necessary correspondence with the regulators involved in the process.
- Greatly experienced in project management including drafting of project reports and liaison with project participants.
- Exposure to reporting and compliance under Foreign Exchange Management Act, 1999 and related laws in Foreign Direct Investment and External Commercial Borrowings and appeared before the Regulators in respect of hearings on behalf of clients.
- Appearances before National Company Law Tribunal (NCLT) and Regional Director (RD) for various matters listed under the Companies Act, 2013.
- Experience in handling NCLT held meetings of Companies.
- Addressed several professional forums on Corporate Law and its compliance.
- Contribution to the ICSI magazine Chartered Secretary – The Journal for Governance Professionals, through articles on topics of professional import.
- Speaker at different forums including the Southern India Regional Council (Chennai) of ICSI and other professional bodies.
- Experienced in documentation and execution of POSH Policy and providing training under the Prevention of Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013.
- Head of the Chennai Branch of SVJS since 2014.

### **Positions**

- Treasurer of Kochi Chapter of ICSI for the year 2012 & 2013.
- Member of the Career Awareness Programme Committee of the Southern India Regional Council of ICSI for the year 2018.

## **SERVICES**

### **1. Secretarial & Legal**

**Services under the Companies Act, 2013 and, Rules thereunder and other allied statutes.**

#### **Company Law Matters**

- a. Registration of all types of Companies

- b. Regular legal, Secretarial and procedural compliance
- c. Due Diligence
- d. Preparation, certification and filing of various forms and returns
- e. Secretarial Audit
- f. CSR Compliance
- g. Corporate restructuring including amalgamations, mergers, demergers, acquisitions and other restructuring arrangements
- h. Assistance in the conduct of meetings, polls, postal ballot, e-voting etc.
- i. Assistance in preparing Board Report and all related documents
- j. Appearances before NCLT and other authorities
- k. Corporate Governance Reports

### **Securities Law matters**

- a. Reporting, compliance and certification under the listing agreement / SEBI regulations
- b. Liaison and co-ordination with market regulators and intermediaries
- c. Conducting stock broker audit
- d. Delisting of Securities
- e. MSME listing
- f. Procedural matters in relation to IPO and Listing of shares
- g. Dematerialisation of Securities

### **Forex Law matters**

- a. Managing Foreign Direct Investments and External Commercial Borrowings, right from designing the investment pitch deck till processing the share allotment
- b. Reporting and certification under Foreign Exchange (Management) Act (FEMA) and the Rules and regulations thereof
- c. Obtaining necessary approvals from Reserve Bank of India and other statutory authorities like DIPP
- d. Drafting and vetting of Joint Venture Agreements, Foreign Collaboration Agreements and Agreements for technology transfer
- e. Vetting of foreign collaboration agreements, joint ventures, share purchase agreement, promoters' agreement, investment agreement, restructuring the Articles of Association in line with share purchase agreement etc.

### **Representations / Legal Advisory Services**

- a. Providing expert opinions
- b. Drafting / vetting agreements such as shareholders /promoters' agreement, share purchase agreement, take over agreements, MoUs, Non-Disclosure Agreements, Confidentiality agreements etc
- c. Drafting / vetting of various policies
- d. Appearances before National Company Law Tribunal, Regional Director, Registrar of Companies, Development Commissioner of Special Economic Zones and other Authorities



## **Support services under Insolvency Bankruptcy Code (IBC)**

Support services to Insolvency Professionals on matters under IBC that includes claim processing, facilitating meetings, voting etc.

### **Funding Advisory Services**

- a. Developing funding strategies
- b. Managing discussions / presentations / negotiations
- c. Preparation of term sheets, financial projections / project reports etc.

### **CSR Management**

- a. Designing CSR Policy
- b. Supporting CSR Project governance
- c. Need assessments / Impact assessments / evaluations
- d. Reporting of CSR implementation agencies

### **LLP Management**

- a. Registration of LLP
- b. Drafting / amending of LLP agreements
- c. Conversion of LLP to Company
- d. Developing governance tool for LLP

### **Intellectual Property Rights**

- a. Registration of Trade Marks
- b. Registration of Copy Rights
- c. Drafting IPR Assignment Agreements and other agreements

## **2. Start-up Exclusive Services**

The start-up services of SVJS are being spearheaded by its **unique Start-up Cell** that ensures exclusive support to future entrepreneurs. The Cell supports start-up entrepreneurs intensively, providing clarity in various compliance practices and ensuring quick execution of assignments. It also educates start-ups on the best governance and compliance practices to be followed.

Following are the various services provided to Start-ups:

- a. Developing and implementing unique and simple governance module for start ups
- b. Handling negotiations and discussions with investors
- c. Preparation of Due Diligence Reports for investee companies, investors and other stakeholders
- d. Assistance in legal documentation / legal vetting
- e. Assistance in valuation process and agreement drafting
- f. Implementing effective accounting and reporting systems
- g. Customised training on governance
- h. Help in reading and understanding basic financial statements viz. Cash flow statement, Profit & Loss Account and Balance Sheet and its implications
- i. Support in understanding the importance of setting finance goals and their pursuit
- j. Insights into capital and revenue expenditure and maintaining judicious control over them

- k. Educate start-ups on the importance of financial discipline
- l. Conduct trainings and sessions to impart basic knowledge of financial planning and management
- m. Advise on timely investment decisions/plans and parking of excess funds to finance the future growth of the business.
- n. Assistance with decisions on investment in fixed capital assets and the timing of these investment decisions so as to take maximum benefit of tax concessions considering the aspects of depreciation etc.
- o. Helping them understand the significance of financial decision making and its impact on business.
- p. Ensuring transparent Board process
- q. Supporting brand protection.

### **3. Accounting and Taxation**

- a. Support in accounting
- b. Accounting supervision and generating MIS reports
- c. Liaison with auditors and accounts finalisation
- d. Managing compliance of TDS
- e. GST registration, return filing and other compliance
- f. Preparation of Project Reports
- g. Filing Income Tax Returns
- h. Obtaining Import Export Code
- i. Registration of Partnership Firms
- j. Conducting Internal audit
- k. Registration under Financial Intelligence Unit - India (FIU-IND) For Chit registration
- l. Providing Accounting Training

### **4. NGO Compliance, Governance and Management**

- a. Formation of Non-Governmental Organisations (NGO) / Non-Profitable Organisations (NPO) / Voluntary Organisations (VO)
- b. Obtaining income tax exemptions
- c. Obtaining FCRA registration and undertaking related compliance
- d. Support in fund raising, fund accounting, reporting and liaison with funding bodies
- e. Implementing unique NGO governance process
- f. Support in obtaining Government Grants, CSR Funds and related reporting
- g. Conducting unique internal audit for NGOs

### **5. ADR, Education and Training**

#### **Alternative Dispute Resolutions**

- a. Facilitating discussions and negotiations
- b. Providing Arbitration Services
- c. Facilitating / Conducting Mediation

## Education and Training

- a. Exclusive training to directors, Key Managerial Personnel, Trustees, Governing Board Members etc. on compliance and governance
- b. Need based training to managers / officers / staff
- c. Academic / professional training to professionals and students

## 6. Human Resource Management and training

- a. Assistance in development of end-to-end HR systems in alignment with business objectives including HR policies
- b. Audit of the existing HR systems and processes
- c. POSH Audit
- d. Implementation of HR processes and related statutory compliance
- e. Designing and implementation of organisation structure
- f. Mentoring and leadership training
- g. Induction training and other customised trainings for improving employee productivity and performance enhancement.
- h. One to one employee counselling services with special focus on employee personality development and long-term growth.
- i. Psychometric assessment of prospective candidates
- j. Appraisal policy system and design

## Offices

SVJS has a total workforce of over 40 members across its different facilities at Kochi, Bangalore and Chennai. The offices at the different locations have adequate infrastructure and a well-equipped team to facilitate timely execution.

### Contact Information:

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