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Alumni Newsletter Vol.7



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Opening remarks



Dear alumni,

Welcome to the seventh edition of PwC Connect. Our alumni programme turns three this year and on this occasion, I'm delighted to write to you.

Since I took over as the RMP East in August 2014, I've had the opportunity to be a part of a few alumni gatherings. I witnessed first hand the camaraderie at the annual dinners which left me with a sense of immense pride. It seemed as if time had stood still and I was back in my early days in the firm in the presence of towering leaders like **S B Ghosh**, **Sujit Bhattacharya** and many other senior retired partners and in the company of old colleagues (when we were all much younger!).

One of the things these interactions have shown me is the deep bond that exists between you and the firm, even years after you've moved on to other career

avenues. Personally, I'm thankful to each one of you for being a part of this journey in making the PwC alumni programme so successful. Your partnership is key to the success of this programme and in some measure, of the firm too.

As we look ahead, we're excited about the opportunities FY16 will bring. We are working with new clients, developing specialties in new sectors as well as moving into new geographies like Bangladesh, our people footprint continues to grow and we're becoming even more specialised in our services to clients across all lines of service. In addition to these, our marquee reports like the **18th Global Annual CEO Survey and Future of India – The Winning Leap**, give insights into newer growth avenues that we can offer to our clients. **Our Chairman Deepak Kapoor shares his thoughts on the year ahead in his first video message here.**

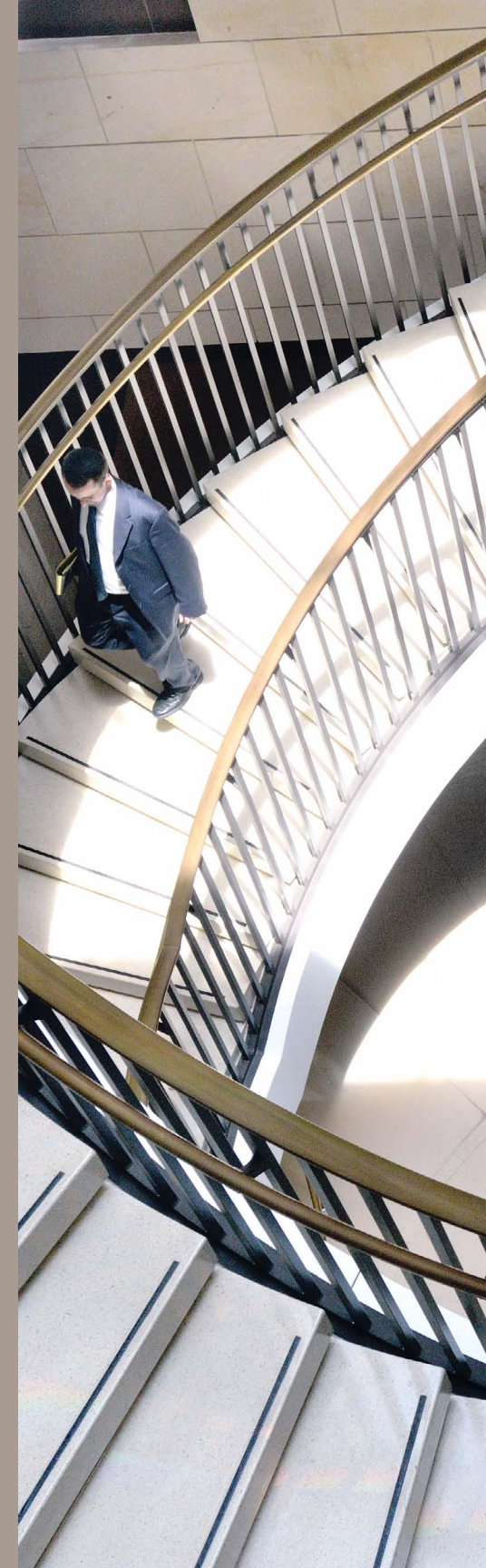
I'm also hopeful that our offerings such as the personal and professional networking events, alumni directory of 6,000 active alums, regular and tailored alumni newsletters, latest business insights and thought leadership this year will excite you. We will continue to stay in touch through various communications such as our newsletter, **Connect** and other networking channels.

Do participate in our interactions. Meanwhile, feel free to share your feedback, questions and suggestions with me or **Ruchi Mann**, our Alumni Relations Manager at ruchi.mann@in.pwc.com.

We truly value the bond we share with you and I hope that you'll continue engaging with us in the year ahead. I wish you the very best!

Sincerely,
Avijit Mukerji

Regional Managing Partner, East



Video message from Deepak Kapoor

Click here



Letters to the editor

“Thanks Deepak for getting us together. It was a wonderful evening. Very well organised.
Congratulation PwC Alumni Team”

Ashish Agarwal

“Thank you Alumni Team for featuring my article. Lots of other interesting reads as well here – it is a terrific publication! Great being connected again with PwC – feel a part of the fraternity! Thanks.”

Ritu Rekha

“Thank you for an excellent newsletter. I truly enjoyed reading it and very happy to note the impact PwC is rendering. Well done and look forward to receiving more of ‘Staying in touch’.”

Amit Wagh

“Highly appreciate the effort by the Alumni Team. Thanks for sharing Connect- Volume 6.”

Sarang Gudhate

“Congratulations for the great alumni event organised in Delhi”

Tarang Jain

“Many thanks for sharing the Alumni Newsletter. Also, I would like to thank Avijit Mukerji, RMP,East for inviting me to the PwC India Alumni meet held in Kolkata in December. It was a pleasure to receive and read “Connect” - PwC India Alumni Newsletter”

Bhaskar Basu

“Thanks for ensuring that one connects with friends. It was very well organised. I would like to extend my compliments to the entire team.”

Sanjiv Chaudhary

“What a fabulous evening it was at the Bangalore alumni dinner! Thank you.”

Sriram Kannan



Alumni speak

Celebration Moments Reunite Connect
Memories Beyond borders Celebration
Reminiscence Happiness Memories
Travel Moments Encourage
Encourage Travel Homecoming
Travel Celebration Beyond borders
Happiness Reminiscence Reunite
Encourage



*Corporate Learning
through Art*



*Anirban
Bhattacharya*



*Story of a
World Traveller*



*Arindam
Banerji*



Expressions



*Mark
Driscoll*



*Taking wings with
A Few Somethings*



*Ankit
Manglik*



Take 20



*Nishant
Dey*



Corporate Learning through Art

Anirban Bhattacharya



Anirban Bhattacharya worked with PwC from 2008- 2009 as the Head of Marketing and Business Development in our Advisory Team. He has since worked with other organisations before starting his own firm 'The Painted Sky' in 2011. Anirban started his career in 1996 with ITC Hotels and has also been part of companies like American Express, Metro Cash and Carry India, ICICI and Intellectual Ventures. Anirban now lives in Bengaluru with his wife and two children, aged 10 and 5, after having spent his earlier years in Kolkata, where he completed his schooling and college before completing his Majors in Marketing from IIM Kolkata.

In this conversation with our editors, he shares his experiences of living life in the fast lane. Read on.

To start with, tell us what you think makes you a successful professional?

I owe a large part of my success to a positive mind-set. I've never let my failures hold me back from going out and achieving more and I always look at the brighter side of life. Aside from that, I derive my strength from people around me, so I enjoy working with different kinds of people, discovering and understanding the psychology behind their decisions and actions

After working with some of the top organisations like PwC, ITC, American Express and ICICI, what inspired you to start a firm of your own?

I've always had a very strong streak of being independent and prefer to do things in a certain style which might differ from the normal. Having been in Sales and Marketing for many years, I felt it was the right time for me to start something of my own.

When I thought of starting my own venture, doing something in corporate training was an easy choice. I've always been very passionate about this field and thought that I could bring about a change in the corporate classroom. For me, the most important is the experience our participants' get and the impact our training has on them.

I feel it's rare that we can make a career out of what we are passionate about and I feel lucky to have managed to transform my passion into a successful business venture, where we've grown from a team of two to 16 today. Undoubtedly, it's a great feeling.



Alumni speak

Alumni speak



I feel lucky to have managed to translate my passion into a successful business venture

What sets The Painted Sky apart from others in this field?

Art!

To elaborate, on one of my visits to North America, I visited an art gallery where I saw people use art to build on the concept of empathy and development. That idea excited me – what better than to bring together art with corporate training. I came back and drowned myself in research material on the topic.

At the end of the research came the marriage of this unique concept in the Indian corporate framework.

What happens in the classrooms at The Painted Sky?

My experience and subsequent research has taught me that unconventional learning methods go a long way in aiding learning in a corporate environment. In our classrooms, we use painting and theatre to teach negotiation skills, conflict and innovation management.

“These art-based programmes offer participants a unique, non-threatening and non-competitive space to ideate, communicate, express and co-create. The platform allows participants to move out of comfort zones, explore and experiment with their creative side, and discover how they connect with their inner core, with ideas that demand novel expression, and with each other. At The Painted Sky, our programmes use various art forms, including painting and theatre, with specific deliverables and objectives. Through these experiential methods, learnings are found to be deeper, more powerful and longer lasting.

For example, our Emotional Intelligence programme looks at the Five Pillar model (© Daniel Goleman) through the prism of psychology, and explores the same through painting as simulation. Our creative thinking workshop aims to align team and organization values through Appreciative Inquiry techniques, and uses theatre and painting to give the same shape and expression. And our popular Team Building programmes use various innovative games and activities as well as painting, music and theatre, to highlight the power of teamwork, the need to collaborate at work, and help understand the value of working together even in a highly specialized and silo-bound environment.

Our philosophy and methodology is finding a lot of support across the world. The Painted Sky was the only Asian L&D firm to be invited to speak on developments in the experiential learning space in India and abroad at the prestigious “Art for business forum 2012” in Milan, Italy, in November 2012. And we have successfully conducted our programmes for a host of companies, across industries and geographies, in India, the US, Europe, South East Asia and the Middle East.”



Can you share with us some memorable experiences of your entrepreneurial journey so far?

There’ve been many memorable experiences. When we got into the business of training, we realised that training in India is more conventional – both in terms of why it’s undertaken and how it’s imparted. So, we found that in its traditional format, the scope was very limited and fragmented. This made us focus at the end outcome - what we wanted to do and we worked backwards from there. My marketing experience and perspective helped us spread the wings of our business overseas. We managed to reach out to clients in Singapore, Malaysia and Kuwait in the first four months of us starting up. In Singapore, we worked with a team of doctors and used painting as a tool with them. At the end of the exercise, not only did we achieve success with our objective but the group went back delighted with their experience. What better way to start out!

So, I guess it’s safe to say that my whole experience till now has been very positive and we can’t wait to explore what lies ahead.

If there is one person you would give the credit for your success, who do you think it will be?

There are many who deserve to be credited for my success but I'd give a major chunk of the credit to my wife considering she is my business partner as well as my life partner. Not only that, she's been into corporate training for over nine years and is undoubtedly the backbone of our business. The best part about her is that she never gets distracted and remains focussed on our goal along with keeping the business and I grounded.

I would also credit my teachers. The way I looked at things earlier has changed a great deal, all thanks to my teachers. Two of them who deserve special mention are **Dr. Richard Mchugh**, who has transformed the way I look at people and my capability to understand their and my own motivation. The second, **PK Saru**, my transactional analysis teacher, who transformed me at a physiological and a psychological perspective.

How do you balance your work and your personal life?

It's all a challenge considering that if you are setting up your business, unlike a job, an entrepreneur rarely gets

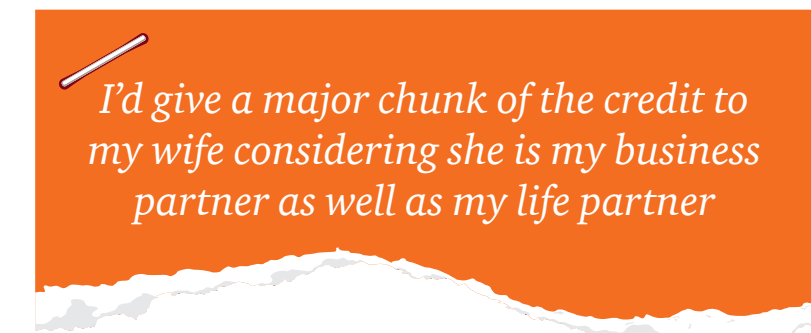


to switch off. It can get a bit intense. So I like to take timeout for myself by doing things I like and what I know I have to do. I really like to gym and I make sure I relax with my children over the weekends. The way a five year old looks at the world makes me recognise that we elders worry way too much. I paint but not often enough, which I would like to change. As a family, we try to take a holiday every three months as it helps us connect better with each other. On these holidays, we disconnect from all our professional worries and switching off our Wi-Fi is one of the key rules while on vacation. I can tell you that sometimes disconnecting is the real way to stay connected with things that really matter.

How was your experience when you were with PwC? Any special incidences or people you wish to mention?

My then boss, **N V Sivakumar**, who still remains a very close friend of mine made my experience at PwC quite memorable. He is an incredible friend to have. What I adored about him the most was his ability to remain calm under any amount of pressure and maintain his cool at all times. I always joked with him that he had his Midas touch in place when dealing with people.

I met and worked with many partners, each with a different personality, but Siva at any given point was extremely helpful and his skill to talk to people even if it was a stranger was remarkable. There is one instance I remember where he started a conversation in one of the airport lounges with a stranger. I was amazed to witness that the casual 15 minutes conversation also had such a mature outcome to it. Another person I really enjoyed working with was **Nandini Chatterjee** who is a livewire. She can work under insane deadline pressures and crazy global branding guidelines, which is noteworthy. **Sheela Kedarinath** was one of the most dependable people I came across in PwC. Her flawless coordination made sure everything went off smoothly at all times. She was a complete joy to work with. The most memorable experience at PwC for me was in 2008 in Hyderabad at an event which I helped organise where we had more than 600 global PwC delegates and 50 public figures like **Sunil Gavaskar** present. The coordination of the whole event was extremely frightening and I barely clocked any sleep in the run up to the event but it surely ended on a brilliant note when the feedback came in from all attendees, it was definitely a high!



If there is a mantra to a successful career and a content life, what will it be, according to you?

The mantra to a successful life would be as simple as “Practice, practice, practice. Details, details, details and HAVE FUN”. If you are not having fun, you are not living life the right way.

Do you have a message for our readers?

Enjoy every minute; every minute has something to teach you. Sometimes what you learn from situations is more than what you learn in a classroom, I am personally not a great fan of school learning. The best message for everyone out there is – “If you are not enjoying what you are doing, then what is the point of doing it in the first place?”

Slow down, put a little distance between the work and the self and learn to move on.



Sometimes disconnecting is the real way to stay connected with things that really matter

If you are not having fun, you are not living life the right way



Story of a World Traveller

A
Arindam
Banerrji



Arindam Banerrji is currently working with Deutsche Bank as Managing Director in Birmingham, UK. In the past, he's worked with PW from 1984-1989 in our Kolkata office and also with Larsen & Toubro, ICICI Securities and JP MorganChase Bank. In this interview, he talks about his experiences of staying away from India and his learnings, both personal and professional.

In this interview, he talks about his experiences of living abroad for a long period and his learnings, both personal and professional.



Your career book looks like a diary of a world traveller. What have been some of the places your professional journey has taken you to?

I started to work with Price Waterhouse in the year 1984 and was here for four years during which I completed my articleship and was then a junior officer. After moving out of PW, I've been lucky to have professional experiences that have taken me all over the world - I worked with JP Morgan for 10 years shuttling between Mumbai and Singapore. In the year 2004, I joined Deutsche Bank where I was initially working from Bangalore, later shifted base to Mumbai and for the past five years I have been staying in Birmingham, United Kingdom.

While working abroad, what keeps you rooted to your friends, family and India?

Even though I am living in Birmingham, a significant part of my work is in India and this requires me to travel back almost every month.

Moreover, my family is settled in Calcutta and I visit them quite often but never enough. These trips help me stay very much in touch with my people back in India and I've never felt very far away from the country.



Alumni speak

Alumni speak

In India every city has its own culture and social fabric but overall there is a prevailing sense of society that binds people together

Do you see any difference in the societal and professional setup in India and the other countries or do you feel that with global boundaries merging, these differences no longer exist?

There is a very stark difference even today. India as a society gives more importance to the collective mindset wherein the West is more individualistic. Even though in India every city has its own culture and social fabric but overall there is a prevailing sense of society that binds people together. In the professional realm too there are differences. The youth of India is inquisitive and there is a culture of learning. I feel that for most professionals in India, there is keenness to mentor and nurture younger talent.

In the West, however, the environment is a little bit more mature and professionals work with an individualistic perspective. People are willing to guide you but you have to ask for it first.



What are some changes you've seen in India during the time that you've been working in other countries?

On the business front, I have seen India literally transform in the last 15 years. The rate of change in this time far exceeds the change in the preceding 35 years when I was living in India. While I have observed this change from the seams, I feel the sentiment of contributing to this changing, growing society must be huge for anyone who's a part of it.

For those settling in countries outside India, do you think the transition is easier in cultures that we have more exposure to - American, British etc. What has been your experience?

I feel as an Indian, you are quite flexible and comfortable in a way that you don't really feel the need to adopt a new culture. You adapt to the new way of living but at the same time are content in your own skin. Whereas if you compare this to 25 years ago, Indians back then were always eager to adopt a culture different from our own and this may have been a problem in those societies where cultural differences are pronounced. Personally, my experiences have been smooth and I've enjoyed staying in all the places so far.

Do you think getting an international market exposure is necessary for one's professional growth?

Getting a cross cultural exposure is certainly beneficial for one's personal growth. When you get to live in a new society and work with the norms of those cultures, you evolve to be more culturally sensitive with every step you take. This personal growth manifests itself into your professional growth especially given today's global workforce where almost everyone has to work with diverse sets of people.

What is the high point of your international stay, both personally and professionally?

The high point of my career has to definitely be my stay at Singapore. My career took a different turn once I was working with JP Morgan in Singapore. Both culturally and professionally, that has been one of the most enriching experiences – the pace of growth, the professional atmosphere and the cultural evolution of that country is phenomenal.

Are there any countries you and your family are specially looking forward to stay in?

I really look forward to getting back to India and settling there for good now. I definitely wish to travel and visit various countries which I haven't previously explored, but given my age, I do not wish to settle and start afresh in any new country. I have come to a stage where I am satisfied with my work so I can now make a choice to settle in a country of my choice.

Tell us about your time with the firm. What is your favourite memory?

I started with PW as an article trainee in Kolkata, which back then was leaning towards Accountancy as a profession. I was extremely fortunate to have got the opportunity to work with one of the best firms and to be mentored by the likes of **PK Mallik** and **Roopen Roy**. As articles, we were given tremendous amounts of work which meant a lot of responsibility and the expectations were sky high. This in turn meant that we had a fertile learning ground and I feel that I have worked the hardest in that period which has held me in good stead in the long run.

What are the values from the firm that've stayed with you and shaped you as the professional that you are today?

PwC taught me to see everything from multiple viewpoints rather than just from a single dimension. Also, being in a role that required client interactions and owing to the culture at PwC, I was able to hone my people skills – it taught me the importance of networking and staying in touch. We were a group of 7-8 friends when I worked in PW and I have managed to keep in touch with each one of them regardless of their location or job profile.

There is one instance I would like to share. Some years back, I met **David Grace**, Partner, PwC London, at an event. We got talking and he soon realized that I had also worked with PwC. Since that meeting, even though we have not worked together, he has made a point of staying in touch. This sense of belonging that pervades all relationships at PwC is unique and the ability to attach so much importance to relationships is what I value the most.



Culturally and professionally, Singapore has been one of the most enriching experiences.

I have seen India literally transform in the last 15 years

What more do you think we can do via our alumni outreach programme to make this more effective?

I look forward to more frequent events even if with a fewer alums. We could have interactions sector wise or on particular topics which would increase participation and discussion.



Expressions

**Mark
Driscoll**



Mark Driscoll worked as the Leader of Human Capital at PwC India between September 2011 and January 2014. He recently completed his secondment in the country and before moving on to another

exciting professional journey with PwC, shares his experiences of his time in the India firm.

At the end of my assignment in India, as I pen down this small memoir, I'm overcome with emotion – a feeling that you're leaving behind something precious. With PwC, I've worked in various countries but I can say confidently that my stay in India, though not always easy, has been one of my most exciting stays abroad. I've spent a fair amount of time reflecting on my experiences here and truly appreciate how being the India Human Capital Leader has helped me grow, both, personally and professionally.

In my initial days here, my driving experiences in Gurgaon taught me one thing which strangely became the cornerstone of my stay here – conviction! As I often tell my colleagues, you simply cannot drive in this city if you don't have conviction and the same holds true on the professional front. I had belief in what I wanted to do here in PwC India and a vision to make it a great place to work. We worked to bring about changes in our employee culture and it reflected in our scores. I think a lot of it bore result when in my last year of stay in India, we got

the wonderful opportunity to host global Human Capital leaders from PwC's network of firms because we had the most improved people engagement scores in our global people survey.

That, for me, was the result of my conviction and the hard work of my team. But I will not do justice if I spare mention of our partners and staff in India – they gave us their confidence and showed trust in me to drive key changes in our overall people strategy. Clearly we are still on our journey to achieve our goal to become one of the best places to work in India, but I believe that path is not a great distance beyond this point.

I surely couldn't have achieved any of this alone and I owe a great deal to all the people I worked with directly in the Human Capital team, the India Leadership team, the partners and everyone else who I may not have worked with directly but please know that you made my stay here very special.

As I get ready to move to another Country with PwC, I fully know my experiences here will help me succeed once again. And I'll miss you all.

Au revoir, dear friends!





Taking wings with A Few Somethings

**Ankit
Manglik**



Ankit Manglik worked with PwC from 1999- 2004 in the Delhi office. Before taking an offbeat route to an entrepreneurial venture in home décor, he also worked with organisations like HP, ANZ and BNY

Mellon. In a candid chat with us, he talks about his venture 'A Few Somethings'.

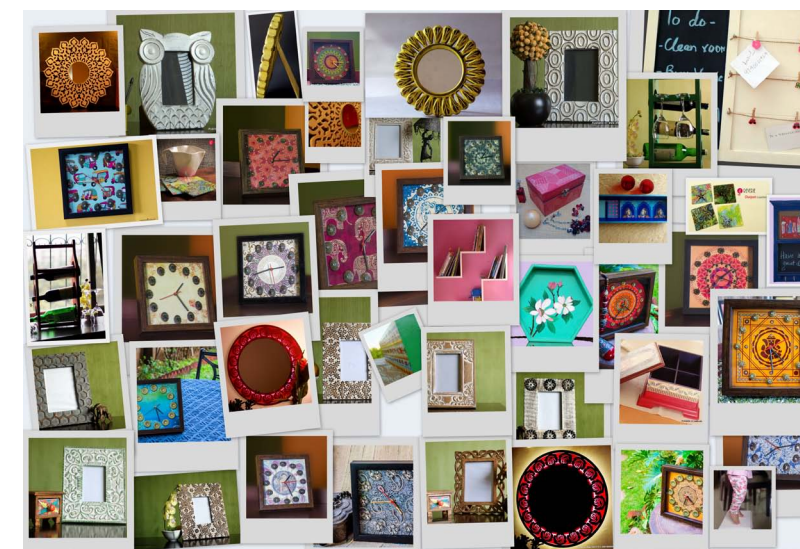
After working with some of the top organisations like PwC, HP and ANZ, what inspired you to start a firm of your own?

I was always looking to do something new and different throughout my professional journey at these organisations. A couple of years, the action on the start-up ventures across India had me excited and I started reading up about this field. That's when the idea of 'A Few Somethings' first germinated and I thought, why not give it a shot!

What is the story behind 'A Few Somethings'?

'A Few Somethings' is an e-Commerce site which works in collaboration with a number of micro to small businesses who are creating really unique products on a small scale. The idea is to have handmade or home designed products which are not available anywhere else on the site. Exclusivity is our principle.

At 'A Few Somethings', you'll find interesting and exquisite home decor products that will have your touch rather than catering to a mass appeal. I find that people today are looking for these personalised ideas in all aspects of their life, so why not start with their home.



What differentiates 'A Few Somethings' from the other home décor stores around?

'A Few Somethings' is uniquely positioned to have only home décor accessories which are produced at a very small scale. This makes sure that every product is unique and not available unless you know the vendor personally.

Share some memorable experiences of your journey of getting your venture into existence.

After we launched the site, the reaction from a couple of our vendor partners was really great. They felt a sense of pride in having their products on a website under their own brand. That in itself was a matter of enormous pride for us.

If there is one person you would give the credit for your success, who would it be?

We are still on the first few steps on the ladder of success but I would definitely give credit to my wife for standing beside me and being supportive about taking such a big risk.

Tell us a little about your personal life – what kind of person you are, your family background?

Most times, I'm a reserved and quiet sort of personality. I do love to solve problems and reach its final conclusion along with getting involved in new things. My family is a very important part of my life. My background makes me who I am today and my present is an important driver for me.

I come from a middle class family; I'm married and have two daughters, Ananya who is seven years old and Anaisha who is a year old. My wife Anchal, is a home maker who has worked with IBM earlier. My parents live in Noida and my father is also a CA and is associated with EY in their Tax Line of Service. So, as you can see, we go back quite a bit with the Big Four!



How do you manage your work and your personal life?

As I am currently working from home, time management becomes really important. You integrate work into your personal life. So I structure my day to finish work and be available when my daughter comes home from school.

How was your experience when you were with PwC? Any special incident or people you wish to bring to our notice?

Working with PwC was absolutely great. I made some lifelong friends there and gained a lot of knowledge and experience. My eight plus years that I spent at PwC were filled with amazing experiences. I did a wide variety of projects, from doing stat audit for Maruti under **Harinderjit Singh** to selecting ERPs, building a project management framework for e-Gov projects under **Neel Ratan** and **Sivarama Krishnan**. It was a hugely enriching experience.

If there is a mantra to a successful career and a content life, what will it be according to you?

I would say *do what you love to do*. If not at work, make sure you take time out and follow a hobby.

I think work is a continuous thing and there will always be work, but one should make certain that those other special once-in-a-lifetime moments are not lost because of work. Live those small moments, like accompanying your children on their first day of school. It is these moments that you'll remember. So, as you enrich your professional life, don't miss out on making enriching personal memories.



Take - 20

N
**Nishant
Dey**



Nishant Dey joined PwC's Kolkata office as a consultant in 2011 after completing his graduation and stayed with the firm for two and a half years. He left PwC to pursue a higher education and is currently a PGDM student at IIM Kozhikode.



Your highs?
Sports, travelling

If not your current profession, what would it be?

A professional sportsperson, preferably a cricketer

If you could go back in time, what would you do differently?

Nothing. I have no regrets about life so far.

Your lows?

Hypocrisy that I see in people

Your closest one?

A special lady (too soon to announce the name ☺)



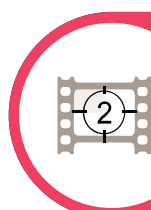
A gadget you can't do without
My smartphone

Favourite Bollywood Celebrity

Nawazuddin Siddiqui

One thing you never leave home without

My phone



A film you have seen more than five times?
Lagaan

Favourite street food?

Puchka

Hollywood favourite?

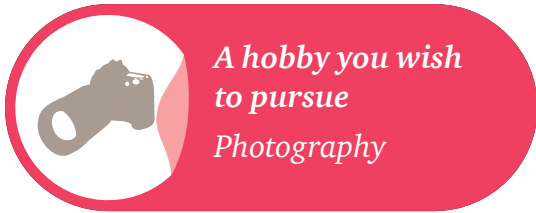
Morgan Freeman



Favourite holiday destination?
I love the sea, so any beach destination it is

Best childhood memory?

Playing cricket, stealing fruits from neighbours' gardens



A hobby you wish to pursue
Photography

If you could live anywhere in the world, where would it be?

New Zealand

Your childhood idol?

Sachin Tendulkar

Your personal anthem or theme song?

Dream On - Aerosmith

A fashion mantra you live by?

Comfort is primary, everything else secondary.



Favourite dessert?
Fruit salad with ice cream

A super power you wish you had?

Time travel

If you were heading out on a road trip right this minute, what would you pack?

A pair of jeans, t-shirts, shorts, toiletries, credit card, mobile



The last time you did something for the first time?

Set out to explore a new city with just a map in hand



In your free time we can find you ...
Sleeping

A habit you wish to get rid of?

Procrastination

The impact of PwC on your life?

Took my first step into the corporate world, travelled places, met a lot of people and learnt at every stage. PwC was a special part of my life that will always be close to my heart.



PwC news and views

CEO SUMMIT 2015

PwC hosted the fourth CEO Summit in March across Delhi, Bangalore and Mumbai. The topic of this years event was 'A marketplace without boundaries: are we ready?'

In Mumbai the keynote speaker was – **Arundhati Bhattacharya**, Chairperson of State Bank of India. Her keynote address echoed our CEO Survey theme of a boundary- less world but she also did that as boundaries are collapsing, we see newer ones resurrecting and so, CEOs need to be more cognisant of the fast changing world contours.

Key findings:

- 62% CEOs in India are very confident of growth in the short term
- 59% CEOs in India see an improvement in global economic growth over the next one year
- 63% CEOs in India plan to enter new strategic alliances or joint ventures over the next year
- 82% CEOs in India say they have a strategy to promote diversity and inclusiveness



“Best Implementation of the Year Award” for SAP team

PwC India won the “Best Implementation of the Year award” for their most innovative and complex implementation of an Accounts Payable Optimisation solution at Tata Communications.



PwC second most powerful global brand

In a report published by consultancy firm Brand Finance, PwC came second to Lego in its rankings of the world’s most powerful brands, and is one of only 12 companies to receive the top score of AAA+ on the ‘Brand Strength Index’ (BSI).

It was followed by Red Bull, Unilever, McKinsey, Burberry, Rolex, L’Oréal, Coca Cola, Ferrari, Nike and Disney. Deloitte was given an AAA rating, while EY and KPMG were given an AAA- rating.

David Haigh, CEO of Brand Finance said, “All the Big Four accountancy firms have very strong brands. PwC is just slightly ahead.” PwC has historically fared better than its Big Four rivals in both brand strength and value. In 2009, for example, the PwC brand was valued at \$9.64bn, compared to Deloitte’s \$7bn.

- See more at: <http://economia.icaew.com/news/february-2015/pwc-second-most-powerful-global-brand#sthash.mqxK6rei.dpuf>



Tax team members visit an old age home; take away sweet memories

One Saturday morning, a mixed bunch of volunteers from Tax -Corporate, IAS, Transfer Pricing and M&A gathered for a common cause of bringing a smile to someone’s face and also contributing to society. For it is said: If the essence of my being has caused a smile to have appeared upon your face or a touch of joy within your heart, then in living - I have made my mark!



PwC Transport Infrastructure outlook 2015

PwC leaders addressed several industry leaders and dignitaries, including **Nitin Gadkari**, Cabinet Minister of Road Transport, Highways and Shipping, at the PwC Transport Infrastructure Outlook, held earlier in March in Mumbai.

PwC helps in making Haryana 'Smart'

PwC India was approached by the Confederation of Indian Industry (CII) northern region to do a joint report on rapid urbanisation in Haryana and to chalk out strategies and recommendations that could be adopted by the Haryana city government to transform existing cities into Smart Cities.

The report was developed under the able guidance of Leaders **Neel Ratan** and **Rakesh Kaul**. Contributors to the report include **Azizur Rahman**, **Gaurav Gupta**, **Ambika Bahadur**, **Charu Singla**, **Sahil Chowdhary** and **Monica Bhatia**. The report was launched at the Smart Urbanisation Conference on 5 February 2015 in Gurgaon.

PwC was the Knowledge Partner for the event and the conference was attended by top industry leaders and Haryana Government bureaucrats. NSN Murty, Associate Director and Smart Cities Leader, delivered the theme presentation. The event and report launch also received substantial media coverage in leading dailies.

स्मार्ट सिटी के लिए ट्रांसपोर्ट सिस्टम पर जोर

भारत न्यूज़ | गुडगांव

कॉन्फ़ेडरेशन ऑफ़ इंडियन इंडस्ट्री (सीआईआई) द्वारा गुडगांव को प्रदेश में स्मार्ट सिटी स्थापित करने को लेकर सेमिनार का आयोजन किया गया। इस अवसर पर नगर निगम कमिश्नर विकास गुप्ता ने कहा कि नगर निगम द्वारा गुडगांव में आधुनिक ट्रांसपोर्ट सिस्टम और बिजनेस मॉडल तैयार किया जा रहा है। इसके लिए दो महीने में प्रस्ताव तैयार किया जाएगा, जिसपर

गुडगांव, स्मार्ट सिटी बनाने को लेकर सीआईआई की आयोजित बैठक में मौजूद पदाधिकारी।

आगामी आठ माह में अमल शुरू सत्यप्रकाश ने कहा कि स्मार्ट सिटी हो जाएगा। जिला के डीसी टीएल में आधुनिक ट्रांसपोर्ट, सुरक्षा और

आवश्यक स्वास्थ्य सुविधाओं की बेहतर सुविधा होनी चाहिए। सेमिनार में स्मार्ट शहरीकरण को लेकर पीडब्ल्यूसी की रिपोर्ट प्रस्तुत की गई।

सेमिनार में स्मार्ट सिटी के लिए पॉलिसी फ्रेमवर्क, सरकारी प्रावधान और औद्योगिक भागीदारी पर चर्चा की गई। इस अवसर पर सीआईआई हरियाणा स्टेट काउंसिल के पूर्व चेयरमैन नीरज मुंजाल और उद्योग प्रतिनिधियों ने अपने-अपने विचार रखे।

Tax Symposium

PwC successfully concluded its 5th edition of Tax Symposium across Bangalore, Gurgaon and Mumbai earlier this month. Several eminent speakers from the government and industry spoke candidly on the evolving tax landscape in India and abroad. The forum saw over 150 tax decision-makers deliberately over some most topical issues concerning GST, place of effective management (POEM), base erosion and profit shifting (BEPS), financing India operations, and tax accounting standards.



In focus at PwC

Organisations across the world are today talking about making their workforce more diverse and workplaces more inclusive. At PwC, Diversity has been a mainstay of our people policy over the years globally. Our Chairman, Dennis Nally recently extended his support for the UN initiative, HeForShe. In India, we were among the first professional services firm to have a female Partner and ever since, we've only moved ahead on this path.

Here, our Diversity Lead in India, Shveta Verma talks about why Diversity is becoming increasingly important across organisations and why we are so serious about it.

Diversity at PwC - creating equal opportunities

- *As all organisations talk about Diversity, where is PwC on that journey?*

Our PwC purpose states that we want to build trust in society and solve important problems. To **build trust in society**, we must be tactical in making fair, transparent, and ethical decisions. To **solve important problems**, we need creative solutions from the best available talent – which is inclusive irrespective of gender, race, nationality, ethnicity, sexual orientation, personality, ability, thinking style, and religion. This is a continuous journey and the policies evolve with passing time.

We've recently launched new programmes and practices which will take some time to mature.

We want to create a workplace where people feel valued for who they are and what they do. Diversity at PwC is the bringing together of the unique perspectives of people of all backgrounds, life experiences, preferences and beliefs. As we create better outcomes for our clients, our people, and our communities, it is this **Culture of Inclusion**, that lets people be their true selves knowing their contributions are valued.

Focus on Diversity permeates across the organisation, specially in leadership positions. 22% of our ILT is female, 40% of the Assurance leadership team is female and 20% of Advisory leadership team is female. The challenge is creating a healthy pipeline and we are taking steps to build our pipeline by developing our managers and also through our hiring efforts.



- *Can you share with us some initiatives that build on the firm's commitment to creating a more diverse and inclusive workplace?*

Some of our initiatives during last couple of years, including 'creation of regional women's network', 'introduction of flexibility policies like sabbatical, flexi working hours, reduced hours, flexible Fridays etc' have been very popular with employees. We have launched niche initiatives like 'Reach Out', which gave our high performing senior women leaders an opportunity to share, network and learn with like-minded leaders from five top class organisations -Tata, Microsoft, Pepsi, Amex and PwC and 'Women on Corporate boards', which targeted senior women leaders and preparing them to take up roles on corporate boards. The one principle that guides us is that ***Diversity should go beyond philosophy and become a practice at PwC.***

- *Do the global leaders at PwC share the focus on Diversity?*

Absolutely. Our Chairman, Dennis Nally, recently announced his support for the HeForShe campaign which is being run by the UN. Globally, the Diversity journey is very advanced. Having begun more than ten years ago, it brought about a globally consistent approach to Diversity as a business imperative and

enabler to our international business strategy. Initially, gender diversity was a priority, as 50% of PwC's global workforce is comprised of women. In this regard we have driven a variety of initiatives, such as data analysis, leadership programmes and human capital interventions, and we continue are making progress.

Globally, PwC increased its female partners from 11% in 2004 to 17% in 2014. In 2009, PwC's leadership expanded its diversity focus and added the word "Inclusion" and expanded the horizon of the Diversity council to other aspects of culture, ethnicity, religion, physical abilities, sexual orientation etc. While proud of our accolades, such as consistently being named a top 10 company for global diversity by DiversityInc at UK, we consistently strive to be innovative and set the bar higher for achieving a higher goal.

Going forward, our focus is on building ***accountability*** in the system to help us drive leadership commitment, build diversity and inclusion in the business strategy, create a ***healthy pipeline*** for our diverse set of talent for leadership roles through sponsorship and other leadership development programmes and strengthen our positioning as thought leaders in the market and for our employees.

The ability to work well with all kinds of people is one of the most important business skills today and for the foreseeable future. Our clients demand it and remaining the number one professional services network depends on our ability to behave inclusively so that we can make the most of the very best talent in the world. – Dennis Nally, 24 March 2014 during Global Diversity week at PwC

As an organisation we are committed to weave diversity, inclusion and flexibility into the fabric of our organisational culture, practices and relationships. We have introduced several initiatives with an objective to create a positive work environment where people understand, empathise with, look up to, learn from and respect those different from them. – Deepak Kapoor, Chairman, PwC India



Rendezvous

Remembering the best of the past at the Bengaluru Alumni Dinner 2015

On the evening of 13 February, more than 200 PwC alumni gathered at the My Fortune Hotel, Bengaluru to celebrate their longstanding relationship with the firm and relive memorable moments of their days at PwC with their friends and colleagues.

The event was also graced by several senior alumni, including **Ashish Jain**, CFO- Apollo BSR; **Mark Braganza**, Partner, M.A Braganza & Associates; **Soumitra Bhattacharya**, Joint Managing Director, Bosch; **Vikram Bapat**, Founder & Managing Consultant, ConiferLead and **Vineet Chhabra**, Chief Operating Officer, United Spirits.

Our Regional Managing Partner (South) **N V Sivakumar** was the perfect host along with the Alumni Relations team as he welcomed our guests with a brief speech. **Abdul Majeed**, Partner- Assurance, also addressed the gathering and sang a few lines to celebrate the jamboree.





Welcome aboard



Amitava Sen, Partner, Transfer Pricing

Amitava has 13 years of experience in India and abroad. He also carries working knowledge of International Tax. Amitava works with clients mostly in the CIPS segment. Some of his key clients are in the Automobile, Procurement, EPC, FMCG and IT sectors. He also focusses on Japanese clients across sectors. He has experience in managing a wide range of TP projects, including TP structure planning, global documentation and TP litigation. He has been on international secondments to UK and China. Amitava is a CA and LLB, and has also completed an executive management programme from IIM-C.



Hitesh Sawhney, Partner, Direct Tax

Hitesh is a partner in Tax and Regulatory Services. He has a versatile consulting experience across diverse industries and a wide spectrum of direct tax and regulatory areas. He specialises in corporate tax and international tax matters involving cross border structuring, inbound investment and structuring of turnkey / EPC contracts. He has assisted large MNCs in settling its Indian tax dispute under the mutual agreement procedure as well as settlement commission. He has also handled direct tax litigation matters for various multinational clients and has spent two years in the US leading the India Tax Desk.



Jagjit Singh, Director, Human Capital

Jagjit Singh has joined PwC in December 2014 as the Human Capital Leader. Jagjit has 25 years of diverse and multi industry experience across all aspects of Human Resource functions. He has also worked with HSBC, Hindustan Unilever and the TATA group in various HR roles as well as professional services experience in heading the EY Human Capital function for three years. His most recent role was the Country HR Director of DBOI (Deutsche Bank Operations International) Global Services.



Welcome aboard



Sabine Wahl, Partner, Tax -Transfer Pricing

Sabine joined PwC India in Delhi in November 2012 to lead the Advance Pricing Agreement (APA) practice.

Prior to joining PwC India, Sabine was a Director with PwC Belgium for a year heading the Belgian Value Chain Transformation (VCT) practice and the co-leader of the Tax Controversy and Dispute Resolution (TCDR) practice. Sabine is also a New York lawyer and has graduated from Duke Law School, NC (US) as well as has a Master of Law from the University of Paris I, Paris, (France).

Welcome aboard



Saurabh Upadyay, Partner, Tax- TRS Corporate

Saurabh came back to PwC after a four year stint in KPMG, where he was a Partner heading the Tax Technical Group. Saurabh brings over 33 years of vast professional experience in advising large and medium multinational and domestic clients on Corporate Income Tax, Corporate Laws/ Rules, Exchange Control Regulations, various SEBI Regulations, Combination Regulations under Competition Law etc. Besides being a recognised Tax professional, Saurabh is engaged in teaching as a part-time lecturer in his alma mater, Sydenham College of Commerce & Economics, Bombay, on accountancy, auditing and income tax.

Retirement



Pawan Kumar, Partner, Tax-Direct Tax

Pawan possessed in-depth knowledge and experience of direct taxes laws and heads the Tax Controversy and Dispute Resolution services of PwC. He is a renowned litigator and has many firsts to his name. He has successfully strategized and defended clients on their complex tax issues covering a wide gamut of industries like Infrastructure, EPC, Oil & gas, Information technology, telecom, manufacturing, entertainment, service sector etc. He also helps clients to proactively review their tax positions and tax litigation strategy in line with current judicial trends and anticipated legislative changes so as to reduce risk and to attain their business objectives. Pawan has extensively dealt with Alternative Dispute Resolution forum like Authority of Advance Ruling ('AAR'), Settlement Commission, Mutual Agreement Procedure (MAP) etc.

Retirement



Kersi Vaccha, Partner

Kersi has been with PwC for more than 43 years having joined Price Waterhouse, London in 1972 as an articled trainee. He then moved to Price Waterhouse, Bombay office as a Manager in 1977. Kersi became a partner with Price Waterhouse, India in 1985.

Kersi has served in a variety of leadership and client service roles as an auditor. He currently heads the Independence function of PwC India and is the Indian firm's Anti Money Laundering leader.

Kersi specialises in financial services in particular Banking, Capital Markets and Investment Management. He also served as Engagement Partner to a number of mutual funds, banking and capital market clients.

A Commerce graduate from Bombay University, Kersi is a fellow member of the Institute of Chartered Accountants in England and Wales and a fellow member of The Institute of Chartered Accountants of India.



Publications



18th Annual Global CEO Survey: A marketplace without boundaries? Responding to disruption

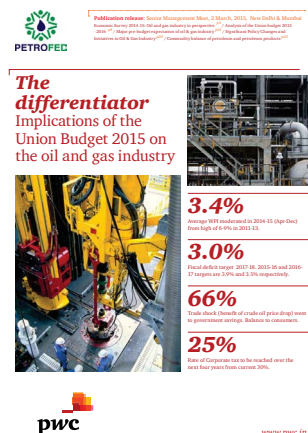
It's clear that in 2015, disruptive change will affect all global markets. But while CEOs are less confident overall about the prospects for the global economy, many believe that there are significant opportunities for their own business to grow in the year ahead.

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The differentiator

This report takes stock of the key provisions in Union Budget 2015 that have major implications on the Indian oil and gas industry



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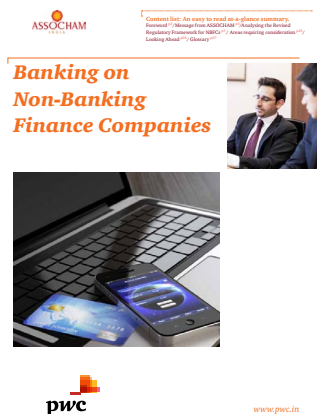
Retail and Consumer

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Total Retail 2015: Retailers and the age of disruption

Based on PwC's annual global survey of shopping behaviour across channels, this year's report reveals major trends that are 'disrupting' the retail model as we know it.





Banking on non-banking finance companies

This PwC- ASSOCHAM report decodes the new regulatory framework recently issues by the RBI and also highlights they key areas that require consideration by the regulators in order to create a level of playing field and ensure smooth functioning of the sector from a business and operations perspective

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Self-reliance in defence production: The unfinished agenda

The Indian aerospace and defence market is among the most attractive globally and the government is keen to promote investments in the sector. This report lists the key steps that India needs to take to realise its dream of self- reliance in the vital sector.

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PwC Reporting Perspectives: January 2015

This edition provides and overview of the roadmap for Ind-AS implementation along with the next steps. Among other things, it discusses the impact of the 12 draft Income Computation and Disclosure Standards issued for public comments by the CBDT committee.

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Stay tuned

Help us reach out to you!


Please register your contact details and update your profile by visiting our alumni webpage at: <http://www.pwc.in/alumni/your-alumni-profile.jhtml>.

You can refer this page to your ex- colleagues and friends from PwC, incase we missed them.


To know the latest discussions, updates and events on alumni, make sure that you are a member of the Linkedin PwC Alumni Group.

The Linkedin group will be the main social network platform for the alumni to connect with each other and the firm.


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PwC helps organisations and individuals create the value they’re looking for. We’re a network of firms in 157 countries with more than 195,000 people who are committed to delivering quality in Assurance, Tax and Advisory services. Tell us what matters to you and find out more by visiting us at www.pwc.com.


In India, PwC has offices in these cities: Ahmedabad, Bangalore, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai and Pune. For more information about PwC India’s service offerings, visit www.pwc.in

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