REINA CONSULTING

UAE I INDIA

About Us

Reina Consulting (the Firm), provides a bouquet of Tax Consultancy services. The Firm has a dedicated team of professionals possessing extensive knowledge and in depth understanding of the tax and regulatory framework in the Gulf Cooperative Council (GCC) region.

The clients of the Firm are primarily reputed domestic, multi-national entities. The industry footprint of the Firm covers, amongst others, retail, real-estate, automobile, education, infrastructure, consumer products, shipping, software etc.

Each of the Senior Partners of the firm has more than 20 years of experience in the field of taxation (including experience in the GCC). They derive a significant part of their working knowledge from being constituents of the Big-Four firms, besides their practical experience at the grass-root level.

The team at Reina Consulting has passion for their work and constantly seeks innovative and creative ways for client service delivery. These key factors differentiate Reina Consulting from other competing firms.

The philosophy of the Firm is to provide exceptional client services keeping in mind various business impediments and practical challenges, so as to maximise the Client satisfaction. Exceptional Client service involves responding to Client’s requirement and providing efficient solutions within a minimum possible turnaround time

Corporate Tax

Reina Consulting provides an array of Corporate Taxation related services to various clients

Implementation Support

Assisting clients in a smooth transition to the Corporate Tax regime by guiding them on tax implications arising out of business transactions, agreements etc.; identifying transition issues etc.

Advisory

Rendering advice on critical as well as day-to-day Corporate Tax issues under retainer, hourly or on fixed assignment basis

Diagnostic Review

Identifying gaps in the Corporate Tax positions; suggesting changes in operating/ business models to mitigate Corporate Tax exposures; assessing the adequacy of documents, information etc. for audit preparedness

Compliances

Commenting on the feasibility of obtaining group registration; assisting clients in obtaining or cancelling registration; assisting in Corporate Tax computation; tax provisioning, preparing and submitting returns etc.

Representation

Assistance in seeking suitable clarifications/ amendments/ exemptions for and on behalf of clients/ client industry from the Tax Department

Training

Imparting training to client's team for building their capacity in handling day-to-day Corporate Tax issues/ compliances etc.

Indirect Taxes

Reina Consulting provides various services in the field of Indirect Taxes (i.e., Value Added Tax, Excise Tax, Custom Duty etc.)

Advisory

Rendering advice on critical as well as day-to-day Indirect Tax matters on retainer, hourly or fixed assignment basis

E-invoicing

Implementing e-invoicing solution with PEPPOL standards for ensuring compliance and efficiencies in operations

Litigation

Drafting and submitting applications/ petitions etc; assisting clients in their representation before Tax Authorities

Compliances

Obtaining registration(s), submitting return(s) etc. replying to day-to-day queries etc., raised by the Tax Authorities

Health Check

Highlighting potential Indirect Tax exposures; suggesting amendments to business/ operating models, processes/ systems for optimizing tax costs

Training

Imparting training to teams for building their capacity in handling Indirect Tax issues/ compliances etc.

Refund Assistance

Reviewing documentation for submitting refund claims; preparing reply to queries raised by the Tax Authorities

Transfer Pricing

1. Assistance in Transfer Pricing (TP) documentation for international/ domestic transactions including preparation and maintenance of Local File, Master File and Country by Country Reporting (CbCR)

2. Assistance in conducting TP study as required to be furnished with respect to international/ domestic transactions

3. Undertaking TP planning study for proposed related party transactions, for determining Arm's Length Price (ALP) of proposed transaction with an Associated Enterprise (AE), to ensure that appropriate margins are agreed upfront to comply with TP regulations

4. Representation in assessment and appellate proceedings including proceedings before the Tax Authorities

5. Assistance in undertaking consultations with Tax Authorities on Mutual Agreement Procedure (MAP) for TP disputes and Advance Pricing Agreement (APA) proceedings. These proceedings help in resolving long standing disputes with tax authorities and providing future certainty with respect to transactions with AEs

6. Assisting clients on value and supply chain management from a TP Perspective. This entails designing of pricing arrangements through supply chain, keeping in mind the substance embedded within respective entities, as against artificial allocation of functions, assets and risks

7. Advising on safe rules and secondary adjustment norms under TP provisions

International Taxation

Advising on tax implications of cross border transactions and foreign remittances, including advise on the applicability of Double Taxation Avoidance Agreements (DTAAs), Multi-Lateral Instrument (MLI), withholding tax as well as specific/general anti-avoidance regulations

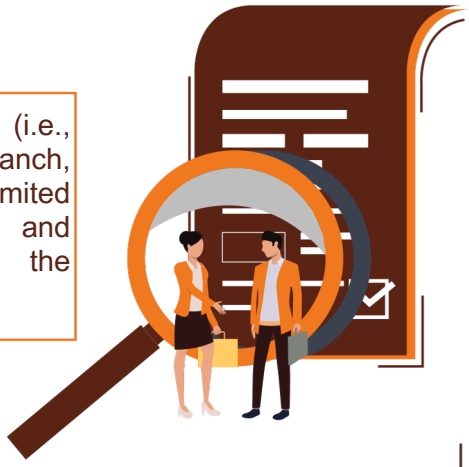
Advising multinational enterprises on international holding structures for the purpose of carrying on business in the GCC region (inbound structuring), similarly advising multi-nationals on carrying on business with outbound structuring

Corporate and Commercial Legal

Advising on policies, laws and regulations in relation to governmental and regulatory compliances and approvals

Drafting of agreements, policies including share holder, joint venture, technology transfer, business transfer, franchise, online terms of use etc.

Advising on set-up strategies (i.e., setting up of Company, Branch, Liaison Office, Project Office, Limited Liability Partnership etc.) and obtaining approvals from the concerned regulatory bodies



Advising on corporate reorganization and restructuring including mergers, acquisitions, slump sale etc.; conducting vendor and target legal due-diligences

Advising on matters related to Intellectual Property Rights ('IPR') such as IPR protection mechanisms, IPR infringement actions, IPR registrations etc.

Data Protection Laws

Contours of Data Protection Laws

Wide definition of sensitive personal data

Data localization requirements

Excessive liability for non-compliance

Periodic review of stored personal data

Constitution of Data Protection Authority

Wide applicability

Requirement of notice and consent

How can we help businesses?

Evaluating and monitoring compliance levels from a legal standpoint under various jurisdiction

Drafting of relevant agreements/ policies for (i) securing consent; (ii) provision of notice etc.

Assisting with Data Protection Impact Assessment

Developing security and privacy best practices, policies and standards

Developing mitigation plan for possible privacy breaches

Assisting with litigation, if any

Delivering trainings on the legal provisions to the concerned teams

E-invoicing and Compliance Automation

Implementation Support

Assessing E-invoicing impact on processes and systems

Providing step-by-step technical and regulatory guidance

Mapping workflows to E-Invoicing requirements

Offering complete end to end implementation support

Advisory Services

Resolving routine and complex E-invoicing queries

Interpreting regulatory updates and amendments

Advisory support on retainer, hourly, or fixed basis

Providing strategic compliance and process improvement insights

Compliance and Hand Holding Support

Reviewing and validating E-invoices for accuracy

Conducting regular compliance checks and gap assessments

Ensuring audit readiness and documentation management

Aligning ERP and billing systems with E-invoicing standards

Accounting and Virtual CFO Support

1 Accounting and Bookkeeping

We keep your books accurate, up to date, and ready for audit.

Services include:

Accounting and bookkeeping support
Accounting cleanup and catch-up of backlogged records
Payroll processing, including WPS and payslips
Month-end and year-end closing support
Bank, supplier, and customer reconciliations

2 Management Reporting and Finance Transformation

We handle your accounting, reporting, and finance system implementation.

Services include:

Management reporting and KPI dashboards
Virtual CFO services
Budgeting, forecasting, and cash flow planning
Accounting system selection and implementation
Business process improvement and finance transformation

3 IFRS and Financial Reporting Advisory

We support businesses in meeting evolving financial reporting standards and improving reporting quality

Services include:

IFRS implementation and technical advisory
Accounting policy development
Financial statement preparation
Complex accounting assessments
Notes disclosures compliance

Audit and Assurance

1 Statutory Audit Services

We provide independent statutory audits in accordance with applicable financial reporting frameworks and regulatory requirements.

Services include:

Annual audit under the UAE Commercial Companies Law
IFRS-compliant financial statements
Audit reports for mainland & free zone entities
License renewal audits

2 Internal Audit & Risk Advisory

We assist organisations in strengthening internal controls and risk management frameworks.

Services include:

Risk-based internal audit (outsourced/co-sourced)
Enterprise Risk Management (ERM) frameworks
Internal control design and testing
Process reviews (P2P, O2C, Inventory, Payroll)
Audit committee reporting

3 Agreed-Upon Procedures and Special Purpose Assurance

We perform specific procedures agreed with you and, where relevant, other intended users, and report the factual findings.

Services include:

Financial information for third parties
Qualifying Free Zone Benefit AUP
Stock counts
Grant, project, and fund utilisation
Cost claims and contractor billings
Revenue, royalty, and franchise fee statements
Due diligence support
Compliance with contractual terms

*Services provided by Reina Auditing, audit firm affiliated with the Firm

Quality, Wisdom, Ethics, Responsibility, Teamwork and Youthfulness (QWERTY) are our core values. These values guide all our actions, and help us produce best results for our Clients

Core Team

AMARENDRA MOHANTY

Amarendra holds a Master's Degree in Business Administration and Bachelor's degree in Commerce. He has over 15 years of experience in the field of Indirect Taxation in the GCC and India

ANKUR JAIN

Ankur is a qualified CA. Ankur has more than 23 years of experience in the field of Indirect Tax consultancy and compliance spanning across industries, including over 7 years of experience in the GCC region

ANUJ GAGGAR

Anuj is a qualified CA with over 9 years of experience in Direct and Indirect Tax advisory, implementation and compliance across diverse sectors in the UAE, Bahrain and India

ARJUN MUNDRA

Arjun is a Chartered Accountant from the Institute of Chartered Accountants of India with over 11 years of experience in audit, assurance, and advisory across the UAE, Bahrain, and India, serving diverse industries.

GAJENDRA MAHESHWARI

Gajendra holds a Master's Degree in Law and is also a qualified CA and CMA. Gajendra has over 28 years of post-qualification experience in the field of taxation, commercial legal and data privacy laws

JAYA RATHI

Jaya is a qualified CA and also holds a CFA charter. Jaya has over 11 years of experience in the field of UAE VAT, Excise and Customs compliances, advisory, restructuring etc.

NISHANT CHUGH

Nishant is a qualified CA and Law graduate. Nishant has over 23 year of post-qualification experience in corporate and international taxation including UAE Corporate Tax, Transfer Pricing and International Tax

SAHIL MALHOTRA

Sahil is an Indian Chartered Accountant with almost 14 years of extensive experience in Transfer Pricing ("TP") and international tax advisory, including more than a decade of experience with a leading Big Four.

UAE

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