

R. Tulman & Co.  
CHARTERED ACCOUNTANTS

How NOT #outsourcing your work is  
keeping your #CPA firm from  
growing4x this year.





## Shashwat Tulsian, Partner

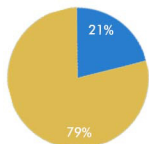
*I am a Qualified Chartered Accountant, Lawyer and Company Secretary. As a result, I have a unique ability to manage multi-disciplinary projects and to navigate complex challenges. I have helped work on more than 5000 such projects for multinationals over the last few years.*

My most asked question to partners of CPA firms is *“What is the biggest challenge that is holding you back from achieving your dream growth?”*

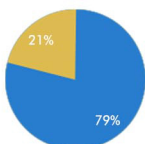
The top 2 responses that I usually get is -

1. “I don’t find enough **TIME** to pursue new leads (for customer acquisition)”
2. “I would like to spend more **MONEY** on additional marketing”

### Time usage patterns



Current



Proposed

- Servicing
- Client Relationship

Almost everytime I empathise with these very valid concerns. Being a practicing Chartered Accountant (CPA) myself, I have encountered these problems on more than one occasion.

In our working and association with CPA firms, we have discovered that most of the non productive time is spent on EXECUTION and management of DELEGABLE tasks. Such tasks are usually low value tasks which, though equally important to the client, are easily delegable. However, such tasks are generally not executed as efficiently as possible by the juniors (thereby involving non-productive valuable time of the seniors).

These delegable tasks can range from managing payroll, receivables or payables of the client to accounting, reconciliation and preparation of tax returns.

**There is an easy alternate solution to this problem- outsourcing such delegable work to another service provider who specialises in such work.**

*Some of the benefits of outsourcing are as follows-*

- **Enormous savings in time-** The Senior partner of the firm no longer needs to micromanage the work of his juniors as they are handled by specialised service providers who know what they are doing. This frees up their time which can be used in high value tasks such as acquiring new clients.

- **Improved efficiency of work-** These service providers who specialise in such outsourcing work are very efficient in getting the work done. Therefore, more work is done in a given time frame.

But not only can you save time with this approach, with a little planning, you can **SAVE ENORMOUS MONEY** as well. How can a CPA firm do that?

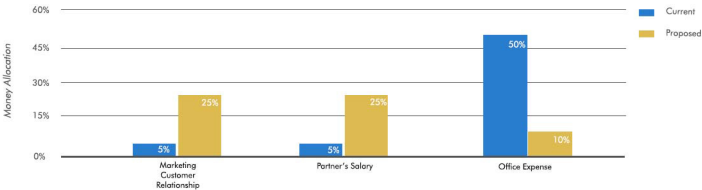
Its simple. By choosing the **RIGHT OUTSOURCING PARTNER.**

Take our firm **R.Tulsian and Co.** Our outsourcing services are based out of India. India is a country with a large english speaking, computer literate population. Cost of manpower in India is *significantly lower* than other parts of the world such as USA, Europe and Australia. This helps us offer our services to clients at a very reduced price.

These factors enable R.Tulsian and Co. to provide the same services to client CPA firm clients at much better comparative prices for a better efficiency in service. All this leads to significant savings in money and time for the client CPA firms which can be used by them to-

- Acquire new clients, as well as
- Strengthen relationship with existing clients leading to generation of more business from the same client.

## Money Usage Patterns



If the above proposition seems like something that you would like to explore further, feel free to contact us at [shashwat@rtulsian.com](mailto:shashwat@rtulsian.com).

## About RTC

R.Tulsian and Co. LLP is a full services multinational chartered accountancy and legal services firm having its head quarters in India. We have a multinational presence with clients in USA, Europe and Australia. We also have a strong PAN India presence in important strategic locations including Kolkata, New Delhi, Bangalore, Mumbai and Gujarat, North East India, among other places.

Our practice is more than 60 years old and our services include Tax advisory and compliance including Direct and Indirect taxation, International transactions including Cross Border Transactions and Structuring, Accounting, Bookkeeping, Payroll, Transaction Advisory services, Auditing, Corporate Laws including Companies Act and other allied laws, consulting with FEMA laws and RBI laws, Due Diligence, Risk Management and Mitigation, Outsourcing services and Business development.

For more information about RTC service offerings, visit [www.rtulsian.com](http://www.rtulsian.com)

### Our Offices

#### Kolkata Office:

7/1C, Jatindra Mohan Avenue,  
1st Floor, Kolkata – 700006  
Phone No: 033 – 2543 2271 / 2270  
Mobile No: +91-9830452385  
email: shashwat@rtulsian.com  
rohit@rtulsian.com  
tapas@rtulsian.com

#### Delhi Office:

C-10 Varun Apartments, Rohini, Sector 9  
New Delhi-110085  
Phone No: 033 – 2543 2271 / 2270  
Mobile No: +91-9830452385  
email: shashwat@rtulsian.com  
rohit@rtulsian.com  
tapas@rtulsian.com

#### Mumbai Office:

302 Tarachand Apartment, Gomes Street, Station Road, Bhayander (West)- 400101  
Phone No: 033 – 2543 2271 / 2270  
Mobile No: +91-9830452385  
email: shashwat@rtulsian.com  
rohit@rtulsian.com