



p = ?

(the question mark)

depicts the compliance  
problems

i = !

(the exclamation mark)

depicts the solutions  
we offer via our  
initiative







# The Impact

The initiative helped the firm reach out to both new and existing clientele adding a great amount of value for them.

It helped them with the new acquisition but also up sell and retain the existing ones.

# The Problem

A reputed chartered accountancy/finance firm in Mumbai wanted to reach out to their target market without violating the advertising norms.

As practicing CA's/firms are not allowed to directly advertise!

# The Solution

Thus, we created a new educational IP (intellectual property) altogether “**compliance simplified**” that will conduct free online workshops for businesses and simplify the ever-changing and dynamic compliance norms for them.

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