



**Ananthan Chelliah & Associates**  
Chartered Accountants (AF 1551)



[www.ananthanchelliah.com.my](http://www.ananthanchelliah.com.my)

# COMPANY PROFILE

**A FIRM BUILT ON TRUST**

Our Goal is to understand your business, accounting & financial strategies and offer the best possible solution which meets your requirements.



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## ABOUT US

**THE  
COMPANY  
THAT GETS**

**YOUR  
BOOKS  
RIGHT THE  
FIRST TIME**

**AND EVERY  
TIME...**

## ABOUT US

We are a cohesive team of highly qualified and experienced professionals, some having gained much experience with the 'Big 4' firms of Chartered Accountants and other reputable accounting firms. Our real-life industry and vast experiences enable us to know the industry inside-out. We have been there and done that, so we understand the challenges you may have. Our goal is to listen and analyse your situation, then offer unique solutions to resolve your pain points and meet your needs.



### VISION STATEMENT

To be the favored and preferred choice of Chartered Accountants Firm.



### MISSION STATEMENT

We believe in positive, relevant, and lasting relationships with our clients. Hence, we always walk the talk by letting our services shine; superior quality with values that meet expectations via continuous improvement driven by integrity, teamwork, and innovation.



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## OUR CORE SERVICES

Trust that when our advice is finished, you know everything. And that everything is working perfectly as planned.



### BUSINESS ADVISORY

Business advisory is the heart and pulse of an entity that makes sure everything else actually works. We provide valuable consultation services so that businesses can make accurate sense of their business ventures; from business models, business strategies to upping their business game in the market. We target the end goals and reverse engineer to help the business reposition themselves better to achieve their targeted goals timely. We do not alter your existing models, instead, we complement and supplement you accordingly.

As for accounting reports, they are useless unless you can make sense of them. Do not worry, we will interpret them and show you the best way forward. Who better to do so than us, the people in the preparation and recording of your company's financial and management accounts? Risks will be identified and highlighted. Resolutions will be given. However, if an obvious resolution is not practical, we will provide a way out for you where risks are mitigated and minimal in the future. Our highly trained professionals who have insight into your business will assist you with your company's growth.



### AUDITING & BUSINESS ASSURANCE SERVICES

Auditing and business assurance services are essential for any company as they play a pivotal role to elevate a company's image, reputation, and credibility. The company's financial records are audited following the international audit standards to create a sense of reliability on their financial statements and verified against relevant accounting standards and principles. We also provide relevant expert advice so that your company can address and rectify any issues reported. Your company gains a more concrete standing locally and globally. Your brand image becomes more credible and trusted.

Ananthan Chelliah & Associates is known for its audit and business assurance services as we are trained specially for local businesses. You can rest assured that our experienced experts have what it takes to give you professional and meaningful recommendations on how to realize your business goals via a more efficient and profitable operation.



## **TAXATION SERVICES**

We have in-depth experience in all aspects of tax advice for corporate and private clients.

Tax issues can be complicated; rest easy, you have come to the right place as we are highly specialised and approved experts in tax law. As professionals, we apply our real-life industry experience to help interpret and identify tax-risk areas. We then resolve them timely in compliance with the law. We also provide practical and realistic solutions to any tax issues, direct or indirect tax-related. From consultation on tax planning and restructuring exercises to representing you before the tax authorities, we are well-qualified to assist you in cost-effective ways.

***We will get it right from the beginning so that you always get it right.***

### **Direct Taxation**

Direct taxes are taxes imposed under the purview of the Income Tax Act 1967. Income tax is the perfect example of a direct tax in Malaysia.

We acknowledge that attempting your income tax return can be daunting. After all, today's tax laws are so complicated that filing a relatively simple return can be so confusing, you may not know where to begin. Some of you may overlook deductions and credits to which you are entitled. Ultimately, you will be on the losing end of the scale.

Also, bear in mind that a tax application tool cannot replace the valuable assistance of an experienced tax professional; this is because there are certain aspects of tax that a tool may not cater to and will not foresee.

Ares of Expertise:

- Corporate taxation
- Individual taxation
- Executive remuneration
- Direct taxes and real property gains tax (assisting local and foreign entities set up operations in Malaysia)

### **Indirect Taxation**

Indirect taxes are costs of production that are part of value-added components. As such, indirect taxes are levied on the existing value of goods and services. When you consume goods and services, you are to pay an additional tax on top of them. Examples are sales taxes, value-added taxes, excise duties, and others.

Sales and Service Tax (SST) contributes to the governments' tax revenues. The SST compliance processes are not straightforward, and their implementation impacts every business.

At Ananthan Chelliah & Associates, we are proud to confirm that our SST-experienced professionals have in-depth and broad experience in various fields. Hence, we are confident that we can help ease SST's implementation into your business seamlessly so that complications that may arise will be either none or minimal. We believe in going the extra mile in providing advice on ways to operate your business based on sustainable practices to avert unwanted errors and penalties.

Ares of Expertise:

- Industry-specific training and consultation
- Registration and de-registration
- SST Return reviews and lodgements
- Internal controls and accounting system output accuracy with recommendations
- Business structure and transactions analysis for SST impact assessments
- Information requests from RMCD for audit purposes



## OUR CORE SERVICES



### DUE DILIGENCE REVIEW

In a time of a takeover, potential deal, partnership, or collaboration with a third party, takeover, merger, what you need is a comprehensive due diligence review. This is essential to give you the well-qualified facts that help you make a well-informed decision.

At Ananthan Chelliah & Associates, we carry out a thorough verification and investigation process. Also, we audit everything relevant in detail, based on agreed-upon procedures. We will do our optimum best so that you are furnished with accurate enough information so that you will know the actual situation to avoid any potential risks.



### INTERIM AUDIT

No matter the reason, you can always have an interim audit done. The interim audit is usually done before your company's fiscal year-end whereas the final audit is carried out after the fiscal year-end. The benefit of doing an interim audit is that it helps to hasten the completion of the final audit. As such, your company's audited financial statements can be out sooner.

We are qualified to execute interim audits. You will have specially trained professionals to give you the best quality audit reporting so that your company's financial statements are timely.



### LITIGATION SUPPORT

Litigation support is typically providing support and assistance to any litigation case. Armed with the right expertise, we will meticulously research, analyse, and review any evidence upfront while working with the legal teams. We aim to provide in-depth insight and analysis so that a stronger case can be built.



### SHARES & BUSINESS VALUATION

Business valuation is determining the present value of an entity. It is a financial analysis done on a business by a well-qualified expert. You would want a proper and accurate business evaluation, so you know the best approach. No matter the reason for performing a business valuation, we assure you that our experts with the relevant field experience will help achieve the maximum worth of your business.



### GOVERNMENT & REGULATORY MATTERS

The legislative framework and policies in Malaysia are ever-evolving. Businesses struggle to keep up with the need to comply with the relevant regulations. What makes it more difficult is that such regulations are dynamic.

You would be glad to know that we are well-equipped with the necessary in-depth knowledge and in-the-field experience with the authorities. As such, we offer the necessary services to support and guide you on most government and regulatory matters. We consistently keep ourselves informed on all matters involving negotiation with the authorities. Hence, we understand the government and authorities well, as



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## **OUR FOUNDER**



### **ANANTHAN CHELLIAH**

**(Founder/ Sole Practitioner)**

**Ananthan Chelliah & Associates**

The sole practitioner of the firm, he is a member of the Malaysia Institute of Accountants (MIA), Chartered Tax Institute of Malaysia (CTIM), Association of Chartered Certified Accountants (ACCA), Malaysia Accounting Firm Association (MAFA), International Fiscal Association (IFA) and ASEAN Chartered Professional Accountant (ACPACC).

Being the former Vice Chairman of the Malaysia Institute of Accountants (Negeri Sembilan Branch), he was actively involved with the Chartered Tax Institute Malaysia (CTIM) Education Committee 2019/2020 and the Malaysia Institute of Accountants (MIA) Education Committee. He is also one of the panelists for the Budget Seminar organised by LHDN (Negeri Sembilan Branch).

Ananthan Chelliah has amassed over 25 years of experience in accounting, auditing and assurances, tax and audit, GST compliance, and more, covering a diversified portfolio of clients and industries. He has helped foreign entities set up operations in Malaysia.



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## OUR AFFILIATIONS

The ACCA logo consists of the letters "ACCA" in white, bold, sans-serif font, centered within a solid red square.

Think Ahead



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS



International Fiscal Association

The aseanCPA logo features the word "asean" in a blue, sans-serif font, followed by "CPA" in a black, sans-serif font. Above the "CPA" text is a colorful, stylized graphic of a sailboat or a fan.The ACPACC logo features a row of national flags from various ASEAN member states, followed by the acronym "ACPACC" in a bold, blue, sans-serif font.The ctim logo features the lowercase letters "ctim" in a blue, sans-serif font, with the "t" in red. Below the letters is a horizontal line, and underneath that line, the text "CHARTERED TAX INSTITUTE OF MALAYSIA" is written in a blue, sans-serif font.The MAFA logo features the letters "MAFA" in a large, bold, blue, sans-serif font. Below the letters is a horizontal line, and underneath that line, the text "MALAYSIA ACCOUNTING FIRMS ASSOCIATION" is written in a blue, sans-serif font.