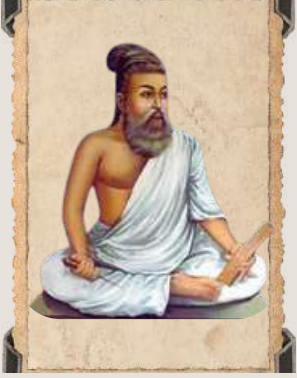




# CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

E-NEWSLETTER

August 2025



"மகன்தந்தைக்கு ஆற்றும் உதவி இவன்தந்தை  
என்றெழில்மொழி ஆக்கச் செயல்."

"The best help a son can give his father is to make others say,  
By him was his father blessed."

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**August 2025**

<b>INDEX</b>	<b>PAGE NO.</b>
<b>BRANCH CHAIRMAN'S COMMUNICATION</b>	<b>3</b>
<b>SICASA CHAIRPERSON'S COMMUNICATION</b>	<b>4</b>
<b>ARTICLES FOR THE MONTH OF AUGUST 2025</b>	<b>5</b>
<b>STUDENTS PHOTO GALLERY</b>	<b>17</b>
<b>TRIVIA CORNER – MCQ</b>	<b>18</b>
<b>GLIMPSE OF JULY 2025 SICASA PROGRAMMES</b>	<b>21</b>
<b>UPCOMING EVENTS</b>	<b>28</b>



## CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

**August 2025**

### BRANCH CHAIRMAN'S COMMUNICATION

Dear Students,

As we embrace the month of August, I extend heartfelt appreciation to all our students for their spirited engagement and continued dedication. Your consistent enthusiasm has been the driving force behind our branch's dynamic progress.



**CA. SHIVACHANDRA REDDY K**

### Highlights from July

The month of July was filled with enriching activities that spanned both academic and interactive domains:

- A comprehensive seminar on Income Tax and GST, decoding the latest amendments and practical updates.
- A vibrant Study Circle Meeting where student speakers led insightful discussions on emerging topics like Cryptocurrency and Web3, guided by an expert moderator.
- The successful conduct of our SICASA Annual General Meeting, reflecting on achievements and setting direction for the year ahead.

These programs not only enhanced your technical acumen but also promoted leadership, articulation, and peer collaboration—core traits of a future-ready professional.

### Continuing Our Commitment

We remain focused on empowering students through coaching classes, classroom sessions, mentoring, and skill-based programs. Our team is constantly working to ensure that your learning journey is both relevant and rewarding.

### Message to CA Students

To every aspiring Chartered Accountant—remember that this journey is a blend of knowledge, perseverance, and purpose. Use every opportunity to learn, engage with peers, ask questions, and embrace challenges. You are building more than a career—you are shaping a legacy of trust and excellence.

Stay focused, stay grounded, and always stay curious.

Warm regards,

**CA. Shivachandra Reddy K**

Chairman, Chengalpattu District Branch of SIRC  
The Institute of Chartered Accountants of India



## CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

### SICASA CHAIRPERSON'S COMMUNICATION

August 2025



CA. PRIYA A

Dear Students,

Warm greetings to each one of you!

As we step into yet another significant phase of our academic and professional journey, We need to remember that we are not just aspiring professionals, but as individuals we need to carry within you an immense potential and promise.

The path of Chartered Accountancy is indeed demanding, and we all acknowledge the mental, physical, and emotional challenges it brings along. Amidst the tight schedules, late-night revisions, and exam pressures, it is crucial to remember one fundamental truth that

**"Your health is your true capital".**

Often, in the rush to complete one more topic or solve one more mock paper, we forget to pause. We forget that a calm mind, a rested body, and a peaceful spirit are essential not just for success in exams—but for success in life.

I urge each of you to:

**Take care of your physical health** - Eat nutritious food, stay hydrated, and make time for short walks or light exercise. A healthy body fuels a focused mind.

**Prioritize mental well-being** - Take breaks, meditate, or simply sit in silence for a few minutes a day. Mental calmness will sharpen your ability to think clearly and recall information effectively.

**Sleep well** - Sleep is not a luxury. It is a necessity. Do not compromise on rest during your preparation. A relaxed mind performs better than a tired one.

**Stay positive and composed** - Stress is natural, but it should not overpower your confidence. Remember, you have already come so far. Face the exams with composure and confidence.

You are not alone in this journey, we at the Branch are constantly thinking of ways to support and guide you. Participate in our programs, stay connected with your fellow students, and remember that you are part of a vibrant community that believes in your success.

May your efforts be rewarded, and may your journey be filled with growth and learning.

**CA. Priya A**

SICASA - Chairperson, Chengalpattu District Branch of SIRC  
The Institute of Chartered Accountants of India



## From Exemption to Taxation: The Fall of Section 10(38) and Rise of 112A



Uday Kumar Sahu  
CRO0752200

### Introduction

Section 10(38) of the Income Tax Act, 1961, once exempted long-term capital gains (LTCG) from the sale of equity shares and equity-oriented mutual funds, provided they were held for over 12 months and subject to Securities Transaction Tax (STT). Introduced in 2004 to boost stock market investment, it was abolished by the Finance Act, 2018, effective April 1, 2018, and replaced with Section 112A.

### Reasons for Removal:

#### 1) Revenue Loss

The exemption caused significant revenue loss to government as stock market gains grew, with high-net-worth individuals and institutions harvesting tax-free profits. This eroded the tax base, prompting the government to seek sustainable revenue sources.

#### 2) Tax Inequity

Section 10(38) favored capital gains over taxable income sources like salaries or rent, disproportionately benefiting wealthy investors. This imbalance clashed with the principle of equitable taxation.

#### 3) Tax Evasion and Abuse

The provision was exploited through fake transactions, such as circular trading and penny stock manipulation, to launder unaccounted money as exempt LTCG. Despite 2017 amendments mandating STT at acquisition and sale, loopholes persisted.

### What the 2017 amendments did:

To tighten the rules and prevent misuse, the government amended the law in 2017 to mandate the payment of STT both at the time of acquisition (purchase) and sale of the shares or mutual fund units. Earlier, STT was mostly charged only on the sale side. This change was meant to ensure that only genuine transactions (where STT is paid both ways) would qualify for the exemption under Section 10(38).



**Why loopholes persisted:**

Despite this stricter requirement, some investors and entities found ways to exploit loopholes in the law by creating fake transactions that complied with STT requirements but were designed primarily to avoid paying taxes on capital gains. For example:

Circular trading: Buying and selling shares among related parties or through multiple entities without genuine economic substance.

Penny stock manipulation: Using low-value stocks to generate artificial gains exempted under Section 10(38).

**What Replaced Section 10(38)?**

With the removal of Section 10(38), the Finance Act, 2018 introduced Section 112A, which imposed a 12.5% tax on LTCG exceeding ₹1.25 lakh on the sale of:

- 1) Listed equity shares
- 2) Units of equity-oriented mutual funds
- 3) Units of a business trust

However, this tax applies only on gains exceeding ₹1.25 lakh, and the cost of acquisition for assets acquired before 1 February 2018 is grandfathered—i.e., the gains up to that date are protected from taxation.







## Charting the ESG Landscape: Opportunities for Chartered Accountants in Sustainability Reporting



Swathilakshmi B K  
SRO0598256

### Introduction:

In today's business world, success is no longer measured by financial performance alone. Companies are now expected to operate responsibly, minimizing environmental impact, upholding social values, and ensuring ethical governance. This growing emphasis has brought Environmental, Social, and Governance (ESG) principles and Sustainability Reporting into the spotlight. These developments offer significant opportunities for Chartered Accountants (CAs), whose roles are evolving beyond traditional finance. With their expertise in audit, compliance, and strategic decision-making, CAs are uniquely positioned to support organizations in navigating ESG requirements, enhancing transparency, and building long-term value.

### Sustainability Reporting:

Today's stakeholders increasingly expect transparency in how businesses manage environmental and social issues. Stakeholders including investors, regulators, customers, and communities are increasingly concerned about how companies impact the environment, society, and the economy. This growing awareness has created a strong demand for Sustainability Reporting.

Sustainability Reporting allows companies to disclose their environmental, social, and governance (ESG) practices in a transparent and structured manner. It helps them communicate how they manage risks related to climate change, resource usage, employee welfare, ethical conduct, and community engagement.

Rather than focusing solely on financial performance, modern sustainability reports typically include details on:

**Environmental factors:** Environmental factors refer to a company's impact on the natural environment, including its policies and actions related to pollution control, energy efficiency, carbon footprint reduction, waste management, and resource conservation. Such practices are essential for mitigating climate change, ensuring regulatory compliance, maintaining long-term operational sustainability, and meeting the expectations of environmentally conscious investors and consumers.



**Social Aspects:** Social aspects encompass how a company manages its relationships with employees, customers, suppliers, and the broader community. This includes employee welfare, health and safety, diversity and inclusion, and contributions to social development. Creating a supportive and fair workplace promotes employee well-being, builds trust with people connected to the company, improves the company's image, and lowers the chances of conflicts or public criticism.

**Governance Practices:** Governance refers to the framework of internal policies, processes, and oversight mechanisms that guide a company's operations to ensure ethical behavior, transparency, accountability, board independence, and compliance with legal and regulatory requirements. It encompasses the structure through which corporate objectives are set, performance is monitored, and risks are managed in alignment with stakeholder interests. Strong governance helps prevent fraud, supports fair and responsible decisions, builds trust with investors, and makes sure the company follows laws and behaves ethically.

Integrating ESG into business strategy enhances brand reputation, attracts ethical investors, and mitigates long-term risks

### **The Need for Sustainability Reporting in Today's World:**

1. **Informed Decision-Making:** Investors and stakeholders use sustainability data to assess a company's long-term viability and risk exposure.
2. **Regulatory Requirements:** Many governments and market regulators (like SEBI in India) now require companies to report ESG-related information.
3. **Reputation and Trust:** Transparent reporting strengthens public trust and enhances the company's brand value.
4. **Competitive Advantage:** Companies that demonstrate sustainability leadership are more likely to attract investment, talent, and loyal customers.
5. **Risk Management:** Identifying and reporting ESG risks allows businesses to take proactive steps to avoid reputational, operational, and financial damage.

**Example:** Large corporations like Infosys and Tata Steel release annual sustainability reports highlighting their efforts in areas such as clean energy, employee welfare, ethical governance, and community initiatives. These reports not only improve transparency but also align the companies with global best practices.





### Regulatory Guidelines for Sustainability Reporting and ESG:

SEBI's Regulatory Framework on Sustainability Reporting: The Securities and Exchange Board of India (SEBI) introduced the Business Responsibility and Sustainability Report (BRSR) as a mandatory reporting format for the top 1000 listed companies by market capitalisation, effective from FY 2022–23. Replacing the earlier Business Responsibility Report (BRR), BRSR is aligned with the National Guidelines on Responsible Business Conduct (NGRBC) and emphasizes Environmental, Social, and Governance (ESG) disclosures. BRSR aims to encourage responsible business conduct, promote transparency, and facilitate ESG-integrated decision-making for stakeholders.

Corporate Social Responsibility under the Companies Act, 2013: The Companies Act, 2013 introduced a formal Corporate Social Responsibility (CSR) obligation under Section 135, making India the first country to mandate CSR spending. Companies meeting any of the following criteria in the preceding financial year are required to comply:

1. Net worth  $\geq$  ₹500 crore or
2. Turnover  $\geq$  ₹1000 crore or
3. Net profit  $\geq$  ₹5 crore

Such companies must:

1. Form a CSR Committee
2. spend at least 2% of their average net profits (last 3 years) on eligible CSR activities
3. Disclose their CSR policy and performance in the Board's Report,

CSR activities include areas like education, healthcare, environmental sustainability, and rural development. This provision integrates social responsibility into the corporate governance framework and reinforces the broader ESG agenda.

**National Guidelines on Responsible Business Conduct (NGRBC):** The NGRBC, issued by the Ministry of Corporate Affairs, provides a comprehensive framework comprising nine guiding principles to promote responsible business behavior.

The BRSR format introduced by SEBI is based on the **nine principles** of the NGRBC. This means companies report their ESG performance by showing how they follow these responsible business principles in their day-to-day operations. The NGRBC acts as a guide for companies to align their actions and strategies with India's goals for sustainable and ethical business practices.



#### **Nine Principles of NGRBC:**

1. **Ethical Business Practices:** Businesses should conduct themselves with honesty, integrity, and accountability in all dealings.
2. **Product Safety and Sustainability:** Products and services should be safe, environmentally friendly, and designed to benefit consumers and society.
3. **Employee Well-being:** Companies should respect the rights and interests of employees, ensure a safe workplace, and provide fair opportunities.
4. **Stakeholder Engagement:** Engage with all stakeholders (like customers, suppliers, communities) with respect, transparency, and responsiveness.
5. **Human Rights:** Respect and promote the human rights of all individuals impacted by business operations.
6. **Environmental Responsibility:** Businesses should be environmentally conscious, work to reduce pollution and resource use, and support sustainability.
7. **Responsible Public Policy Engagement:** Companies should act responsibly while influencing public and regulatory policies, avoiding any unethical lobbying.
8. **Inclusive Growth and Development:** Support social and economic development of communities, especially the underprivileged and marginalized.
9. **Customer Value:** Provide accurate information, ensure fair pricing, and respect customer privacy and feedback.

#### **Key voluntary frameworks include:**

Global ESG Reporting Frameworks (Voluntary): In addition to Indian regulatory mandates, many companies adopt international ESG reporting frameworks to meet investor expectations, align with global best practices, and enhance credibility. Key voluntary frameworks include:

1. **Global Reporting Initiative (GRI):** One of the most comprehensive standards that helps companies communicate their environmental and social impact.
2. **Sustainability Accounting Standards Board (SASB):** Provides industry-specific ESG disclosure standards, particularly suited for investors.
3. **Task Force on Climate-related Financial Disclosures (TCFD):** Focuses on climate risk and opportunity reporting across governance, strategy, risk management, and metrics.
4. **United Nations Sustainable Development Goals (UN SDGs):** a set of 17 global goals adopted in 2015 to address key challenges such as poverty, inequality, climate change, and environmental sustainability. They provide a framework for governments and businesses to align their efforts towards building a more inclusive and sustainable world by 2030.

While not mandatory, these frameworks enhance a company's global comparability, investor trust, and strategic alignment with ESG principles.



#### The Role of Chartered Accountants in the ESG Era:

Chartered Accountants (CAs), traditionally known for their expertise in finance and assurance, are now emerging as key enablers of sustainability in business. As ESG considerations become integral to corporate strategy and reporting, the role of CAs is expanding in the following areas:

- **Assurance and Verification:** CAs are well-positioned to provide independent assurance on sustainability reports just as they do for financial statements. By verifying ESG disclosures, they enhance trust and reliability for investors, regulators, and other stakeholders.
- **Data Analysis and Reporting:** Effective ESG reporting relies on accurate, consistent, and structured non-financial data. Chartered Accountants help design and implement robust systems to collect, analyze, and disclose such data. They ensure alignment with recognized frameworks like BRSR, GRI, SASB, and TCFD.
- **Governance Advisory:** As ESG reporting includes ethical governance and regulatory compliance, CAs play a critical role in advising boards and management. They contribute to strengthening internal controls, risk management, compliance practices, and transparency, aligning closely with the "Governance" pillar. **Regulatory Compliance and Risk Management:** With evolving ESG regulations at both national and international levels, CAs assist companies in understanding legal obligations, mitigating risks, and ensuring timely and accurate disclosures.
- **Strategic Decision-Making:** By integrating ESG considerations with financial analysis, CAs offer insights that support sustainable investment decisions, ESG budgeting, and long-term value creation. Their cross-functional perspective helps organizations navigate environmental risks and social impacts effectively.

#### Challenges in Sustainability Reporting:

While sustainability reporting brings transparency and long-term value, it also presents several challenges that organizations and especially Chartered Accountants must address:

**Lack of Standardization:** There are multiple ESG reporting frameworks (like GRI, SASB, TCFD), each with different disclosure requirements. This leads to inconsistent reporting, making it difficult to compare ESG performance across companies or industries.

**Data Gaps:** Unlike financial data, non-financial information—such as carbon emissions, employee well-being, or diversity metrics—is often not tracked systematically. This makes data collection, validation, and reporting a complex task, especially for large or multi location businesses.

**Greenwashing Risks:** Some companies may overstate or misrepresent their sustainability efforts to create a false image of being environmentally or socially responsible. This practice, known as greenwashing, can mislead stakeholders and damage trust.

**Evolving Regulations:** The ESG landscape is rapidly changing, with new guidelines and reporting obligations being introduced at both national and international levels. Staying updated and compliant requires continuous learning and adaptation.



#### The Way Forward for Chartered Accountants:

To address the emerging challenges in sustainability reporting, Chartered Accountants must take proactive steps to enhance their relevance and impact in the ESG domain. Key areas of focus include:

- Staying abreast of evolving ESG regulations and global disclosure standards.
- Developing specialized expertise in sustainability reporting frameworks and integrated reporting practices.
- Enhancing assurance methodologies to ensure the accuracy and credibility of non-financial data.
- Upholding ethical standards by fostering transparency and accountability in ESG disclosures.

To stay ahead, CAs must enhance their capabilities through upskilling, adapt to emerging ESG frameworks, and build cross-functional knowledge. In doing so, they contribute meaningfully to India's shift towards a more responsible, transparent, and sustainable economy.

**Upskilling Opportunities for Chartered Accountants:** As the focus on sustainability and ESG (Environmental, Social, and Governance) continues to grow, Chartered Accountants (CAs) need to upgrade their skills to stay relevant and lead in this new area. ESG reporting is becoming an important part of business, and CAs have a key role to play in ensuring accuracy, transparency, and trust in these reports. To prepare for this, here are some ways CAs can upskill:

**Certificate Courses:** CFA, ICAI, global organisations like GRI (Global Reporting Initiative) and SASB (Sustainability Accounting Standards Board) offer certificate courses on ESG and sustainability reporting. These courses help CAs understand global standards, reporting practices, and how to give assurance on non-financial data.

**Workshops and Seminars:** Attending industry events, webinars, and training sessions helps CAs learn about the latest trends in ESG, tools being used, and changes in regulations. These sessions also allow interaction with experts and peers.

**Learning New Technologies:** Today, ESG data is managed using advanced tools. CAs should learn how to use ESG software, data analysis tools, and dashboards powered by artificial intelligence. These tools include,

Purpose	Tool Type	Examples
ESG scoring & reporting	ESG Platforms	Refinitiv, Sustainalytics, ESG Enterprise
Dashboards, visualizations	BI & Analytics	Power BI, Tableau, Qlik
Data extraction, risk modeling	Automation & AI	UiPath, Alteryx, IBM Watson





Map to GRI/SASB/BRSR	Framework Alignment	Workiva, Datamaran
ESG risk & assurance	Audit Tools	MetricStream, ACL

This supports the preparation of comprehensive reports, facilitates risk identification, and enables the delivery of strategic insights to businesses.

**Working with Other Professionals:** Since ESG covers environmental, social, and governance areas, working with people from different fields—like environmental experts, HR professionals, and legal advisors—gives CAs a broader understanding and improves the quality of ESG reporting.

**ICAI's Support and Initiatives:** ICAI is playing an active role by including ESG topics in its courses, conducting training sessions, and providing study material. These efforts are helping both students and members stay updated and build confidence in this new area. By taking these steps, Chartered Accountants can grow their expertise, support sustainable business practices, and add greater value to the companies they work with.

By taking these steps, Chartered Accountants can grow their expertise, support sustainable business practices, and add greater value to the companies they work with.

### Emerging Career Opportunities for Chartered Accountants in ESG:

As ESG continues to reshape the corporate landscape, a growing number of specialized roles are becoming available to professionals with the right blend of financial expertise and sustainability knowledge. Chartered Accountants, equipped with analytical, reporting, and assurance capabilities, are particularly well-suited for the following positions:

**ESG Analyst:** ESG Analysts are responsible for evaluating and interpreting environmental, social, and governance data to assess the sustainability performance of organizations. They conduct materiality assessments, analyze ESG risks and opportunities, and support decision making by preparing data-driven insights for investors and stakeholders





**ESG Advisor:** An ESG Advisor provides strategic guidance to organizations on developing and implementing sustainability policies and integrating ESG considerations into core business operations. Their role focuses on interpreting regulations, advising on disclosure standards (like BRSR, GRI, SASB), conducting materiality assessments, and aligning ESG initiatives with global best practices and stakeholder expectations.

**ESG Sales and Delivery Manager:** This role merges client engagement with ESG service delivery. ESG Sales and Delivery Managers work with clients to design and deliver tailored sustainability solutions—such as climate risk assessments, ESG data system setups, and software implementation. They ensure project quality, regulatory alignment, and client satisfaction, acting as the bridge between the sustainability consulting team and client needs.

**ESG Program Manager:** An ESG Program Manager is responsible for managing and coordinating ESG initiatives within an organization. This includes setting timelines, allocating resources, ensuring inter-departmental collaboration, and monitoring compliance with internal ESG goals and external reporting requirements. They drive operational execution and continuous improvement of ESG performance across business units.

**Sustainability & ESG Director:** At the senior leadership level, the Sustainability & ESG Director is responsible for shaping and executing the organization's long-term ESG vision. This role involves engaging with the board, setting strategic ESG goals, managing stakeholder expectations, and ensuring transparent and credible sustainability disclosures in alignment with global best practices.

### Conclusion:

Today, companies are expected to do more than just make profits, they must also take care of the environment, treat people fairly, and follow good business practices. This is why sustainability and ESG have become so important. Chartered Accountants have an important role to play in this change. With their knowledge and honesty, they can help businesses report the right information, follow the rules, and make better long-term decisions.

As the world continues to focus more on responsible business, CAs have a great opportunity to grow and lead. By learning new skills and supporting companies in their ESG journey, they can make a big difference, not just for businesses, but also for society and the planet.

This new chapter offers CAs the opportunity to support positive change and help shape a more ethical and eco-friendly world.





August 2025

## A little Back Story



**Meenakshi S**  
**SRO0876682**

Somehow, in the last four years of my schooling, I put in the hard work and had this burning passion(read borderline obsession) to secure the first rank in my class. Whether it meant damaging my health by studying till 3 am or reading 33 chapters before the day of the exam when my nose resembled an open hose, instead of resting.

I justified this self-destruction in ways that baffle me now.

Strictly speaking, I was a night owl. But I should have read the signs my body emitted and changed for the better. But I didn't. For almost 6 years, I have been taking the hit for the bad decisions I made.

Do I regret putting that extra hour in? No.

But do I regret damaging my health in the process? Severely.

But the shine of magical red ink showcasing the number 1 was enough to fuel me back then.

Now, where were we?

Maybe the teacher noticed me becoming paranoid about the rank, and during the PTA meeting, she conveyed this message in a manner that changed my perspective.

Perhaps it even got me through situations I thought I could have reacted worse.

When I stepped into the fort of college, I could see people being so talented not only in the realm of academics but various extracurriculars. The voice rang from the sky - One among many. I realised it at that moment.

I began to change and accept it for the better. I began to see so many different talents that I hadn't witnessed during my schooling, and I was just awed.

I relaxed more, and I wasn't worried about my performance from then on. I began to enjoy, hung out more with friends, and had loads of fun. Those made me realise that life offered more if you looked deeper into it. There is just so much more.



**August 2025**

Academic validation is good. Maybe necessary to survive(emphasis on maybe). But is it the only thing that is needed? Nope.

You are just a frog in a well during school. You don't experience the ocean.

One piece of advice that I could tell my younger self? - Don't compete with the smaller circles. Compete with you. You will miraculously succeed in ways you can't dream of.

Lastly, every day, I thank my lucky stars for receiving that advice and thank God for giving me the maturity to accept that.

Go beyond the reef, Moana. Dangerous and unknown waters lie ahead, but you will know the way. Sail like you own the boat.

"Aue Aue, We Know the Way" and "How Far I'll Go" are soundtracks for this post.  
(because why should only novel reveals get all the attention?)

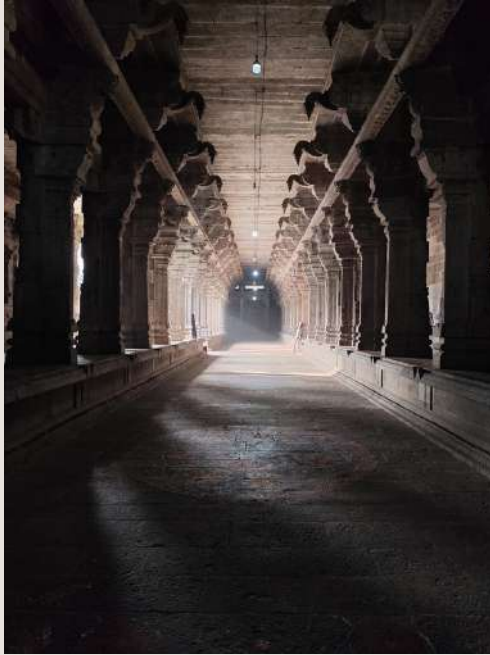
As Hermione says, "Books and cleverness. There are more important things - Friendship and Bravery"





**August 2025**

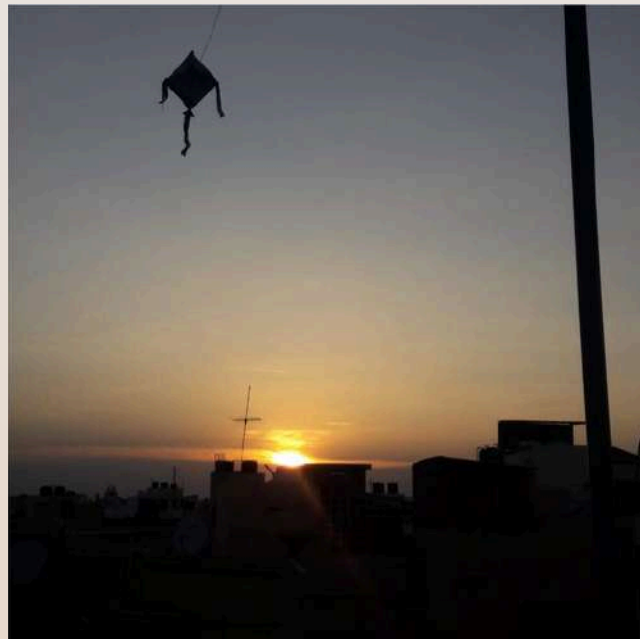
**STUDENTS PHOTO GALLERY**



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## TRIVIA

Connect Innovations Pvt. Ltd., a Mumbai-based technology company, is entering the competitive landscape of the Indian smartphone market under its brand name "Poppy." The company is well aware of the influx of Chinese manufacturers dominating the smartphone industry. Given the recent global sentiment shift due to the COVID-19 pandemic, Connect Innovations plans to position Poppy as a patriotic choice, proudly promoting it as the "Desi" smartphone of India. The company's strategic arm conducted a thorough industry analysis, revealing that Chinese brands had completely captured the budget phone segment. However, there was still an untapped opportunity in the lower segment of smartphones. To address this, Connect Innovations is introducing two models: Poppy A and Poppy B, priced at Rs. 4,499 and Rs. 5,499, respectively. Recognizing the risk of imitation by competitors, Connect Innovations has assembled a team of marketing professionals to devise a strategy. Their proposed solution is to capitalize on the first-mover advantage by investing significant sums in advertising and promotions. Additionally, to safeguard their business from potential disruption, Connect Innovations decided to expand their product line to include "desi" themed smartphone covers and accessories alongside Poppy smartphones. They made substantial investments in the manufacturing of these accessories. The company's investors set a target of achieving annual sales volumes of 15,000 handsets and 70,000 pieces of accessories. While the accessory sales exceeded expectations, Poppy A and Poppy B did not receive the anticipated response. As a result, the leadership has decided to shift their focus, scaling back on smartphone production and concentrating primarily on the accessories business. With this new direction, the "Desi" tag remains vital for success. Connect Innovations aims to establish strong barriers to entry for other domestic players. They plan to ramp up production significantly, driving down unit costs and enabling cost leadership through volume.

**Based on the above case scenario, answer the multiple choice questions.**

1. Connect Innovations Pvt. Ltd. entered a saturated market for smartphones, after a due market study of understanding the competitive landscape. Put the below steps in correct sequence of understanding the competitive landscape. (I) (II) (III) Understanding the competitors Determining strengths and weaknesses of the competitors Identify the competitors (IV) Put all information gathered together

- (a) (I),(III),(II),(IV)
- (b) (III),(I),(II),(IV)
- (c) (II),(III),(IV),(I)
- (d) (I),(III),(II),(IV)





2. In which stage of strategic management are such annual objectives especially important?
- (a) Formulation
  - (b) Control
  - (c) Evaluation
  - (d) Implementation
3. The decision of Connect Innovations to shift to a new core business with a focus on more profitable ventures falls under which category of business strategy?
- (a) Retrenchment strategy
  - (b) Strategic alliance
  - (c) Diversification strategy
  - (d) Market development
4. Considering the results from the market, which category of BCG's growth share matrix does the accessories business of Connect Innovations fall into?
- (a) Star
  - (b) Question mark
  - (c) Cash
  - (d) cow Dog
5. In phase two of shifting the business focus to peripheral accessories production, Connect Innovations has planned to implement which barrier to discourage potential competitors?
- (a) Capital requirement
  - (b) Product differentiation
  - (c) Access to distribution channels
  - (d) Economies of scale

**Answers to MCQ is in below pages**



### Answer to Questions:

**1. Option (b) Correct Sequence is (III), (I), (II), (IV)**

Reason: To understand the competitive landscape, businesses typically: (i) (ii) Identify the competitors to recognize whom they are competing against. Understand the competitors by analyzing their strategies, strengths, and weaknesses. (iii) Determine the strengths and weaknesses to identify opportunities for competitive advantage. (iv) Put all information gathered together for strategic decision making.

**2. Option (d) Implementation**

Reason: Implementation is an operations-oriented activity aimed at shaping the performance of the core businesses of a company. Thus, short term and long-term objectives are a majorly crucial part of the Implementation Phase.

**3. Option (a) Retrenchment strategy,**

Reason: Retrenchment strategy is where the organisation reduces the scope of activity to focus on more profitable/suitable businesses.

**4. Option (c) Cash cow**

Reason: As accessories, the business has a low market growth rate but a greater market share. Also, the investment required is low, but it generates cash for the company.

**5. Option (d) Economies of scale**

Reason: As they plan to reduce their per unit cost of production.



## CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

### GLIMPSE OF JULY 2025 SICASA PROGRAMMES

August 2025

## Programme

**Programme :** CA Day program

**Date & Day :** 1<sup>st</sup> July 2025 (Tuesday)

**Venue :** BRANCH PREMISES







## CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

August 2025







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August 2025







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August 2025







## CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

### GLIMPSE OF JULY 2025 SICASA PROGRAMMES

August 2025

## Programme

**Programme :** ONE DAY SEMINAR ON INCOME TAX & GST

**Date & Day :** 05.07.2025 (Saturday)

**Venue :** BRANCH PREMISES







## Program

**Program:** CRYPTOCURRENCY: A NEW AGE ASSET AND THE ROLE OF CHARTERED ACCOUNTANTS & WEB3: IS IT THE FUTURE OF THE INTERNET OR JUST HYPE?

**Date & Day:** 26.07.2025 (Saturday)

**Time :** 10.00 am to 1.00 pm

**Venue :** Branch Premises







## Program

**Program:** AGM (SICASA Annual Report)

**Date & Day:** 26.07.2025 (Saturday)

**Time :** 2.30 PM Onwards

**Venue :** Branch Premises







CHENGALPATTU DISTRICT BRANCH OF SICASA OF ICAI

August 2025

## UPCOMING EVENTS



THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

(Set up by an Act of Parliament)



SICASA OF CHENGALPATTU DISTRICT BRANCH (SIRC)

Cordially invites you to

### Workshop on Score Big with Cost and Management Accounting Session - Rapid Revision for CA Intermediate Exam

Mentor  
CA. Anand G

On 9th August 2025, Saturday @ Branch Premises

No Fee | Time- 10.00 AM to 5.00 PM

Followed by Lunch

Registration Link: <https://events.cglportal-icai.org/student>



CA. SHIVACHANDRA REDDY K  
Chairman

CA. PRIYA A  
SICASA Chairperson

CA. ARUMUGARAJ P  
Nominated Member SICASA

MS. KEERTHANA R  
Vice Chairperson

MR. VISHNU VARDAN V  
Secretary

MS. ARULARASI A B  
Treasurer

MS. BALAAMBICA V  
Member

MS. DEVA RENISH D D  
Member

MS. KRISHNA PRIYA  
Member

Flat No. 402, Fourth Floor, No.1A, Periyalwar Street, Sundaram Colony, East Tambaram, Chennai-600059  
Ph: 044-22390098 | 7550009811 | Mail id: Chengalpattu@icai.org

**Registration Link:** <https://events.cglportal-icai.org/student>





THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

(Set up by an Act of Parliament)



SICASA OF CHENGALPATTU DISTRICT BRANCH (SIRC)

Cordially invites you to

**WORKSHOP ON SCORE BIG!! IN PAPER 3 – TAXATION  
RAPID REVISION  
FOR CA INTERMEDIATE EXAM**



**Mentor  
CA. Vijayaraghavan R**

Date	Topic
16/08/2025 (Saturday)	Exam Oriented Session on Income Tax
17/08/2025 (Sunday)	Exam Oriented Session on GST

On 16th & 17th August 2025, Saturday and Sunday @ Branch Premises

No Fee | Time- 10.00 AM to 5.00 PM

Followed by Lunch

Registration Link: <https://events.cgportal-icai.org/student>

**Register Separately for the Both Sessions**

**CA. SHIVACHANDRA REDDY K**  
Chairman

**CA. PRIYA A**  
SICASA Chairperson

**CA. ARUMUGARAJ P**  
Nominated Member SICASA

**MS. KEERTHANA R**  
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**Registration Link: <https://events.cgportal-icai.org/student>**



**OPPORTUNITY FOR OUR CA STUDENTS**

Articles are invited from students for publishing in the e-newsletter. The articles shall be either on a specific subject or a general article.

For all the artistic minds, you August highlight your artistic skills by sending your art to us. It could be drawing, poem, photographs and all the artwork which is unusual in your way!

Students can mail their work with Name, SRO Number, Mobile Number, Residential Address, Office Address & Photo to our E-Mail mentioned below.

**Email Id : [sicasa@chengai-icai.org](mailto:sicasa@chengai-icai.org) | Mobile No : 80562 44300 | 7550009811.**

We wholeheartedly thank all the students who have provided their valuable Inputs for this newsletter as well as for the upcoming newsletters.


**CALLING ALL PASSIONATE CA STUDENTS FOR VOLUNTEERING !**

Are you eager to grow, connect, and make a real difference? We're looking for enthusiastic and committed volunteers to be part of a series of exciting events curated exclusively for CA students!

These events are not just gatherings—they're gateways to professional development, networking with industry leaders, and knowledge-sharing within the CA community. As a volunteer, you'll be at the heart of it all—gaining hands-on experience in event planning, coordination, and team collaboration.

**This is your chance to:**

- Sharpen your leadership and organizational skills
- Be part of something meaningful
- Build lasting connections in the CA fraternity
- Stand out and grow personally & professionally

 Ready to step up and shine? Join us and be a driving force behind these impactful events. Let's create something unforgettable—together!