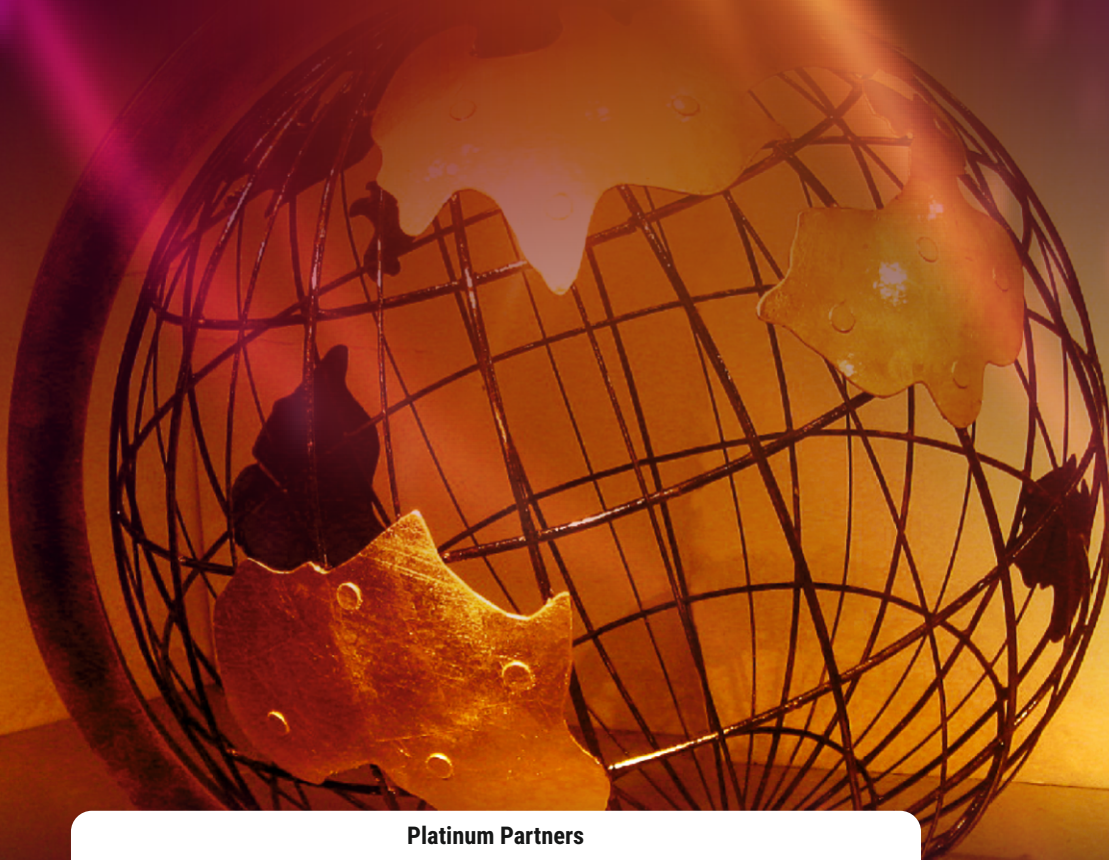


# 21<sup>st</sup> International Tax Conference

10<sup>th</sup> October 2024 | New Delhi



Platinum Partners

Nangia Andersen LLP

A member firm of ANDERSENGLOBAL



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

## Overview of the Conference

ASSOCHAM has always aimed to enhance awareness of topical issues that confront today's business enterprises. Taxes remain an undeniable part of our lives, shaping economic growth, driving social initiatives, and influencing business decisions. The integration of technology into the realm of taxation is reshaping how we approach tax compliance, planning, and strategy.

To evolve a greater understanding of the emerging tax landscape, its impact, and possible approaches to deal with it with the industry members, **ASSOCHAM** is organizing its **21<sup>st</sup> International Tax Conference** as per the below schedule:

## Topics for the Discussion

- Comprehensive review of the Income Tax Act, 1961 - Holding the Crystal Ball!
- New Global Tax Rules - Pillar 1 and Pillar 2
- Recent Developments in Indian Taxation
- Deals and Cross-Border Transactions
- Tax Technology & Generative AI
- Enforcement at the Crossroads: PMLA, Benami Law & Black Money Act

## Eminent Speakers



**Mr. Vivek Aggarwal\***  
Additional Secretary  
Department of Revenue  
Ministry of Finance



**Mr. Mukesh Verma**  
Chief Commissioner of Income Tax  
(International Taxation)  
New Delhi  
Ministry of Finance



**Mr. Amitav**  
DGIT (Systems) Delhi  
Ministry of Finance



**Mr. Raman Chopra**  
Joint Secretary (TPL-I)  
Central Board of Direct Taxes (CBDT)  
Ministry of Finance



**Mr. K Balasubramanian**  
Joint Secretary (TPRU)  
Department of Revenue  
Ministry of Finance



**Mr. Chetan Rao**  
Commissioner of Income Tax  
(Transfer Pricing)-3, New Delhi  
Ministry of Finance



**Mr. Pramod Kumar**  
Former Vice President  
Income Tax Appellate  
Tribunal (ITAT)



**Mr. Akhilesh Ranjan**  
Price Waterhouse & Co LLP,  
Former Member - CBDT



**Mr. Ashwani Taneja**  
Ex- Member ITAT & Founder  
Prudent Law Chambers LLP



**Mr. Sandip Shah**  
Head - International Financial  
Services Centres Authority (IFSCA)  
& Strategy Department GIFT City



**Mr. Rakesh Nangia**  
Chairman, National Council  
on International Taxes,  
ASSOCHAM & Chairman,  
Nangia Andersen India Pvt. Ltd.



**Mr. Sandeep Chaufla**  
Chairman, National Council  
on Direct Taxes, ASSOCHAM  
& Partner  
Price Waterhouse & Co LLP



**Mr. Atul Puri**  
Co-chair, National Council  
on International Taxes,  
ASSOCHAM & Managing Partner  
& Co-Founder, SW India



**Mr. Vikas Vasal**  
Co-chair  
National Council on  
Direct Taxes, ASSOCHAM



**Mr. Vineet Agrawal**  
Co-chair, National Council  
on Direct Taxes, ASSOCHAM  
& Sr. EVP and Group Head  
(Taxation & Ethics), JSW Group



**Mr. Rahul Garg**  
Advisor, National Council  
on Direct Taxes, ASSOCHAM



**Mr. Manish Agarwal**  
Global Tax Head  
Bharti Group



**Mohd Haroon Qureshi**  
SVP and Head of Tax -  
Asia Pacific, Genpact



**Mr. Subodh Jain**  
Sr Vice President  
(Global Head of Tax)  
HCL Technologies



**Mr. Akhil Choudhary**  
CEO & Managing Partner  
Vaco Binary Semantics



**Mr. Rakesh Vij**  
Founder and CEO  
Truminds Software Systems



**Mr. Prashant Kapoor**  
Partner  
KPMG India



**Mr. Prashanth Agarwal**  
Partner, Tax & Regulatory Services  
PricewaterhouseCoopers Private Limited

*\*Invited*

# DRAFT AGENDA

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10.00 a.m. – 11.15 a.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Inaugural Session                                                                                                                                                                                                                        |
| Welcome Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Mr. Sandeep Chaufla, Chairman National Council on Direct Taxes ASSOCHAM                                                                                                                                                                  |
| Theme Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Mr. Rahul Garg, Advisor, National Council on Direct Taxes ASSOCHAM                                                                                                                                                                       |
| Inaugural Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Mr. Vivek Aggarwal*, Additional Secretary, Department of Revenue, Ministry of Finance                                                                                                                                                    |
| Vote of Thanks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Mr Atul Puri, Co-Chair, National Council on International Tax ASSOCHAM                                                                                                                                                                   |
| 11:15 a.m.– 12.00 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Session 1: Panel Discussion on Comprehensive Review of the Income tax Act, 1961 – Holding the Crystal Ball!                                                                                                                              |
| What is it likely to hold, focusing on simplification and reducing compliance burdens for the taxpayers. Importance of aligning with global (tax) transparency and other standards.                                                                                                                                                                                                                                                                                                                       | Session Chairman<br>Mr. Akhilesh Ranjan, Price Waterhouse & Co LLP, Former member - CBDT                                                                                                                                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Session Moderator<br>Mr. Rakesh Nangia, Chairman National Council on International Taxes, ASSOCHAM & Chairman, Nangia Andersen India Pvt. Ltd.                                                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Panelist:<br>Mr. K Balasubramanian, Joint Secretary, TPRU, Department of Revenue, Ministry of Finance<br>Mr. Vineet Agrawal, Co-chair, National Council on Direct Taxes, ASSOCHAM & Sr. EVP and Group Head (Taxation& Ethics), JSW Group |
| 12.00 p.m.– 12.15 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Networking Tea/ Coffee Break                                                                                                                                                                                                             |
| 12.15 p.m.– 1.00 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Session 2: Panel Discussion on “New Global Tax Rules - Pillar 1 and Pillar 2”                                                                                                                                                            |
| ❖ Overview of the current global status, India’s position and MNE readiness.                                                                                                                                                                                                                                                                                                                                                                                                                              | Session Chairman:<br>Mr. Mukesh Verma, Chief Commissioner of Income Tax (International Tax) New Delhi, Ministry of Finance                                                                                                               |
| ❖ Role of OECD and UN in shaping global tax policies.                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Session Moderator:<br>Mr. Sandeep Chaufla, Chairman National Council on Direct Taxes ASSOCHAM & Partner, Price Waterhouse & Co LLP                                                                                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Panelist:<br>Mr. Chetan Rao, Commissioner of Income Tax (Transfer Pricing)-3, New Delhi, Ministry of Finance<br>Mr. Subodh Jain, Sr Vice President (Global Head of Tax), HCL Technologies                                                |
| 1:00 p.m. – 1.45 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Session 3: Panel Discussion on “Recent Developments in Indian Taxation”                                                                                                                                                                  |
| Key controversies and cross-border issues, including Beneficial Ownership (BO), Tax Residency Certificates (TRC), Principal Purpose Test (PPT), and General Anti-Avoidance Rules (GAAR) with case studies and recent rulings/ jurisprudence.                                                                                                                                                                                                                                                              | Session Chairman:<br>Mr. Raman Chopra, Joint Secretary, TPL-I, CBDT, Ministry of Finance                                                                                                                                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Session Moderator:<br>Mr. Atul Puri, Co-Chair, National Council on International Tax ASSOCHAM & Managing Partner & Co-Founder, SW India                                                                                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Panelist:<br>Mr. Pramod Kumar, Former Vice President, Income Tax Appellate Tribunal (ITAT)<br>Mr. Manish Agarwal, Global Tax Head- Bharti Group                                                                                          |
| 1:45 p.m.– 2.30 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lunch Break                                                                                                                                                                                                                              |
| 2.30 p.m.– 3.15 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Session 4: Panel Discussion on “Deals and Cross-Border Transactions                                                                                                                                                                      |
| ❖ Analysis of inbound and outbound investment structures.                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Session Chairman:<br>Mr. Sandip Shah, Head - IFSC & Strategy Dept, GIFT City                                                                                                                                                             |
| ❖ GIFT city - current status and further steps needed to achieve true financial success.                                                                                                                                                                                                                                                                                                                                                                                                                  | Session Moderator:<br>Mr. Vikas Vasal, Co-Chairman, National Council on Direct Taxes ASSOCHAM                                                                                                                                            |
| ❖ Reverse migration of start-ups to India – how to expedite through more favourable tax and regulatory framework.                                                                                                                                                                                                                                                                                                                                                                                         | Panelist:<br>Mohd Haroon Qureshi, SVP and Head of Tax – Asia Pacific, Genpac<br>Mr. Prashant Kapoor, Partner, KPMG India                                                                                                                 |
| 3.15 p.m.– 4.00 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Session 5: Panel Discussion on “Tax Technology & Generative AI                                                                                                                                                                           |
| Leveraging Gen AI, future implications for tax managers, expectations and challenges for the new-age CFO.                                                                                                                                                                                                                                                                                                                                                                                                 | Session Chairman:<br>Mr. Amitav, DGIT (Systems), Delhi, Ministry of Finance                                                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Session Moderator:<br>Mr. Prashanth Agarwal, Partner, Tax & Regulatory Services, PricewaterhouseCoopers Private Limited                                                                                                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Panelist:<br>Mr. Akhil Choudhary, CEO & Managing Partner, Vaco Binary Semantics<br>Mr. Rakesh Vij, Founder and CEO, Truminds Software Systems                                                                                            |
| 4.00 p.m.– 4.40 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Session 6: Fireside Chat on Enforcement at the Crossroads: PMLA, Benami Law & Black Money Act                                                                                                                                            |
| The conversation will explore the growing convergence between the anti-money laundering law in India. Through recent cases and judicial rulings, the speakers will examine how these laws work together to combat tax evasion, money laundering, and undisclosed wealth, both domestically and internationally. The discussion will cover enforcement trends, procedural overlaps, and the impact of the latest judicial rulings on the future of financial compliance and regulatory oversight in India. | Moderator:<br>Mr. Rakesh Nangia<br>Chairman National Council on International Taxes, ASSOCHAM & Chairman, Nangia Andersen India Pvt. Ltd.<br><br>Mr. Ashwani Taneja<br>Advocate, (Ex- Member ITAT) & Founder- Prudent Law Chambers LLP   |
| 4.40 pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Concluding remarks & wrap up with Tea/Coffee                                                                                                                                                                                             |

# MARKETING OPPORTUNITIES

## Advertisement for Backgrounder

The conference backgrounder under preparation for distribution to the participants, will have earmarked pages for advertisements providing excellent opportunity to promote your products/services at a nominal cost. The advertisement tariff and other details are:

|                     |          |                                                                                                                                            |
|---------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Front Inside Cover* | ₹ 40,000 | <b>Ad Material:</b><br>JPG (300 DPI) / PDF High Resolution / CDR with Convert to Curve<br>*will be booked on first come first served basis |
| Back Inside Cover*  | ₹ 40,000 |                                                                                                                                            |
| Full Page Colour    | ₹ 30,000 |                                                                                                                                            |

The conference provides and exclusive opportunity to reach out to a premium congregation of national and international business community. It will create enormous recall value through pre-event and post-event mediums. As the event will be covered by national and international media advertisers/sponsors will also gain substantially from such coverage during the conference. The event offers opportunities in terms of visibility in communication mediums, on-the-spot visibility in advertising space and visibility in post-event publications, souvenirs etc.

| Benefits                                                                      | Partnership Categories |              |                |                                    |                             |                    |
|-------------------------------------------------------------------------------|------------------------|--------------|----------------|------------------------------------|-----------------------------|--------------------|
|                                                                               | PLATINUM PARTNER       | GOLD PARTNER | SILVER PARTNER | CONFERENCE KIT PARTNER (Exclusive) | LANYARD PARTNER (Exclusive) | EXHIBITION PARTNER |
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| <b>A. Company Logo</b>                                                        |                        |              |                |                                    |                             |                    |
| • <b>Conference Venue</b>                                                     |                        |              |                |                                    |                             |                    |
| - Backdrop                                                                    | Yes                    | Yes          | Yes            | Yes                                | -                           | -                  |
| - Thank You Partner Board                                                     | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| - Selfie Booth                                                                | Yes                    | Yes          | -              | Yes                                | -                           | -                  |
| • <b>Social Media</b>                                                         |                        |              |                |                                    |                             |                    |
| - Social Media Creative                                                       | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| - Conference Flyer                                                            | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| - Video bytes (Sr. Management/Speaker)                                        | 02                     | 01           | -              | 01                                 |                             | -                  |
| - Post Conference Thank You Partners Post                                     | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| <b>B. Company Corporate Video (3-5 Minutes)</b>                               | -                      | -            | -              | -                                  | -                           | -                  |
| <b>C. Exhibition Stall</b>                                                    | -                      | -            | Yes            | -                                  | -                           | Yes                |
| <b>D. Company Standee</b>                                                     | 03                     | 02           | 01             | 01                                 | -                           | -                  |
| <b>E. Conference Special Publication</b>                                      |                        |              |                |                                    |                             |                    |
| - Article (related to the theme)                                              | 03                     | 01           | -              | -                                  | -                           | -                  |
| - Colour Advertisement                                                        | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| <b>F. Speaking Opportunity</b>                                                |                        |              |                |                                    |                             |                    |
| - Session Moderate                                                            | Yes                    | -            | -              | -                                  | -                           | -                  |
| - Panellist                                                                   | Yes                    | Yes          | -              | -                                  |                             | -                  |
| <b>G. Company Literature to be Inserted in the Delegate Kit</b>               | Yes                    | Yes          | Yes            | Yes                                | Yes                         | -                  |
| <b>H. Complimentary Delegate Passes</b>                                       | 15                     | 08           | 04             | 05                                 | 02                          | 02                 |
| <b>I. Company Logo to be Prominently Displayed on Conference Delegate Kit</b> | -                      | -            | -              | Yes                                | -                           | -                  |
| <b>J. Company Logo to be Prominently Displayed on Conference Lanyard</b>      | -                      | -            | -              | -                                  | Yes                         | -                  |

**PARTICIPATION FEE (INCLUDING GST)** } ₹ 3,000 per participant for Member of ASSOCHAM  
 } ₹ 3,500 per participant for Non-Member of ASSOCHAM

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*For registration or any other queries, Please contact to:*

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**THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM)**