



**The Institute of Chartered
Accountants of India (ICAI)**
(set up by an Act of Parliament)

Southern India Regional Council (SIRC) organises



SRESTATHA
excellence

49th Regional Conference
hosted by Bangalore Branch of SIRC of ICAI

22nd & 23rd December 2017 . Bengaluru

Dear Sponsors,

Pranams.

It gives me immense pride to bring before you **"SRESTATHA"**, excellence, 49th Regional Conference of SIRC of ICAI. It is the flagship program of the year organized by SIRC. SIRC has been organizing regional conferences every year and this year it is presenting its Forty Ninth Regional Conference. This year the conference is scheduled to be held on Friday 22nd December and Saturday 23rd December 2017 at Bengaluru. The conference is hosted by Bangalore Branch of SIRC of ICAI.

This conference is largely attended by Chartered Accountants from across India. We are expecting a gathering of around 3500 to 4000 CAs to be part of this mega event. The most sought after and eminent resource persons are invited to share their technical knowledge with the delegates. Subjects discussed at the conference include Macro Economics, Direct Taxes, Indirect Taxes, Information Technology, International Taxation, RERA, Insolvency and Bankruptcy Code, Accounting Standards, etc.

Companies have a golden opportunity to participate in this conference by selecting various available options of sponsorship to exhibit their products and services. This gives a great platform for companies to interact with a large number of CAs.

Don't miss this opportunity and be the first company to be in the forefront.

This is a personal invitation to the privileged companies to participate in the mega event to showcase your products and services.

Let this be a Win Win Situation Strategy for both Company and Organisers.

Regards,



CA. Cotha S Srinivas
Chairman, SIRC of ICAI

About ICAI

ICAI is a statutory body established by an Act of Parliament viz., The Chartered Accountants Act, 1949 for regulating the profession of Chartered Accountancy in the country. The Institute, which functions under the administrative control of Ministry of Corporate Affairs, Government of India, has five Regional Councils at Chennai, Kanpur, Kolkata, Mumbai and New Delhi. ICAI is the second largest professional accounting body in the world, with a strong tradition of service to the Indian economy in public interest.

On International front, the Institute, a permanent member of International and Regional Accounting bodies, like International Federation of Accountants (IFAC), International Accounting Standards Board (IASB), Confederation of Asian and Pacific Accountants (CAPA) and South Asian Federation of Accountants (SAFA) has made its presence felt through its effective and sustained contribution.



andhra



karnataka



kerala



tamil nadu



telangana



pondicherry



About SIRC of ICAI

SIRC was formed on 1st April 1952 to serve the members and students in Southern Region. SIRC covers the states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana apart from Union Territory - Pondicherry.

SIRC has 45 branches, 11 CPE Study Circle, 3 CPE Chapters, 7 CPE Study Groups and 16 CPE Study Circle to members in industry. SIRC has 53,811 members and about 3,00,000 students. SIRC is the knowledge hub of the profession, providing continuing professional education to its members and students.



About Bangalore Branch of SIRC of ICAI

The Bangalore Branch, being the largest branch of ICAI, came into existence on 1st April 1962 and the most vibrant & dynamic branch of the Country. It conducts a lot of programmes catering to the needs of Chartered Accountants, students pursuing Chartered Accountancy Course and the society at large. From an initial membership of 110, the Branch has grown to 13,000 members and around 35,000 CA Students.

Theme of the conference

'SRESTATHA' originates from Sanskrit, which implies EXCELLENCE.

Excellence means Greatness - the very best. The path to Excellence is not an easy task. It is the state of being truly the best at something. It is not a skill, it is an attitude. Excellence is a continuous process and not an accident.

As a professional it's all about giving the best in whatever we do. The quality of our work is a measure of the quality of our self. Practising excellence is what spurs an ordinary person to create an extraordinary success for himself.

A person who has responsibility - has to Think Differently
A person having accountability - has to Act Perfectly

The need of the hour for the profession and professionals is to "Think Differently, Act Perfectly". The entire nation, including the government, looks upon us to contribute for the effective financial growth of the economy.

There is no end on the road called 'excellence'. This conference has one message to all the delegates -

Let us bring "Srestatha" in our profession, in our lives and to our nation.



places to visit in bangalore



NEHRU PLANETARIUM
Dist. from Majestic - 2.1 km



GOVERNMENT MUSEUM
Dist. from Majestic - 2.5 km



UB CITY
Dist. from Majestic - 2.6 km



VIDHANA SOUDHA
Dist. from Majestic - 2.9 km



BANGALORE PALACE
Dist. from Majestic - 3.3 km



LAL BAGH
Dist. from Majestic - 3.3 km



BULL TEMPLE
Dist. from Majestic - 3.9 km



INFANT JESUS CHURCH
Dist. from Majestic - 5.7 km



ISKCON TEMPLE
Dist. from Majestic - 6 km



BANNERGHATA PARK
Dist. from Majestic - 19.7 km



WONDER LA
Dist. from Majestic - 28 km



NANDI HILLS
Dist. from Majestic - 45.4 km

places to visit in karnataka



SHIVANASAMUDRA FALLS

The island town of Shivanasamudra divides the river into twin waterfalls. This creates the fourth largest island in the rivers course.

Distance from Bangalore
138.3 km . 2h 28mins



MYSORE PALACE

It is the official residence and seat of the Wodeyars and rulers of Mysore, the royal family of Mysore, who ruled the princely state from 1399 to 1950.

Distance from Bangalore
145.6 km . 2h 36mins



MELUKOTE

Melukote is home to the Academy of Sanskrit Research, which has collected thousands of manuscripts. It is built on rocky hills overlooking the Cauvery Valley.

Distance from Bangalore
148 km . 2h 29mins



CHITRADURGA FORT

It is a fortification that straddles several hills and a peak overlooking a flat valley. The fort's name Chittrakaldurga, which means 'picturesque fort' in Kannada

Distance from Bangalore
201.2 km . 2h 57mins



BELUR

It is in Hassan district. The town is renowned for its Chennakeshava Temple, one of the finest examples of Hoysala workmanship.

Distance from Bangalore
220.5 km . 3h 19mins



BANDIPUR NATIONAL PARK

It is known for its wildlife and has many types of biomes, but dry deciduous forest is dominant.

Distance from Bangalore
239.4 km . 3h 57mins



COORG

It is a hill station, rich in natural resources which includes timber and spices. Coorg is known for its coffee and its people.

Distance from Bangalore
243.3 km . 4h 43mins



HAMPI

It is a village and temple town recognised as a UNESCO World Heritage Site in northern Karnataka.

Distance from Bangalore
352.4 km . 6h 13mins



SRINGERI MATHA

It is the southern Advaita Vedanta matha established in 8th century AD. The matha is on the banks of the Tunga River in Chikkamagalur district.

Distance from Bangalore
360 km . 8h 15mins



UDUPI MATHA

It is a famous Hindu temple dedicated to god Krishna and Dvaita Matha located in the city of Udupi. The matha area resembles a living ashram.

Distance from Bangalore
403 km . 7h 18mins



JOG FALLS

Gerosoppa Falls or Joga Falls is the second highest plunge waterfall in India. It is a segmented waterfall which, depending on rain and season, becomes a plunge waterfall.

Distance from Bangalore
416.7 km . 6h 40mins



DANDELI - WHITE WATER RIVER RAFTING

It is an adventure sports destination, and a white-water rafting destination in South India.

Distance from Bangalore
461.9 km . 6h 59mins



OM BEACH

It is located in Gokarna. Om beach is a naturally Om-shaped beach, it attracts local tourists on weekends. It has a few shacks and eateries, and also boat service to other beaches.

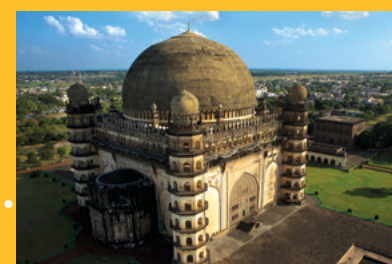
Distance from Bangalore
488.8 km . 7h 53mins



MURUDESHWAR

Murudeshwar is another name of the Hindu god Shiva. Famous for the world's second tallest Shiva statue, the town lies on the coast of the Arabian Sea.

Distance from Bangalore
512.4 km . 8h 21mins



GOL GUMBAZ

It is the mausoleum of Mohammed Adil Shah, Sultan of Bijapur. The tomb, located in Bijapur was completed in 1656 by the architect Yaqut of Dabul.

Distance from Bangalore
522.9 km . 8h 56mins



BAHAMANI TOMBS

A cluster of 12 tombs located in Ashtoor are what is known as Bahamani Tombs. The tombs comprise of large mausoleums adorned with lofty domes, arches and niches.

Distance from Bangalore
689 km . 10h

AT THE HELM . ICAI



CA. Nilesh Shivji Vikamsey
President



CA. Naveen Gupta N D
Vice President



CA. Babu K Thevar



**CA. Phalguna
Kumar E**



**CA. Gopal
Krishna Raju**



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**CA. China Masthan
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CA. Cotha S Srinivas
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**CA. Shravan
Guduthur**
Vice Chairman



**CA. Bhat Shivaram
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**CA. Raveendra S
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**CA. Bhojaraj T
Shetty**
Sicasa . Chairman



CA. Pampanna B E



CA. Srinivasa T



CA. Divya S

privileges offered to sponsors

Our endeavour is to bring to your notice that a most prestigious event is taking place in Green City - Bengaluru. A Conglomeration of around 3500 to 4000 eminent chartered accountants from across India, will definitely be the choice of any dynamic company to showcase the products and services and enhancing its brand value. It is a great opportunity to be part of this conference to gain the maximum mileage. The company can select from the choices of becoming sponsors, participating in exhibition stalls, contributing to delegate kit, releasing reference materials and publishing advertisement in souvenir. Complete details of various options are mentioned herewith -

other sponsorship options

Exhibition Stalls at the Venue

Pavilion Stall - 3'x6'	1.5 Lakhs
Premium Stall - 3'x4'	1.0 Lakh
Regular Stall - 3'x3'	0.6 Lakh

Delegate Kit

15.0 Lakhs

Reference Materials

15.0 Lakhs

Advertising Opportunities in Souvenir

Back Cover - Colour	2.0 Lakhs
Inside Cover - Colour - Front	1.5 Lakhs
Inside Cover - Colour - Back	1.0 Lakh
Inside Page - Colour	0.75 Lakh
Inside Page - B&W	0.5 Lakh

Privileges offered to Sponsors

	Event Sponsors	Joint Event	Platinum	Diamond	Entertainment
01. Logo on Backdrop of Main Stage	Yes	Yes	Yes	Yes	Cultural Programme
02. Exhibition stall at the Venue	Pavilion - 2 Nos.	Pavilion	Premium	Regular	NA
03. Full page advertisement in the Souvenir	2 Full Page - Multicolour	2 Full Page - Multicolour	1 Full Page - Multicolour	1 Full Page - Multicolour	NA
04. Banner advertisement as per below: • Banners in Conference Hall • Banners outside the Conference Hall (within venue)	4 4	2 2	1 1	1 1	1 1
05. Complimentary registration of Delegates for the Conference	20 Delegates	15 Delegates	10 Delegates	5 Delegates	NA
06. Branding/Products video of upto 5 minutes (running time) during break	Yes	Yes	Yes	No	No
07. Presentation of the company & its products during conference	15 Minutes	10 Minutes	No	No	No
08. Insert Literature in all conference participants kits	1	1	1	1	0
09. Conference brochures to delegates acknowledges your name if finalised	Yes	Yes	No	No	No
10. Acknowledgement in press meet/press releases, if any	Yes	Yes	No	No	No
11. Announcements through MC	Twice on each day	Twice on each day	Once on each day	Once on each day	Once
12. Recognition on Stage through Guest	Yes	Yes	Yes	Yes	During Cultural
Sponsorship Amount	30 Lakhs	25 Lakhs	20 Lakhs	15 Lakhs	10 Lakhs

Who should Attend?

- Chartered Accountants in Practice
- Chartered Accountants in Industry
- Members of ICSI/ ICAI (Cost)
- Accounting and Finance Professionals

Take Away from the Conference

Sea of Knowledge

Eminent speakers from across India will share their experience and expertise with the delegates on various topics. This gives latest and updated knowledge to the delegates.

Networking opportunity

Meet over 3,500 delegates from across the country, build and expand your Professional Network.

Exhibition Stalls & Publications

A great experience to know about the latest products and services by visiting the exhibition stalls; and will also be entitled to publications released at the conference.

Compliance of CPE requirement

Members of ICAI would get 12 CPE hours on attending the conference.

Cultural programme

Cultural Programme for a leisure time with your family and friends.

Explore Bengaluru & Karnataka

Site seeing arrangements for outstation delegates, making your stay at Bangalore a memorable one for you and your family.

Food and Hospitality

Enjoy the delicious and varieties of food served at the conference and experience the hospitality by Bangalore Branch and SIRC of ICAI.

Privileges to Sponsors

- A platform to exhibit their products and services.
- To meet Chartered Accountants from across India.
- Have one to one meeting with the CAs and sell their products and services.
- Collect the contact details of CAs visiting the stall for future business opportunities.
- CAs' reference of your products and services to their clients will enhance your credibility and increase sales.
- A great opportunity to be associated with SIRC of ICAI and its Branches.

ORGANISED BY

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