

XCX | APRIL 2025



Opportunity Africa: Business Synergies for India



Workshop on Online COO Application DGFT Trade Connect Portal

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Villiannur Commune, Pondicherry - 605 502.

Contact : Dhandapani R., Chief Executive Officer, Mobile : +91 98400 35655 / dhandapani@sattva.in

CORPORATE OFFICE :

**"HIGH GATE", Level 4, No. 153 (Old 82), Santhome High Road, Raja Annamalaipuram,
Chennai - 600 028. Tel: 044 24612829, 24629190 / 9193 / 9194 / 9195, Fax : 044-24613245**

E-mail: sattvacorporate@sattva.in | web : www.sattva.in

S. SANTHANAM, Chairman
Mobile: +91 98410 29579 / san@sattva.in

S. NARASIMHAN, Vice - Chairman
Mobile +91 98410 27456 / narsi@sattva.in

S. PADMANABHAN, Director
Mobile: +91 98400 22245 / pad@sattva.in

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EDITOR AND PUBLISHER

Andhra Chamber of Commerce,
Chennai

ANDHRA CHAMBER OF COMMERCE

“Velagapudi Ramakrishna Building”,
23, Third Cross Street,
West C.I.T. Nagar, Nandanam,
P.B. No. 3368, Chennai - 600 035.

☎ 044 - 24315277
24315278 / 24315279

✉ acc@andhrachamber.com
andhrachamber1@gmail.com

DESIGN:

FINE DOTS, 921, TNHB Colony,
Velachery, Chennai - 600042

☎: 9884043899

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Unit-1

Chamber at a Glance

Collaboration is a key part of the success of any organization, executed through a clearly defined vision and mission and based on transparency and constant communication.



From the President's Desk

Dear Members,

Greetings from Andhra Chamber of Commerce!

As we step into a new quarter, I'm pleased to share encouraging developments from across the industry landscape. It had brought a mixed but promising signal from India's private sector: manufacturing gained significant momentum, showcasing resilience and a strong push from domestic demand and global orders. Although the services sector experienced a slight moderation, the overall economic sentiment remains optimistic.

In line with this momentum, the textile and apparel industry has charted an ambitious course, setting a \$100 billion export target by 2030. The proposed five-point policy roadmap—including removing the 10% cotton import duty and expediting FTAs—could serve as a catalyst for unlocking new growth opportunities. As stakeholders, we must support these reforms to make Indian textiles globally competitive.

Further fueling our optimism, the Director General of Foreign Trade has reaffirmed confidence in India's export potential, despite ongoing global uncertainties. Government initiatives such as Production Linked Incentive (PLI) schemes are strengthening domestic manufacturing and reinforcing India's position in global supply chains.

At this pivotal time, it is crucial for all of us—Industry leaders, Policymakers, and Stakeholders—to work in synergy, innovate boldly, and push forward with strategic intent.

Let us continue to strive for excellence and contribute to India's growth story.

Dr. V L Indira Dutt
President

CHAMBER



“Workshop on Online COO Application DGFT Trade Connect Portal”

7, March 2025; Dr V L Dutt Hall, ACC, Chennai

Andhra Chamber of Commerce in collaboration with DGFT first in India organized a Workshop on Online COO Application DGFT Trade Connect Portal, March 7, 2025 Dr V L Dutt Hall, ACC, Chennai

for the benefit of the members. Mr S Narasimhan, Vice President, ACC, welcomed the DGFT Officials, and introduced the proceedings with the Chamber Services followed by the introduction of the DGFT Officials by Mr R R Padmanabhan Chairman of Foreign Trade Sub – Committee, ACC introduced Dr. B. Punnam Kumar, ITS, Joint Director General of Foreign Trade, Chennai and Amal Bahuleyan K Assistant Director DGFT

The following aspects were highlighted and elaborated by Dr Punnam.

He briefed about the activities of the DGFT to the attendees.

Directorate General of Foreign Trade (DGFT) organization is an attached office of the Ministry of Commerce and Industry and is headed by Director General of Foreign Trade. Right from its inception till 1991, when liberalization in the economic policies of the Government took place, this organization has been essentially involved in the regulation and promotion of foreign trade through regulation. Keeping in line with liberalization and globalization and the overall objective of increasing of exports, DGFT has since been assigned the role of “facilitator”. The shift was from prohibition

and control of imports/exports to promotion and facilitation of exports/imports, keeping in view the interests of the country.

Further from DGFT officials addressed the queries from the Exporters, Importers and from the Members.

Mr R R Padmanabhan Chairman of Foreign Trade Sub – Committee, ACC proposed the Vote of Thanks. The Meeting was attended by 53 members and invitees.

“Opportunity Africa: Business Synergies for India”

21, March 2025; Dr V L Dutt Hall, ACC, Chennai

Andhra Chamber of Commerce, Telangana State Chapter in association with ARISE, organized a Conference on “Opportunity Africa: Business Synergies for India” on Tuesday, February 18, 2025 at “Hotel Mercure Hyderabad KCP” of the ACC, Secunderabad for the benefit of the International Trade & Industry. Dr. J.A.S Giri, Senior Vice President, Telangana Chapter, ACC gave the opening remarks and highlighting the conference’s aim to create awareness about business opportunities between India and Africa. , and introduced the proceedings with the Chamber Services followed by the introduction of the chief guest, **Shri Jayesh Ranjan, IAS, Special Chief Secretary for Industry and Commerce & IT**, welcomed along with other notable attendees including representatives from African countries and trade organizations. **Dr. V L Indira Dutt, the President, Andhra Chamber of Commerce** provided a detailed welcome address, emphasizing the importance of exploring the African market for investments and trade opportunities. The

conference features speakers from various African countries and aims to provide a platform for knowledge sharing and direct connections with government and trade officials H.E Labene Consul General, South Africa, Hon’ble Mrs Ireen Abkombelwa Apuleni First Secretary (Economic & Trade), Zambia, New Delhi, Hon’ble Mr. Sukumar Natarajan, Honorary Consul, Zambia, Hon’ble Mr Jared B Mayieka, Trade Consul, Kenya High Commission, New Delhi, Ms Divyashree Hegde Head - South India & Srilanka, ARISE IIP.

The Guest of honour Mr Islam Swaleh, Head of Entrepreneurship & Investment, African Union Commission was welcomed by Dr. VBSS Koteswara Rao, Vice-Chairman, Telangana Chapter, ACC

Strengthening India-Africa Economic Ties

The keynote address focuses on strengthening economic ties between India and Africa. The speaker highlighted the

opportunities for collaboration in various sectors, including technology, agriculture, and digital solutions. He emphasized the potential for Africa to serve as an alternative source of raw materials for Indian industries, reducing dependency on China. He also discussed about the importance of sharing Indian technological advancements, such as digital payment systems and e-governance solutions, with African countries. The entrepreneurs from the region to explore investment and trading opportunities in Africa, noting the existing presence of Indian businesses in several African nations.

India-Africa Trade Dynamics and Opportunities

The current trade dynamics between India and Africa, with India emerging as Africa's 4th largest trading partner and Africa as India's 6th largest. The potential for Indian exporters to explore new markets in Africa. India-Africa Trade Agreement Center, which aims to facilitate trade between the two regions. It was also discussed about the various trade agreements between India and African nations, including the Comprehensive Economic Cooperation and Partnership Agreement with Mauritius and the Preferential Trade Agreement with the Southern African Customs Union (SACU). Also presented the export potential map, which shows unrealized export potential in various African countries. ACC HYD concluded by discussing the initiatives of the District as Export Hub (DHEH) and the National Export Strategy (NES) to boost exports to African countries.

Indian Investors in Kenya, South Africa Opportunities

Business opportunities and incentives for Indian investors in Africa. The speakers highlighted the potential for growth in various sectors such as energy, manufacturing, and technology. The importance of establishing relations and trust between Indian and African businessmen. The meeting included presentations from representatives of South Africa, Kenya and Zambia, who shared information about their respective countries' investment-friendly policies and opportunities. The speakers also discussed the importance of due diligence before entering into business transactions.

Zambia Investment Opportunities

The speaker discusses investment opportunities in Zambia, highlighting several key points. They emphasize Zambia's political stability since independence in 1964, abundant natural resources including minerals like copper and uranium, and a growing consumer market. The speaker mentions various investment incentives, including tax breaks and duty-free importation of equipment for certain sectors like energy. They also note Zambia's strategic location bordering eight countries, making it a potential hub for regional trade.

Digital Technology in African Education

The potential of digital technology in the education sector, particularly in Africa. The speakers highlighted the challenges faced by African countries in terms of healthcare and education, and how digital technology could

help address these issues. The possibility of using AI and digital platforms to provide personalized education and healthcare services, reducing the need for physical presence in India. The speakers also emphasized the importance of harmonizing educational standards and occupational standards globally to facilitate the movement of capital, physicians, and patients.

Export Financing and Green Initiatives

With the presentations from representatives of Exim Bank and SIDBI on financing options for businesses, particularly focused on exports and green initiatives and various financing programs for

exporters, including lines of credit, overseas investment support, and advisory services. The SIDBI representative presented several green financing schemes for MSMEs, including energy efficiency projects, electric vehicles, and waste management initiatives. The session concluded with thanks to the speakers and organizers, and an announcement of a new agreement between the Andhra Chamber of Commerce and with SIDBI for future capacity building programs.

Dr. VBSS Koteswara Rao, Vice-Chairman, Telangana Chapter, ACC proposed the Vote of Thanks. The Conference was attended by 107 Delegates and invitees.

128 Joint Session of ACC and MMA

“Changing customer needs and its impact on business growth”

26 th March 2025; Dr V.L. Dutt Hall, Chennai

Andhra Chamber of Commerce along with MMA, Chennai has been organising programmes for more than a decade. Mr B Gautham, Chairman, Skill Development Sub-Committee, ACC began the proceedings with an introduction to the Chamber Services. Mr D Ajith Kumar Sales Coach. The following aspects were highlighted and elaborated by Mr Ajith started of with an activity to keep the audience

They introduce a simple exercise to help participants manage their emotions during

negotiations by associating positive feelings with pressing three fingers together. The exercise involves recalling a confident and happy memory, visualizing it while pressing the fingers, and repeating an affirmation. This technique is suggested as a way to achieve a steady state of mind before entering negotiations.

Negotiation Strategies and Customer Understanding

Importance of asking questions in negotiations, highlighting that customers

often prefer to buy rather than be sold to. He also stressed the need to understand the customer's requirements and expectations, and to build relationships with key stakeholders within the organization. He advised against revealing the price of a product upfront, instead anchoring the customer's expectations with a higher price. He also noted the different interests of various stakeholders within an organization, such as the finance head, CEO, and user, and the importance of understanding these interests in negotiations.

Understanding Customer Needs in Sales Calls

It was discussed that the challenges of online sales and the importance of understanding customer needs. He emphasized the need for active listening and not immediately justifying prices. The importance of patience in sales calls, allowing customers to process information before responding. He suggested that customers should be given time to react to

prices before further discussion.

Pricing Strategy and Negotiation Techniques

The importance of building rapport with customers before negotiations, understanding their needs, and being transparent about business practices. He stressed the need for a healthy funnel of prospects and the importance of confidence in customer interactions. The need for honesty in negotiations, not showing weakness, and separating issues from people. He suggested meeting customers casually to build trust and understanding the different games customers play.

After the Q & A Session Mr N Ravi Kumar, Joint Secretary, ACC proposed the Vote of Thanks. The Meeting was attended by 30 members and invitees

Memories to Cherish

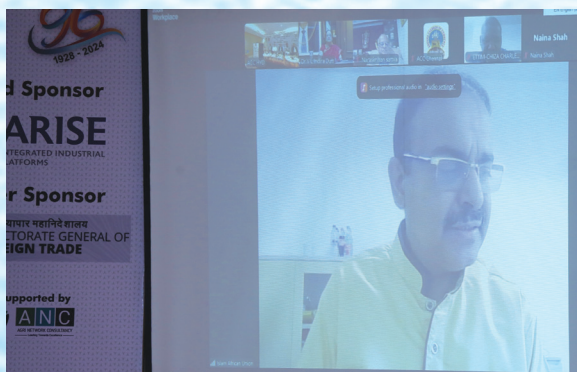
“Workshop on Online COO Application DGFT Trade Connect Portal”

7, March 2025; Dr V L Dutt Hall, ACC, Chennai



“Opportunity Africa: Business Synergies for India”

21, March 2025; Dr V L Dutt Hall, ACC, Chennai





128 Joint Session of ACC and MMA
“Changing customer needs and its impact on business growth”
26 th March 2025; Dr V.L. Dutt Hall, Chennai



Unit-2 Nation First

**Commerce
changes the fate
and genius of
nations.**

- Thomas Gray

INDIAN ECONOMY

Overview

Government presses on policy to shield local industries amid U.S.A tariffs threat



India's tariff policy aims to regulate trade, protect local industries, and generate revenue via taxes on imported and exported goods, Union minister Shri Jitin Prasada told the Lok Sabha on Tuesday. His reply comes a day before US President Donald Trump's proposed reciprocal tariffs come into effect.

Union Minister for commerce and industry, informed the House that the government is aware of the recent statements made by NITI Aayog regarding tariffs and their impact on India's economic growth.

"The statement is in line with India's broader strategy for achieving economic growth and making India a more attractive player in the global economy," he said during the Question Hour

Union Minister noted that India is a member of the World Trade Organisation (WTO) and is bound to its maximum tariffs, which can be applied to any given commodity line. He added that these applied tariffs are usually below the bound tariff for a given commodity line.

Notably, a recent report by the United States Trade Representative (USTR) details how India's tariff and non-tariff policies remain among the most restrictive in major global economies. India's WTO-bound tariff rates on agricultural products are also among the highest in the world, averaging 113.1 per cent and ranging as high as 300 per cent.

Source: <https://isid.org.in/>

India Success Story

India's March factory activity expands at its fastest pace in 8 months

India's manufacturing activity grew at its fastest pace in eight months in March, recovering from a more than a one-year low as "buoyant demand" helped sales by companies, said a private survey on Tuesday.

The HSBC India Manufacturing Purchasing Managers' Index (PMI), compiled by S&P Global, improved to 58.1 in March from 56.3 in February when the gauge was at

a 14-month low. A figure above 50 in the index denotes expansion in manufacturing activity that month and below it signifies contraction. The headline figure remained in the expansion zone for the 45th running.

"March's acceleration came despite a mild slowdown in international order growth. Buoyant demand led companies to tap into their inventories to meet increased client appetite, resulting in the most rapid decline



in finished goods stocks since January 2022,” the survey noted.

Firms countered declining stocks by acquiring additional production inputs at the quickest pace in seven months. A stronger increase in purchase prices contrasted with a softer rise in selling charges.

“Helping boost the PMI was a stronger contribution from its largest sub-component: the new orders index. March saw total sales expand to the greatest extent since July 2024, with companies remarking on positive customer interest, favourable demand conditions and successful marketing initiatives,” said the survey.

“Strong demand prompted firms to tap into their inventories, causing the fastest drop in finished goods stocks in over three years. Business expectations remained fairly optimistic, with around 30 per cent of survey participants foreseeing greater output volumes in the year ahead, compared to less

than 2 per cent that anticipate a contraction,” said Pranjul Bhandari, chief India economist at HSBC.

International orders dipped but overall demand momentum remained robust and the new orders index recorded an eight-month high of 61.5, she said.

The survey noted that although new exports increased in March, the pace of growth fell to a three-month low. Sales expanded in Asia, Europe and West Asia.

“Several companies indicated that warehoused goods were used to meet rising sales requirements, which triggered the quickest drop in post-production inventories in over three years. To address potential stockouts, Indian manufacturers stepped up buying activity in March. Inputs were purchased to the greatest extent in seven months, and at a rate that was well above the series average.”

Source: Internet.

EMPLOYEE DEVELOPMENT



Mr M.L. Narendra Kumar
Director, Instivate Learning Solutions Pvt. Ltd

Need for Key Performance Indicators

Key Performance Indicators (KPIs) are essential for organizations for several reasons:

1. Measure Progress:

KPIs provide a clear and quantifiable way to measure progress toward organizational goals. They help track whether the organization is on the right path to achieving its strategic objectives.

2. Performance Management:

KPIs help assess the performance of individuals, teams, and departments. They provide a basis for evaluating how healthy employees are meeting their targets and contributing to the organization's success.

3. Decision Making:

KPIs offer valuable data to inform decision-making processes. By analyzing KPI data, managers can identify areas that need improvement, allocate resources more effectively, and make informed strategic decisions.

4. Accountability:

KPIs establish accountability by setting clear expectations for performance. When employees know what is expected of them and how their performance will be measured, they are more likely to take ownership of their tasks and responsibilities.

5. Focus and Alignment:

KPIs help align the efforts of all employees with the organization's strategic goals. They ensure that everyone is working towards the same objectives and that individual and team efforts contribute to the organization's overall success.

6. Continuous Improvement:

By regularly monitoring KPIs, organizations can identify trends, spot potential issues early, and implement corrective actions. This fosters a culture of continuous improvement and helps the organization to adapt to changing circumstances.

7. Motivation and Engagement:

KPIs can motivate employees by providing clear targets and a sense of achievement when those targets are met. They also help recognize and reward high performance, which can boost employee morale and engagement.

8. Communication:

KPIs serve as a communication tool that helps convey the organization's priorities and progress to stakeholders, including

employees, management, investors, and customers. They provide a common language for discussing performance and expectations.

9. Benchmarking:

KPIs allow organizations to compare their performance against industry standards or competitors. This benchmarking can provide insights into areas where the organization excels or lags and help set realistic and competitive targets.

10. Resource Optimization:

By tracking KPIs, organizations can identify inefficiencies and optimize resource use. This can lead to cost savings, improved productivity, and better performance.

In summary, KPIs are crucial for organizations to monitor and manage performance, make informed decisions, align efforts with strategic goals, and drive continuous improvement. They provide a structured approach to achieving success and ensuring that the organization remains competitive and sustainable in the long term.

Disclaimer: The views expressed in this article are solely those of the author



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REGIONAL OFFICES:

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Tel: +91-44-42919500-599; E-mail: chennai@globedetective.com
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E-mail: bangalore@globedetective.com;
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Unit-3

Kaizen Corner

**"Only those who will
risk going too far
can possibly find out
how far one can go"**

**Only those who will
risk going too far
can possibly find out
how far one can go**

- T. S. Eliot

Madras High Court Judgments in

VAT CST GST



Shri. V.V. Sampathkumar

Treasurer and Chairman, Indirect Taxes Sub - Committee,
Andhra Chamber of Commerce

Amendment and claim of Input tax credit:

The orders impugned in this WP is quashed insofar as it relates to the claim made by the petitioner for ITC which is barred by limitation in terms of Section 16 (4) of the CGST Act, 2017 but, within the period prescribed in terms of newly inserted Section 16 (5) of the said Act. **M/s. R K Invent Weld Automation P Ltd Vs 1 DSTO II Varadarajapuram, Chennai-123. 2. AC (ST) (FAC). Kuntratur Assessment Circle. 3.DC (ST), Kanchipuram Zone W.P.No.6872 of 2025 DATED: 27.02.2025**

Granting of Opportunity : Even after the issuance of DRC-01 notice, the petitioner has been issued with three reminder notices granting opportunities to the petitioner to file reply and appear before the respondent and on two occasions, the petitioner has requested for time, which were also granted and it is the petitioner, who failed to utilize those opportunities granted, and therefore, it cannot be stated that no fair opportunity was granted to the petitioner nor it can be stated that the petitioner was unaware of the impugned proceedings. This Court has not interfered with the impugned order. Stating

so, the WP is dismissed. **M/s.Chennai Diamonds Jewellers Pvt Ltd Vs AC(ST)/ Inspection, Chengalpattu Intelligence Divn, W.P.No.5921 of 2025 DATED: 24.02.2025**

Substantiative Evidence: Though the Ld counsel for the petitioner repeatedly made a submission that the respondents have wrongly issued two SCNs and passed two assessment orders for the same discrepancies pertaining to 2019-2020, he has not produced any documentary evidence to substantiate the same. Stating so, the Court held that there was no merit in the present WP and dismissed. **M/s.Madha & Co, Kolathur, Vs.1.DCTO, Surapattu Assessment Circle, W.P.No.887 of 2025 Dated : 14.02.2025**

ITC and penalty : Once the ITC was neither availed nor utilised by the petitioner, question of imposing the penalty does not arise. In such a view of the matter, this Hon'ble Court, citing the order dated 11/6/2024, passed in W.P.(MD) No.26254 of 2022, set aside the order impugned in this WP and the matter is remitted back to the second respondent.

M/s.Fairmacs Shipstores P Ltd Vs 1. DC (ST), GST Appeal, Chennai. 2. DCTO, Harbour: North I: Chennai North W P No.39022 of 2024 Dated: 12/2/2025

Order on dead person: Impugned order passed against the Petitioner's husband who is no more. This Court set aside the said order and passed the following directions: (i) Impugned order is set aside and the matter is remanded. (ii) Petitioner is directed to file an affidavit informing about the death of the Petitioner's husband along with reply to the SCN dated 27.12.2023, within 3 weeks from the date of receipt of a copy of this order. (iii) On receipt of the same, the Respondent is directed to pass orders on merits and in accordance with law. **D. Kamalammal Vs. DSTO 1, Ponneri Assessment Circle, W.P.No.5079 of 2025 Dated: 17.02.2025**

Period of Limitation: Whether the issue as to whether the SCN dated 28.04.2022 issued by the first respondent is barred by limitation or not cannot be raised in Rectification Petition, this Court is of the view that it is for the first respondent to decide the maintainability of the Rectification Petition, and in case, the first respondent finds that there is no error apparent on the face of record, he is empowered to reject the same, instead of doing so, the first respondent cannot keep the matter pending. Stating so, this Court directed the first respondent to dispose of the said Rectification Petition filed by the petitioner dated 22.01.2025 as expeditiously as possible, preferably, within 4 weeks from the date of receipt of a copy of this order. **M/s.Standard Painting and**

Decorators Vs.1.DC, Mylapore Divn & 2. JC GST & CE, Mylapore Divn, Chennai North Commissionerate, W.P.No.6893 of 2025 DATED: 27.02.2025

Non-speaking order: On perusal of the impugned order, it is seen that the respondent has made a vague statement that "taxpayer (petitioner) has not produced valid documentary evidence. Hence, the taxpayer reply was not acceptable". In what way, the reply/objections made by the petitioner is not acceptable, in what manner, does the respondent is disagreeable to the points raised by the petitioner in their reply/objection, and how come the reply/objections filed by the petitioner is not acceptable has not been set out clearly by the respondent, rather, the respondent has passed the impugned order, which, per se, shows the non-application of mind on the part of the respondent in passing such order. Court held that impugned order is a non-speaking one and suffers from violation of principles of natural justice and set aside the orders. **M/s.Exim Ink Co. Vs CTO, Thiruvannamiyur Assessment Circle, W.P.No.6720 of 2025 DATED: 27.02.2025**

Payments in instalments of GST : Though larger relief was sought for in this WP, the Ld counsel appearing for the petitioner submitted that it would suffice if the petitioner is permitted to pay the tax liability in instalments for the reason that due to financial constraints, the petitioner could not run the business and it was closed. After hearing both sides, this Court directed that the petitioner may be permitted

to pay the tax liability in five instalments and passed the order with related other directions. **M/s.Sukumar Welding Works, Vs. AC (ST), Kodumudi Assessment Circle, Erode.W.P.No.5202 of 2025 Dated: 24.02.2025**

Principles of Natural Justice: After filing of a detailed reply for the SCN, a personal hearing Notice was uploaded by the respondent in the GST portal. Petitioner was not aware of the said notices. Failed to appear before the respondent. Impugned order passed without providing any opportunity of personal hearing to the petitioner. This Court after hearing the respondent held that the impugned order was passed in violation of principles of natural justice and set-aside the orders with directions. **M/s. National Store Vs STO(ST), Cuddalore, Chidambaram II, TN, W.P.No.6920 of 2025 Dated :28.02.2025**

Opportunity of Personal hearing: Ld Government Advocate fairly admitted that no opportunity of personal hearing was provided to the petitioner prior to the passing of impugned order. Hence, this Court held that the impugned order was passed in violation of principles of natural justice and set aside the impugned order with certain directions. **M/s.Periyandichi Amman Timber Mart Vs STO, RS II/Adjudication, Intelligence, Salem-7 W.P.No.6909 of 2025 Dated: 28.02.2025**

Hearing notice thru portal : Since, all the notices/communications, have been merely uploaded in the GST Portal through

online service and have not been served on the petitioner through physical mode, the same were unnoticed by the petitioner. The petitioner's GST Registration was also cancelled way back in the year 2017 itself, hence, certainly, the petitioner would have had no occasion to follow the GST communications. When an appeal petition was filed, the Appellate Authority dismissed the Appeal on the ground that the same has been filed with delay. In the light of the above facts and circumstances, this Court set aside both the impugned assessment order with conditions. **M/s.Bhavani Agro Agencies, Vs.1.DC (CT) (FAC), GST (Appeal), Salem-7. 2.CTO/STO, Erode. W.P.No.6672 of 2025 DATED: 27.02.2025**

Refund of GST : A representation has been filed for rectification and refund of amount recovered. Based on the said representation, the respondent had rectified the assessment order and released the bank account of the petitioner but refused to refund the excess amount. In spite of the repeated requests made, the aspect of refund was not at all considered and disposed of till date. After hearing the respondent also, this Court directed that the respondent to consider the representation filed on the aspect of refund and dispose of the same on its own merits and in accordance with law within 4 weeks from the date of receipt of a copy of this order. **M/s.Lakshmi Frames Vs. AC, Moore-Market Assessment Circle, W.P.No.6686 of 2025 Dated: 26.02.2025**

Disclaimer: The views expressed in this article are solely those of the author

Shout -Sales and MARKETING MATTERS



Mr.M.K. Anand

Chairman, MSME Sub-Committee
Andhra Chamber of Commerce

What is Influencer Marketing?

It's when you partner with people (influencers) who can sway the buying behavior of their audience due to:

- Their credibility
- Authenticity
- And connection with followers

Influencers can be:

- Mega (1M+ followers)
- Macro (100K–1M)
- Micro (10K–100K)
- Nano (1K–10K)

Key Benefits of Influencer Marketing

1. Trust & Credibility

- People trust recommendations from influencers more than ads.
- Especially valuable in niche markets or tight-knit communities.

2. Targeted Reach

- **You get access** to a ready-made audience that's aligned with your brand.
- Saves money on audience acquisition.

3. High Engagement Rates

- Influencers often outperform brand pages in likes, comments, shares.
- Micro and nano influencers especially drive higher engagement.

4. Cost-Effective Branding

- Compared to traditional media, influencer campaigns are cheaper and more trackable.
- Great ROI even with **limited budgets**.

5. Content Creation Power

- **Influencers** are storytellers and creators—they bring your brand alive.



- You can repurpose their content for ads, websites, or brochures.

6. Boosts SEO & Social Proof

- Influencer mentions can drive traffic, backlinks, and search visibility.
- Builds brand legitimacy in the digital space.

7. Accelerates Conversion

- Influencer-led campaigns create FOMO, urgency, and peer pressure to act.
- Helpful for launching new products or expanding into new markets.

8. Access to Younger Audiences

- If you're targeting Gen Z or Millennials, influencers are gateways to their trust.

Pro Tip: Influencer Campaign Strategy Framework

1. Identify goals: awareness, leads, sales, app installs, etc.

2. Select influencer type: micro, macro, local, niche-based.
3. Choose platform: Instagram, YouTube, TikTok, LinkedIn, etc.
4. Create brief: clear messaging + creative freedom.
5. Track KPIs: engagement rate, reach, conversions, ROI.
6. Repurpose UGC: across ads, website, and social proof.

Business Verticals where Influencer Marketing Works wonder are,

1. Retail (Fashion, Lifestyle, Beauty, FMCG)

Impact:

- Drives impulse purchases via product showcases.
- Increases footfall in physical stores via local influencers.
- Creates buzz around launches and seasonal sales.

How it Works:

- Influencers do “haul videos,” try-ons, unboxing, GRWM (Get Ready With Me)” to showcase products.
- They link to e-commerce stores via affiliate codes or tagged products.

Results:

- Higher conversion rates.
- Lower CAC (Customer Acquisition Cost).
- Builds loyal, repeat customers through storytelling.

2. Education (EdTech, Institutions, Training Providers)**Impact:**

- Builds trust in online learning and newer models (bootcamps, microdegrees).
- Peer influence is crucial for younger learners—recommendations matter more than ads.

How it Works:

- Student influencers or alumni talk about their journey, outcomes, placements.
- Influencers host “day in the life”, career advice, or exam-prep collabs.

Results:

- Increases course signups and webinar attendance.
- Strengthens brand recall in crowded markets.

3. Manufacturing (B2B, Industrial Products)**Impact:**

- Influencer marketing here = thought leadership + technical trust-building.
- Particularly effective in niche engineering, tech, or tools markets.

How it Works:

- Collaborate with industry experts, engineers, or reviewers on LinkedIn, YouTube, or trade blogs.
- Use influencers to create how-it’s-made, product application, or case study videos.

Results:

- Improves trust in complex or high-ticket B2B products.
- Speeds up distributor onboarding or corporate sales.

4. Products Business (D2C, Startups, Consumer Goods)**Impact:**

- Influencers are the primary GTM channel for many D2C and startup brands.
- Helps validate the brand, especially if new or unknown.

How it Works:

- Micro-influencers create authentic testimonials, user-generated content, and social proof.

- Often integrated with performance marketing (UGC + paid ads).

Results:

- Explosive brand awareness.
- Viral traction when done right (especially with Reels & TikTok).

5. Services Business (Consulting, SaaS, Coaching, Wellness)**Impact:**

- Builds personal branding + authority.
- Ideal for trust-led sales, such as coaching, financial planning, legal, wellness, etc.

How it Works:

- Use LinkedIn creators, YouTube experts, or podcasters to endorse your service.
- Influencers share case studies, testimonials, before/after stories.

Results:

- Better lead quality.
- Higher closing rates from warm traffic.

Cross-Industry Bonus: Use Influencer Marketing to Boost

- SEO & domain authority (from backlinks)
- Social signals that influence purchase decisions
- Brand recall across multiple customer touchpoints

Conclusion: The Future Is Influenced

- Influencer marketing is no longer just a trend—it's a proven strategy that blends trust, creativity, and community to drive real business outcomes. Whether you're launching a new FMCG product rooted in cultural heritage or building a movement, influencers offer a human touch that traditional ads can't replicate.
- By partnering with the right voices, brands can not only boost visibility but also create deeper, more meaningful connections with their audience.

In the end, it's not just about visibility—it's about credibility, relatability, and lasting impact.

- So, embrace the power of influence. Because in today's world, your next customer is just one authentic story away.

Image Source: Internet for learning purposes only.

Disclaimer: The views expressed in this article are solely those of the author

EXPORT AND IMPORT



Shri R R Padmanabhan

Chairman, Foreign Trade Sub-Committee
Andhra Chamber of Commerce

Friendshoring and Regionalization of Supply Chains

The global supply chain model—once built around cost optimization and single-country sourcing—is undergoing a paradigm shift. The twin shocks of the COVID-19 pandemic and the US–China trade war exposed the fragility of concentrated supply chains. As a result, multinational corporations are increasingly adopting “friendshoring” strategies—relocating manufacturing and sourcing operations to countries with shared values, stable political environments, and reliable trade frameworks.

Key Drivers:

- **Geopolitical Risks:** Rising tensions in the South China Sea, sanctions, and export controls are prompting firms to de-risk their China exposure.

- **Trade Agreements:** India’s proactive engagement in bilateral trade agreements (e.g., with UAE, Australia, and talks with the UK and EU) enhances its attractiveness.
- **Incentives and Policy Support:** India’s PLI (Production Linked Incentive) schemes across electronics, semiconductors, pharmaceuticals, and textiles are luring global players to shift production.

Sectoral Trends:

- **Electronics and Semiconductors:** Companies like Apple, Samsung, and Foxconn are expanding operations in Tamil Nadu, Karnataka, and Andhra Pradesh.

- **Pharmaceuticals and APIs:** India is regaining its leadership in API production, supported by government incentives.
- **Textiles and Apparel:** With rising labor costs in China and trade restrictions on Xinjiang cotton, India's textile hubs (Tiruppur, Surat, Ludhiana) are seeing renewed global interest.
- **Defense and Aerospace:** India is increasingly being considered for MRO (maintenance, repair, overhaul) services and defense sourcing under Make in India and Atmanirbhar Bharat.

Regionalization Angle:

There's also a concurrent regionalization trend—sourcing and producing goods closer to consumption markets. For example, ASEAN + India is being viewed as a “China+1+N” strategy by many conglomerates.

Infrastructure Improvements:

- Development of logistics corridors like the Delhi-Mumbai Industrial Corridor (DMIC) and port infrastructure under the Sagarmala Project are improving India's supply chain competitiveness.
- The National Logistics Policy (2022) aims to reduce logistics costs to under 8% of GDP, enhancing export viability

Implications:

India is no longer just a low-cost option—it is fast becoming a strategic node in global supply networks. Exporters, manufacturers, and service providers must align their capacities with this shift, as global buyers look for long-term partners in India. Additionally, businesses must upgrade compliance, sustainability, and digital capabilities to meet international expectations in this new era of trade alignment.

INFORMATION TECHNOLOGY UPDATES



Shri Ramesh Bhashyam
Chairman, I.C.T. Sub-Committee
Andhra Chamber of Commerce

IT Infrastructure Management

IT Infrastructure Management plays a vital role in the Organization to cope up the day-to-day business activities and most of the corporate entities including MSME's rely on the digital ecosystems to sustain the business activities. IT infrastructure management is the backbone of successful business operations in this digital world, as it ensures the availability and performance of the IT environment.

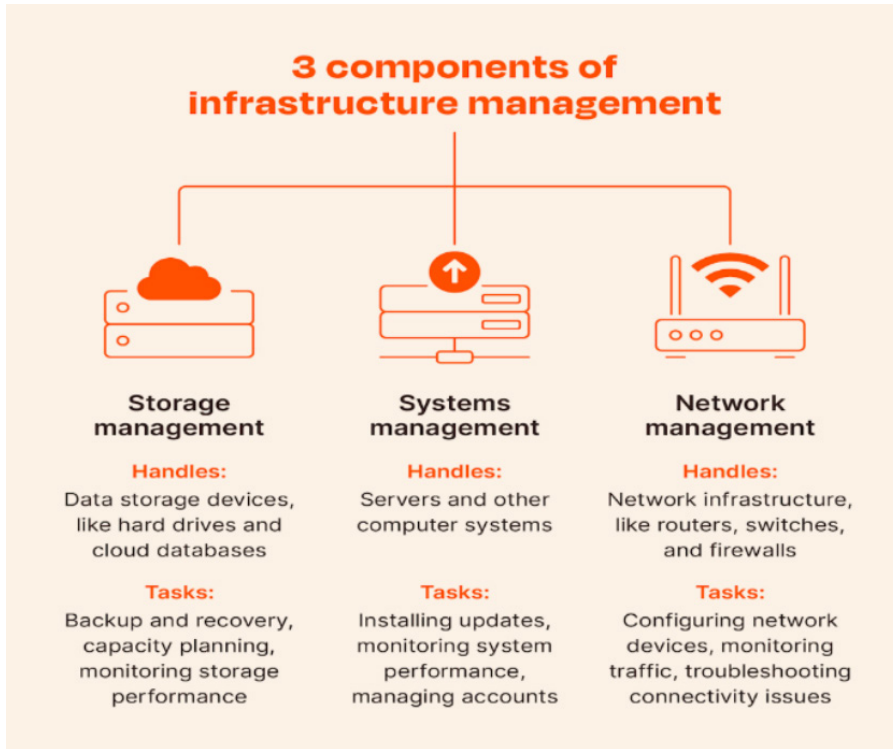
Definition of IT Infrastructure Management

IT infrastructure management involves the supervision of both physical and virtualized resources as well as the policies and procedures that ensure IT systems, the network, and data storage operate properly. This encompasses a range of components, including physical hardware such as servers and workstations, software applications, networks, data centers, third party Vendors, resources etc.,

Responsibilities of IT Infrastructure Management includes, mainly to ensure that the interrelated parts operate smoothly, efficiently, and securely. In other words, selecting and deploying hardware and software, asset and service configuration management, performance monitoring, and proactive maintenance. IT infrastructure support team plays a critical role in network security to protect against cyber threats and ensure data integrity.

Major key components of a well-optimized IT infrastructure which includes

- **Hardware Management:** The hardware component includes physical technology such as servers, Generators, UPS, Laptops, CCTV Cameras etc., . IT teams must perform regular maintenance and updates on this equipment, monitor hardware performance, troubleshoot issues,



configure systems, and manage refresh cycles to optimize performance and availability.

- **Systems Management:** This component includes the hardware and software that make up the core of an organization's IT infrastructure. This includes servers, workstations, storage devices, and networking equipment.
- **Network Management:** The network component of IT infrastructure deals with the connectivity between different devices, systems, and locations. It involves the design, implementation, and management of networking technologies, such as routers, switches, firewalls, and wireless access points.
- **Data Storage Management:** Storage in IT infrastructure includes the management of data storage and retrieval. This includes physical storage devices and cloud-based storage solutions.
- **Security Management:** The security component encompasses everything needed to protect the hardware, software, network, and storage infrastructures. This involves implementing and managing building access, login processes, configuration management, anti-virus software, firewalls, file encryption, managed detection and data replication to improve an organization's security posture.

Why IT infrastructure is important for an organization?

- IT infrastructure plays a crucial role for an organization, it acts as the backbone of an organization's technological operations.
- Moreover, It enables efficient communication, data storage, processing, and collaboration across all departments including branch operations and resources.
- A well-maintained IT infrastructure enhances efficiency, productivity, supports business processes, and ensures data security and accessibility. It also provides an option for an organization to adapt to changing technological demands and innovations.

In a nutshell, it's an essential to deliver reliable services for the Stakeholders, maintaining Customer relationship, confidence and trust, and achieving overall business goals and objectives.

Benefits - IT Infrastructure Management

Strengthen availability and performance

While outages and service disruptions are inherent in digital operations, active monitoring, regular maintenance, and other management tasks can help limit interruptions and speed reaction time to promote business continuity.

Increased Scalability

Increased scalability is the key benefits of efficient IT infrastructure management. A well-managed IT infrastructure can be easily scaled up to meet changing business needs.

Efficient IT infrastructure management enables businesses to update new features and applications easily. This is essential for businesses constantly innovating and looking for new ways to improve their products and services. Example using cloud-based applications and services makes it easy to scale up based on demand.

Secure IT infrastructure

By implementing ISO 27001 to safeguard continuous monitoring, and proactive threat detection, businesses can safeguard critical data and intellectual property from evolving cyber threats. Compliance with industry regulations and data protection standards is seamlessly integrated with effective IT infrastructure management, thus strengthening an organization's reputation and trust in the mark

Image Source: <https://zapier.com/blog/infrastructure-management/>

Disclaimer: The views expressed in this article are solely those of the Author

Unit-4

Self Development Corner

Trust yourself. Create the kind of self that you will be happy to live with all your life.

Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement.

- Golda Meir

Business Stories - Inspiration Matters

Every Indian Needs to Know About Tackling The Country's Paper Waste Problem



When was the last time you printed a document, scribbled notes on a notepad, or tossed out an old newspaper without thinking twice? These small acts seem harmless in the quiet hum of our daily lives. But they are adding up across India, to a much larger crisis than we realise.

At first glance, paper seems benign. After all, it's biodegradable, renewable — right? Yet, behind every sheet lies a story of fallen forests, drained rivers, and exhausted resources.

Today, India ranks among the largest consumers of paper globally. With rising literacy rates, booming businesses, and growing packaging needs, our paper consumption is projected to reach 30 million tonnes by 2027.

And that's just part of the problem. Producing one tonne of paper requires 17 trees and 324,000 litres of water. Beyond trees and water, paper production emits significant carbon dioxide and often involves toxic chemicals like chlorine for bleaching. Paper

waste in landfills produces methane, a greenhouse gas 25x more potent than CO₂.

In a country where deforestation is depleting our green cover and over 600 million Indians face high-to-extreme water stress (a situation where the water demand exceeds the available supply), this is no longer just about waste; it's about survival.

How India is already fighting back

But here's the hopeful part: Across India, people are waking up to the paper problem and rewriting the story.

In 2022, Delhi University (DU) decided to go paperless in its administrative activities except for its usage in examinations and mark sheets.

In Delhi, startups like myBillBook and KhataBook are helping thousands of small businesses shift from traditional paper-ledgers to digital billing systems. At popular cafes and stores, printed receipts are becoming optional, sent via SMS or email instead, cutting down significantly on daily paper use.



In Mumbai, eco-conscious offices in hubs like BKC have introduced 'Print only if necessary' policies. Printers are set to double-sided printing by default, and employees are encouraged to use apps like Notion, Evernote, and Google Docs for note-taking and documentation. In just one company with 500 employees, this simple shift saved over 500,000 sheets of paper in one year.

Meanwhile, in smaller towns like Coimbatore and Pune, NGOs such as Earth5R are teaching students and communities how to recycle used paper into greeting cards, notebooks, and even hand-made seed paper, where the paper itself can be planted to grow herbs and flowers!

At the citizen level, too, change is brewing.

5 simple actions you can take

1. Rethink before you print
2. Say 'No' to paper bills and receipts
3. Swap to reusable and recycled products
4. Share and reuse paper creatively
5. Recycle responsibly

Source: Internet

Who is Better Than Whom?

Society is often dazzled by comparisons, social pressures, and the constant drive to enhance our standard of living. Such behaviours place undue stress on us and others, leading many to borrow and spend beyond their means. Recently, loans have become integral to our lives, shifting from being viewed as emergency funds to burdensome necessities. Some individuals start living their lives to prove they are better than others, overspending and ultimately finding themselves trapped in debt—a significant source of stress.

We need to pause and ask: Is life a competition? Is a high standard of living the benchmark for a good life? Is spending an accurate indicator of wealth? Is it worth it to constantly try to prove ourselves?

Even though we know the answer is no, we often continue this behaviour and blame it on external factors, saying things like, “When in Rome, do as the Romans do.” However, when we analyse the consequences of our social behaviour, we will discover how stressful our present is and how unhealthy our future might become.

We all know what we should do, but we should also recognise what we should avoid.

Remember, nobody is better than anyone else, and there is no need to keep proving that we are better than others.

Contributed by:
Mr M.L. Narendra Kumar

Disclaimer: The views expressed in this article are solely those of the author

TRAVEL -

RELAXATION

MATTERS

Travel-Relaxation Matters Kodaikanal, Tamilnadu Overview



Hills and valleys filled with the enigmatic hug of mist, lush mountain ranges that offer a warm welcome to visitors, enjoyment and experiences that proffer beautiful memories for a lifetime – Kodaikanal is a wonder in ways much more than one.

If you've ever dreamt of being pampered by the lulling lullabies of Nature, and being embraced affectionately by the cool breeze that flows in from picturesque hill slopes, then Kodaikanal is indeed the place to be in to make those dreams come true. The scenic beauty of Kodaikanal never ceases to amaze travellers.

Referred to as the "Princess of Hills", Kodaikanal is one of the most sought-after hill station destinations in Tamil Nadu and the whole of India. Located at about 7000 ft above the sea-level, Kodaikanal was established as a destination by British bureaucrats and Christian missionaries in the year of 1845. However, the earliest

references to the stunning hill station can be found as early as the Sangam literature time. However the modern era of Kodaikanal began only after the British came in. It served as a summer retreat and a vacation spot for the colonial power. Ever since those days, Kodaikanal has been a popular choice among hill station lovers for a quick escape up the mountains.

The verdant hills, the cascading waterfalls, picturesque lakes, pristine countrysides – the reason why Kodaikanal has been popular among tourists are many. For a discerning traveller, the locale offers much to see, enjoy and experience. Plenty of activities await a visitor here. Boating, cycling, horse riding and trekking are some of the most common among them. One of the other spectacles of this region is the Kurinji flower that blooms only once in 12 years, making itself a unique spectacle to watch.

Source and Image : <https://www.tamilnadutourism.tn.gov.in/destinations/kodaikanal>

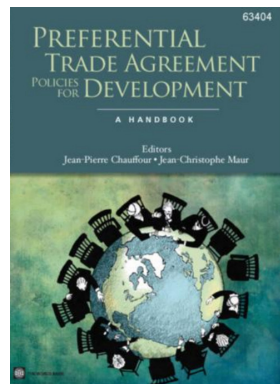
BOOK REVIEW

Preferential Trade Agreement Policies for Development : A Handbook

Regional integration is increasingly recognized as a key avenue for promoting economic growth and reducing poverty. Preferential trade agreements (PTAs) have become a central instrument of regional integration in all parts of the world. Beyond market access and the progressive elimination of barriers at the border, PTAs are increasingly being used to address a host of behind-the-border issues, also known as 'deep integration' issues, in order to promote cooperation in the areas of investment, trade facilitation, competition policy, and government procurement, as well as wider social issues related to the regulation of the environment and the protection of labor and human rights. The purpose of this handbook is to explore the various ways in which policy makers and trade negotiators in the developing world can limit the costs and maximize the benefits of their regional integration efforts. PTAs have become a cornerstone of the international trade system. The surge in their number and scope is fast reshaping the architecture of the world trading system and the trading environment of developing countries. The integration of these diverse agreements into a multilateral framework that facilitates the expansion of trade is likely to be one of the main challenges facing the world trading

system in the coming years. This handbook offers an introduction to the complex world of modern PTAs. It follows in the steps of earlier, seminal World Bank publications on the economics and practice of

PTAs, notably new dimensions in regional integration, trade blocs, and regional integration and development. Supplementing these earlier publications, this volume aims at taking its audience beyond the traditional market access paradigm to consider more broadly and systematically the numerous regulatory policy dimensions that are contained in modern PTAs. In particular, it offers a framework for understanding a number of behind-the-border policies typically covered in PTAs, including labor mobility, investment, trade facilitation, competition, and government procurement, as well as other societal and more normative policies related to intellectual property, environment, labor rights, and human rights. These latter are increasingly among the policies driven by powerful trading blocs as they strive to influence developing countries and the evolution of the global trading system. The handbook is also inspired by the numerous requests received by the World Bank from developing countries or groups of developing countries worldwide for advice on PTAs, including those currently being negotiated, as an aid in understanding the obligations and the possible economic and development implications of various provisions.





Unit-5

Bulletin Corner

**Treating people the way
you'd want to be treated
is the golden rule for a
reason! It applies to life
and to networking.**

- Karine Jean-Pierre

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ACC Newsline - Advt Tariff

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23, Third Cross Street, West C.I.T. Nagar, P.B. No. 3368, Nandanam, Chennai - 600 035.

Phone: 044-24315277, 24315278, 24315279

E-mail: andhrachamber1@gmail.com / acc@andhrachamber.com / secretary-general@andhrachamber.com

RAGHINI PETER, Secretary General**SECUNDERABAD**

“T.G. Venkatesh Bhavan” 602 & 603, Chenoy Trade Centre, VI Floor, 116, Park Lane, P.B. No. 1716, Secunderabad - 500 003 (T.S.).

Phone: 040-27840844 Fax: 040-27840767 E-mail: andhrachamber@gmail.com

G. RAMANJANEYULU, Deputy Secretary**VISAKHAPATNAM**

Door No. 1E, 1st Floor, Sai Sadan Apartments, Near Diamond Park, Dwaraka Nagar, 3rd Lane Visakhapatnam 530016 (AP).

Phone: 0891-2792220, Fax :0891-2792221 Email: andhrachamberofcommercevizag@gmail.com

V. THRINADHA RAO, Deputy Secretary**VIJAYAWADA**

Siddhartha Hotel Management College Premises, Pinnameneni Poly Clinic Road, Technical Nagar, Vijayawada-520 010 (A.P.)

Phone: 0866-2472500 E-mail: andhrachambervijayawada@gmail.com

P. VENKATA RAMA RAO, Asst. Secretary**NELLORE**

No 24-2/395, Saraswathi, Magunta Lay-out, Nellore, Andhra Pradesh.

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P. VENKATA RAMA RAO, Asst. Secretary

ANDHRA CHAMBER OF COMMERCE SERVICES AT A GLANCE

The Chamber functions through 18 Sub-Committees, Industry / Trade Panels under the overall supervision of the Executive Committee.



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Statistical data regarding Industries, Exports, Imports etc. Information on Trade prospects, Business and Economic conditions in India and Abroad



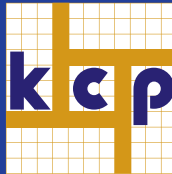
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