



# VSTN THE TRANSFER PRICING EXPERTS



Our Awards & Recognitions

# VSTN Consultancy

## Global Transfer Pricing Firm

RANKED BY  
INTERNATIONAL TAX REVIEW (ITR)  
**AS RECOMMENDED TRANSFER  
PRICING FIRM 2026**

## ABOUT US

**VSTN Consultancy** is a Global Transfer Pricing firm with extensive expertise in the field of transfer pricing having its offices in India, Singapore, and UAE. VSTN Consultancy has been awarded by **International Tax Review (ITR)** as **Best Newcomer in Asia Pacific – 2024 | Middle East Transfer Pricing Practice Leader of the Year 2025 | Middle East Best Newcomer of the year – 2025** and is ranked as one of the **recommended transfer pricing firms**. VSTN Consultancy has been shortlisted in other awards as finalist by ITR for Tax Innovator, Tax Compliance and Reporting Firm, Transfer Pricing Leader , Transfer Pricing Rising Star in Asia Pacific – 2025 | Best Newcomer, Tax Innovator and Transfer Pricing Leader in EMEA – 2025. VSTNs senior partners have been ranked in ITR in the list of recognised Practitioners.

Our offering spans the end-to-end Transfer Pricing value chain, including design of intercompany policy, drafting of Interco agreement, ensuring effective implementation of the Transfer Pricing policy, year-end documentation and certification, Global Transfer Pricing Documentation, BEPS related compliances (including advisory, Masterfile, Country by Country report), safe harbor filing, audit defense before all forums, Pillar 2 Analysis advice and dispute prevention mechanisms such as Advance Pricing agreement.

We are structured as an inverse pyramid where leadership get involved in all client matters, enabling clients to receive the highest quality of service.

Being a specialized firm, we offer advice that is independent of an audit practice and deliver it with an uncompromising integrity.

Our expert team brings in cumulative experience of over several decades in the transfer pricing space having worked with multiple Multinational Companies across sectors/industries and have cutting edge knowledge and capabilities in handling complex TP engagements.

# OUR SERVICES

## TRANSFER PRICING ADVISORY

- ✓ Designing Intercompany Policy
- ✓ Drafting Intercompany Agreements
- ✓ Price setting through Benchmarking
- ✓ Tax efficient structuring of international Transactions (Tangible, Intangible, Financing, Services) and transaction flows

## TRANSFER PRICING

## DOCUMENTATION AND FORM 3CEB

- ✓ Preparation of detailed Transfer Pricing documentation (local file) where the value of the international transaction / specified domestic transaction exceeds threshold
- ✓ Issuance of Accountant's report in Form 3CEB by a Chartered Accountant irrespective of any threshold

## GLOBAL DOCUMENTATION

- ✓ Preparation of Local files for various countries including Benchmarking using global databases.

## BENCHMARKING (INDIA & GLOBAL)

- ✓ Conduct Searches in databases to identify appropriate comparables as that of the Tax payer

## BEPS RELATED SERVICES

- ✓ Preparation of masterfile in accordance with the country regulations
- ✓ Support for country by country reporting where the consolidated Turnover of the Multinational Group exceeds EUR 750 million (INR 6400 crores)
- ✓ Risk assessment of the Group's transactions based on the key parameters
- ✓ IP Structuring/ DEMPE Analysis
- ✓ Pillar 1 & Pillar 2 Impact Analysis

# OUR SERVICES

## SAFE HARBOUR

- ✓ Evaluating the applicability, consequent filing of safe harbor application (Form 3CEFA) and subsequent representation before the tax authorities

## ADVANCE PRICING AGREEMENTS / MUTUAL AGREEMENT PROCEDURE

- ✓ Proactive way to eliminate future litigation for covered transactions once the agreement is signed between the Tax authority and the Tax payer, for forward looking and rollback years. We offer end to end support on APA including filings, negotiations, post conclusion support, filing of annual compliance report and audit

## DUE DILIGENCE

- ✓ Review of business model, intercompany transaction, previous years' documents, TP orders, agreements, audit positions taken and offer advice to reduce the risk exposure

## LITIGATION

- ✓ Audit defense before all forums – Transfer Pricing officer, Dispute Resolution Panel, Commissioner of Income Tax (Appeals) and Income Tax Appellate Tribunal
- ✓ Formulate audit defense strategy, preparation of submissions / appeal documents, briefing of senior counsel, in case of High Court & Supreme Court

## BENCHMARKING KMP PAYMENTS

- ✓ Understanding the roles and responsibilities of the KMP to the Company and determine the search strategy and search process
- ✓ Arriving at the broad comparables from database based on the nature of roles
- ✓ Detailed review of comparables and identify final comparables based on detailed review of the facts
- ✓ Arriving at an appropriate arm's length compensation based on final comparables selected.

# OUR SERVICES

## BENCHMARKING FINANCIAL TRANSACTIONS – LOAN

- ✓ Devising the search strategy and approach, based on borrower's credit rating, loan currency and other characteristics of the loan
- ✓ Identifying the credit rating /Arriving at the credit rating of the borrower using the tools available in the Global database in cases where credit rating is unavailable
- ✓ Undertake a detailed comparability analysis using the global database to identify similar comparable agreements
- ✓ Arriving at an appropriate arm's length result of interest rates

## NEED BENEFIT ANALYSIS DOCUMENTATION

- ✓ Review of the documentation maintained by the company with regard to the intra-group payments for royalty and management charges, ensuring compliance and optimal structuring.

## SEBI LODR – RELATED PARTY COMPLIANCES

- ✓ Identification of related parties and transactions which require approval from the Audit Committee and Shareholders
- ✓ Review of details to collate information called for as per the Industry Standard
- ✓ Determining whether such RPT are in the ordinary course of business
- ✓ Determining whether the RPT are undertaken on arm's length basis
- ✓ Ensuring appropriate documentation is maintained by the company for submission before the Audit committee and Shareholders
- ✓ Assistance in preparing the Form

## OTHER SERVICES

- ✓ Management side review & support
- ✓ TP comfort letters / Memo for auditors
- ✓ FIN 48 assistance – quantification of TP exposure on uncertain tax positions

# OUR TEAM

We have a team of experts who have decades of experience in Transfer Pricing and will support client engagements under the leadership of Nithya Srinivasan.

**Nithya Srinivasan**, founder of VSTN has 20+ years of experience in Transfer Pricing advising multinational corporations and providing practical transfer pricing solutions. She has extensive experience managing transfer pricing compliance, litigation, APAs, complex planning assignments for High profile MNCs. She also specializes in dealing with tax authorities on wide variety of transfer pricing issues including marketing intangibles, share valuation, risk adjustments, start-up losses, adoption of statistical techniques to address transfer pricing problems.

She was involved in development of dynamic transfer pricing policies for clients, including supply chain structuring, business model conversions. She has led Base Erosion Profit Shifting(BEPS) initiative for major India HQs.

Nithya has authored articles for publication in International Fiscal Association ("IFA") journal, International Tax review, Tax sutra, NDTV, co-authored a book titled "Transfer Pricing Law and Practice in India including BEPS" published by CCH and also co authored for the BCAJ Journal on "Transfer Pricing in the Automotive sector".

Nithya has co-authored a research paper published in the International Organization of Scientific Research (IO SR) -Journal of Economics and Finance on Indian Transfer Pricing landscape.

She has been recognized as a "**Highly Regarded**" Practitioner by the **International Tax Review (ITR)** in its prestigious World Tax Rankings. Her exceptional leadership and expertise in transfer pricing have earned her the title of **Middle East Transfer Pricing Practice Leader of the Year**. Additionally, she has been nominated for the "**APAC and EMEA Transfer Pricing Practice Leader of the Year**" award by **International Tax Review (ITR)**.



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# OUR TEAM



**Srilakshmi Hariharan** has over 20 years of corporate experience inclusive of 12 years in Transfer Pricing with Big 4s and Multinational companies including PwC, Shell India Markets Pvt Ltd, Deloitte and Crowe Howarth. She specialises in handling Transfer Pricing Audits, Compliance documentation and Assessments apart from assisting clients in APA Process. She also has vast experience in advising clients on complex intercompany transactions and compliance documentation relating to cost sharing arrangements, intra group services, management charges, Treasury transactions, drafting of intercompany agreements and analysing PE exposure on proposed / existing transactions.

She has also assisted clients on a number of planning assignments aiding them in setting up of arm's length mark-up for the new business/transactions. Her Corporate Exposure has also gained her experience in handling compliance documentation for entities in Asia Pacific and European countries apart from India.

She has been ranked by [International Tax Review \(ITR\)](#) in the list of "Recognized Practitioners in Transfer pricing."



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**S. Ranjani** has around 13 years of experience in Transfer Pricing with over 7 years with Deloitte working on various engagements and assisting the clients with their Transfer pricing compliances and litigation. She also played an inhouse Tax and TP role for Auto major – Daimler for around 3 years. She has considerable experience managing transfer pricing compliance, litigation, APAs, advisory assignments for High profile MNCs. The variety of transfer pricing issues handled includes marketing intangibles, economic adjustments, loss making entities, etc.,

She has closely worked on the Masterfile and Country by Country filing requirements of high profile MNCs and for major India HQs. She has co-authored articles for publication in International Fiscal Association ("IFA") journal, International Tax review, and co-authored a book titled "Transfer Pricing Law and Practice in India including BEPS" published by CCH and also co-authored for the BCAJ Journal on "Transfer Pricing in the Automotive sector".

She has been ranked by [International Tax Review \(ITR\)](#) in the list of "Recognized Practitioners in Transfer pricing." Additionally, she has been nominated for "APAC Transfer Pricing Rising Star award" by [International Tax Review \(ITR\)](#) for 2024.



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**E. Rajesh** has over 11 years of transfer pricing experience with Deloitte by supporting MNEs in their transfer pricing life cycle including advisory in price setting for various transactions, evaluating alternate business models, review of existing intra-group transactions, preparation of local file, filing Accountant's report, opting for safe harbour rules and advance pricing agreements.

Rajesh was key in onboarding BEPS compliances – Master file and Country-by-Country report for major South Indian conglomerates. Rajesh has authored articles published in various forums including TaxSutra – Interplay of Statistics and Transfer Pricing, as well as published research papers in IOSR – JEF on Indian Transfer Pricing. Rajesh has participated and won in an Olympiad conducted for the Indian transfer pricing practice in Deloitte for crowdsourcing tax ideation.

He has been ranked by [International Tax Review \(ITR\)](#) in the list of "Recognized Practitioners in Transfer pricing." Additionally, he has been nominated for "APAC Transfer Pricing Rising Star award" by [International Tax Review \(ITR\)](#) for 2025.



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# OUR TEAM



**Nitya Joseph** has around 10 years of experience in Transfer Pricing with over 5 years with Deloitte working on various engagements and assisting the clients with their Transfer pricing compliances and litigation. She has substantial experience managing transfer pricing compliance for international and specified domestic transactions, litigation, advisory assignments for High profile MNCs across manufacturing, trading and services industries.

She has assisted in filing and conclusion of APAs and Safe Harbour applications for clients, and was involved in planning assignments for financial transactions. She has closely dealt with tax authorities and assisted in representation before the Tax Tribunal on various issues including intra-group charges, proportionate adjustment, economic adjustments, loss making entities etc.

She has been ranked by **International Tax Review (ITR)** in the list of "Recognized Practitioners in Transfer pricing."



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**Saranya Nagarajan** has around 12 years of experience in handling Transfer Pricing related matters in industry and Big4 ( Deloitte). She has hands on experience in managing transfer pricing compliance including Local File, Master File and Country-by-Country reporting. She has handled transfer pricing litigations before tax/appellate authorities involving several issues including economic adjustments, intra-group services, etc.

Saranya has dealt with various Indian and multi-national clients and has been extensively involved in planning studies, agreement reviews, health check-ups and other transfer pricing advisory services.

She is a qualified Chartered Accountant, a qualified Company Secretary and holds a certification in Transfer Pricing issued by the Chartered Institute of Taxation, UK.



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**Triveni Palla** has over 14 years of experience in handling transfer pricing related matters. She has a decade of experience in handling transfer pricing matters in Big4s such as PwC India and Deloitte India and based in Hyderabad.

She has hands on experience in serving the clients in variety of transfer pricing matters including transfer pricing compliance, litigation, master file, safe harbour, planning, transaction structuring, global documentation, Advance Pricing Agreements, BEPS advisory, health check-ups, intra-group services, operational transfer pricing advisory and implementation etc.

She has extensive experience in serving clientele in variety of industries such as Information Technology, Aerospace, Pharma, Telecommunication, Cement Manufacturing, Semiconductor etc.

Triveni Palla is a qualified Chartered Accountant from the Institute of Chartered Accountants of India.



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## GLOBAL LOCATIONS SERVED



USA



Philippines



UAE



Italy



Canada



UK



Zambia



Netherlands



Turkey



India



Belgium



KSA



Australia



Mexico



Switzerland



Denmark



Singapore

## GLOBAL DATABASE ACCESS

To ensure accuracy, defensibility, and global compliance in Transfer Pricing, **VSTN Consultancy — a Global Transfer Pricing Firm** — leverages a suite of leading international databases.

- ✓ TP Catalyst (**Moody's**)
- ✓ Loan Module (**Moody's**)
- ✓ IP & Royalty Data (**Moody's**)
- ✓ Prowess (**CMIE**)

- ✓ ORBIS (**Moody's**)
- ✓ EDF-X Bond Database (**Moody's**)
- ✓ EDF-X Credit Risk Analytics (**Moody's**)
- ✓ Royalty Benchmarking (**Royalty Range**)

- ✓ ORBIS (**Moody's**)
- ✓ Services CUT (**ktMINE**)
- ✓ Transfer Pricing Documenter (**Onesource**) (**Ryan**)
- ✓ Loan Benchmarking (**Royalty Range**)

# CONTACT US

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WORLD TAX

ASIA-PACIFIC TAX AWARDS 2025

EMEA TAX AWARDS

MIDDLE EAST TAX AWARDS

**Best Newcomer APAC**

**Best Newcomer in the Middle East**

**Middle East Transfer Pricing Practice Leader**

Recommended Firm	Highly Regarded
Notable Practitioner	Trusted Talent
Women In Tax Leader	Recognised Firm



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