



June 2020

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From The Chairman's Desk

Business in The Times of Pandemic

As the life-threatening Coronavirus infection continues its march across the globe, it has started to affect business operations worldwide. Global trade, tourism, commerce, etc. are in disarray. As a result of the global health crisis, the impact of history-changing infection is not only limited to the demand side of the market but the supply chain is hampered likewise. During the nationwide lockdown, the Government has been making significant interventions in response to the COVID-19 infection and thus businesses are rapidly adjusting to the changing needs of their customers while navigating through the financial and operational challenges.

A majority of small businesses lack the cash reserves to weather a long interruption, causing a million professionals to lose their jobs. New companies are afraid to enter the job market and all such significant layoffs contribute to a tottering economy. Apart from a shattered economy, the outbreak has also affected key macro-economic indicators.

Businesses have been putting together a series of preventive measures like reducing employees' public transportation exposure by minimizing commute, proactively using social distancing techniques, suspending mass gatherings, encouraging the use of digital channels, and various other safety measures to help turn panic into proactive action.

With every business industry, function and geography affected, the amount of potential change to think through may sound daunting but to keep businesses thrive, businessmen are turning massive challenges into meaningful changes by adopting digital practices to serve customers efficiently as they hunker down in their homes. With the new digital infrastructure in place, the workload has been increased for employees; however businessmen are working hard to ensure that the business remains operational without witnessing a dip in service levels.

To outmanoeuvre uncertainty, businesses have started to invest in data-driven and digital channels, build more variable cost-structures, agile operations and automation, create stronger capabilities to ensure high level of security, and



Alok Kumar Agarwal

Chairman & Managing Director

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To outmanoeuvre uncertainty, businesses have started to invest in data-driven and digital channels and build more variable cost-structures to ensure high level of security and transform the business landscape as per the customer needs and requirements.

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With the growing number of cases, it would not be pessimistic to say that the worst is yet to come however in parallel, business leaders are reshaping their businesses to align with the evolving demand and find new growth pathways in the ever-mounting business competition.



Alankit Brings New & Innovative Range of Printing Solutions



Alankit underlines its commitment to providing a safe and secure 'Smart Card Printing Solutions' under one umbrella. To empower workplaces to impeccably digitise ID Cards/documents and streamline the workflow, Alankit brings a whole new range of Smart Card Printing Solutions.

Being a frontrunner in the industry, we are involved in providing our customers with highly qualitative Smart Cards Printing Services that entails one-of-a-kind digital printing experience. Alankit's new PAN Card printing solution includes - IDP SOLID 310D/510D Series with Alankit's own software ALSSEC-ID. SOLID-510 Series include mid-range card printer with Physical Lock, Wi-Fi connection, back-side stacker, RF, IC, MAG like options.

Being a socially responsible entity, Alankit has also introduced 'Special CSR initiative i.e. "Best from the Waste" benefit wherein, on return of 10 empty ribbon rollers/spools, Alankit would provide one PVC card box (250 cards) free with 2 ribbon purchase*.

Alankit's ALSSEC-ID Software USPs

- PAN card Printing
- Supports UTI/NSDL/Income Tax Portals
- DL/RC/Student/Corp ID
- Inventory management (optional in upgraded version)
- Consolidated report generation (optional in upgraded version)

Brief Specifications of SOLID510 D

- Up to 225 cards/hour (YMCKO, Back-side out mode)
- Input 100 cards (MAX. 200), Output 40 cards (MAX. 100 - *Option)
- 300DPI (Color & Mono) & 600, 1200DPI (Mono Only)
- Single Card Feeder (*Option)
- All-in-one Lock system (*Option)
- Back-side Stacker - 100 cards (*Option)
- Easy to upgrade Modular system
- Field upgradable Flipper for dual side printing
- Field upgradable - Laminator module

During this COVID-19 pandemic scenario, Alankit has also unveiled 'Contactless Card' solution for a smart, secure, and seamless access to the premises, post lockdown.

'Smart Identity Cards' have become highly important across diverse industry segments, be it for employees working in a firm or students in an educational university, primarily for the purpose of ensuring security from unauthorized access. Explore our innovative range of multifunctional printers to get instant printing solutions.

Why Choose Alankit?

- A trusted name in the market for years
- High-quality products and services
- Simple yet easy process & timely completion of orders
- Professional support by technical experts

For more details, mail us at businessenquiry@alankit.com



INVESTMENT OPPORTUNITY



SBI Life
INSURANCE
With Us, You're Sure
Celebrate life
SBI Life - Saral Swadhan plus

SBI Life Insurance – Saral Swadhan

An Individual, Non-linked, Non-participating Life insurance, savings product with return of premium feature, you now have a fixed life cover throughout the policy term with an added advantage of a guaranteed maturity for in-force & paid-up policies.

Key Highlights

- Protection at an affordable cost : Choose the premium amount you wish to pay; correspondingly your Life Cover will be decided based on the age at entry and the Policy Term.
- Value for Money : At maturity, you will get guaranteed benefit of 100% or 115% of the total premiums paid depending on the policy term of 10 or 15 years respectively.
- Easy enrolment : Your enrolment will be based on a simplified proposal form.

Age at Entry	Minimum: 18 years	Maximum: 55 years
Maximum Maturity Age	70 years	
Policy Term	Regular Premium: 10 years Limited Premium: 15 years	
Premium Payment Term	Regular Premium: Same as Policy Term Limited Premium: 10 years	
Premium Amounts (Premiums are in multiple of INR 500.)	Minimum: ₹ 1,500 Maximum: ₹ 5,000	
	Applicable taxes and/or any other statutory levy/duty/surcharge, levied on premium as per the provision of the prevalent tax laws notified by the Central Government/ State Government/ Union Territories of India from time to time shall be borne by us.	
Premium Frequency	Annual	
Basic Sum Assured	Minimum: INR 30,000 Maximum : INR 4,75,000	
	Subject to Board Approved Underwriting policy	
	Basic Sum Assured is defined as the multiple of annual premium paid depending upon the age at entry and policy term.	
	Sum Assured Multiplier	
	Entry Age (years)	Policy Term 10 years
	18-30	80
	31-35	65
	36-40	50
	41-45	35
	46-50	25
	51-55	20

To invest, mail us at businessenquiry@alankit.com

TATA INDIA PHARMA & HEALTHCARE FUND

(An open-ended equity scheme investing in Pharma & Healthcare Services Sector)

INVESTMENT STYLE

Primarily focuses on investment in at least 80% of its net assets in equity/equity related instruments of the companies in the Pharma & Healthcare sectors in India.

INVESTMENT OBJECTIVE

The investment objective of the scheme is to seek long term capital appreciation by investing atleast 80% of its net assets in equity/equity related instruments of the companies in the pharma & healthcare sectors in India. However, there is no assurance or guarantee that the investment objective of the Scheme will be achieved. The Scheme does not assure or guarantee any returns.

DATE OF ALLOTMENT

December 28, 2015

FUND MANAGER

Sailesh Jain (Managing Since 9-Nov-18 and overall experience of 15 years)

ASSISTANT FUND MANAGER

Meeta Shetty (Managing Since 9-Nov-18 and overall experience of 13 years)

BENCHMARK

Nifty Pharma TRI

NAV

Direct - Dividend	:	10.2643
Direct - Growth	:	9.5974
Regular - Dividend	:	9.5684
Regular - Growth	:	8.9313

FUND SIZE

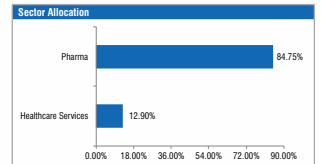
Rs. 152.64 (Rs. in Cr.)

MONTHLY AVERAGE AUM

Rs. 155.08 (Rs. in Cr.)

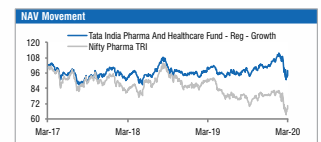


Top 10 Holdings Equity		
Issuer Name		% to NAV
Dr. Reddy's Laboratories Ltd.		17.99
Divi Laboratories Ltd.		10.82
Sun Pharmaceutical Industries Ltd.		10.76
Abbott India Ltd.		8.91
Ipca Labs		8.66
Lupin Laboratories Ltd.		8.11
Procter & Gamble Health Ltd.		6.19
Apollo Hospitals Enterprise Ltd.		5.97
Cadila Healthcare Ltd.		3.80
Narayana Hrudayalaya Ltd.		3.75
Total		84.96



Market Capitalisation wise Exposure	
Large Cap	49.35%
Mid Cap	36.16%
Small Cap	14.49%

Market Capitalisation is as per list provided by AMFI.



SIP - If you had invested INR 10000 every month

	1 Year	3 Year	5 Year	7 Year	10 Year	Since Inception
Total Amount Invested (Rs.)	120,000	360,000	NA	NA	NA	510,000
Total Value as on Mar 31, 2020 (Rs.)	118,252	363,412	NA	NA	NA	505,604
Returns	-2.70%	0.61%	NA	NA	NA	-0.40%
Total Value of B: Nifty Pharma TRI	106,315	294,925	NA	NA	NA	393,710
B: Nifty Pharma TRI	-20.47%	-12.54%	NA	NA	NA	-11.75%
Total Value of AB: Nifty 50 TRI	89,524	293,455	NA	NA	NA	458,403
AB: Nifty 50 TRI	-43.43%	-12.84%	NA	NA	NA	-4.89%

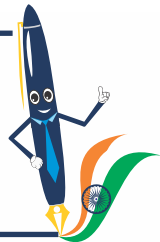
(Inception date :28-Dec-2015) (First Installment date : 01-Jan-2016)

Past performance may or may not be sustained in the future. Returns greater than 1 year period are compounded annualized. Dividends are assumed to be reinvested and bonus is adjusted. Load is not taken in to consideration. For SIP returns, monthly investment of equal amounts invested on the 1st day of every month has been considered.

*B: Benchmark, AB: Additional Benchmark
Source: MF Explorer

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AUDIT AND ASSURANCE SERVICES



Expert Auditing Services to Enhance Your Business Operations

The increasing need for auditing services has become an essential component in the financial regime to support clients in attaining their business goals, managing their risk appetite and enhancing their business performance. Leveraging our solutions-oriented approach, Auditing services offered at Alankit Management Consultancy help clients in steering through complex auditing requirements with clarity and agility.

Benefits of Auditing to Businesses:

1. Compliance

Auditing helps businesses meet the statutory requirements and regulations. To conduct an audit is to provide complete peace of mind to businessmen that their organization is 100% compliant with all of its current statutory obligations. Non-compliance poses the risk of incurring heavy fines, loss of customers and any temporary inconvenience caused by an audit.

2. Business Improvements / System Improvements

Professional and in-depth auditing takes an impartial look at internal systems and controls of your business. This indicates an ideal opportunity for auditing professionals to suggest improvements to make your business

more efficient. Through a business auditing, ways to enhance business systems, accounting practices, and governance can all be identified.

3. Credibility

An audit enables verification that the financial statements are a true and fair representation of the business's current situation. Providing an invaluable credibility, it is an assurance that financially everything is as it appears to be.

4. Detect and Prevent Fraud

An audit acts as an effective tool to identify fraud and opportunities to commit fraud. Professional auditors are skilled to pinpoint weaknesses in a business's systems and suggest effective ways to strengthen these to prevent fraud occurring.

5. Better Planning and Budgeting

An audit assures the accuracy of a business's financial statements by analyzing its financial transactions. It is a detailed process and scrutinizes various types of income, expenditure, assets and liabilities. Further, business owners can use it for financial planning, budgeting and a sound financial decision-making for the future.

For more details about Auditing Services, mail us at taxuae@alankit.com



Free instant PAN card facility through Aadhaar

As the nation progressively adopts digitization, the process for applying for instant PAN (Permanent Account Number) has become simple and convenient. Announced by the Finance Minister Nirmala Sitharaman, the PAN Card can be allotted simply using Aadhaar-based e-KYC. PAN applicants who possess a valid Aadhaar number and have a mobile number registered in the UIDAI database can also avail the facility.

To ease the PAN allotment process through paperless ways, the Income Tax Department issues e-PAN to the applicants at zero cost on a real time basis.

The 'Beta version' of instant PAN facility on a trial basis has been on the e-filing website of the IT Department and since then, over 6.7 lakh instant PAN Cards have been allotted to taxpayers with a turnaround time of about 10 minutes.

Finance Act 2020

The Finance Act 2020, in order to extend the scope of Form 26AS beyond the information about tax deducted, inserted a new section 285BB regarding Annual Information Statement.

This said, the revised Form 26AS shall now contain information relating to assessee's specified financial transaction (Information of property and share transactions etc.), payment of taxes, demand/ refund and pending / completed proceedings.



No.	Nature of Information
1	Information relating to tax deducted or collected at source
2	Information relating to specified financial transaction
3	Information relating to payment of taxes
4	Information relating to demand and refund
5	Information relating to pending assessment proceedings
6	Information relating to completed assessment proceedings
7	Any other information in relation to annual information statement (AIS)

To add to it further, 26AS Form consisted of limited information but however the consolidated information of rules included under 26AS will be convenient for the taxpayers.

For more details, write to businessenquiry@alankit.com



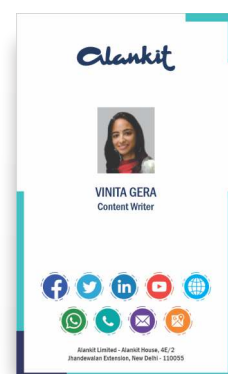
Telephone Etiquette Session Organized to ensure Professionalism



How one communicates on the phone reflects on their professional image and that reflects on the image of their organization. In the view of the same, Alankit organized a virtual Telephone Etiquette session for all its employees to facilitate communication and ensure that information flows smoothly and accurately. The session laid a major emphasis on how telephone etiquettes are important in a job, how they project a professional image on the phone when one makes and receives calls, handle holds, transfers, and voicemail effectively, deal properly with difficult callers, and conclude calls successfully. The session ensured that everyone who has access to their clients by phone should practice professional courtesy.

Alankit launches Smart Visiting Cards to Minimize Physical Contact during Coronavirus

As Alankit reshapes its business model for the future by fast-tracking digital transformation, the Company has taken an initiative to prepare New Digital Visiting Cards for Alankit Employees to minimize hand-to-hand contact during the COVID-19 times. The main objective behind transition to contactless digital visiting cards is to ensure the employees network online with business clients during this chaotic time caused by global pandemic.



Turning Problems into Possibilities - Alankit launches an online platform for investing in Global Market

Amid tumultuous times caused by global pandemic, Alankit finds opportunities in challenges imposed by the nationwide lockdown. The Company builds an online platform for clients to start investing in the U.S. Stock Markets. The simple investment platform built by Alankit breaks down the complexities of online investing with use of advanced technology and efficiency promising security. With an AI-enabled platform, it ensures seamless investing experience on the device of your choice.



<https://www.alankit.com/worldinvesting>



Join a dynamic team of Alankit professionals and broaden your strengths

All eligible candidates are open to apply for the below-mentioned job opportunity:

Position: Commercial Executive
Qualification: BSC (Agriculture)

Experience: 1-3 Years
Location: Aurangabad / Akola / Rajkot

Job Responsibilities:

- Candidate should be B.Sc (Agriculture) from any recognized university with an aggregate of 50 % marks, 45 % in case of SC /ST/PH candidates.
- The age of the candidate should not be more than 27 years.
- 1 year post qualification experience in field dealing in any agriculture commodities in reputed organization /enterprise.
- He /She should be able to operate electronic data processing equipment.
- He /She should be able to work under pressure & maintain a professional demeanor.
- He /She should be well conversant with the day to day functioning of an office & should also be well conversant with computers & essentially well trained in MS - Office, Excel, Power point, Internet Etc.
- He /She should be able to access files through knowledge of the computer terminal and manual file system.
- He /She should have to work in the field of marketing and should have the knowledge about the cotton.

Mail your resumes to hr@alankit.com



Alankit

An ideal investment platform to invest in Mutual Funds online



Alankit brings you an online investment platform to invest in top performing Mutual Funds aligning with your financial goals.

Why invest in Mutual Funds?

- ▶ Cost-Efficient
- ▶ Reduce your Tax Liability
- ▶ Savings under Section 80C

Why Alankit?

- ▶ Online Mode of Investment
- ▶ Easy-to-use Investment platform
- ▶ Safe & Secure Mode of Investment

For more details about Mutual Funds,
mail us at businessenquiry@alankit.com or call +91 97-17-858585



उद्घरण

हम जिस किसी भी चीज की विश्वास के साथ उम्मीद करते हैं वो हमारी स्वतः परिपूर्ण भविष्यवाणी हो जाता है।

—ब्रायनट्रेसी

टीमवर्क इतना ज़रूरी है कि बिना इसमें उत्तम बने लगभग असम्भव है कि अपनी क्षमताओं के चरम पर पहुँचें या जितना चाहते हैं उतने पैसे कमा पाएँ।

—ब्रायनट्रेसी

हर परिस्थिति में हर व्यक्ति में अच्छाई खोजें। लगभग हमेशा ही आप इसे पा लेंगे।

—ब्रायनट्रेसी

तुम्हारे अन्दर अभी इसी वक्त वो सब कुछ है जो तुम्हें इस दुनिया का सामना करने के लिए चाहिए।

—ब्रायनट्रेसी



आधार नंबर से अब तत्काल बन जाएगा आपका ई-पैन कार्ड



बजट 2020-21 में आधार नंबर से तत्काल ऑनलाइन पैन कार्ड जारी करने की प्रणाली शुरू करने का प्रस्ताव किया गया था। इसमें विस्तृत आवेदन फॉर्म भरने की जरूरत नहीं होगी। वित्तमंत्री निर्मला सीतारमण ने 28 मई 2020 को आधार का ब्यौरा देकर तत्काल ऑनलाइन स्थायी खाता संख्या जारी करने की सेवा का शुभारंभ किया। यह सुविधा उन पैन आवेदकों को उपलब्ध होगी जिनके पास वैध

आधार नंबर होगा और उनका मोबाइल नंबर आधार के साथ जुड़ा होगा। आवंटन की प्रक्रिया दस्तावेज रहित होगी और आवेदक को इलेक्ट्रॉनिक पैन निःशुल्क जारी किया जाएगा। परीक्षण के आधार पर तत्काल पैन आवंटन के बीटा संस्करण की शुरुआत 12 फरवरी 2020 को आयकर विभाग की ई-फाइलिंग वेबसाइट पर हुई थी और 25 मई 2020 तक 6,77,680 पैन जारी किये। सीबीडीटी Central Board of Direct Taxes (CBDT) के अनुसार 25 मई 2020 तक करदाताओं को 50.52 करोड़ पैन कार्ड जारी किए गये हैं। इनमें 49.39 करोड़ व्यक्तिगत लोगों को जारी किए गए हैं जिनमें 32.17 करोड़ पैन आधार से जुड़े हैं। आधार से पैन जोड़ने की अंतिम तिथि 30 जून 2020 है।

ई-पैन कार्ड हासिल करने के लिए आवेदक को आयकर विभाग की ई-फाइलिंग वेबसाइट पर जाना होगा और अपना वैध आधार नंबर उपलब्ध कराना होगा। उसके बाद उसे आधार से जुड़े मोबाइल नंबर पर मिले ओटीपी (OTP) की जानकारी देनी होगी। यह प्रक्रिया पूरी होने के बाद एक 15 अंक का स्वीकृति नंबर मिलेगा। आवेदक वैध आधार नंबर उपलब्ध करा कर अपने आवेदन की स्थिति जान सकेगा। सफलता पूर्वक पैन आवंटन के बाद वह ई-पैन डाउनलोड कर सकेगा। ई-पैन आवेदक को उसका ई-पैन कार्ड ई-मेल पर भी भेजा जाएगा।

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