



**The Institute of Chartered Accountants of India**

(Set up by an Act of Parliament)

**Pune Branch of WIRC of ICAI**

**DECEMBER**

**2 0 2 4**

**NEWSLETTER : DECEMBER 2024**



# Managing Committee Members & Office Bearers



2024 - 2025



**CA. Amruta Kulkarni**  
Chairperson



**CA. Sachin Miniyar**  
Vice-Chairman



**CA. Hrishikesh Badve**  
Secretary



**CA. Moushmi Shaha**  
Treasurer



**CA. Pranav Apte**  
WICASA Chairman



**CA. Rajesh Agrawal**  
Immediate Past- Chairman



**CA. Kashinath Pathare**  
Member



**CA. Ajinkya Ranadive**  
Member



**CA. Pritesh Munot**  
Member

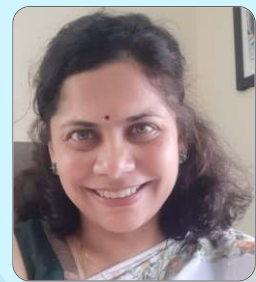
## Our Torch Bearer



**CA. Chandrashekhar V. Chitale**  
CCM, ICAI



**CA. Yashwant Kasar**  
RCM, WIRC of ICAI



**CA. Ruta Chitale**  
RCM, WIRC of ICAI



Pune Branch of WIRC of ICAI  
**Congratulate CA B. B. Kad Sir**

*Congratulations*



**CA B. B. Kad**  
Chairman,  
Maharashtra State Co-operative Banks Association



**It gives pleasure to inform you that CA B. B. Kad have been elected as  
Chairman of Maharashtra State Co-operative Banks Association,  
Mumbai on 15th December 2024 in Board meeting held at Nagpur**



Pune Branch of WIRC of ICAI  
**Congratulate CA Surekha Joshi**



*Congratulations*

**CA Surekha Joshi**  
Director,  
The Board of Cosmos Bank



**CA Surekha Joshi, has been elected as a  
Director on the Board of Cosmos Bank in December 2024.**



**Pune Branch of WIRC of ICAI  
Member CA Charuhas Upasani Sir  
visited Accounting body of Cambodia**



**CA Charuhas Upasani Sir with Accounting body of Cambodia**



**Pune Branch of WIRC of ICAI Member CA Charuhas Upasani Sir  
visited Accounting body of Cambodia**



**Certificate Course on  
AI for Chartered Accountants Level 1 (Batch 67)**





## Certificate Course on AI for Chartered Accountants Level 1 (Batch 64)





**Certificate Course on  
AI for Chartered Accountants Level 1 (Batch 51)**







**THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA**  
(Set up by an Act of Parliament)

# ICAI CALL SAHAYATA



**99975 99975**



One Stop Support For  
**Students**  
**Members &**  
**Stakeholders**

**Monday to Saturday - 9 A.M. to 9 P.M.**



# New Logo Guidelines



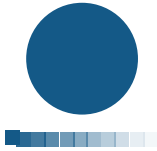
**Incorporation of Tricolor:**

The incorporation of the tricolor into the logo is a powerful symbol of the Institute's connection to India. The three colors of the Indian flag represent unity, diversity, and sovereignty, and they reflect the brand's commitment to serving the people of India and contributing to the nation's development. The tricolor has been used in such a fashion that it hints at motion, a flight, and a journey toward progress, showcasing the Institute's forward-thinking approach.



**Significance of blue color:**

The primary color of the new logo is blue, which has been culled from the ICAI logo. Blue is a color that is associated with divinity, immortality, bravery, and determination. It reflects vastness, being the colour of the sky and ocean, and has been an integral part of the Indian cultural, political, and social landscape over the years. Blue is also culturally significant, as it has been a part of the Indian tradition for more than 5,000 years.



**In a nutshell:**

The new logo of CA India reflects the brand's connection to India while retaining its existing identity. The incorporation of the tricolor, the significance of the blue color, and adaptability on all platforms are all essential elements of the new logo. The design is intended to be aesthetically pleasing and culturally significant, making it a strong representation of the Institute's values and commitment to serving the people of India.



Colour Palette

#F37920 C0 M62 Y91 K0	#145886 C93 M61 Y24 K9	#55B848 C67 M0 Y88 K0
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**Guidelines (2023) for using the new CA India logo for CA members**

- The logo consists of the letters 'CA' in blue colour with a tri colour tick mark (upside down) with white background. The blue colour not only stands out on any background but also denotes creativity, innovativeness, knowledge, integrity, trust, truth, stability, and depth. The upside-down tick mark, typically used by Chartered Accountants, has been included to symbolise the wisdom and value of the professional.
- 'India' is also added in the logo, as it epitomizes the Institute's connection to India First approach and commitment to the serve the Indian economy in public interest.



- There should be no alteration of the font (colour, bold/unbold, size). Moreover, there should be no change in spacing and dimensions.
- The colour palette is
 

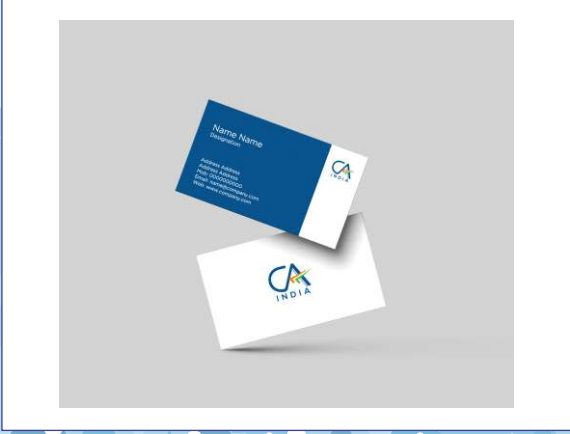
#F37920 C0 M62 Y91 K0	#145886 C93 M61 Y24 K9	#55B848 C67 M0 Y88 K0
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- Do not change the design and colours including the white background.
- Refrain from rotating or tilting the logo clockwise and anti-clockwise.
- The logo should not be shrunk or distorted changing the original proportion.
- While members are encouraged to use the new CA India Logo as published on letterheads, visiting cards, website etc, a transition time of one year has been provided to use existing stationary/signage replacement etc.

\*Effective from 24<sup>th</sup> November, 2023.



Correct Logo

Do not change background	Do not change the colours
Do not Rotate	Do not Rotate
Do not crop	Do not shrink, shear or distort





## Invitation to Write Articles

Dear Member,

**Your contribution for Pune Branch E-newsletters is welcome in following ways:**  
Contribute your own articles in areas of Professional Interest; the article may cover any topics relevant to auditing, finance, laws, strategy, taxation, technology and so on.

**While submitting articles.**

Please keep following aspects in mind:  
The length of articles should be about 2500 words  
Articles should be original in nature

**Please send articles with:**

A Photograph, your full name, membership number etc.  
Editable soft copy of file  
Declaration of originality of articles

**Please send in your articles to : [editor@puneicai.org](mailto:editor@puneicai.org); [cpe@puneicai.org](mailto:cpe@puneicai.org)**

latest by 25th of every month.

All contributions are subject to approval by the editorial board.



# Pune Branch of WIRC of ICAI

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<b>Advertisement Tariff</b> for Pune Branch Newsletter WEF November 2015	
<b>Back Page (19 X 15) Color</b>	<b>16,500/-</b>
<b>Inner Page of Front / Back Page (A4) Color</b>	<b>16,000/-</b>
<b>Full Page (A4) Color</b>	<b>15,000/-</b>
<b>Half Page</b>	<b>8,000/-</b>
<b>Quarter Page</b>	<b>4,500/-</b>
<b>Discount : 3 to 6 Insertions</b>	<b>: 10 %</b>
<b>7 to 12 Insertions</b>	<b>: 15 %</b>
<b>Additional GST</b>	<b>: 18 %</b>

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