

Impact of GST on Sales & Marketing

The Goods and Services Tax (GST) – the biggest tax reform attempted by India – is now just a step away from its realisation.

The model GST law, unveiled by the government after a lot of deliberations, says that any supply sans any consideration will attract tax. This would cover free gifts and samples as well as buy-one-get-one-free deals etc This will impact the sales and marketing cost of companies which follow the system of free samples or free supply strategy such as “buy one get one free.”

As the saying goes, “Understanding is much deeper than knowledge!!”.. Well here in an opportunity to gain a better understanding on the Impact of GST on Sales & Marketing..!!!!

Venue: Hiregange Academy, No.1010, I Floor, (Above Corporation Bank) 26th Main, 4th 'T' Block, Jayanagar, Bangalore - 560 041

Rs. 600/- per delegate Inclusive of ST. The fee incl delegate kit, and refreshments during break

- Kindly issue Cheque / DD in favour of “Hiregange Academy”, payable at Bangalore

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Speakers



Mr. B S V Murthy
Former Member, CESTAT



CA Akbar Basha
Partner, H & A

- The workshop would be of special interest to –**
- CFOs, CEOs, Executives of Sales & Marketing Department, and Finance & Accounts Department
 - Professionals and Tax practitioners
 - Students of CA firms

Programme:

**Date: 21st September, 2016,
Wednesday**

2.00 pm	Overview and brief understanding of GST
3.00 pm	Impact of GST on Sales & Marketing
4.00 pm	Tea Break
4.15 pm	Impact of GST on Sales & Marketing
5.15 pm	Q & A