



CMRS & ASSOCIATES LLP
CHARTERED ACCOUNTANTS

Government Incentives & Strategic Advisory Services

Bridging Policy Intent with
Business Execution

Est. 1974 | A 50-Year Legacy of Trust



A Legacy of Excellence in Financial & Policy Advisory

Integrating traditional ethics with modern management consulting.

CELEBRATING

1974 - 2024



Established in 1974, CMRS & Associates LLP brings 50+ years of trust and expertise in the audit, tax, and advisory domain.



500+

Corporate Clients Served



150+

Professional Staff Team



12

Partners Leading
Specialized Verticals



25+

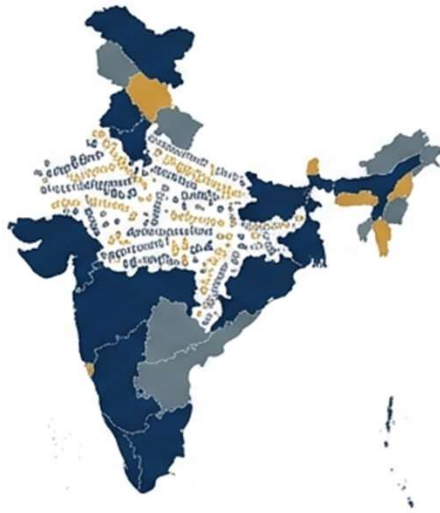
Specialized Service Lines

Navigating India's Incentive Ecosystem

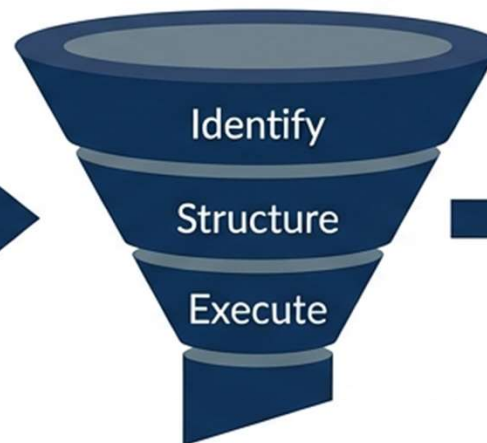
Transforming Regulatory Complexity into Competitive Advantage

The Strategic Shift

The Challenge: 200+
National & State Policies.



CMRS Advisory



Strategic Value



- Optimized Project Finance
- Make in India to Atmanirbhar Bharat Alignment
- From Subsidy to Performance-Linked Growth

Key Insight: Global context: Like the USA and China, India uses incentives as strategic tools. We bridge the gap between policy intent and industrial execution.

Integrated Incentives & Consulting Framework

A holistic portfolio organizing the incentive landscape.



Industrial Growth & Manufacturing

- State Industrial Policies
- Production Linked Incentive (PLI)



Infrastructure & Clusters

- MSE – Cluster Development (MSE-CDP)
- Horticulture Cluster Development
- Logistics Parks & Cold Chain



Innovation & Sustainability

- R&D (DSIR) & Startups
- Waste to Energy (MNRE)
- Lean Manufacturing



MSME Support & Governance

- Finance (TReDS, GIFT)
- Arbitration & Mediation
- Integrated CFO Services

Accelerating Manufacturing Growth

Industrial Policy & Production Linked Incentives (PLI)

State Industrial Policies



- Scope: New & Expansion projects (Manufacturing & Services)
- Incentive: **Capital subsidy** linked to **SGST, Interest & Power Tariff**
- Impact: Up to 100% of project cost covered in specific zones
- Target Sectors: **EV, Aerospace, Defense, Green Energy**

Production Linked Incentive (PLI)



- Objective: Building global champions in **10+ sectors (Auto, Pharma, Electronics)**
- Incentive: **4%–6% cash incentive** on **incremental sales**
- Strategic Value: Focuses on domestic value addition and scale

Our Role: Location analysis, DPR preparation, and single-window clearance management.

Developing Industrial Ecosystems & Clusters

Shared infrastructure solutions for competitiveness

MSE – Cluster Development Programme (MSE-CDP)



Enhancing productivity through Common Facility Centres (CFCs) like testing labs and raw material depots.

Grant up to 90% of project cost (Max Project Cost: ₹30 Cr).



Horticulture Cluster Development

Integrated value chains covering Pre-production, Post-harvest, and Logistics.

Capital Grant up to 60% of Project Cost. Mega Clusters up to ₹100 Cr.

CMRS Value Add

SPV Concept Creation

Financial Structuring

Government Reach

Infrastructure Support: Logistics, Cold Chain & Tourism

Integrated solutions and incentives for key sectors.

Logistics Parks



- **Focus:** Warehousing Management Systems (WMS), IoT, AI tracking.
- **Incentive:** Fiscal incentives (10-25% of cost) + FSI discounts.

Cold Storage



- **Focus:** Preservation, cleaning, grading, and silos.
- **Incentive:** Grants of 35% to 75% for construction and modernization (Up to ₹10 Cr).

Tourism Promotion



- **Focus:** Hotels, Resorts, Adventure & Wellness Tourism.
- **Incentive:** Capital subsidy + performance incentives upto 100% linked to GST, Power tariff, Non-Fiscal incentives in the form of added FSI at discounted rates

Fostering Innovation & Future-Ready Enterprises

Incentivizing Intellectual Property and R&D



Idea



Incubation



Commercialization



R&D Innovation (DSIR)

For Private/Public companies developing new products or processes

Low/Nil interest loans up to 50% of project cost



Startup Support (AIC, AIM, NISP)

Targeting Universities, Research Institutions, and Incubators

Grants up to 75% of capital investment (Capped ₹1 Cr - ₹10 Cr)

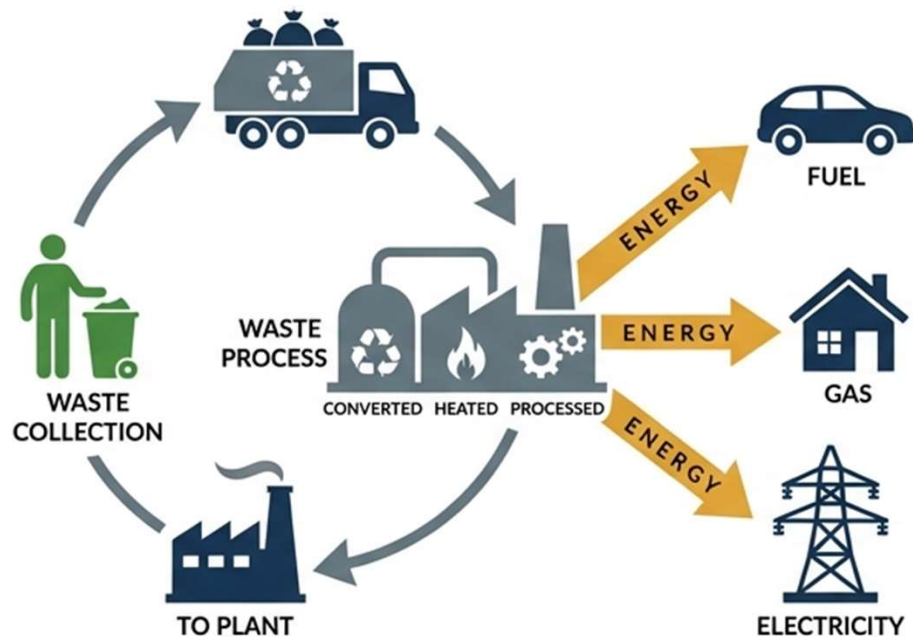


Strategic Relevance

Tax exemptions, access to seed funding, and IP commercialization support.

Operational Excellence & Sustainability

Sustainability: Waste to Energy (MNRE)



Central Financial Assistance (₹5 Cr - ₹10 Cr) linked to plant performance. Reduces fossil fuel dependence.

Operational Excellence: MSME Lean Scheme



Implementation of 5S, Kaizen, and Kanban via senior consultants.

Subsidy: Govt bears 90% of consultant fees.

Financial Resilience for MSMEs

Objective: Timely and affordable finance to regulate credit cycles.

Key Instruments:

- **MSME-TReDS:** Institutional mechanism for bill discounting and trade receivables.
- **MSME-GIFT / SPICE:** Strategic credit access support.
- **ZED Certification:** 'Zero Defect Zero Effect' certification unlocking lower interest rates.

Impact: Stabilizing the supply chain by reducing the cost of capital.



Dispute Resolution & Ease of Business



The Challenge: High legal costs and judicial pendency.

The Solution: Arbitration & Mediation (Acts 1996 & 2023).

- Out-of-court mechanisms for speed.
- Covers Commercial, Civil, and Contractual disputes.
- Essential for unlocking liquidity stuck in litigation.

Beyond Incentives: Integrated Business Advisory

Moving from Compliance to Governance.

 The Goal: Raising the bar for MSME global competitiveness.

Governance & Compliance



Designing robust policy frameworks, strengthening statutory adherence, and internal financial controls.

Enterprise Risk Management (ERM)



Frameworks for identification and mitigation of financial, operational, and strategic risks.

Sustainability (ESG)



Structuring CSR initiatives and aligning business strategy with ESG goals for long-term value.

The 'Last Mile' Challenge: Where Structured Advisory Makes the Difference



1. Complexity: Navigating 200+ policies and finding the optimal mix.
2. Compliance Fatigue: Managing documentation. End -to-End Process ownership.
3. Bridging Process Gaps: Governance-Led Execution Framework.

Policy intent delivers results only when supported by structured execution and accountability.

Our Engagement Methodology

End-to-End Execution: From Concept to Cash.



Diagnostic & Feasibility

Mapping business activities against 200+ policies to identify eligibility.



Structuring & Documentation

Detailed Project Reports (DPR) and financial models aligned with scheme norms.



Application

Submission via Single Window portals; handling Nodal Agency queries.



Post-Approval Compliance

Periodic filing, progress reporting, and audit support to prevent clawbacks.



Disbursement

Final claim processing and realization of funds.

Why Partner with CMRS?

A unique blend of Legal, Financial, and Policy Expertise.

Domain Expertise



50 years of legacy blending
Accountancy, Law, and
Industrial Policy.

Ethical Standards

Adherence to the highest
professional standards of
the ICAI.



Pan-India Network



Physical presence in
major
industrial hubs.

Outcome Oriented

Focus on project viability
and long-term economic
value, not just filing.



Leadership & Governance

Our Managing Partners

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Team Strength

Supported by a dedicated team of 150+ professionals including Chartered Accountants, Company Secretaries, and Engineers.

Let's Participate in National Mission of Vikasit Bharat

Partner With Us to Optimize Industrial Investments.



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Regional Presence

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