



# Transformation through Collaborative Automation

Enabling Synergies between People and  
Information across Enterprise through  
a Unified Data Platform

# Content

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The Automation of the CFO's Office

Shared Services Automation

Ecosystem Automation

Litigation Lifecycle Management Automation

Analytics

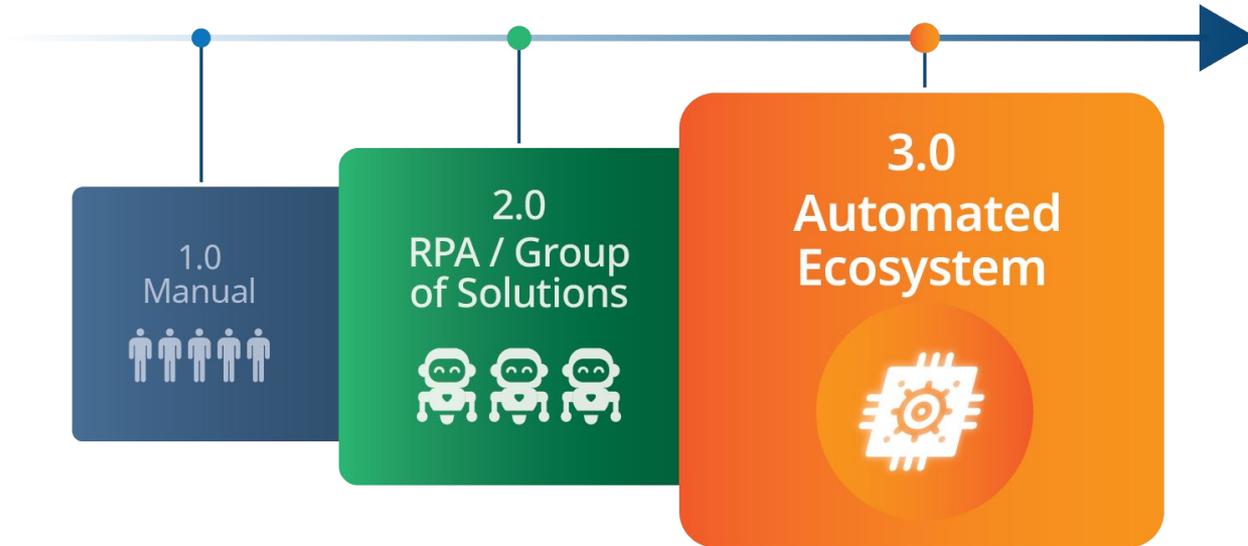
AP Automation

EXIM Operations & Claims Processing Automation

AI/ML enabled Centralized Data Platform

About Us

# The Next Generation of Ecosystem



# Office of the CFO



## GSTHero Automated Intelligent Ecosystem 3.0 with AI/ML enabled Centralized Data Platform



Consultants

Internal Teams

Multiple Vendors

## Key Values of Automation 3.0



Single Source of Truth



Data Purity



Faster & Accurate Decision Making for CXOs



Better Internal Controls



Work-Life Balance



Unlock Time to Focus on Strategic Tasks



Better Reputation



Process Standardization



Faster Payment Cycle



Data Transformation & Multiple Compliance Reporting



Data Driven Decision Making



Reduce Further Litigations

# Shared Services Automation 3.0

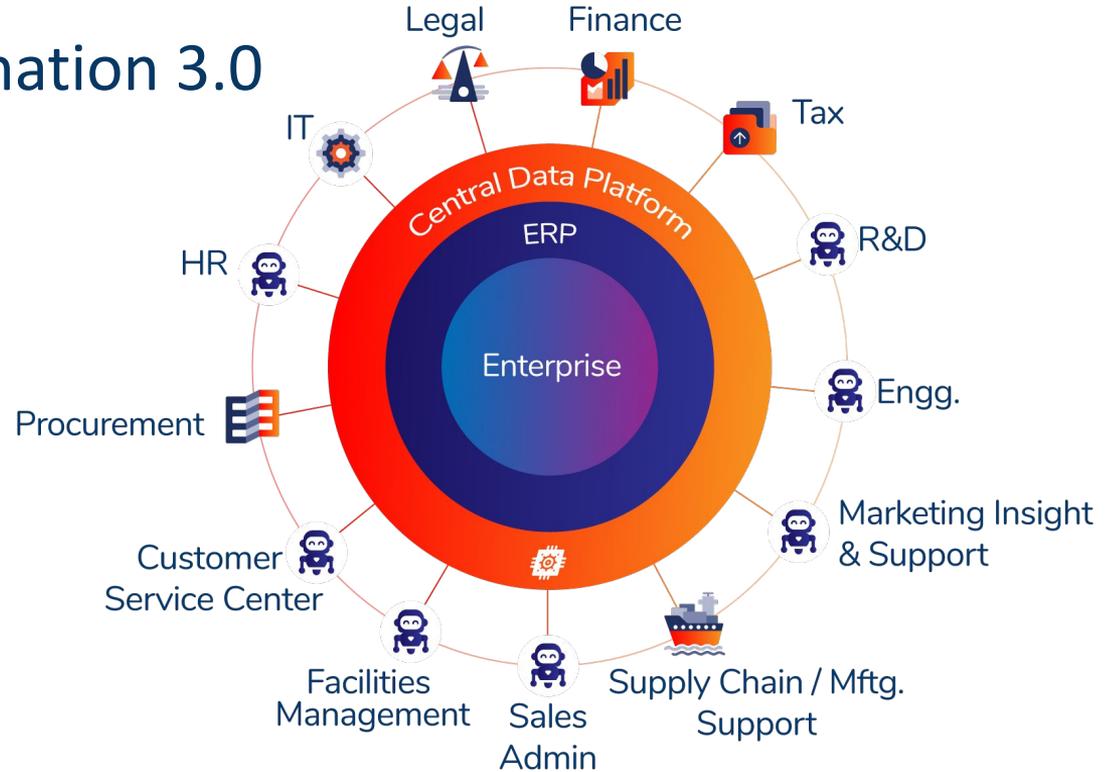
Enhance Existing Capability  
by Redeploying Bots

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Introduce **New Capabilities**  
to bridge gaps

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Capitalized on a **Centralized**  
**Data Platform**



Solutions	Current Value Realised	Additional Value Unlock
E-Invoice & E-Way Bill Generation	<ul style="list-style-type: none"> <li>• E2E Touchless Process</li> <li>• 100% compliance Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• GRC and Business Reconciliations with Data Analytics</li> <li>• Supply Chain Process Automation, Tracking &amp; Efficiency</li> </ul>
Monthly & Annual Returns	<ul style="list-style-type: none"> <li>• Overall TAT reduced to 2-3 days</li> <li>• '0' compliance lapses</li> </ul>	<ul style="list-style-type: none"> <li>• Proactively Identify Litigation parameters in pre-filing stage</li> </ul>
On-going Tax Credit Reconciliations	<ul style="list-style-type: none"> <li>• TAT down from 12 to 2 days</li> <li>• 80% to 99.9% Tax Credit Reconciled</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous AI/ML based Auto Reconciliation</li> <li>• Auto Vendor communication for quicker Tax Credit Claim, further improving CF</li> </ul>
Vendor Compliance & Tax Credit Protection (AP Automation)	<ul style="list-style-type: none"> <li>• Minimum Tax Credit Loss, improved CF</li> <li>• Improved Vendor Compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Invoice Data Extraction, Fraud Detection and Auto Data Entry</li> <li>• Default Vendor Identification &amp; Vendor Payment blocking</li> </ul>
Department Notices & other Communications (Litigations)	<ul style="list-style-type: none"> <li>• On-time Notice Addressal</li> <li>• 0 Default</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance corporate governance with multi Regulatory compliance.</li> <li>• End to End Notice lifecycle management</li> </ul>
Internal Audit, Analytics & Reporting	<ul style="list-style-type: none"> <li>• Through Third Party Consultants</li> </ul>	<ul style="list-style-type: none"> <li>• Enable Auto monthly Internal Audit of: Indirect Tax Compliance, Internal Controls, Litigation Parameters, Working Capital and Tax credit etc.</li> <li>• Enable the first line of Defence for Legal Notices with Root Cause Analysis</li> <li>• AI / ML based Case similarity intelligence and Auto-Draft of Notices (Future Roadmap)</li> </ul>
AI / ML enabled Data Platform	<ul style="list-style-type: none"> <li>• Through independent Multiple BOTs</li> </ul>	<ul style="list-style-type: none"> <li>• Customised as per Requirement to enable: Multiple Products / Stakeholders interconnectivity, Historical Data Availability, Data Purity, Traceability</li> <li>• Eliminating Human Dependency</li> </ul>

# GST Hero Ecosystem Value Proposition

**15x** Improvement in Compliance Management



**52%** Reduction in Compliance Cost



Improvement in Business Efficiency



Enhancement in Supply Chain Efficiency

- ✓ **100% Real-time Compliance**
- ✓ **Data Purity**
- ✓ **Auditability**

- ✓ **Faster & Accurate Decision Making** by CXOs
- ✓ **Enhanced Collaboration & Inter-Operability**

- ✓ **Unlock time to focus on Strategic Tasks**
- ✓ **Better Work-Life Balance**

# Litigation Lifecycle Management Value Proposition

(Industry Averages)

3,000+

man-hours of work eliminated

\$ 4,700+

Savings in Lifecycle Management

~\$ 600

Saving on storage

~\$ 235,000+

Savings in Penalty thanks to Increased Efficiency,  
Timely Response and Accurate Data Preparation



**Company Reputation Protection**  
Enhanced Collaboration &  
Inter-operability



**Timely Response** of Notices  
Historical **Data Traceability**



**Better Corporate Governance**



**Similar Case Identification &**  
Superfast Access to Supporting  
Documents



On-time **Efficient Root Cause Analysis**



**Case-wise Document Linking**

# Audit Analytics with Reporting Value Proposition

## 100%

Data Coverage in  
Indirect Tax Audit  
and Analytics

## Zero

Manual Interference &  
FTE Cost Optimisation

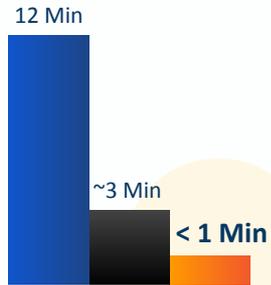
## 100%

Compliance Parameters  
Coverage, Avoid Penalties  
and Interest

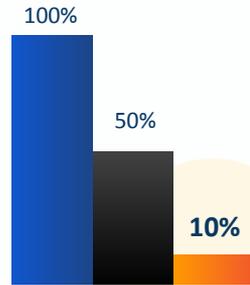
- ✓ Litigation Management Cost Reduction
- ✓ Working Capital optimisation over ITC accumulation in various states
- ✓ **Minimise Due diligence efforts** during M&A, Investment Decisions
- ✓ **Better Internal Audit** Enablement
- ✓ **Minimised Litigation Notices**
- ✓ **Enhanced Internal Controls** and Standardised Processes
- ✓ **Minimise Brand Value Risks**
- ✓ **Better Corporate Governance**
- ✓ **First line of Defence** against Litigation Notices
- ✓ **Better Root Cause Analysis** and Response against Litigation Notices
- ✓ **Identify and Minimise Working Capital leakages** in time.

# AP Automation Value Proposition

Average Handling Time



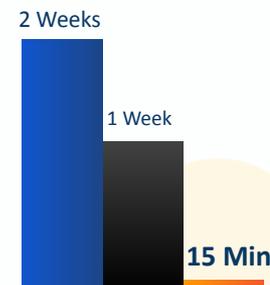
Discrepancy slippage, Human in the loop



Cost of Processing single invoice



New data ingestion



Manual Processing, Industry average

Semi-automated with OCR

End-to-End Automation with GSTHero



**Increased Vendor Satisfaction** and Happiness Index



**Enhanced Fraud Detection** and Risk Mitigation



**Data Purity** Eliminating Data Duplication and Human Errors



**Increased Operational Efficiency**



**Reduced Human Resource Dependency**

# EXIM Operations & Claims Management Automated Ecosystem

A complete automated system covering Checklist Verifications, Data Extraction, to Claims Processing, also monitor your Licence & Refund Status and get access to Analytics



# EXIM Automated Ecosystem Value Proposition

**\$ 47,058\*** Cost Savings per Year  
in Checklist Verification

\* Manual Time Cost Saving processing 1,000 BoEs / SBs in a year

**15x Faster**  
Data Extraction Time

**90% Less Time** Drastically Reduce  
Claim Period

**69% Savings**  
Cost Savings over Data  
Extraction Time Cost



✓ **Business Competitive Edge**  
Creation

✓ **Interest Cost Savings**

✓ **Enhanced Collaboration &**  
Inter-Operability

✓ **Faster Availability** of Working  
Capital

✓ **Data Purity**

✓ **Better Company Reputation**

✓ **Higher Data Confidence** by  
Customs Office

✓ **Profitability Enhancement**

✓ **Intelligent Analytics** and  
Dashboard

# Data Platform / AI ML Capabilities

Partners



## Analysis and Visualization



Search

Visualization

Data Discovery

Self-Service  
(Visualization)

## Data Science



Data Science Platform

Model Management

Computer Vision

Data Science Framework

Augmented Analytics

Text Analytics

NLQ/NLP

## Data Storage, Modeling, & Processing



Data Warehouse

Data Lake

Marts

Cold Store

Data Validations

Data Aggregation

Knowledge Graphs

In Memory Engine

Physical Data Model

Data Cleansing

## Data Integration



Real-Time Processing

API Management

Data Normalization

Messaging

Play Ground  
(Data Prep)

Event Streaming

Replication

Synchronization

Virtualization

Batch Data Integration

## Data Management



Master & Ref Data

Logical Modeling

Metadata

Governance

Data Quality

Catalog

Lineage

## Use cases

### Supply Chain

- Raw Material & Pulp reporting
- Demand Forecasting
- Capacity Planning
- Safety Stock
- PO Reporting
- Supplier repository management
- Spend Analysis
- Goods Receipt

### Customer Experience

- Customer Analytics
- Customer Segmentation
- Pricing Analytics
- External Data Pricing Reports
- Customer Lifetime Value (CLV)
- Next product to buy
- Dynamic Pricing
- Dynamic promotions
- Marketing spend analytics
- Order Book Management
- Customer Allocation
- Churn Reduction

### Finance & Administration

- Accounts Payable & Receivable
- Contract Management
- Site Management

### Fintech

- Risk Management
- Real Time Fraud Detection
- Compliance and Reporting
- Data Driven Credit scoring and Risk assessment

# Special Task Force & Structure



## Enhancing Performance

CSAT, NPS, Adoption Score, QBR, Feedback and Review for the entire group and resolving challenges.

## Engagement Analytics for Top Management

Analyzing Engagement Data, Visualization of Analytics for Board Presentation, Steering committee meetings with top management from both side

## Overall User Engagement & Process Improvement

UI/UX/ Ease of Use / Process Standardization as per the user engagement & feedback.

## Driving Innovation and Compliance Excellence

Provide thought leadership, lessons, insights on global compliance shifts, best practices, and technological advancements to ensure the Adani Group remains at the forefront of technological adoption.

## Streamlined User and Stakeholder Communication

All communication with users and stakeholders on product updates, training modules, Law/regulatory changes, Any miscellaneous requirements.

## Aligning Product Vision with Digitization Goals

Aligning our Product enhancement vision as per Adani Group's digitization Vision. We can also create joint use cases/product development based on the business synergy.

## Enhancing Value through Strategic Collaboration

Collaborate with the ABEX Team and other units to unlock value. Drive transformation by Integrating GST Hero ecosystem with AI/ML and Data Platform.

## Demonstrating Realized Value and Business Efficiency

Present the value proposition, highlighting tangible and intangible benefits. Showcase new business use cases and enhanced efficiency through data analysis.

# About Us

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GST Hero™ was founded in 2017 by Perennial Systems (part of the \$100million Bafna Group), GST Hero™ offers a complete eco-system of compliance solutions for the global market. With over 400 employees, it supports more than 10,000 businesses, processes around 135 million E-Invoices annually.

Certified by ISO 27001 and affiliated with GSTN, GSTHero™ provides efficient services in BFSI and Indirect Tax Automation, focusing on simplifying tax compliance for its users.

ISO 27001 : 2013  
Certified

Safe-to-Host  
VAPT by Cert-in Empanelled Team

Disaster Recovery  
Certified AWS Infrastructure





Our Mission

# Transforming Nations through Compliance Automation



# Global Presence



○ Current Presence  
○ Upcoming Launches

# Our Key Values

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Provide a **Global  
Competitive Edge  
to Enterprises**



**Deliver  
End-to-End  
Compliance**



Strengthen  
**Enterprise Finance**



**Enhance Enterprise  
Credit &  
Compliance Rating**

# Our Clients

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SIEMENS



# GST Hero™ integrates with over 100+ ERPs



# Technical & Domain Expertise & Niche

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## GSTHero Internal Team

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Total Employees

400+

Dev Team

250+

CAs & Experts

15+

Customer Success

20+

## External Partnerships with Domain Experts

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Ad. Varis Isani | SKJ | AVA | Nangia Andersen

Microsoft | Google | AWS

# Security & Data Protection Certifications

**ISO 27001: 2013** Certification

**Safe-to-Host VAPT** by Cert-In Empanelled Team

**Disaster Recovery** | Certified AWS Infrastructure



# Our Future Vision

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## Global Expansion

APAC, EU, USA

## AI / ML

Expansion of use cases  
and tech stacks

## Domain Certification Program

Indirect Tax/EXIM/  
Tax knowledge

## Best Practices Board

Sharing of information  
& best practices across  
the globe

Thank you!



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