

GST SIMPLIFIED

FROM COMPLIANCE BURDEN TO
BUSINESS ADVANTAGE



FEB SATURDAY
21 10.00 AM - 04.00 PM
2026 MMA MANAGEMENT CENTER



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TO MMA -
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Venue

MMA Management Center
New No. 240, Pathari Road
(Off Anna Salai), Chennai - 06

SYNOPSIS

The Madras Management Association (MMA), in association with the Madras Institute of Development Studies (MIDS), proposes to organise a one-day conclave titled “GST Simplified: From Compliance Burden to Business Advantage”, primarily for the benefit of entrepreneurs, and also relevant to MSMEs, SMEs, and management professionals.

Since its implementation, GST has significantly transformed India’s indirect tax landscape by promoting formalisation, transparency, and digital compliance. However, for entrepreneurs and MSMEs, the regime continues to pose practical challenges in terms of frequent compliances, cash flow pressures arising from monthly tax payments, complexities in input tax credit (ITC), and the increasing use of technology-driven scrutiny.

This conclave seeks to move beyond theory and focus on practical, experience-based insights to help businesses manage GST compliances efficiently while leveraging the framework to improve operational discipline and competitiveness. Through an inaugural keynote address and four carefully curated sessions, the programme will examine GST from policy intent to ground-level realities, highlight common compliance pitfalls, provide clarity on ITC optimisation, and offer guidance on managing returns, audits, and notices.

The conclave will also provide a platform for dialogue between policymakers, tax experts, and business leaders, with a special focus on entrepreneurial concerns and expectations from future GST reforms. Participants will gain actionable knowledge, best practices, and strategic perspectives to convert GST from a compliance burden into a sustainable business advantage.

Inaugural Session

Inaugural/Keynote Address

“GST in India: From Policy Intent to Business Reality”

To focus on:

- Evolution of GST and its original objectives
- Key achievements: formalisation, tax base expansion, digitisation
- Gaps between policy design and MSME experience
- How GST can genuinely become a business enabler

Special Session 1

“GST Compliance Simplified: Monthly Pressures, Quarterly Options & Cash Flow Management ”

Key Takeaways

- Monthly vs QRMP scheme – what works for whom
- Managing tax payments without choking working capital
- Compliance calendar for MSMEs
- Practical do’s and don’ts for avoiding interest and penalties

Ideal for: MSMEs, finance heads, entrepreneurs

Special Session 2

“Input Tax Credit (ITC): Maximising Benefits and Avoiding Costly Pitfalls”

Key Takeaways

- Eligibility, blocked credits, reversals
- GSTR-2B dependency and vendor compliance risks
- Common ITC errors leading to disputes
- Best practices for ITC reconciliation

Ideal for: Accounts teams, CAs, tax practitioners

Special Session 3

“GST Litigation – Adjudication and Appeal”

Key Takeaways

- Handling GST Audits and Investigation
- Reply to Notices
- Adjudication and Appeals with Special Focus on GSTAT Preparedness : Advanced Strategies and Best Practises

Format: Case-based presentation with real-life examples

Special Session 4

“Classification Disputes under GST Regime ”

Key Takeaways

- How to approach classification
- Rules of Interpretation in classification
- Aids for classification- Section Notes, Chapter Notes, HSN Explanatory Notes
- General classification issues in GST Regime
- Interplay between Customs and GST
- Impact of GST 2.0 on classification disputes

PROGRAMME SCHEDULE		
8:45 AM	Registration & Hi Tea	
	Inaugural Session	
10:00 AM	Welcome & Opening Remarks	Mr Lakshminarayanan D President, MMA & MD, Sundaram Home Finance Ltd
10:05 AM	Overview of the Conclave	Lakshmikumaran & Sridharan Attorneys
10:10 AM	Introductory Remarks	Dr Suresh Babu M Director, MIDS
10:15 AM	Keynote Address: GST in India: From Policy Intent to Business Reality	Mr K Sadagopan GST Advisory Council Member and Healthcare Conclave coordinator Ministry of Health
10:25 AM	Vote of Thanks	Gp Capt R Vijayakumar (Retd), VSM Executive Director, MMA
10:30 AM	Tea/Coffee & Networking	
11.00 AM	Special Session 1: GST Compliance Simplified: Monthly Pressures, Quarterly Options & Cash Flow Management <i>Chairman:</i> Mr C Siva Kumar Director, Roots Industries India Ltd	<i>Speaker:</i> CA S Seetharaman Chartered Accountant M/s S. Seetharaman & Associates
12.00 NOON	Special Session 2: Input Tax Credit (ITC): Maximising Benefits and Avoiding Costly Pitfalls <i>Chairman:</i> Mr Sridhar Swaminathan Direct Tax Head, Siemens Gamesa	<i>Speaker:</i> CA R Subramanian Founder Partner R Subramaninan Associates
01:00 PM	Lunch	
01.45 PM	Special Session 3: GST Litigation – Adjudication and Appeal <i>Chairman:</i> N Srinivasa Ramanujam AVP & Head - Finance, TVS Motors Company	<i>Speaker:</i> Ms Sahana Rajkumar Associate Partner, Lakshmikumaran & Sridharan Attorneys
02.45 PM	Special Session 4: Classification Disputes under GST Regime <i>Chairman:</i> CA T G Suresh Partner, Suresh and Balaji Chartered Accountants	<i>Speaker:</i> Mr Rohan Muralidharan Partner, Lakshmikumaran Sridharan Attorneys
03.45 PM	Concluding Remarks & Vote of Thanks	
04.00 PM	End of the Conclave	

**Highly subsidized
Participation Fee:**

MMA Members

₹ 1,180 incl GST 18%

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MADRAS
MANAGEMENT
ASSOCIATION

Credit Card/Debit Card / DD/Cheque drawn in
favour of '**Madras Management Association**'
payable at Chennai.

- Please share the screen shot after making payment with name and mobile number to mma@mmachennai.org or send to Mr R Sundar @ 9840123906
 - Nomination will only be confirmed on receipt of participation fee. The Fee paid is nonrefundable. However participation by a substitute will be allowed.
- For further details please contact:**
 - Mr R Sundar [9840123906]
 - Ms Vakeeswari [6381557146]

DISTINGUISHED SPEAKERS

(CLICK ON PHOTO TO VIEW THE PROFILE)



Mr K Sadagopan
GST Advisory Council
Member and Healthcare
Conclave coordinator
Ministry of Health



CA S Seetharaman
Chartered Accountant
M/s S. Seetharaman & Associates



CA R Subramanian
Founder Partner
R Subramanian Associates



Ms Sahana Rajkumar
Associate Partner
Lakshmikumaran & Sridharan
Attorneys



Mr Rohan Muralidharan
Partner, Lakshmikumaran
Sridharan Attorneys



Mr C Siva Kumar
Member, MMA Managing
Committee
Director, Roots Industries
India Ltd & Partner, Timelinks



Mr Sridhar Swaminathan
Direct Tax Head, Siemens Gamesa



N Srinivasa Ramanujam
AVP & Head - Finance
TVS Motor Company



CA TG Suresh
Partner
Suresh and Balaji - Chartered
Accountants



Mr Lakshminarayanan D
President, MMA &
MD, Sundaram Home Finance
Ltd



Dr Suresh Babu M
Director, MIDS



**Gp Capt R Vijayakumar (R),
VSM**
Executive Director, MMA

CONNECT WITH US



Email:

mma@mmachennai.org

Phone Number

044 - 28291133 / 28291166

Website

www.mmachennai.org

MADRAS MANAGEMENT ASSOCIATION



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