



PwC UK-India Group: helping companies maximise opportunities and build success both in India and the UK

UK-India Group

The UK and India are two of the world's most vibrant and dynamic economies. Individually, each presents major opportunities for trade and investment. Combine them, and they're unbeatable due to their strong bilateral flows of trade and investment.

What really makes the UK-India combination so powerful is the 'living bridge' that links the two countries, underpinned by their people's shared history, culture and democratic values. It's these common attributes – together with complementary skills and capabilities – that makes UK and Indian businesses of all sizes and across all sectors such a natural fit.

The Indian economy is one of the fastest growing economies in the world. This, coupled with continuing reforms around tax, regulation, ease of doing business and access to markets is attracting increasing levels of foreign direct investment.

The UK has every incentive and opportunity to build on its position as a vibrant and trusted place for business as we move forward into a post-EU trading environment.

Our skilled workforce, diverse economy, science and innovation hubs, and renowned legal and education system are just some of the UK's credentials.

At PwC, our UK -India Group has a long track record of helping clients accelerate their growth. Our dedicated team of specialists provide in-depth knowledge, practical advice and hands-on support for Indian companies looking to expand or consolidate their business in the UK and vice versa.

Our network enables clients to:

- Gain access to our colleagues with language skills, market, industry and cultural awareness across the UK and India.
- Land, launch and achieve global growth across new markets.
- Drive efficiencies and enhance compliance across a global portfolio or operation.
- Get the latest insights to take advantage of global opportunities and stay a step ahead of the competition.

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 327,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC UK has 19 offices covering all major cities with 25,000 employees and PwC India has 15,000 employees over 27 offices.

If you're interested in setting up your business in either the UK or India, looking at expanding your established set-up, or simply curious to know more about the opportunities on offer and how to maximise them, then please pick up the phone and speak to one of us or visit our website.

Our Team



Arif Ahmad

Partner and Chair PwC UK- India Group

M: +44 (0)7702 009046

E: arif.a.ahmad@pwc.com

Arif is a PwC Partner and Chair of the PwC UK India business group. He has a close affinity to India where he was born, though he has lived in the UK from the age of 1. He joined PwC in 1996 and became a Partner in 2009. He was Leeds office senior partner from 2013 to 2016, and head of a London audit business unit from 2016 to 2019.



Steve Page

Tax Partner and Inbound / Outbound Lead for Midlands.

M: +44 (0) 7747 768156

E: stephen.r.page@pwc.com

Steve is a UK tax partner with over 34 years of experience in tax advisory services. He has worked extensively with non-UK parented multinational corporations, and the overseas PwC tax teams servicing those clients, over that period. Steve has a proven track record of controlling tax risks and proactively identifying opportunities for clients across the full spectrum of UK taxes. He also has significant International Tax, M&A and business change experience. Steve is closely linked to people delivering other aspects of PwC UK's business and often acts as a relationship lead for our clients across PwC's various line of service. As well as his core role Steve also leads PwCs international markets business covering all lines of service in the Midlands geography and sits on the PwC Midlands leadership team.



Parul Dattani

Lead Territory Driver – India and USA

M: +44 (0) 7738 844 900

E: parul.m.dattani@pwc.com

Parul leads business development activity for India and the US market within PwC's Strategic International Markets team. Working predominantly with clients looking to establish and grow a presence in India, the US and UK. Parul drives value for her clients through creative and innovative solutions applying an international lens in her advice and outputs. She has also previously focused on the Middle East market and brings a rounded international perspective to clients. Throughout her career Parul has also built excellent relationships with various foreign business networks, trade bodies, embassies and public / private sector organisations worldwide.

For more information visit our website:



[PwC UK-India Group](#)



[PwC India](#)

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2022 PricewaterhouseCoopers LLP. All rights reserved. 'PwC' refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

RITM9516431