

MARKETING WITHIN ETHICAL FRAMEWORK OF ICAI



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USING DESIGNATION OTHER THAN CA

Can a member in practice use expressions like Tax Consultant, Management Consultant, etc.?



RAGHU

CA PRACTISING ALSO AS AN ADVOCATE

**Can a member in
practice practise as
an Advocate also?**



RAGHU

PUTTING DATE OF ESTABLISHMENT IN LETTER HEAD

Can a CA in practice give the date of setting up the practice or date of establishment on the letterheads, other professional documents, etc.?



RAGHU

USE OF LOGO IN LETTER HEAD

**Can a CA in practice
use logo in letter
heads, stationery, etc.?**



RAGHU

USE OF ICAI MONOGRAM

Can a CA in practice use/fix a monogram of the Institute on any column/wall located inside the office or on professional documents?



RAGHU

Rendering Management Consultancy and other services

Can a member in practice
render Management
Consultancy and other
services?



RAGHU

PROVIDING PMS

Can a Chartered Accountant provide 'Portfolio Management Services' (PMS) as part of CA practice?



RAGHU

TRADE LICENCE FOR PRACTICE

Is a Chartered Accountant in practice is required to obtain any trade license for practicing?



RAGHU

WORKING AS COLLECTION/RECOVERY AGENT

**Can a Chartered Accountant
in practice work as a
'Collection Agent/Recovery
Agent'?**



RAGHU

PAYMENT TO OTHER PERSON PART OF FEES/PROFIT

- Can a Chartered Accountant in practice pay to any person any share, commission or brokerage in the fees or profits of his professional?**



RAGHU

PURCHASING GOODWILL OF CA FIRM

**Can the goodwill of a
Chartered Accountant
firm be purchased?**



RAGHU

SOLICITING WORK BY MAKING ROVING ENQUIRIES

Can a practicing Chartered Accountant solicit clients or professional work by, making roving enquiries?



RAGHU

SOLICITING WORK BY ADVERTISEMENT

Can a practicing Chartered Accountant solicit clients or professional work by, advertisement?



RAGHU

ADVERTISEMENT FOR SILVER JUBILEE OF FIRM

- **Can a CA firm give advertisement in relation to Silver, Diamond, Platinum or Centenary celebration of the firm?**



RAGHU

SEEKING WORK FROM CAs

- **Can a CA in practice seek professional work from his professional colleagues?**



RAGHU

Responding to announcements for empanelment

Is a member in practice permitted to respond to announcement for empanelment for allotment of audit and other professional work and quote fees on enquiries being received?



RAGHU

SPONSORSHIP OR PRIZES

- **Can sponsorship or prizes be instituted in the name of Chartered Accountants or a firm of Chartered Accountants?**



RAGHU

Publishing name in telephone directory

- Is a member in practice permitted to have his name published in Telephone Directory?



RAGHU

BOOKS/ARTICLES PUBLISHED

- Can a member in practice indicate in a book or an article, authored/ contributed/ published by him, his association with any firm of Chartered Accountants?



RAGHU

POSTING IN WEB SITES

Can a Chartered Accountant in practice/firm of Chartered Accountants post the particulars of himself/itself on a website?



RAGHU

THANK YOU

**ANY QUESTIONS
PLEASE?**

