CA MITHILESH REDDY

PR & MEDIA PROFILE

Founder & CEO, Steadfast Business Consulting (SBC)
Tax & Finance Professional | Entrepreneur | Cross-Border Advisory | Technology-Led Professional Services

Purpose	A consolidated background and positioning document for PR, media outreach, authored articles, interviews, speaker opportunities and corporate communications.

PROFILE OVERVIEW

CA Mithilesh Reddy is the Founder & CEO of Steadfast Business Consulting (SBC). His professional work spans taxation, transfer pricing, international taxation, regulatory advisory, cross-border business and business consulting. Public professional profiles from ICAI and Taxmann describe extensive experience in consulting, taxation and transfer pricing.

For media positioning, his profile can extend beyond conventional tax practice into global tax developments, India-Middle East business, entrepreneurship, finance transformation, AI and tax technology, and the future of professional services.

CORE AREAS OF EXPERTISE

- **International Taxation & Transfer Pricing:** global TP frameworks, documentation, benchmarking, disputes, APAs, MAP, BEPS and cross-border tax matters.
- **India-UAE & MENA Tax Developments:** UAE corporate tax, MENA transfer-pricing enforcement, Pillar Two/QDMTT, R&D; tax incentives and cross-border compliance.
- **Tax Technology & AI:** automation, AI and data-led transformation in taxation, compliance, audit and professional services.
- **Business & Entrepreneurship:** scaling professional services, international expansion, technology-led service delivery and business leadership.
- **Finance & Regulatory Commentary:** developments affecting CFOs, multinational enterprises, entrepreneurs and growing businesses.

EXISTING MEDIA & PROFESSIONAL CREDIBILITY

International Tax Review: Dedicated author presence and published thought-leadership material covering transfer pricing, UAE/MENA tax developments, QDMTT and R&D; tax credits. ITR labels the supplied articles as sponsored; they should therefore be categorized as sponsored/contributed thought leadership rather than independent editorial coverage.

ICAI / Professional Industry Presence: ICAI's GCC platform identifies CA Mithilesh Reddy as Founder & CEO of Steadfast Business Consulting LLP and highlights taxation, transfer pricing and regulatory expertise.

Taxmann: Speaker/profile material describes expertise including transfer pricing documentation, benchmarking, litigation support, APAs, cross-border structuring, Pillar Two and MAP.

Business Coverage: Existing references include Forbes India, SiliconIndia, The Hindu BusinessLine, ET CFO and Entrackr, alongside International Tax Review.

RECOMMENDED PR POSITIONING

01 - TAX & GLOBAL FINANCE

Position as a tax and cross-border advisory professional. Topics: international taxation, transfer pricing, UAE taxation, MENA enforcement, Pillar Two, global minimum tax, GCC taxation, cross-border structuring, disputes and compliance.

02 - AI & FUTURE OF FINANCE

Position around technology-led transformation of taxation and finance. Priority themes: Agentic AI in Finance; AI and the Changing Role of Chartered Accountants; AI-Powered Tax Compliance; AI in Credit Underwriting; Responsible AI & Governance; AI-Based Fraud Detection; Digital Rupee; Asset Tokenisation.

03 - ENTREPRENEURSHIP & SBC

Founder-led business stories covering SBC's growth, international expansion, talent, technology, professional-services transformation and the development of technology-enabled advisory capabilities.

04 - INDIA - MIDDLE EAST - GLOBAL BUSINESS

Cross-border perspective covering Indian companies expanding into the UAE, UAE businesses entering India, GCCs, MENA tax transformation, India-Middle East investment and globalisation of Indian professional-services firms.

PR TEAM MEDIA KIT - REQUIRED ASSETS

Asset	Recommended contents
Master Biography	100, 250 and 500-word approved versions
Professional Profile	Qualifications, career, expertise and key roles
SBC Profile	History, services, footprint and verified milestones
Fact Sheet	Single source of truth for approved facts and numbers
Media Coverage	Links, publication, date and coverage classification
Authored Articles	ITR and other contributed thought leadership
Awards & Recognition	Every claim supported by evidence/source
Speaker Profile	ICAI, Taxmann, conferences and expert sessions
Topic Bank	20-30 approved subjects for commentary
Media Assets	5-10 high-resolution photographs and brand assets
PR Contact	Designated media/communications contact

MEDIA POSITIONING STATEMENT

CA Mithilesh Reddy is a Chartered Accountant, tax and finance professional, entrepreneur and Founder & CEO of Steadfast Business Consulting (SBC). His work spans international taxation, transfer pricing, regulatory advisory, cross-border business and technology-led transformation of professional services.

With experience advising businesses on increasingly complex tax and regulatory environments, his areas of interest include the changing global tax landscape, India-Middle East business relations, transfer pricing, emerging financial regulation and the growing role of artificial intelligence and automation in finance and taxation.

For media interactions, authored articles and industry discussions, key areas of commentary include international taxation, transfer pricing, AI in finance and taxation, regulatory developments, cross-border business, GCCs, entrepreneurship and the future of professional services.

REFERENCE LINKS FOR PR TEAM

Official Portfolio
https://camithilesh.in/

SiliconIndia - Steadfast Business Consulting
https://www.siliconindia.com/cover-story/steadfast-business-consulting-reliable-solutions-leading-to-critical-business-decisions-nwid-26908.html

Forbes India - Business Leaders
https://www.forbesindia.com/article/upfront/brand-connect/business-leaders-influencing-indias-evolving-business-landscape/2993580/1

International Tax Review - TP Audits in MENA
https://www.internationaltaxreview.com/article/2g2ja3wqf4ssip3twm9z4/sponsored/tp-audits-in-the-mena-region-from-low-risk-perception-to-high-stakes-enforcement

International Tax Review - UAE & QDMTT
https://www.internationaltaxreview.com/article/2g2edalpgpak78y1nt69s/sponsored/uae-and-the-qdmtt-implications-and-strategic-actions-for-large-multinational-enterprises

Entrackr - SBC Funding
https://entrackr.com/snippets/sbc-llp-raises-pre-series-a-funding-at-rs-100-cr-valuation-11037278

ET CFO - SBC Funding / Expansion
https://cfo.economictimes.indiatimes.com/news/strategy-operations/sbc-llp-secures-pre-series-a-funding-at-100-crore-valuation-targeting-global-expansion/128191640

The Hindu BusinessLine - SBC Funding
https://www.thehindubusinessline.com/companies/sbc-closes-pre-series-a-funding-round-of-100-cr/article70569838.ece

International Tax Review - UAE R&D; Tax Credit
https://www.internationaltaxreview.com/article/2g7xvx1xldjglicxsqosg/sponsored/the-uae-r-d-tax-credit-ten-tp-takeaways-for-multinationals

International Tax Review - Author Profile
https://www.internationaltaxreview.com/mithilesh-reddy

ICAI GCC - Profile
https://gcc.icai.org/mithilesh-reddy-profile/

PR EXECUTION NOTES

- Classify every existing placement as independent editorial, sponsored/brand connect, authored/contributed, corporate announcement, expert commentary, award/ranking or owned content.
- Maintain a verified internal fact sheet before using funding, valuation, office count, client count, employee count, awards or other numerical claims.
- Create a 'Do Not Repeat / Next Story' tracker: published topic -> previous angle -> unexplored angle -> target media category -> status.
- Prioritize expert commentary and distinctive editorial angles so future coverage expands the profile instead of repeatedly restating the same biography or company story.

- Keep three recurring narratives visible across campaigns: Mithilesh the tax/finance expert; Mithilesh the entrepreneur building SBC; Mithilesh the AI/technology thought leader.

Document purpose: Background reference for PR and media teams. Facts intended for publication should be checked against the latest approved company fact sheet and primary supporting source before release.