

I am Managing Director of an Optical goods distribution company and since 2003, have had the pleasure of being serviced by Avar & Company of London.

Meeting Ash Varma, quite by chance, I was immediately impressed by his vast professional knowledge, his approachable style and willingness to help. As a result of the fresh approach and attention to detail, with sincerity and care for my well-being, I began to reflect upon the service I was currently receiving.

I quickly realised that although I had been the client of my existing Accountants for very many years, I felt I had not been receiving the service and time my Company, my businesses and myself required and was being dealt with in a staid and mechanical manner.

Changing to Avar & Company it was soon very evident what my Company had been missing, keen attentive service, exceptional taxation advice and constant attention to our needs, quite different from the annual brusque 'signing off of the books' meetings experienced with our previous Accountants.

The professional thoroughness of Ash Varma was carried through by the rest of the professional team at Avar & Company; Trevor Warren, Rasa Balasingam and Shashi Matharu, each an expert in their field, were always available to answer queries and complete the necessary paperwork which overloads all companies these days.

It is quite unique to find amongst lawyers, accountants and other professionals, a company that answers to your needs immediately, the phone promptly and gives access to the principals virtually every time and my needs are dealt with on a timely basis.

Avar is truly a company that listens and answers their clients' needs.

Norman Jay
22 February 2005