SATYAMAYA & PARTNERS
ENTERPRISE ADVISORS & CONSULTANTS

FOUNDER BRIEFINGS
A short note from the work

BRIEFING NO. 01 · COMPLIANCE & GOVERNANCE · JUNE 2026

On the cost of "we will fix it later"

The cheapest year to be compliant is the one you are *already in.*

Almost every compliance problem a founder brings to us was inexpensive on the day it began, and expensive only because time was allowed to pass.

There is a sentence we hear often. A founder, mid-build, glances at a pending filing or an unsigned register and says, reasonably, that they will deal with it once things settle down. It is said by serious people who genuinely intend to come back to it.

The difficulty is that compliance does not wait while you get to it. A missed filing does not stay the same size. It accrues: a late fee becomes a larger one, then a notice, then a director's name flagged on a public register, then a question an investor's diligence team asks at the worst possible moment. **What cost a few thousand rupees to meet on time can cost a great deal more to unwind, and some of that cost is not money at all.**

What makes the trap so easy is that nothing happens at first. The company that skips a filing looks exactly like the one that made it, for months, so non-compliance is rarely a decision. It is the absence of one, repeated quietly until it becomes a position. The price is lowest the moment an obligation arises and rises with every month it is left, which means the companies that never face this are simply the ones that close each obligation when it arises, rather than letting it gather.

THE ONE THING TO DO

Pick the one filing or record you have been meaning to get to, and close it this week. Then decide who owns the calendar that prevents the next one. **Current is cheap. Catching up is not.**

Bring it to the firm
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