

**AFS**  
auditing  
ايف اس للحسابات



**company  
profile**

[www.afsauditing.com](http://www.afsauditing.com)



Bridging Global Standards  
with Local Expertise to  
Deliver Uncompromising  
Integrity and Strategic  
Financial Clarity.



## ABOUT US

**AFS Auditing** is a reputed and forward-thinking auditing and accounting firm based in the United Arab Emirates. We are a Registered Tax Agent with the Federal Tax Authority (FTA) and are approved by numerous free zones and banks across the UAE. Founded by Mr. Shaji C Madathil and Mr. Salem Bakhit Salem Al Falasi, AFS Auditing has built a strong reputation for integrity, accuracy, and professionalism.

At AFS, we provide a comprehensive range of auditing, accounting, taxation, and business consultancy services tailored to meet diverse client needs. We are also Court-Appointed Financial Expert, certified arbitrator with a focus on commercial disputes, insolvency, and arbitration and Researcher Auditor. Our professionals are well-versed in the UAE's regulatory environment and international accounting standards, ensuring every assignment is carried out with independence, confidentiality, and compliance. Our success lies in our client-focused approach, built on proximity, transparency, and direct engagement. We are committed to delivering high-quality, unbiased financial insights that help clients maintain compliance, identify risks, and strengthen their financial position. AFS Auditing is also a proud member of ANTEA, an international alliance of independent firms providing audit, consulting, tax, and legal services. With representation in over 70 countries and 350+ offices worldwide, this partnership allows us to combine global expertise with local experience

## THE AFS ADVANTAGE

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**AFS Auditing** is a **trusted strategic partner in financial compliance and advisory services**, headquartered in the UAE. Approved by leading financial institutions and free zone authorities, we simplify the complexities of international regulations, providing our clients with total clarity and confidence.

Our reputation is built on a culture of precision and a team of seasoned professionals dedicated to your success. We provide comprehensive auditing, accounting, and financial solutions tailored to your specific business goals. At AFS, we are committed to delivering the professional insights you need to ensure compliance and drive sustainable growth.



### OUR MISSION

Our goal is to ensure that you are utilizing the resources in the most effective way possible.  
We want to tailor the perfect strategy.



### OUR VISION

AFS Auditing aspires to be the most trusted financial advisory in the UAE.  
We fancy being your companion in the path of growth and success



### OUR VALUES

AFS Auditing aspires to be the most trusted financial advisory in the UAE.  
We fancy being your companion in the path of growth and success



## INTERNATIONAL AFFILIATION

**AFS Auditing is affiliated with ANTEA, an international alliance of independent firms.** Through ANTEA, we are associated with 5000 professionals spread across 300 offices and 70 countries with a strong presence in Europe.

The international association makes access to best practices and diverse resources easier. ANTEA makes it possible for AFS Auditing to provide you with global resources and the comfort of a local firm at the same time. ANTEA is highly ranked in the International Accounting Bulletin (IAB).

ANTEA members are professional experts in national legislation.

**350**  
OFFICES

**70**  
COUNTRIES

**5K**  
PROFESSIONALS



# Our team

## **SHAJI C MADATHIL**

Founder and Managing Partner

Shaji C Madathil - Founder and Managing Partner of AFS Auditing - has over two decades of experience in the auditing and accounting industry. Being a well-versed chartered accountant, he is a fellow member of the Institute of Chartered Accountants of India and Emirates Association for Accountants and Auditors (EAAA). His expertise has been a blessing to many major audit firms in India and UAE. He is also an expert at the legal aspects of business in the UAE, and his knowledge of the UAE business rules and regulations enable him to advise clients on many aspects of their financial as well as business matters.

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## **Dr. SALEM BAKHIT SALEM WALID AL FALASI**

Chairman

Dr. Salem Bakhit Salem Walid Al Falasi - chairman of AFS Auditing - is a reputed auditor in the United Arab Emirates. Having a keen eye for education, he has pursued higher academics in Business Administration from the University of Dubai, Master of Science from the USA, and Doctor of Business Administration from the UK. He is a court-registered accounting expert in the UAE and an author, Certified Fraud Examiner, lecturer, Accredited Civil/Commercial Mediator and certified arbitrator with a focus on commercial disputes, insolvency, and arbitration. With broad expertise in financial and legal reporting, he contributes to the professional community through academic engagement and active membership in specialized associations. During his career, he has worked with the Department of Dubai immigration, state audit institution, Dubai University, and Jumeirah University. He also did a stint with Emirates Airline as a cadet pilot. His expertise extends to F&B business and facilities management.

## **DHARMAJAN PATERI**

Director

Director of AFS Auditing, Dharmajan Patteri is an investment, tax, and startup advisor. He has been a chartered accountant for 18 years. He is a seasoned professional in corporate finance, business planning, fiscal management, and operational controls. He has worked across SouthAsia, Middle East, and Africa. Fuelled by a fast-paced, challenging environment, he is an adventure sports enthusiast as well. He is also a toastmaster, RPAS pilot, and scuba diver.

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**A well planned start is the  
cornerstone of long term  
business success**

# OUR SERVICES

## 1. AUDITING & ASSURANCE

AFS Auditing has exhibited competency, professionalism, responsibility and accountability, honesty, and integrity which have therefore stood as the factors of our success story. We aim to assist the client in making an informed decision and hence, we believe in providing solutions and not just answers through our services. We also believe in a holistic approach and hence, we endeavour to provide all-inclusive services under one roof. We provide a wide range of services tailor-made to our client's requirements. Our firm has performed statutory audits, internal audits, taxation, stock and asset auditing, and other services in various verticals. Our audit reports, certificates, and expert opinion give stakeholders the requisite confidence in the figures relating to your business. Decisions can thus be taken based on reliable figures. We manage your finances and accounts with a high level of confidentiality, integrity, professionalism, accuracy, and timeliness.

We believe that along with the conventional practice of conducting audits of financial statements, it is also important to focus on certain key processes that eventually lead to greater control and efficient management of the business. Our expertise in analysing financial statements, and accounting systems, designing better systems with proper internal controls, and management information reporting help our clients to adequately plan their business building strategy and give them the confidence to keep up with the rapidly moving economy.

### **We assist you with the below services:**

- ▶ Statutory auditing
- ▶ Internal auditing
- ▶ Certification services
- ▶ Stock and asset auditing
- ▶ Information security auditing
- ▶ Forensic & Fraud Investigation Auditing
- ▶ Merger & acquisition
- ▶ Financial due diligence reports

# OUR SERVICES

## 2. ACCOUNTING MANAGEMENT SERVICES

Accounting management is a vital aspect of every successful business. Maintaining accurate financial records and implementing efficient accounting processes are essential for long-term growth and compliance.

In Dubai, businesses have access to a wide range of accounting management services to support their bookkeeping and financial requirements. At AFS Auditing, we offer comprehensive accounting solutions to clients across Dubai and the surrounding areas. Our experienced team provides monthly accounting services, bookkeeping services, and outsourced accounting solutions tailored to businesses of all sizes.

We understand the importance of accuracy, transparency, and efficiency in financial management. That's why we are committed to delivering reliable and professional services, allowing our clients to focus on their core business activities while we take care of their accounting management needs.



**Accurate records,  
confident growth.**

## 3. CORPORATE SERVICES

AFS Auditing is committed to helping businesses grow and improve their bottom line by building long-term partnerships with our clients.

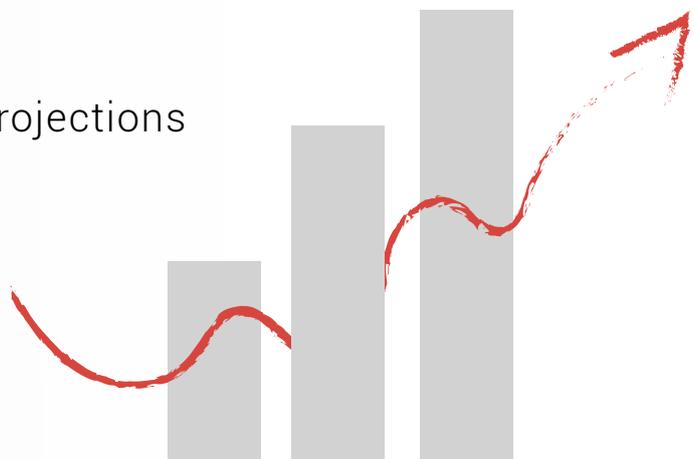
We support the strategic and growth aspirations of businesses by delivering creative, innovative solutions backed by strong industry expertise and a practical, results-driven approach.

Our services are tailored to meet your business and financial needs. We work closely with clients to develop effective management strategies, identify control weaknesses or inefficiencies, and recommend improvements to enhance overall performance. Since business development requires continuous evaluation and adaptation, we provide ongoing support to ensure sustainable growth.

We also assist in setting up various business structures, including LLCs, free zone companies, offshore entities, and sole establishments. Our services cover location selection, licensing, documentation, local sponsor identification, and all legal formalities required for company incorporation across jurisdictions. Through our business startup guidance, we help clients identify financially viable opportunities and establish a strong foundation for long-term success.

### **Business consulting services include:**

- ▶ Economic feasibility studies
- ▶ Trademark registration
- ▶ CFO services
- ▶ Budgeting, Forecasting, and Projections
- ▶ Business valuations



## **Business setup services include:**

- ▶ Company formation services
- ▶ Limited Liability Companies as per UAE Company Law
- ▶ Free zone companies (FZE, FZCO) in various free zones across UAE
- ▶ Offshore Companies
- ▶ Sole establishments
- ▶ Litigation advisory and arbitration
- ▶ Dis investments
- ▶ Business relocation
- ▶ Liquidation services

## **Business Valuation & Restructuring**

Business valuation is a nuanced, subjective, and occasionally contentious matter. Experts at AFS Auditing will boost the value of your company using Corporate Valuation and Restructuring. Strategic planning and transactions are pivotal junctures for companies. We navigate you through the implications of valuation and business modelling, offering insights to enhance your understanding of the impact on your business. We assist clients in advancing their strategic, financial, and tax agendas through a blend of corporate finance and valuation analyses.

A reorganization of a company's assets and liabilities aka financial restructuring is one of the specialties of AFS Auditing. Every time your company goes through a corporate restructuring, a phase of financial restructuring is in order. We will deal with your debt-to-equity structures and cash-flow needs. Building an effective business restructure, whether it's to evaluate a transaction, a new market opportunity, or for other strategic purposes, is a complex and difficult task. We are a global firm, experienced in advising on complex cross-border restructurings with knowledge in international jurisdictions.

For a valuation report to be well accepted, one needs to thoroughly analyse financial, non-financial, and other data. This demands professional who are highly experienced, dedicated, and exceptionally motivated. We are well-equipped to assist clients in their business endeavours, providing comprehensive expertise in regional and international regulations and laws.

# OUR SERVICES

## 4. LEGAL / COURT EXPERT

AFS Auditing is recognized as a Court-Appointed Financial Expert and Researcher Auditor in the UAE, providing independent financial analysis and expert opinions for courts, law firms, and arbitration panels.

We specialize in financial disputes, fraud investigation, insolvency, Debt Collection Services . Our team also includes a certified arbitrator with expertise in commercial disputes, insolvency, and arbitration, ensuring accurate and unbiased financial and legal reporting. With integrity and professionalism, we help deliver fair and transparent dispute resolutions across the UAE.

## 5. LIQUIDATION & LITIGATION SERVICES

AFS Auditing's experts will help you distribute assets to the claimants during company liquidation. In accounting world, liquidation process is to generate cash to pay off creditors or the debts of the company. We will ensure that your creditors and shareholders receive satisfactory results. We will ensure that the remaining assets are converted to money and distributed to shareholders based on the priority of claims. Experts of AFS Auditing will also spend time with you to consider any special areas that need attending. Our goal is to make this tough time easier and smoother for you



Guiding you through  
complex transitions  
with clarity, care,  
and **confidence**

## 6. TAX CONSULTANTS

AFS Auditing provides comprehensive Tax Consulting services designed to help businesses navigate the complex UAE tax landscape with confidence and compliance. As a Registered Tax Agent with the Federal Tax Authority (FTA), we offer expert guidance on Tax matters, ensuring full adherence to UAE tax laws and regulations. Our tax professionals assist clients with tax registration, filing, planning, and advisory services, helping minimize risks and optimize tax efficiency. We provide practical, up-to-date advice tailored to each client's industry and operations. Whether it's managing Tax compliance, preparing tax returns, or addressing FTA audits, AFS Auditing delivers reliable, transparent, and result-oriented tax solutions

## 7. CFO SERVICES

AFS Auditing CFO service is designed to generate a budget and financial projections to give your company the best chance at making strategic decisions. We will prompt your teams to achieve the goals along with providing the right tools. Our CFO Service will prepare you for board meetings and investor relations. As per your requirements, you can use the CFO Service monthly or weekly. You will receive reports on your industry and competition for contemporary needs. Our CFO Service will give you a clear picture of where your company is and its possible future.



## **8. REGISTERED TAX AGENT**

AFS Auditing is a Registered Tax Agent with the Federal Tax Authority (FTA), authorized to represent businesses before the FTA and manage tax-related matters on their behalf. We provide end-to-end tax agent services to ensure full compliance with UAE tax laws and regulations while reducing administrative burden for our clients. Our experienced tax professionals assist with tax registration, deregistration, return filing, tax assessments, reconsideration requests, and communication with the FTA. We act as an official point of contact, ensuring accurate submissions, timely compliance, and effective resolution of tax queries or disputes. With a strong focus on transparency, accuracy, and regulatory adherence, AFS Auditing supports businesses in managing their tax obligations efficiently, minimizing compliance risks, and maintaining a strong standing with the Federal Tax Authority.

## **9. AML/CFT COMPLIANCE**

Money laundering has become increasingly widespread over the past few decades, prompting governments and financial institutions worldwide, including the UAE, to strengthen their anti-money laundering frameworks. The UAE has implemented robust Anti-Money Laundering (AML) and Counter-Terrorism Financing (CFT) regulations in line with international standards set by the Financial Action Task Force (FATF).

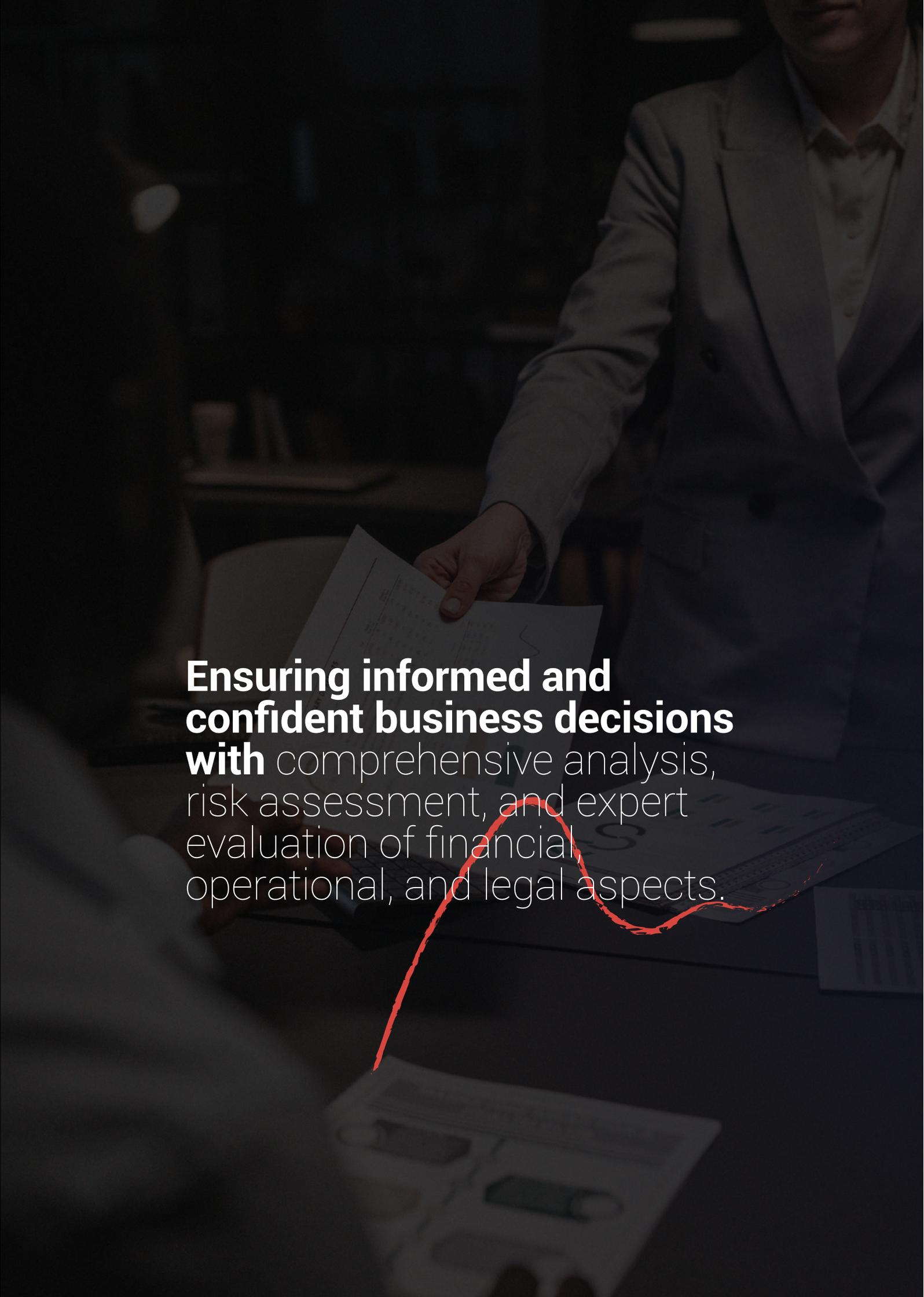
AML programs consist of policies and procedures designed to prevent, detect, and report money laundering and terrorist financing activities. These measures aim to stop criminals from introducing illicit funds into the financial system by ensuring proper client monitoring and transaction scrutiny.

Under AML UAE laws, financial institutions are required to identify suspicious activities and report financial crimes to the relevant regulatory authorities. Effective AML/CFT compliance enhances transparency, reduces financial crime risks, and promotes integrity and stability within the financial markets.

### **10. IFRS ADVISORY**

International Financial Reporting Standards (IFRS) constitute a set of accounting principles designed for the financial statements of public companies. The aim is to ensure consistency, transparency, and easy comparability on a global scale. It is helpful for companies that their financial statements are according to international standards. This maintains their competitiveness and increases trust while making them attractive to foreign investment. Our team of Financial Reporting professionals comprises qualified chartered accountants with extensive practical experience in financial reporting across multiple jurisdictions and under various accounting frameworks. By adopting IFRS, a business can present financial statements on the same basis as foreign competitors, making comparison easier. Our financial reporting experts provide the critical functional and project management expertise necessary to cost-effectively prepare for and manage non-routine situations such as the transition to new accounting standards.

Furthermore, companies with subsidiaries in other countries that require or permit IFRS may be able to use one accounting language company wide. Companies may also need to convert to IFRS if they are a subsidiary of a foreign company that must use IFRS, or if they have a foreign investor that must use IFRS. Companies can gain advantages by adopting IFRS, especially if they intend to raise capital internationally. Management of companies domiciled in and outside should consider the implications of a transition to IFRS. The first step is for management to develop a point of view around the perceived benefits and costs of implementing IFRS if given the choice to adopt it. We also help companies establish effective internal control over financial reporting. We apply a top-down, risk-based approach to implement a cost-effective compliance process.

A person in a light-colored suit is holding a document in a dimly lit office. The background is dark and out of focus, showing office furniture and another person. A red line is drawn across the bottom of the text.

**Ensuring informed and confident business decisions** with comprehensive analysis, risk assessment, and expert evaluation of financial, operational, and legal aspects.

## 11. DUE DILIGENCE AUDIT

Due diligence Dubai is an investigation, audit, or review performed to confirm facts or details of a matter under consideration. Reputation, assets, financials, criminal checks, etc. are some of the deliverables of this report. These audits are generally used to ensure that no hidden liabilities exist. In the realm of finance, due diligence entails scrutinizing financial records prior to engaging in a proposed transaction with another party. Due diligence is a process or effort to collect and analyse information before making a decision or conducting a transaction, so a party is not held legally liable for any loss or damage. While applicable in various scenarios, the term is particularly noteworthy in the context of business transactions. Due diligence is performed by investors who want to minimize risk, broker-dealers who want to ensure that a party to any transaction is fully informed of the details so that the broker-dealer is not held responsible, and companies who are considering acquiring another firm. Fundamentally, doing your due diligence means that you have gathered the necessary facts to make a wise and informed decision.

Informed decisions  
start with **thorough**  
**due diligence**.



## 12. MANAGEMENT & TECHNOLOGY CONSULTING SERVICES

### ► Management Consulting Services

Management consultants assist organizations in addressing problems, creating value, optimizing growth, and enhancing business performance. We at AFS Auditing use our business skills to provide objective advice and expertise and help an organization develop any specialist skills that it may be lacking. The purpose of management consulting is to help an organization improve performance and grow by finding new solutions to solve problems to reach their goals.

Each country has its own set of rules and regulations to monitor and manage business operations. The availability of business support consulting, market research support services, right feasibility study services, business plan writing services, and outsourcing services from AFSA would help the companies to strategize and structure the company operations.

Management Consulting encompasses a wide range of services that a business needs. AFSA's management consultants are specialist practitioners who can not only advise you on what to do but will also be a part of delivering the solution. We can assist you in making informed decisions, cutting costs, building a more efficient organization, and formulating suitable technology strategies. We work with companies to address the uncertainty of future prospects and risk management. We create strategic roadmaps for their business, develop their financial modeling and prepare business plans for startups & entrepreneurs, most importantly our team will help you identify and act on the opportunities. You want pragmatic and strategic advice that can help you plan for a sustainable future.

## ► **Technology Consulting Services**

Our success is built on the robust relationships we cultivate with a diverse clientele across various industries, offering innovative solutions. We offer HR services encompassing the recruitment, selection, and training of staff for a variety of organizations. The recruitment process conducted by our experienced and competent professionals following a scientific approach ensures the right candidates are selected. AFSA's HR Solutions is always keen on meeting the requirements of both candidates and employers and is always consistent in innovating. The organizational culture, trained staffs, and the work environment are the differentiating factors of AFS Auditing.

- Understanding job roles and requirements
- Matching profiles
- Shortlisting applications
- Conducting/arranging interviews
- Job position closure following appointments

## ► **Our Capabilities as an effective HR Consultancy includes**

- Making HR Strategies and Procedures Framework
- Improving HR operations
- Effectively Manage Talent
- Assessment of Employees
- Managing Performances & Rewards
- Offer Training Solutions

## OUR SERVICES

The incessant wave of new technological developments means many legal challenges for governments, companies, and individuals alike. An efficient legal framework and effective protection are therefore a must. With our in-depth expertise in data protection and new technologies, we offer concrete and pragmatic solutions and advice to turn your challenges into opportunities.

AFS Auditing provides IT consulting services like assisting organizations with robust IT architecture/software selection, accounting software implementations, website development, information security audit services, IT portfolio & program management, and IT governance & risk management. Our experts always take a pragmatic and hands-on approach. In close cooperation with you, we arrive at innovative and workable IT solutions that are legally sound. AFSA help to find innovative solutions and does not shy away from treading uncharted paths.



# CERTIFICATIONS & MEMBERSHIPS

دبي كوميرس سيتي  
DUBAI  
COMMERCCITY



محاكم رأس الخيمة  
Ras Al Khaimah Courts



منطقة عجمان الحرة  
Ajman Free Zone



المنطقة الحرة  
FUJAIRAH  
Fujairah Free Zone  
the zone of convenience



سلطة دبي للتطوير  
Dubai Development Authority



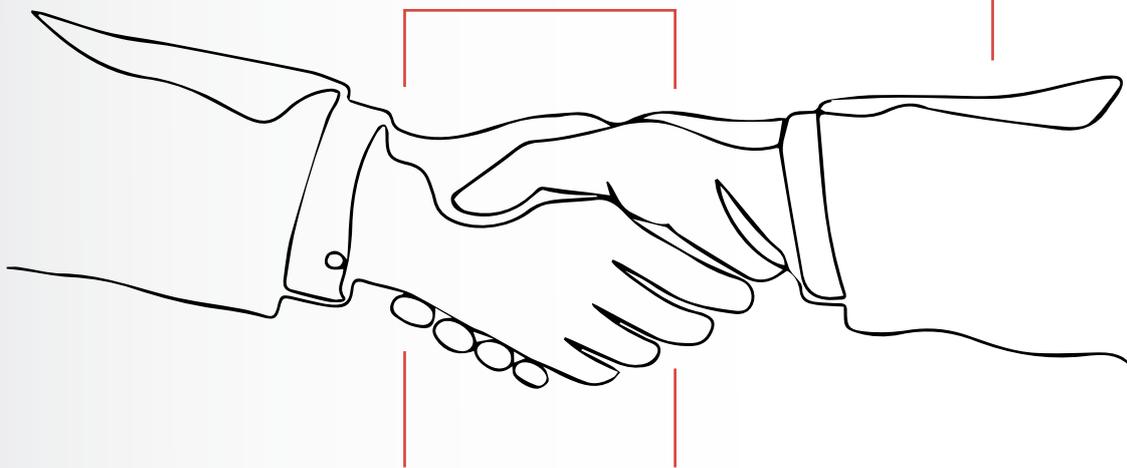
مركزهم الفيدرالي للتوفيق  
والتحكيم التجاري  
UAO Commercial Conciliation &  
Arbitration Centre



Fujairah  
Chamber of Commerce & Industry  
غرفة تجارة وصناعة  
الفجيرة

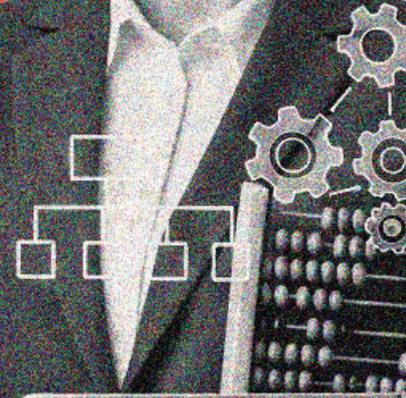
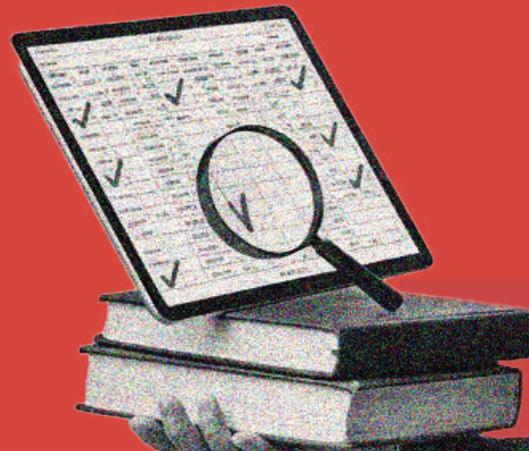


مركز رأس الخيمة للوساطة والتحكيم  
RAK Mediation & Arbitration Center

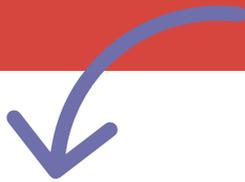


**“Thank you** for taking the time to learn about AFS Auditing.

We are dedicated to providing reliable, innovative, and legally sound solutions that empower your business to grow with confidence. Your success is our priority, and we look forward to partnering with you on your journey toward sustainable growth.”



Get in  
Touch



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