

# Creating Worth

CORPORATE PROFILE



## About the Group



**AMA** is an entity which has been developed to provide services in the field of Auditing, Compliance, Regulatory, Economic and Business Feasibility Studies. AMA takes pride in adhering to the highest ethical norms and professional standards and aim to deliver quality services through great execution of work. In addition, AMA administers the provision of innovative ideas and solution based on the professional capabilities, industry insight and marketing knowledge. The support our clients receive in accomplishing their goals in consideration with their strategies claim to be the paramount of AMA.



**Bin Otaiba Advisory (BOT)** is a global consulting company that helps organizations improve their businesses through innovative solutions. The core competencies of BOT are focused on delivering best practices and enabling businesses to achieve their strategic goals. BOT's specialized knowledge, customized approach, insightful perspective, and reliable associations will help assist any organization in various confronts and the prospect of business processes, transformations, finance, technology, risk management, audits, transactions and compliance. The experience and knowledge that the experts in BOT possess, helps to navigate these areas with confidence, which in turn aids to running the business smoothly. BOT offers tailored solutions to clients as we understand that every business is unique.



**Rootbeta - The Consulting Arm of AMA**, focuses on providing a range of consulting services such as Business consultancy and IT consultancy through collaboration among entities in the GCC, USA, Singapore and India. The main objective of Rootbeta is the provision of innovative techniques and methodologies for success, supported by a team of professional experts who contribute enough to become your partner in discovering your firm's true potential; thereby spotting new opportunities. Rootbeta aids organization's growth by offering effective solutions towards financial, business and assurance services, with smooth transition and expertise. The belief in creating worth to every services is what Rootbeta consistently stick to.

## Firm History

AMA was founded in the year 1987 in India and today, it has developed into one of the reputed accounting and advisory firms providing services in GCC, India, Singapore and US. We are backed with a team of hard-core professionals qualified in the field of Auditing and Assurance, Accounting and Advisory, Tax, IT Services and Consultancy. Our experienced and knowledgeable professionals effectively deliver seamless and consistent services in accordance with our clients demands and operations.

AMA assists organizations in setting up their business by providing Audit and Assurance services through in-depth assessment of various entry options, identifying and regularizing procedures and advising on bottlenecks in governance, regulatory, tax and compliance issues.



6 Partners



5 Countries



4000+ Clients Served



100+ Employees



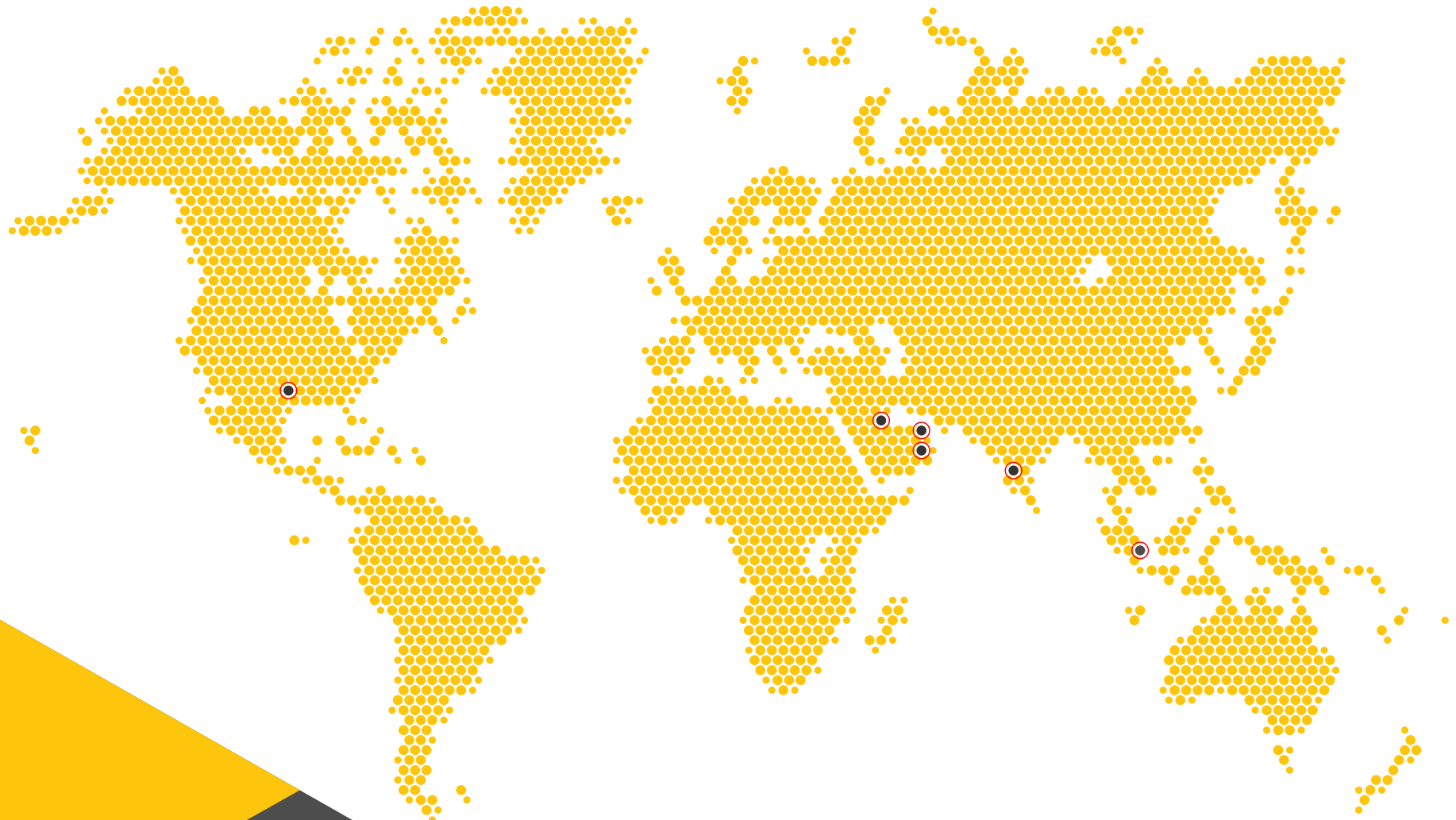
6 Locations



12 Service Lines



## Our Global Network



● ABU DHABI ● DUBAI ● BAHRAIN ● INDIA ● SINGAPORE ● USA



## Our Services



Audit and Assurance



Accounting service



ICV consultancy



Tax



Internal Audit  
& Compliance



Company Incorporation  
& Consultancy



IFRS Advisory



Financial Due Diligence



AML & Risk Advisory



Corporate Finance  
& Investment



Payroll



IT Audit & Consultancy

# Audit & Assurance

## External Audit

- Financial Statement Audit
- Performance Audit
- Donor audits (Regulatory and compliance assessments)
- IFRS Implementation and GAP analysis
- Preparation of IFRS financial statements including consolidations Review Engagements
- ICV Consultancy

## Internal Audit

- Internal Audit Outsourcing
- RERA/ Escrow Account Audits
- AML & Exchange house Audits
- Forensic Audits and other investigations
- Asset Governance Services
- Agreed-upon procedures, reviews and compilations





# Accounting Services

- Online Accounting
- Onsite Accounting
- Accounting System Setup & Training
- Accountant Secondment Receivables & Payables Management
- Budgeting and Forecasting
- Data Entry or Transaction Processing
- Audit Support
- Reconciliation Assignments
- Management Reporting
  
- Accounting Supervision
- Sales Audit
- Physical Verification & Tagging of Inventories/Fixed Assets
- Agreed Upon Procedures
- Virtual CFO Services



## ICV Consultancy

- ICV Certification
- ICV Consulting Services
  - ICV Improvement Plan
  - ICV Focused Policy and Procedures
  - ICV Advisory



## TAX Services

### Value Added Tax (VAT) Services

- VAT Health Check
- VAT Registration, De-Registration
- VAT Voluntary Registration and Disclosure
- VAT Return Filing & Refund
- VAT Due Diligence
- VAT Audit
- VAT Penalty Waivers

### Corporate Tax (CT) Services

- CT Impact Assessment
- CT Registration, De-Registration
- Tax planning, Compliance & Advisory
- Tax Accounting & Provisioning
- CT Filing & Refund
- CT Audit
- Transfer Pricing, CbC Reporting



### Economic Substance Reporting (ESR) Services

- Assess status of the businesses under ESR framework and its activity.
- Submit notification with the Ministry of Finance (MoF).
- Prepare and submit the ESR Report with the MoF.
- Provide advisory services on formulating substance, testing the activities, ESR documentation, GAP analysis.
- Review and submit appeals for penalties.





## Company Incorporation & Consultancy

- Business Setup Consultancy
- Mainland Company Formation
- Business Setup in UAE Free Zone
- Offshore Company Formation
- Local Sponsorship & PRO Services
- Company Liquidation



## Internal Audit & Compliance

- Internal audit function
- Risk assessment
- Operational audit
- IT system audit
- Management audit and health check
- Analysis to improve business
- Documentation of internal controls



## IFRS Advisory

- IFRS 9
- IFRS 15
- IFRS 16



## Financial Due Diligence

- Commercial due diligence
- Due diligence services for Mergers & Acquisitions
- Operational due diligence
- Legal due diligence



## Risk Advisory

- Strategic Risk
- Regulatory Risk
- Financial Risk
- Operational Risk
- Enterprise Risk management (ERM)
- Anti-money Laundering (AML) services
- Business Valuation & Modelling



## Corporate Finance & Investment

- Trade Finance
- Fundraising- Debt & Equity
- Equity Funding
- Debt Funding
- Mergers & Acquisitions
- Investments & Capital Budgeting
- Fairness & Solvency Option
- Capital Financing
- Dividends & Return of Capital
- Share Loans





## Payroll

- Employee database management
- Leave management
- Payroll processing
- Salary disbursement
- Statutory compliance report

## IT Audit & Consultancy

- Information assurance
- Risk Assessment
- Cyber security
- Business continuity plan
- VAPT
- ISO compliance
- Data privacy and security
- Gap analysis service
- ADHICS & NABIDH compliances

## Our Team



### **Abdulla Al Otaiba**

Chairman & Managing Director

An experienced C-Suite professional with two decades of leadership experience; he has held various senior positions in Banking, Insurance & Investments both in the public and private sector. Heading the Global Retail & Commercial Division of National bank of Abu Dhabi (NBAD), he was instrumental in developing and executing NBAD's vision of establishing itself as the World's Best Arab Bank by being core to customers in both its home market, the UAE as well as overseas.

Abdulla Al Otaiba has proven to be a distinguished UAE entrepreneur, successfully managing various arms of his family's private businesses. In addition, Abdulla Al Otaiba served on a number of boards, both NBAD related and external in order to strengthen strategic partnerships and ensure alignment with the long-term goals set by the UAE leadership characterized by economic diversification, promotion of social equality and overall wellbeing of the UAE citizens and residents; a few being

- **Chairman of Abu Dhabi National Islamic Finance (ADNIF)**
- **Vice-Chairman of Abu Dhabi National Properties (ADNP)**
- **Director of Abu Dhabi National Insurance Company (ADNIC)**
- **Director of National Corp. for Tourism & Hotels**
- **Board member of Abu Dhabi Tawteen Council**
- **Board Member of MasterCard Advisory Board.**



**Mariam Yousif Al Marzooqi**

Chairperson - Audit &amp; Assurance

A visionary leader with an active participation in the management of the firm, Mariam Yousif Mahmoud Mohamed Almarzooqi has extensive experience in supervising assignments for executive and regulatory organizations with renowned institutions such as Emirates NBD Bank and Government sectors. Mariam is ACCA certified professional with vast experience in financial accounting and reporting aspects.

She holds the esteemed fellowship of the Emirates Association for Accountants & Auditors (EAAA) and is certified in International Auditing, International Financial Reporting, UAE Tax and Regulation.

Mariam's passion lies in the realm of accounting, she is highly organized and self-driven. Mariam has been associating with AMA right from its inception and has more than decades of experience in the fields of Banking, Advisory and Audit. She has helped to motivate and lead AMA to achieve great success and has been a constant support and guide for the organization's well-being and advancement. Her expertise and admirable efforts have helped our organization to achieve impeccable success. With a track record of successful leadership and management in challenging and high-pressure situations, Mariam's guidance and support in the management of AMA, has propelled our company to remarkable achievements and success. Her in-depth understanding of the company's operations and ability to make strategic decisions, has provided us with significant achievements and has driven AMA to provide the best accounting and advisory services in the future as well. She has strong communication and organizational skills, as well as the ability to motivate and inspire her team members, which is a great benefit to our organization.



**CA Monish Mohan FCA**  
Managing Partner & CEO

CA Monish has over a decade of experience and is a seasoned professional, in the fields of Auditing and Advisory for a diverse range of clients both in India and the Middle East. His predominant areas of expertise include, but not limited to, IFRS, Statutory Audit, Mergers and Acquisitions, Due Diligence, Transaction Advisory etc.

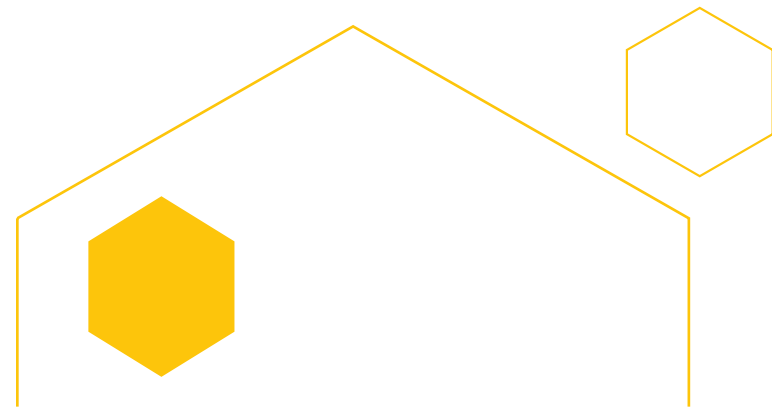
Being a member of esteemed professional organizations – The Institute of Chartered accountants of India (ICAI) and the Institute of Management Accountants (IMA), he is committed to stay up-to-date with the latest developments in the industry and has a strong network of fellow professionals to draw upon for insights and support. Currently, he also acts as a Managing Partner for AMA – Rootbeta Consulting.

Monish's visualization skills to identify opportunities for growth and expansion combined with impeccable entrepreneurial spirit has been instrumental in the establishment of the Bin Otaiba Advisory (BOT). He has led assurance engagements for Abu Dhabi government entities under ADAA regulations, financial service companies in ADGM and a diversified portfolio of clients across the MENA. He is a great visionary and a team leader who motivates all his fellow team members to achieve their best for the organization's development.



**CA Anu Thomas**  
Managing Partner

Anu is a Managing partner in AMA-Rootbeta Consulting and has over 10+ years of experience in areas of Operational and Financial Management, Treasury & Cash Management, MIS, Strategic Planning & Budgeting, Cost Management with reputed companies in the Middle East and India. His areas of expertise include Corporate Finance, Business Analysis, Management Consulting, FP&A, Project Financing and Risk management. A member of the Institute of Chartered Accountants of India (ICAI), ISACA & CPA-Australia, CA Anu Thomas also holds a certificate in Anti-Money Laundering (AML) from The International Compliance Association (ICA). His commendable efforts have helped AMA to develop good relations with reputed clients.





### CA Abhilash P Cherian FCA

Partner - Systems & Operational Audit

Abhilash is a fellow member of the Institute of Chartered Accountants of India (ICAI), holding more than twenty-two years of experience in both GCC and India. He is a skilled professional and has a wide quality of exposure in Insurance, Real Estate, Tax, Consultancy, Audit and Corporate solutions. Prior to setting up AMA, he served as the CFO of Al Wathba National Insurance Company (AWNIC), one of the leading insurance houses in UAE and had been contributory in transforming AWNIC to a BBB+ rated insurance company in UAE. His contribution towards AMA has been consistent and impeccable since AMA's inception.



### CA Briny Rose Jacob FCA

Partner - Risk & Compliance Consulting

A prominent IRM from UK with an experience of more than ten years in Risk Advisory, Internal Controls, Corporate Policy and Operational Procedures, Internal Audit and Compliance in the Financial Sector in UAE and India. Prior to joining AMA, Briny was the Director at Risk advisory and Business Resilience at UAE exchange and a fellow member of ICAI as well. She holds an international Diploma in Enterprise Risk management from IRM UK (Institute of Risk Management).



### CPA Anil Jose

Partner - Internal Audit

An accomplished financial expert with more than twenty years of experience in Financial Advisory, Public Accounting and Auditing along with broad base of Tax Service. Anil works with an extensive selection of clients including individuals, businesses, estates and not for profit organizations. Anil is also a member of the American Institute of Certified Public Accountants and The New York State Society of Certified Public Accountants.



**R Krishnan**

Director – Risk Advisory

A Risk & Loss Prevention Expert with 25+ years of vast experience, R Krishnan is a dedicated professional with Techno-Commercial knowledge in Engineering and Consulting. He has a great flair in visualizing and planning the apt business to market specific Concepts, Schematics, Route and Revenue Model Acquisition & Mergers, Planning and Management, Business Orientation & Development, Consultancy and Establishing Verticals, Responsibility & Accountability Models. With a Master's Degree in Business Management from University of Missouri (USA), he has a proven track record of handling large businesses in Construction and Engineering practices across the Middle East.

**Shaik Moinuddin**

Director- Sales &amp; Marketing and I.T

Shaik Moinuddin brings a wealth of experience, spanning over 15+ years from his prior roles in Banking, Insurance, Audit & Advisory, Strategic IT Consulting and Sales Support, where he honed his skills in identifying business opportunities and understanding client needs. He has broad knowledge about making strategic decisions in IT & Compliance to Security Standards. With a Master's Degree in Business Management, he has a proven track record of success in Business Development, Team Leadership, Revenue Management, Marketing & Client Relations and is a results-driven professional who always employs new and innovative ways to drive business growth

**Vineesh VS**

VP – Client Relations

Vineesh has over 10+ years of experience in the field of client relations and accounts. He has developed a strong understanding of financial management and customer service. He has a great ability to build strong relationships with clients and colleagues, as well as his negotiation and conflict resolution skills, are valuable assets in the workplace. He is an experienced professional having commendable knowledge in client relations and excellent communication skills and can be of great benefit to any organization. Vineesh has been a great support to AMA's growth and success and has helped to attain multiple clients.



**Jilu Kuriakose**

Senior Manager – Audit &amp; Assurance

Jilu is a highly experienced and skilled audit professional who has 10 years working experience with clients in diverse sectors based in India and UAE. He has a broad understanding of audit and assurance best practices and is able to apply this knowledge to a variety of different contexts. In addition to audits, Jilu is also involved in tasks such as IFRS implementation, valuations, and ICV certification process. His experience and strong professional qualities make him a valuable asset to any audit team.

**Aseel K N**

Manager – Audit &amp; Assurance

Aseel's experience extends not only in the field of statutory audits, but also in accounts and tax consultancy of leading companies in both the UAE and India. Given his focus on statutory audits, Aseel has a strong understanding of the legal and regulatory requirements that companies must comply with in order to ensure accurate and transparent financial reporting. Additionally, based on knowledge in accounts and tax consultancy, he is able to provide clients with strategic advice and guidance related to financial management and compliance. Possessing great professional qualities, Aseel can be a great support to any organization's growth that is pursuing to ensure conformity with regulatory requirements and nurture strong financial management practices.

**Vinesh Chenicheri**

Manager – Audit &amp; Assurance

Vinesh is a highly skilled professional, having more than 12 years of work experience in Audit and Accounts field based in India and UAE. He has experience working in diverse sectors like Construction, Trading and Retail. Additionally, he has broad knowledge and experience in VAT. Having strong interpersonal & leadership qualities, he can handle complex audits efficiently and effectively. Vinesh can be a great benefit to any organization looking to manage their complex audit assignments, enhance their financial management practices and compliance with regulatory requirements of multiple clienteles.

**Venkitesh V Bhat**

Senior Manager - TAX

Venkitesh is a skilled professional with a passion & commitment to excellence, delivering tailored solutions in the areas of taxation that meet clients' unique needs. He is a Senior Manager (Tax) and is responsible for providing tax advisory, tax planning & tax assessment services. His core competencies in taxation include, but not limited to, Tax Compliance & Reporting, Tax Provisioning, Withholding Tax & Transfer Pricing. His dedication in delivering exceptional results through his collaborative approach towards work and building relations with clients has earned him a reputation of a trusted advisor in the tax community.

**Ashish Rajan**

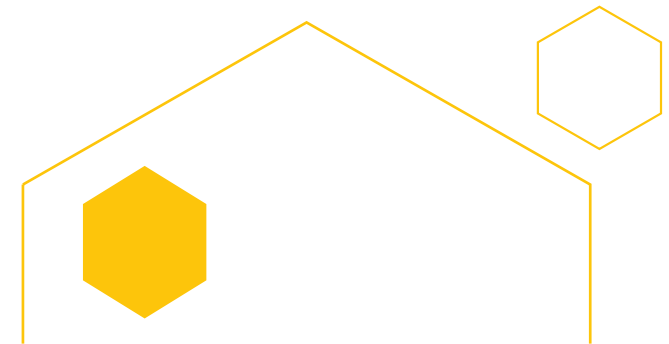
Senior Consultant - Tax

Ashish's experience in Audit, Finance, and Taxation, combined with his distinguished career serving global clients on VAT, ESR, GST, Accounting & Reporting, and specialization in indirect tax, makes him a knowledgeable professional in the field of taxation and accounting. He has a solid foundation in the key principles and practices of financial management, audit, and taxation, which makes him well-equipped to manage complex financial and tax-related issues across different industries.

**Noorul Haque M**

Senior Consultant - Internal Audit

Noorul Haque has 5+ years of experience in accounts reconciliation, streamlining accounts, internal & statutory audits and taxation services. He has served clients across various industries such as trading, manufacturing, service and healthcare in providing accurate management and statutory reports. His expertise lies in his diverse knowledge of different industries and this quality is a great asset for any organization. He is a competent individual contributing towards the organization's growth.





**Akhil KS**

ICV Specialist

Akhil's area of expertise is ICV and has over 10+ years of experience in India, Oman, and the UAE. Given his role as head of the ICV certification division, he has a strong understanding of the regulations and requirements related to ICV certification and is able to effectively manage the certification process. Additionally, his experience working in different countries helps to navigate in diverse cultural and regulatory environments. Akhil's knowledge and vast experience makes him a valuable asset to any organization seeking to ensure compliance with ICV requirements and maintaining high standards of quality in their work.

**Neya S Annu**

ICV Specialist

Neya, an ICV and audit specialist, has extensive experience in providing audit and consultancy services of diverse clients from various sectors, both in India and the UAE. She actively participates in formulating, implementing, and timely updating of various working papers related to ICV and ensuring the accuracy and effectiveness of audit best practices. Neya's professional qualities make her a valuable asset to any organization seeking to ensure compliance with ICV requirements and maintain high standards of quality in their work.

**Libin Baby**

Manager - Outsource Accounting

Libin has 8+ years of experience in Accounting, Internal Audit & Accounts Supervision. He has experience leading Accounts teams in several organizations in Dubai, Abu Dhabi and India. His expertise lies in the core areas of accounting, financial management, and audit. Libin is a versatile professional who is able to adapt to different business environments and effectively manage financial operations across different industries. Libin has a consistent track record in accomplishing tasks efficiently by working independently and managing multiple projects simultaneously. This makes him a valuable asset to any organization seeking to improve their financial management practices, ensure compliance with regulatory requirements, and make strategic financial decisions.

## Our Esteemed Clients

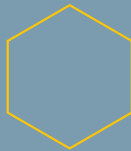
				
				
				
				

## Our Esteemed Clients



# Contact us



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