

Great
Place
To
Work®
Certified
MAY 2025-MAY 2026
UAE



COMPANY PROFILE

always delivering more than expected

www.ascentiaeme.com

800 TOLL FREE
70 00

Why Ascentia is the Partner You Need?

always delivering more than expected



25,000 + Successful Advisory Cases

MOE & Central Bank Approved



Full Market Entry & Relocation Solutions

Strong Connects Within UAE Licensing Networks



Highly Qualified In-House Experts



Presence Across All 7 Emirates

Built on Relationships, Not Transactions



Referral-Driven Client Base

Tailored Advice & Customised Solutions



Genuine Care, Competent Advice & Convenience

Our Core Services



Corporate Services

End-to-end company formation solutions

- Mainland, Free Zone & Offshore Company Setup
- Director Services
- PRO Services
- ISO / IATA Certification
- Trademark & Patent Registration
- Tax Residency Certificates
- Local Shareholder/Agent Support

Banking Solutions

- Account Opening Services
- Account Management
- Compliance Management
- International Banking

Inventory Management

- Physical Stock Verification
- Lead Point Calculation
- Inventory Software Support (Zoho, QuickBooks, Tally, etc.)
- Obsolete Stock Management
- Forecasting Models
- Stock Closing Assistance

Business Advisory

- Annual Budgeting & Financial Review
- Business Restructuring
- Liquidation Support
- Business Valuation
- Feasibility Studies

Immigration & Visa Services

- UAE Residence Visas
- Golden & Green Visas
- Investor/Partner Visas
- Freelance Visa
- Citizenship by Investment
- International Visa Assistance

Our Core Services



Accounting and Auditing Services

- Bookkeeping & MIS Reporting
- Financial Advisory Services
- Accounts Outsourcing Services
- CFO Services
- Live Accounting Services
- Year-End Accounting Closure
- Internal & Statutory Audits
- Revenue & Tax Audits
- Stock & Receivables Audits
- Due Diligence Review
- ICV Certification Support
- Financial Audits under IFRS
- IFRS Impact Review
- Business Valuation Services
- Forecasting and Budgeting
- Feasibility Study



Taxation and Compliance Services

- Corporate Tax Advisory
- Corporate Tax Support
- VAT, Excise & Customs Compliance
- AML Screening & KYC Updation
- ESR & UBO Compliance
- Tax Training
- Tax Refund Assistance
- Ongoing Advisory
- Risk Assessments
- Compliance Consulting
- Training & Awareness
- Transaction Monitoring
- Filing & Reporting
- Independent AML Audits

Additional and Specialized Services



Healthcare Services

- **Healthcare Business Setup**

- Market Research & Feasibility Reports
- Licensing and Regulatory Support (DHA, DOH, MOH)
- HR Planning, Credentialing & Recruitment
- Pre-Opening and Operational Support
- Facility Planning and Architectural Advisory
- Medical Equipment Planning & Procurement
- SOP & Policy Development

- **Diagnostic Business Setup**

- Diagnostic business modeling and strategy- Radiology, laboratory, and genetic center design & setup
- Selection of cutting-edge diagnostic technologies
- Licensing & quality accreditation readiness
- Workflow optimization & LIS integration
- Strategic partnerships and lab outsourcing models
- Specialized units: Molecular diagnostics, Genomics, AI-based platforms

- **Mergers & Acquisitions in Healthcare**

- Target identification & investor matchmaking
- Business valuation & risk assessment
- Transition planning & staff restructuring
- Commercial, financial & clinical due diligence
- Deal negotiation & legal liaison
- Post-acquisition integration & performance optimization

- **Medical Tourism Development**

- International patient program development
- Digital marketing for medical tourism
- Compliance with international health tourism regulations
- KPI tracking and patient feedback management
- Strategic partnerships with insurers and facilitators
- Concierge and travel support service setup
- Integration of wellness and post-care packages

- **Regulatory Affairs & Licensing Solutions**

- Human & Veterinary Product Registration
- Medical Devices, Disposables & Consumables Registration
- Veterinary Product, Distributors & Clinic Licensing
- Post-approval Support & Compliance Audits
- Manufacturing Site Registration
- Drug Store & Scientific Office Licensing
- Regulatory Documentation & Dossier Preparation

- **Financial Health Check For Healthcare Businesses**

- Business Valuation & Market Benchmarking
- Operational Efficiency Review
- Strategic Recommendations for Growth
- M&A and Investor-Readiness Assessments
- Profitability & Expense Analysis
- Revenue Leakage Detection
- Financial Restructuring Support

Additional and Specialized Services



Healthcare Services

- **Corporate Wellness & Future Health Centers**

- Corporate Wellness Programs
 - Workshops (stress, breathing, mindset, confidence)
 - Nutrition & Lifestyle Coaching
 - Tele-Wellness Platforms for Ongoing Engagement
 - Brain Mapping & Mental Health Assessments
 - Fitness Planning & Workplace Ergonomics
 - Customizable Wellness Packages Aligned with Corporate KPIs

- **Futuristic Longevity Clinics & Wellness Centers**

- Strategic Planning & Facility Conceptualization
- Protocols for Anti-Aging & Regenerative Therapies
- Licensing, Recruitment & Specialized Staff Training
- Research Collaborations & International Accreditation
- Advanced Diagnostics (Genetics, Epigenetics, Biological Age Mapping)
- Functional & Integrative Medicine Frameworks
- Marketing, Branding & Global Positioning

- **Business Development & Marketing Solutions**

- Brand Positioning & Strategic Messaging
- Referral Network Development & Physician Liaison Strategies
- Local & Regional Market Penetration
- Digital Marketing, SEO & Patient Acquisition Campaigns
- Operational Growth & Expansion Planning
- Reputation & Online Review Management

- **Turnkey Home Healthcare Setup**

- Business Planning & Feasibility
- Custom market insights, ROI forecasting, and strategic frameworks
- Licensing & Compliance
- Complete support for DHA, DOH, and MOH approvals Service Design & Clinical Scope
- Nursing, Home Doctors, IV Drips, Dental & Physio at Home, Telemedicine, Mental Health & Wellness Technology Integration
- EMR Systems, Remote Monitoring, AI-Powered Scheduling & Telehealth Platforms Recruitment & Training
- Sourcing, onboarding, and upskilling of clinical teams in home-based care delivery Marketing & Business Development
- Branding, referral building, partnerships, and patient engagement strategies Operations & Quality Management
- SOPs, Clinical Governance, KPI Dashboards, Compliance & Patient Experience Metrics

- **Healthcare Facility Management & Operations**

- Pre-launch Operational Setup & Turnaround Management
- Recruitment & Performance Management (Medical & Administrative Staff)
- Technology & HIS/EMR Integration
- Patient Journey Design & Experience Optimization
- Strategic Governance, Budgeting & KPI Monitoring
- Quality Assurance & Accreditation (JCI, DHA, MOH, DOH)
- Vendor, Procurement & Supply Chain Management

Additional and Specialized Services



Legal Services

- **Legal Advisory in Succession Planning:**
 - Drafting Wills
 - Setting up inheritance structure (Foundations) in DIFC
- **Corporate Legal Advisory:**
 - Choosing right legal structure,
 - Drafting investment and funding agreements
 - Shareholders Agreement
 - Constitutive and commercial contracts
 - Contract Review and Negotiation
 - Regulatory Compliance
- **Investment Advisory**
- **Regulatory Updates and Training**
- **Pre-litigation advisory**

Why Choose the UAE FOR Your Business?

Unlocking opportunities in the Heart of Innovation

Strategic Location & Connectivity

- Positioned at the crossroads of Europe, Asia, and Africa facilitating global trade flows
- 33% of the world's population is within 4 hours' flight of the UAE
- 80% of the world's population is within 8 hours' flight
- Strong air connectivity: UAE operates flights to 302 airports in 106 countries via 118 airlines
- Dubai International Airport handles 8,500+ weekly flights to 270+ destinations
- Overlapping time zone with Europe & Asia enables real-time collaboration across regions

Future-Driven Infrastructure & Government Support

- Fully digital government services for licensing, compliance, permits, etc.
- Sector-specific free zones (Tech, Finance, Media, Logistics, Healthcare) with tailored infrastructure
- Residency programs to attract capital & talent:
 - Golden Visa:
 - Green Visa:
 - Blue Visa
- Innovation leadership:
 - First country in world with a Minister for Artificial Intelligence
 - Launch of AI City, UAE Council for Digital Economy, Dubai Future Foundation
- Consistently high global rankings for ease of doing business, digital readiness, logistics etc.

Tax Efficiency & Financial Freedom

- 0% Personal Income Tax & 0% Capital Gains Tax
- 9% Corporate Tax, and 0% corporate tax for Qualifying Free Zone Persons (QFZPs)
- Access to 140+ Double Taxation Avoidance Agreements (DTAs) globally
- 100% foreign ownership across Free Zones and many mainland sectors
- Full repatriation of profits & capital permitted
- No currency controls and no withholding taxes on outbound remittances

Safety, Stability & Quality of Life

- Abu Dhabi ranked world's safest city in 2025 for the 9th consecutive year
- UAE ranked safest country in the world (2025, mid-year) with a Safety Index score of 85.2
- Strong legal framework, political stability, and investor protection
- Vast multicultural workforce: residents from 200+ nationalities
- Flexible employment & residency visa systems
- Top-tier amenities: world-class healthcare, education, housing, leisure
- Stable currency: AED pegged to USD (since 1997) → low inflation & minimal exchange-rate risk

Pinpoint the ideal jurisdiction

Assess the pros and cons of each jurisdiction and choose the best for your business.

Jurisdiction	MAINLAND	FREE ZONE	OFFSHORE
Foreign Ownership	100%	100%	100% of shares can be owned by a non-UAE Resident
Trading Regulations	All over the UAE and internationally	Within the free zone only and internationally	Cannot conduct commercial activities
Audits	Required	Might not be required	Not required
Employee Visa Quota	Unlimited number of visas	Limited number of visas	Cannot obtain resident visas
Corporate Tax	Subject to corporate tax	Might not be subject to corporate tax	Might not be subject to corporate tax
Office Requirements	Requires an office lease agreement	Office space is not always required	Cannot have a physical office

Meet Our CEO and Founder



Shiju Peetambaran

CEO and Founder

The driving force behind the company's growth, providing strategic direction, leadership, and a clear vision for service excellence.

Mr. Shiju Peetambaran is a seasoned finance and business leader with over 18 years of professional experience in the UAE, specializing in audit, corporate structuring, business consultancy, and financial advisory. He is the founder and chairman of Ascentia Corporate Services, a UAE-based multi-disciplinary consulting firm delivering compliance and business solutions to over 4,500 clients across the GCC.

After launching Ascentia in 2019 as a solo venture on Sheikh Zayed Road, he has transformed it into a full-scale operation offering services in audit, tax consultancy, business setup, accounting, corporate tax, ESR, AML, internal control systems, feasibility studies, and PRO solutions.

Mr. Peetambaran is known for integrating technology and process innovation into Ascentia's core offerings, enabling smarter, faster, and more reliable service delivery.

Educational and Professional Credentials



Certified Management Accountant (CMA) – Institute of Cost Accountants of India



Master of Commerce (M.Com) – Kerala University



AICPA Certification – Association of International Certified Professional Accountants

Core Competencies

- Business Setup (Mainland, Free Zone, Offshore)
- Audit & Assurance
- Corporate Tax Advisory
- Accounting, Budgeting, and Financial Reporting
- Internal Control Systems & SOP Audits
- Risk & Cost Management
- Feasibility Studies
- UAE Regulatory Compliance (ESR, UBO, AML, CBCR)

Vision & Leadership Philosophy

Mr. Shiju Peetambaran's leadership is built on **three pillars**:

- Positive Attitude
- Continuous Learning through Innovation
- Building Strong Relationships

He believes in leading with empathy, empowering teams, and aligning business success with social responsibility. His vision is to make Ascentia one of the largest corporate service providers in the GCC, leveraging digital transformation and client-first strategies. With a rare blend of technical proficiency, entrepreneurial vision, and community focus, Mr. Shiju Peetambaran stands out as a transformative leader in the UAE business landscape. His contributions extend beyond corporate success into mentorship, cross-cultural collaboration, and meaningful social service.

Meet Our CEO and Founder



Shiju Peetambaran

CEO and Founder

The driving force behind the company's growth, providing strategic direction, leadership, and a clear vision for service excellence.

Professional Memberships & Leadership Roles

- Honorary Trade Commissioner - India Commonwealth Trade Council
- Secretary & Treasurer – Dubai Chamber of Commerce, Business Services Group
- General Secretary – Sadudhyama Indian Business Council UAE
- General Secretary – Dubai Saphaire Lions Club (Lions Club International)
- BNI – Launch Team Member
- Member – UAE Accountants & Auditors Association
- Member – UAE Internal Audit Association
- Member – Financial Executives Networking Group (FENG)
- Research Affiliate – Chartered Institute for Securities and Investment (CISI)
- Member - Dubai Chamber of Commerce
- Member - UAE Chamber of Commerce
- Member - Abu Dhabi Chamber of Commerce
- Member - Emirates Entrepreneurs Association
- Member - Sharjah Entrepreneurs Centre (Sheraa)
- Member - CEO Club International
- Member - Global Entrepreneurs Network
- Associated Member - International Compliance Association
- Member - Institute of Directors
- Member - British Chamber of Commerce
- Executive Member - Tax Executives Institute
- Member - Malaysian Business Council
- Member - Eurasia business community
- Member - BITA
- Member - Taxation Society UAE
- Member - Australian Business Council
- member - Sussex chamber of commerce
- Member - China Chamber of Commerce
- Member - Zimbabwe business council
- Member - RAK Entrepreneurs
- Member - South African business council
- Member - BNI Group
- Member - EurAsia Gulf
- Member - Institute of Directors (IOD)
- Member - Lide Emirates (Brazilian Investment Platform)
- Member - Financial Planning Association
- Member - The council of EU Chamber of commerce
- Executive Committee Member - ICA International Council on Archives
- Member - Emirates Entrepreneurship Association (EEA)
- Member - Indian People's Forum
- Finance Administration Manager

Social Commitments & Community Engagement

Mr. Peetambaran is deeply involved in social impact and professional development initiatives:

- **Lions Club International** – Through the Dubai Saphaire chapter, he leads charitable initiatives, community outreach, and welfare campaigns.
- **Dubai Chamber & Indian Business Councils** – Organizes mentorship programs, SME empowerment activities, and networking for social upliftment.
- Supports multicultural cooperation through active roles in business councils representing diverse nationalities, promoting responsible business and inclusion.
- Advocates for continuous learning, resource-based motivation, and team empowerment as pillars of both professional and community development.

Key Achievements

- Provided business advisory services to over 25,000 startup companies.
- Actively participated in more than 100 trade delegations held in the UAE.
- Represented the UAE Ministry of Economy and Abu Dhabi Chamber in trade delegations to China.
- Successfully completed in-depth Anti-Money Laundering (AML) training conducted by the Ministry of Economy.

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Shiju Peetambaran

Honorary Trade Commissioner – India
Commonwealth Trade Council



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- Trade & Investment Promotion
- Diplomatic & Strategic Engagement
- Business Facilitation & Relocation Support
- Policy Advocacy & Capacity Building

Meet Our Directors



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UAE



Dr Sameer Kumar
Director | Healthcare Services

A seasoned healthcare leader with over 25 years of experience in hospital, operations, and strategic healthcare consulting across the UAE and GCC. Founder of AVIIS Healthcare, he specializes in healthcare setup, M&A advisory, and medical tourism development.



Dr. Vikas Goya
Director | Growth Strategy Mauritius and Republic of Congo

his appointment brings valuable expertise in scaling education and healthcare initiatives across Africa and India. His focus on equity, sustainability, and inclusive leadership supports Ascentia's expansion into high-impact sectors, driving growth and strategic partnerships across the African region.



Samuel Ubido
Director | Growth strategy Nigeria Region

His deep expertise in cybersecurity, industrial systems, and tech innovation. His global recognition, leadership in OT security, and advocacy for diversity strengthen Ascentia's service offerings, brand credibility, and access to high-impact networks—positioning the firm for growth in a digital and inclusive business landscape.



Jessie Wei
Director | Growth Strategy China

Ms. Jessie Wei is the Founder and CEO of Shanghai Choice Media & Consultation Co., Ltd., with over 18 years of leadership in media, public relations, and healthcare. Specializing in international market consultation, global marketing, and project financing, she has held senior roles in multinational companies, driving strategic partnerships and facilitating the global expansion of Chinese enterprises. Ms. Wei's expertise will be instrumental in advancing Ascentia's growth strategy and expanding its presence in China.



Satish Muddu Banger
Associate Director | Business Advisory & Technology

Seasoned finance leader with 25+ years' experience driving business transformation across MEA. Proven in expanding banking facilities, debt restructuring, and leading strategic initiatives to boost profitability and compliance. Expertise in corporate finance, governance, and tech-enabled operations. Led impactful projects at Emitac, Technology Partners, and Gulf Computers.



Juhel Alam
Associate Director | Growth strategy UK & Ireland Region

Finance and accounting specialist with 10+ years' experience in management accounting, reporting, and process optimization. At Societe Generale CIB, he led system implementation, reconciliation, and controls. Skilled in IFRS, JIRA, and cross-functional alignment to drive scalable growth and efficiency.



Ajith Madhavan
Director - Legal Services

Mr. Ajith has led key transactions that have earned him recognition from Legal 500, The Oath Awards, and Legal Era Middle East. At Ascentia, he will head the Legal Services vertical, providing high-impact, strategic legal advisory to clients across various sectors. His leadership will enhance our ability to deliver integrated, value-driven solutions across the region.



Juliana Stanger
Director - Sports Management & Immigration Experts (Australia)

Ms. Juliana is a dynamic Business Manager and Registered Immigration Agent with extensive experience in global sports, including the FIFA Women's World Cup, Australian Olympic Committee, Rugby League World Cup, and Invictus Games. With a Bachelor of Business in Sports Management from the U.S. and a background as an elite athlete, she excels in leadership, strategy, and high-pressure environments. As Director of Ascentia UAE, Juliana brings strong international networks and a deep understanding of sports and immigration, driving the company's growth and strengthening its global partnerships ahead of the 2032 Brisbane Olympics.



Jayadeep Kumar
General Manager - Operations (INDIA)

Mr. Jayadeep Kumar K is a Business Operations and Finance professional with 19+ years of experience in financial management, audit, and operations. His expertise includes financial operations, audit coordination, budgeting, and process optimization. At Ascentia, He will leverage his expertise in operations, finance, and audit management to optimize workflows, support financial functions, and enhance cross-functional coordination, contributing to Ascentia's growth and operational excellence.

Need Expert Guidance? Start Here!

For Company Formation:



For Specific Inquiries/Services



Take the first step toward the right direction for your business. Submit your details, and our experts will get in touch with you by scanning the QR code



What Our Clients Say About Us?



HASAN ALI
 4 reviews
 ★★★★★ a month ago

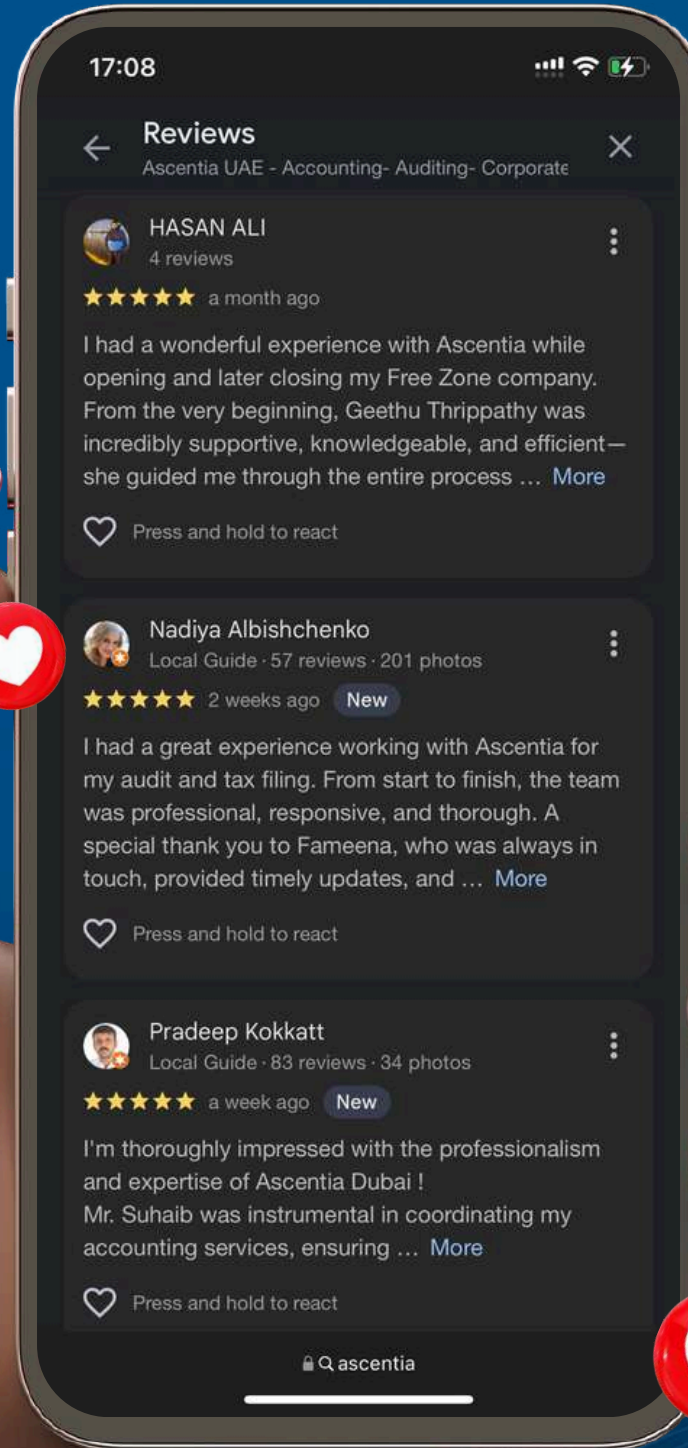
I had a wonderful experience with Ascentia while opening and later closing my Free Zone company. From the very beginning, Geethu Thrippathy was incredibly supportive, knowledgeable, and efficient—she guided me through the entire process with patience and professionalism. Her dedication made the company formation journey smooth and hassle-free.

When it came time to close the company, Ms. Chinchu and Ms. Maria provided exceptional support. They handled every detail meticulously and were always available to assist, making a potentially stressful process surprisingly easy.

I truly appreciate the outstanding service and professionalism shown by the entire Ascentia team. Special thanks to Geethu, Chinchu, and Maria for their outstanding assistance. Highly recommend Ascentia to anyone looking for reliable business support in the UAE!

Chaandu Porogama
 2 reviews
 ★★★★★ 2 months ago

We have an excellent experience with Ascentia for AML compliance support. Their team is highly knowledgeable, responsive, and detail-oriented, ensuring that our processes remain fully compliant with regulations. Their guidance has been invaluable, making what could be a complex process seamless and efficient. We highly recommend Ascentia to any business looking for reliable and professional AML compliance services.



Nadiya Albishchenko
 Local Guide · 57 reviews · 201 photos
 ★★★★★ 2 weeks ago **NEW**

I had a great experience working with Ascentia for my audit and tax filing. From start to finish, the team was professional, responsive, and thorough. A special thank you to Fameena, who was always in touch, provided timely updates, and followed up regularly to ensure everything was smooth and on track. Her dedication and attention to detail truly stood out!

If you're looking for a reliable and knowledgeable team to handle your financial matters, I highly recommend Ascentia. Their support made the entire process stress-free — I'll definitely be working with them again!

Pradeep Kokkatt
 Local Guide · 83 reviews · 34 photos
 ★★★★★ a week ago **NEW**

I'm thoroughly impressed with the professionalism and expertise of Ascentia Dubai! Mr. Suhaib was instrumental in coordinating my accounting services, ensuring everything was handled efficiently and accurately. Recently, I worked with Miss.Chinju on registering my trademark, and she was incredibly helpful and knowledgeable.

The entire team at Ascentia Dubai demonstrated a high level of professionalism, and their attention to detail was outstanding. Their services were top-notch, and I appreciate the excellent customer support I received throughout the process.

If you're looking for reliable and expert accounting, business support, trademark services in Dubai, look no further than Ascentia.

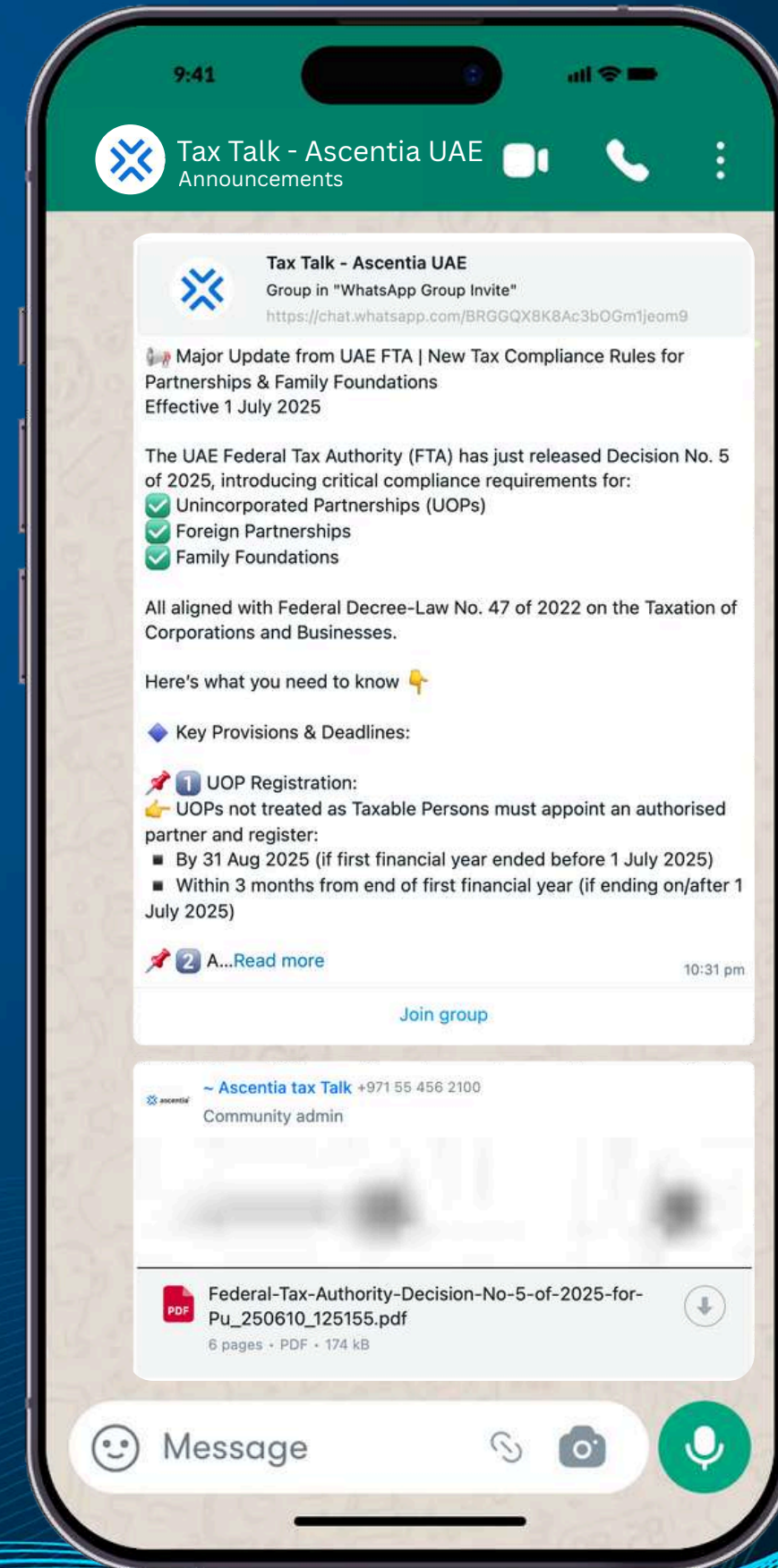
Highly recommended!

Hareesh illath
 11 reviews
 ★★★★★ 2 weeks ago **NEW**

Dedicated and experienced team, highly recommended

Join Our Tax Talk Community

Get insights, updates, and real-time discussions with our experts



How to find



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DUBAI – ABU DHABI – SHARJAH

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CHINA



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NIGERIA



REPUBLIC OF CONGO



UNITED KINGDOM

