

# PROPERTY HOUSE

A Complete Fortnightly Corporate Business Magazine on Real Estate Industry

Rs. 250

India Law Office of  
**PRASHANT AJMERA & ASSOCIATES**  
Residency and Citizenship By Investment



**Mr. Prashant Ajmera,**  
Founder, Prashant Ajmera and Associate

**“Investing in international real estate is a growing interest amongst Indian HNIs but it is a very complex process requiring sound legal advice. This becomes even more crucial when an investor attempts to obtain residency or citizenship of a particular country by making an investment into that country's real estate market or opts for any other form of investment. ”** says Mr. Prashant Ajmera, Founder, Prashant Ajmera and Associate

## INVESTMENT IN THE INTERNATIONAL REAL ESTATE ALLOWS HNIS TO:

- Ensure foreign education & secure the future of their children
- Expand their business globally
- Diversify their investment portfolio



**“More than 30+ countries in the world offer residency and citizenship by investment, mostly in real estate. Indian HNIs are now eagerly looking into this prospect which enables them to travel freely around the world and expand their business network. ”**

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**LAW OFFICE OF PRASHANT AJMERA & ASSOCIATES**

**Our law firm is a pioneer in the area of Residency & Citizenship by Investment in Asia's third largest economy. We have more than 25 years of experience in assisting HNIs in India and abroad to obtain residency and citizenship of the country of their choice by making an investment in real estate.**



Mr. Prashant Ajmera,  
 Founder, Prashant Ajmera  
 and Associate

Law Office of Prashant Ajmera & Associates is boutique law firm with very specialized practice in the area of Residency and Citizenship by Investment for High Net-worth Individuals (HNIs) and Start Ups in India. A pioneer in the practice of Residency and Citizenship by Investment, the law firm of Prashant Ajmera & Associates is the only law firm in India exclusively providing legal services to clients in this area of practice. The firm has an extensive network of other related professionals and preferred partners to provide allied services to HNIs and Start Ups who wish to invest and expand their businesses in foreign countries. The law firm has presence in India, Canada, USA and UAE and associates in several other countries globally.

A successful business is spawned when an entrepreneur stumbles upon a hurdle in his own life that needs to be solved. By addressing that pain point, he/she becomes deeply connected to his/her mission. The seed of Prashant Ajmera's entrepreneurial journey sprouted back in 1988 when he wished to tour Europe by train as a back packer. Interaction with multiple travel agents in Ahmedabad and Mumbai to obtain travel visas went in vain with a single disappointing reply. They told him that he would never be granted a tourist visa since his case was not supported by any tax returns in his name, neither did he have a bank account, nor did he possess any property in his name. "This prompted me to study immigration law and I began to understand the process and principles behind visa issuance. On 29th March 1988, I stood in line for a UK visa (the first

country I applied for a visitor visa) and was granted one for a period of 2 years. In those days there was no Schengen visa and one had to apply separately for each individual country. After my Europe tour, I decided to stay back in London and pursue further studies. I enrolled for a double degree in Company Secretary & Administration (ICSA) at the London School of Business. In September 1992, I met an immigration attorney from a prestigious law firm in Montreal, Canada, in London. This law firm specialized in Canadian immigration matters and was looking to expand their practice in India. I proposed to him that we could work together and start immigration practice in India," Prashant recalls his journey of establishing the Law Firm of Prashant Ajmera & Associates.

**Mr. Ajmera thanks for joining us. As a licensed lawyer, you have been a pioneer in this field in India. How did you nurture Prashant Ajmera & Associates as a trusted name in the industry?**

We started our boutique law firm in India in 1993 with a primary focus in the area of immigration and visa services. Back then we were associated with a reputed law firm in Montreal, Canada, and our concentration was on skilled worker, entrepreneur and investor visas of Canada. Presently the focal point of our practice is Residency & Citizenship by Investment programs for different countries around the world. Our client base has evolved from professionals and skilled workers to HNIs and topnotch business persons. Till date, I don't know of any law firm in India whose primary practice is dedicated solely to Residency and Citizenship by Investment. We provide an honest and candid opinion in every case. We listen to our clients - understand their objectives, needs and circumstances and then suggest appropriate options.

**OUR JOB IS TO PROVIDE THE RIGHT LEGAL ADVICE AND NOT SELL ANY SPECIFIC IMMIGRATION AND OR VISA PROGRAMS.**

For us, it's always the client's welfare and satisfaction that matters. Our forthrightness & sincerity have paid off and we have been able to build our brand over the past 25 years. For us, quality of work is more important than quantity or volume and we have always strived to maintain this work integrity.

**How did you make your mark in the industry and in the heart of the customers as well?**

When we started out, there were already many travel agents and visa agents in India who worked for a very small fee. It was therefore difficult for people to believe initially that a lawyer could provide services related to visa and immigration matters. But slowly and surely we were able to gain the

trust of our clients by providing the best professional services in the market. Maintaining lifelong relationships with our clients is more important to us than making money from them. Successful business persons, professionals, leading real estate developers, bureaucrats, politicians, CEOs and CFOs of banks and multinational companies, deans and professors of universities, wealth advisors, chartered accountants, lawyers and many such outstanding people have come to us for advice and eventually become our clients.



**With more than 25 years of experience in residency and citizenship by investment and his expertise in EB-5 investor visa of US, Canada investor program and such other investor programs have gained him recognition as one of the leading lawyers in India in the field of Residency and Citizenship by Investment.**



**What are the services offered under the gamut of Prashant Ajmera & Associates?**

We started our practice by providing immigration and visa services for professionals and skilled workers. We successfully processed our first Residency and Citizenship case in 1997 for Canada for a leading industrialist family in Gujarat. Slowly we started diversifying and began providing these services to more business persons and entrepreneurs. Presently 90% of our practice is concentrated on providing Residency and Citizenship by Investment services to High Network Individuals (HNIs) and business persons. Our law firm has formed associations with various law firms and professionals in over 30 countries to provide optimum services to our HNI clients in India.

**In this age of mistrust, are you seeing an evolution in how consumers trust brands, or are they still for the most part doubtful?**

Yes, there is a fair amount of mistrust in our industry as such due to heavy competition and lack of proper regulation. In India, anyone can open shop as an immigration or visa consultant. But when clients see our profile and impressive track record, they are convinced about our authenticity. We are very up-front with our clients regarding their chances of obtaining immigration or any type of visa for that matter. If they do not qualify for whatever reason, we are very forthright in informing them that they do not meet the requirements. Most of our clients come through past references or by word of mouth. So basically our work speaks for us and our clients provide us with free publicity!

**Throw some light over the expansion binge of Prashant Ajmera & Associates.**

I have been invited to speak at two International Bar Association conferences, and at various prestigious business organizations. I have contributed articles related to immigration and visa matters to a number of magazines and newspapers over the years, including The Times of India (Mumbai edition) in 1996 and 1997. We were the first law firm to conduct a seminar for EB-5 Investor Visa Program in Mumbai in 1999. Recently the British legal magazine, 'Lawyer Monthly' has awarded us with the legal award titled, 'Immigration & Nationality Law Firm of the Year 2017-India'. I will be also speaking at several upcoming conferences, in India and abroad.

**Any new categories or changes this year...**

Yes, we will be providing Residency and Citizenship by Investment services not only for USA and Canada but also 35+ other countries, including European and Caribbean countries. This month we have signed an agreement with a TOP immigration law firm of USA to cater to our US based clients or clients having problems with US immigration. Real Estate developers from all parts of the world are approaching us to sell their real estate projects to Indian HNIs. We are being approached by many law firms and related professionals from around the world to facilitate their entry into the Indian market.

**How has been your journey as an entrepreneur?**

It has been a very fulfilling journey. I have now reached a stage where work has become a hobby and I am enjoying that. It gives me great satisfaction when clients, who have already successfully immigrated, come to me and credit me for their success in a foreign country. That I have been able to make a difference in their lives is immensely rewarding. By giving them the

right advice, I have, in a small way, helped them realize their lifelong dream.

**What do you hope to accomplish within the next year from personal as well as professional point of view?**

In next 12 months, we wish to travel all over the country and establish ourselves as the only law firm in India providing Residency and Citizenship by Investment services to HNIs.

**A piece of advice for the young entrepreneurs...**

Honesty is the best policy. There are no shortcuts in life and only hard work and perseverance can help you achieve your dreams and goals. Also, your reputation and integrity should come before everything else. If these are intact, success will not be far behind.

Despite the great interest and willingness to invest, there is lack of basic knowledge when it comes to investing in international real estate amongst Indian professionals and businessmen. Educating them by means of seminars, expos and trade shows can provide them with the appropriate guidance so that Indian HNIs can take advantage of this wonderful opportunity become global citizens.

We have participated in and organized many trade shows, seminars and expos related to investing in international real estate. Through a network of more than 30 associates in different countries around the globe, we can assist Indian real estate developers, who wish to expand their business globally, to make suitable investments in international projects or establish joint ventures with real estate developers in different countries around the world.

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