



مجموعة الرستماني AL ROSTAMANI GROUP

MARKET

The Al Rostamani Group is one of the largest, and oldest family business conglomerates in the United Arab Emirates.

Founded in 1957 with the late Mr. Abdullah Hassan Al Rostamani as Chairman, the Group has grown steadfastly with the guiding principles of commitment, care and vision, alongside a strong sense of active involvement to the community to which it belongs. It is these very principles that evolved the Group from its humble beginnings to becoming one of the most reputed and respected business entities in the region.

Over the years, the growth and success of the Al Rostamani Group has been part of the impressive progress witnessed in Dubai and the UAE in the past four decades.

Al Rostamani Group has a number of businesses in areas such as general trading, automobiles and heavy equipment, travel, foreign exchange, financial services, property development, construction, infrastructure technology services and recycling.

The strength of the group is also due to its successful ability to forge longstanding alliances, joint ventures, dealerships and license arrangements with leading worldwide organisations such as Michelin, Castrol, Suzuki, Citroen, Renault, UD Trucks (Nissan Japan), Tata, NEC, Avaya and Alcatel Lucent to name just a few.

Investments in several European countries and relationships with Japanese, French, German, Dutch and Indian companies are steps to spreading its influence further afield.

Al Rostamani Group currently employs around 4,000 people in the UAE, of 38 different nationalities, which contributes to the group's diversity and multicultural environment.

ACHIEVEMENTS

Due to its strong belief in the importance of being a contributor to society, Al Rostamani Group is continuously in support of a range of CSR initiatives including:



- Used Book Festival key sponsorship to encourage and increase readership amongst adults and children.
- UAE Careers Fair and Tanmia – offering internship opportunities and job placements for college students.
- Sponsorship of the Annual Dubai International Holy Quran Award.
- Sponsorship of Dubai Shopping Festival for the last fourteen years.
- Sports initiatives by sponsoring the Al Nasr Football Club.
- Participation in the Dubai Cares Programme.
- Al Rostamani Group has also received numerous appreciation awards for its efforts and support, which were awarded by various private and governmental authorities including:
 - Emirates Environmental Group – Certificate of Appreciation for implementing the Recycling Programme in the Group Companies.
 - Emirates Environmental Group - Sponsorship of the World Environment Day (Waste Collection Campaign Awards).
 - UAE Careers Fair – Annual participation.
 - Tanmia - presentation of special award in the Trade and Retail sector for implementing the Emiratisation strategy.
 - Group HR Department awarded ISO 9001 – 2000 certification.
 - Emirates Electrical Engineering awarded the National Quality Award for Power and Water Desalination by MEED for the construction of the Substations at the Nad Al-Sheba race track.

HISTORY

"We knew little of the world beyond our sandy shores and clear blue waters. The world knew even less of us, the people of the Arabian Gulf. When I look back at our humble beginnings, I can hardly

believe our business and our country have come so far, so fast". Mr. Abdullah Hassan Al Rostamani, late Chairman, Al Rostamani Group.

In 1954 Mr. Abdullah Hassan Al Rostamani, along with his brother, established Al-Ahliya Library, Dubai's first bookshop. In 1957 a Central Trading Company was formed which would lay the foundation of the Al Rostamani Group. This would eventually lead to alliances with many international brands like Michelin, Castrol, BlueStar, FB Batteries and Foerch to name just a few. With business increasing steadily throughout the 1960s and 1970s the Group diversified to other industries, forging alliances with international engineering and construction companies like Cimel Engineering and Gustav Pegel.

Soon thereafter the Group made a foray into the service industry setting up a Travel and Foreign Exchange business.

With the progress of light and heavy industries in the UAE, the demand for commercial (heavy/light) vehicles was on the rise. It was at this juncture that another company was formed, in the 1970s, to cater to this industry acquiring sole distributorships for Tata Trucks, Renault Trucks and Nissan Trucks to name a few. The ensuing boom of the automotive industry saw the Group making an entry into the passenger vehicle segment gaining the distributorship of Suzuki vehicles.

Throughout the 1980s and 1990s the Group continued with its vision of entering into new ventures and industries acquiring well renowned dealerships and distributorships along the way. With all companies progressing successfully the opportunity lent itself for adding more product extensions.

In the millennium the Group took its vision to new heights by entering into a totally different industry which is relatively new in the region. The Group developed a world class state of the art

Recycling plant (construction waste and tyres) – the largest in the world.

All of the above was made possible through the guiding principles laid down by the late Chairman and the core values of Commitment, Care, Vision.

PRODUCT

Al Rostamani Group of Companies

Abdulla Al Rostamani Properties: Operates and manages a portfolio of residential, commercial and industrial properties. The company offers competitive services in the field of property management, facilities and project management.

Al Rostamani Capital: Is the group's foray into investment banking, merchant banking and asset management.

Al Rostamani Communications: Supplies Carrier/Service Providers, Enterprise, Institutional and Home Markets for Telecommunications and Information Technology equipment/solutions and projects requiring System Integration. Its strength derives from its close working relationship with principals such as NEC-Philips, Alcatel-Lucent, CLIPSAL, Teledcordia, SonicWall, Aztech and others. In addition, it offers leading edge technologies supported by highly trained and skilled professionals.

Al Rostamani Enterprises: Provides ideas and recommendations based on research to support growth and diversification in the Group's businesses.

Al Rostamani Global Solutions: Is a business development and consulting firm providing complete technical solutions with a broad range of capabilities and expertise, offering varied services from strategy to operations, business technology to business transformation.

Al Rostamani Industries: Is in the business of cutting and bending of high tensile deformed steel bars, engineering services, fabrication of structural steel products, galvanising facilities, epoxy coating of steel bars and manufacturing of welded wire mesh.

Al Rostamani International Exchange: Is a market leader in providing currency exchange and international remittance services in the UAE. It has a wide range of products and services catering to the needs and requirements of many sectors. Being an ISO 9001:2000 certified company; it was also awarded the prestigious 'Dubai Quality Award' for 2003, 'Dubai Appreciation Award 2006', 'DHDA Award 2009', 'Banker, Middle East Award 2010' and 'SME Award 2010' under the Financial Sector.

Al Rostamani Pegel: The Group's civil contracting arm has to its credit successful construction of several multipurpose high rise buildings, hospitals, industrial facilities etc. It adopts modern construction technologies and top notch quality management systems with a strong emphasis on safety standards. Some of the prestigious projects include the Maze Tower, Latifa Tower, Park Lane Tower, Indigo Tower, Aviation Club Hotel, Uptown Mirdif, Rashidiya

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School, 21st Century Tower and Marriott Hotel.

Al Rostamani Trading Company: The sole authorised distributor of Suzuki and Citroen vehicles and genuine spare parts in the UAE. The company is committed to a comprehensive after sales service including maintenance and repairs.

Al Rostamani Travel and Holidays: Has separate divisions for Corporate travel, Retail/Leisure travel, MICE and Inbound travel. It is also the general/preferred sales agent for leisure products such as Rail Europe, Swiss Travel System, Disneyland Paris, Disneyland Hong Kong, Cosmos/Globus Coach Tours, Thomas Cook NRI Coach Tours, Club Med and Sri Lankan Holidays.

Central Trading Company: Is the distributor of Michelin Tyres, Michelin Tyre Plus Stations, Castrol Lubricants, Blue Star Air Conditioners and Water Coolers, Bekon Air Conditioners, FB Batteries, Rock Paint, Coway Water Filters, Tetrosyl Chemicals, Japan Home Centre, Foerch, Federal Tyres, AkzoNobel, Er-Lac and Tetrosyl.

Dubai International Securities: Is an authorised broker at the Abu Dhabi and Dubai Financial Markets offering various brokerage services. It also provides corporate financing advice with a strong research capability.

Emirates Electrical Engineering: Is specialised in the design and construction of turnkey electrical projects including the execution of High Voltage Substation, Distribution Networks, Transmission Lines and Cable Networks up to the voltage of 400KV.

Emirates Recycling: Has two plants specialising in the recycling of Construction Demolition Waste and Used Tyres in Dubai, set up in partnership with Dubai Municipality. The recycled aggregate produced from waste concrete and asphalt reduces the impact on natural resources.

United Diesel: Is one of the largest distributors of commercial vehicles in the UAE. It has the largest selection of commercial vehicles, buses and forklifts under one roof. UD is the sole distributor of Renault Trucks, UD Trucks (Nissan Japan), Tata Buses, Daewoo Trucks, Nissan Forklifts and Dong Feng trucks.

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PROMOTION

The Al Rostamani Group of Companies has been conducting various promotions to market their brands, products and services. These promotions are carefully tailor made to address the varying degree of customer needs in the travel, automotive and financial industries. The Group is a regular key sponsor of the Dubai Shopping Festival.

BRAND VALUES

Al Rostamani Group's mission is to be recognised as a leading successful regional conglomerate with diverse commercial interests and core competencies in select sectors.

Al Rostamani Group's vision is to be regarded as a responsible, reliable and respectable business conglomerate and to be the partner of choice for international and regional corporations.

The Group is governed by its core values: **Commitment** to its partners who continue to believe in and support the Group's vision of long term success and to its customers whose satisfaction is of paramount importance.

Care towards the pillars of its organisation, the employees who carry out their responsibilities with the utmost pride and dedication, the wellbeing of the community through CSR activities and contribute towards the sustainability of the environment through breakthrough initiatives.

Vision in adopting long-term corporate goals and exploring new business opportunities in the desire to achieve sustainable, exponential and dynamic growth for the entire group.

www.alrostamanigroup.ae



Things you didn't know about AL ROSTAMANI GROUP

The Al Rostamani Group was founded in 1957 and celebrated its 50th Anniversary in 2007.

The Al Rostamani Group has fifteen companies in twelve different industries.

The Al Rostamani Group has around 4,000 employees of 38 different nationalities.

The Al Rostamani Group has been sponsoring the Dubai Shopping Festival for the last fourteen years. The Group was the sponsor of the Aquafantasia show which received numerous awards.

The Al Rostamani Group sponsors the Al Nasr Football Club.

The Al Rostamani Group has the largest recycling (construction demolition waste) facility in the world.

The Al Rostamani Group logo is made up of three doves.

The Group has been awarded Superbrands status for the second consecutive year.

Superbrands