



MARKET

If you've been to a mall lately, you would have surely seen the Cellucom store and its brand ethos which focuses primarily on 'mobility'. In a very short time Cellucom has evolved from a mobile phone distributor to a successful transnational player with a diversified portfolio of mobility solutions. Cellucom's outlets, which deal in mobile phones, laptops, mobile phone accessories, IT accessories, wireless devices, entertainment products, mobile phone applications and operator services are a one-stop-shop and "true mobility experts" for today's new generation who are 'always on the move'.

Cellucom is a leading retailer of mobility solutions across GCC, Africa and India, is a member of the Al Rostamani Group and a transnational enterprise with ISO 9001:2000 and ISO 14001:2004 certifications. Cellucom is engaged in the distribution and retailing of communication products and services; along with the After Market Services of mobile phones across the regions. The Group's Corporate Office is located at the Dubai Airport Free Zone.

ACHIEVEMENTS

Cellucom has won the coveted Superbrand UAE award consecutively for the year 2007 and 2008. Cellucom CEO Arun Nagar said, "It is an honour to be recognised for brand leadership. Winning this award is a testament to the fact that Cellucom has always put customers at the forefront. We strive to exceed our customers' expectations, whilst never compromising on our values. The strength of our brand is down to our staff who are committed to delivering such high levels of customer service that we remain the first choice as an ideal partner for the delivery of standards-based products in the UAE and globally. This is possible when you combine our investments in the country and commitment to the customers with our hard work and expert marketing. This award reflects the very ethos of

our brand as a pioneer in its field. To be voted as a Superbrand is a powerful endorsement and evidence of our brand's status of being a customer-focused brand. We are honoured to be acknowledged as a leading international brand."

HISTORY

Cellucom started trading operations in East Africa in 1990 and, six years later, it was awarded exclusive distribution rights for the region by Nokia for its GSM phones.

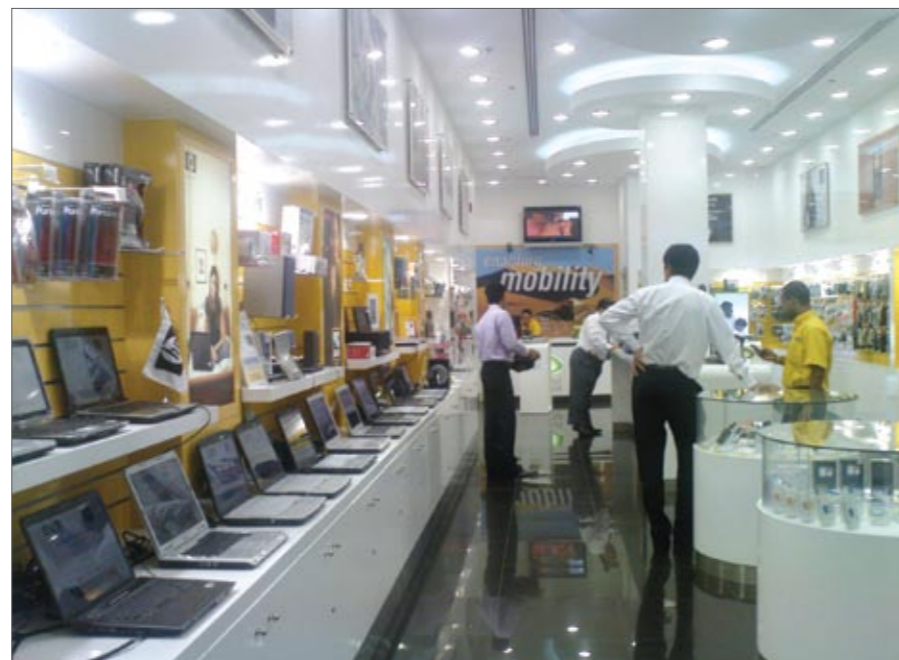
In 1999 the company moved its base to Dubai, UAE. In the same year Cellucom won the exclusive distribution rights for East Africa for Samsung's entire range of GSM phones.

The first retail outlet of Cellucom was established in Dubai in 2001. In 2002 it opened offices in India. The following year it expanded to Saudi Arabia and Bahrain.

In 2003 VAL-U-SHOP, (now rechristened Cellucom Xpress), the company's franchisee network, was set up all across the UAE. It also launched the portal for Mobile Phone content www.uclubme.com

Cellucom was soon appointed as a Distributor of Sony Ericson for GCC countries and a Distributor of Samsung accessories. In 2004 it expanded into Qatar and in Kuwait. In 2005 it started operations in Oman and expanded retail throughout Kuwait,

Saudi Arabia, Bahrain and Qatar. In 2006 it launched the Nokia distributorship in East Africa and started Sony Ericsson distributorship in Oman, Qatar and Kuwait. It was awarded the Toshiba distribution in Qatar and started



Samsung distributorship in Oman. By taking genuine, measured and attractive marketing measures Cellucom has captured the GCC market by expanding its retail and distribution network across the region.

Cellucom offers a unique touch and feel experience and a wide variety of selection to its customers and offers knowledge-based solutions which satisfy the customer's requirements. The company has partnered with all leading brands in the mobile phone and IT category seeking to increase productivity and enable its customers to enjoy life to the fullest while on the move, with the help of the most modern and 'liberating' technology.

PRODUCT

Cellucom ensures consumers enjoy life to the fullest and stay productive even while on the move with the help of the latest and innovative technological advancements. The brand is associated with integrity, trust, accountability, respect, communication and excellence and has positioned itself as the first choice of the discerning customer seeking Mobility Solutions.

Cellucom seeks to synergise those technologies that facilitate the customer's freedom of performing tasks efficiently, entertaining himself with games and music and staying 'in touch' while travelling. For instance a notebook can be paired with 3G or GPRS card to surf the internet; a mobile phone connected to a blue tooth car kit allows wire-free conversations while driving and a mobile phone with a 3G-enabled SIM card facilitates video chatting. Cellucom is in step with today's changing lifestyles and incorporates Intelligent Fashion into its product ensemble. Its current product range covers mobile phones, data cards, subscriptions, blackberry besides normal

connections and recharge, laptops, mobile phone accessories, IT accessories, wireless devices, entertainment products and operator services.

For an effective geographical reach and better customer service Cellucom has allied with the most prominent brands including Nokia, Sony Ericsson, Toshiba, LG, Samsung, Apple, HTC, HP, Acer, Dell and Blackberry.

Cellucom excels in providing value-addition through innovative customer benefits and service. The products are sold with a buy-back guarantee that lasts throughout the year. Apart from the regional warranty for its products an added attraction is the value-added software such as ring-tones, video clips, operator logos, wallpapers, Java Games and MMS for mobile phones. Most importantly, customers are assured of genuine accessories from its outlets. Attractive sales promotions, well trained and knowledgeable sales staff and priority access to new models distinguish Cellucom and make it a true fashion retailer.

THE NETWORK

Cellucom has more than 80 stand-alone stores located in prominent malls across the GCC region and over 200 in India. Plans are in hand to increase this number to 200 outlets across the Middle East and African region and 1,000 in India. In the UAE Cellucom has outlets in all prominent malls - Mall of the Emirates, Ibn Batuta Mall, Marina Mall, Dubai Festival City and Dubai Mall as well as in several other busy shopping areas.

As a Distributor Cellucom regularly supplies stock and provides service to the category A power retailers within the GCC region. Cellucom also promotes its product category and is a distributor across B and C category stores across the region in which they are present. There is a specialised VAN Sales programme organised by Cellucom that trained its staff of 500 across GCC and 200 across Africa. The programme is designed to enable Cellucom to be visible in smaller stores and helps increase its reach and availability among its target audience.

Cellucom has its distribution channels in UAE, Kuwait, Bahrain, Qatar and Oman and also within Africa in countries such as Kenya, Tanzania and Uganda.

THE TEAM

Cellucom boasts a dedicated team that serve the wholesale demands of an expanding base of dealers and resellers who, in turn, enhance market share for the company. Cellucom employs a dedicated workforce of more than 500 people (in GCC), including Sales and

Marketing, Retail and Merchandising, IT and Technical, Administrative and Logistics, Creative and Content development experts and a strong Accounts and Finance Team. A steadfast group of managers cater to exports into the emerging market of Asia, Eastern Europe, South America and Africa.

Arun Nagar, CEO and Managing Director of Cellucom is a respected entrepreneur in UAE, East Africa, and India and is keenly involved in the development and growth of Cellucom.

With a view to expand business on a large Arun relocated to Dubai from East Africa as he continued trading between the two regions and created the company Cellucom in April 1999. The company emerged from Speedolink, which started in Tanzania in 1997 as a dealership for the local telecom operator Mobitel and moved onto becoming a distributor for Nokia in East and Central Africa. Initially Cellucom provided logistic support to the African operations, but later moved to Dubai which was much more than a conduit to the East African markets. His vision of the company shifted from merely being a trading company to a company devoted to value addition, involving direct connection with consumers from providing several points of sale to having sales service and after sales service.

RECENT DEVELOPMENTS

Cellucom is forging strategic business alliances across GCC and beyond to consolidate its market presence in the region. The company focuses on qualitative market penetration in high-growth markets and secured an alliance with the Al Rostamani Group of UAE to facilitate expansion in the telecommunications and mobility industry in June 2007.

A deal with Etisalat in the UAE enables Cellucom customers to access post and prepaid mobile services and recharge cards. Plans are being laid to launch E-Vision and Al Shamil broadband products at selected Cellucom outlets. Customers will soon be able to pay their Etisalat bills as well at Cellucom stores.

The company plans growth across India, the Middle East and Africa region. It is currently on an aggressive expansion programme in Eastern and Southern African markets in addition to its existing presence in Kenya, Namibia and Tanzania.

The company has crossed its 200 store mark in India and has over 80 stores across the GCC and is looking to expand further in India and across GCC. The Company recently opened two

new stores at The Dubai Mall, one at Bahrain City Centre and at Qurum City Centre in Oman.

The company revamped and re-launched U Club, which is an arm of Cellucom, which specialises in providing customers with mobile entertainment and solutions.

PROMOTION

The mobile phone business is extremely competitive and, in order to maintain market share, all participants have to advertise extensively. Cellucom follows this practice but also adds another dimension to its promotional activities with innovative sponsorships and promotional campaigns.

The stores speak for themselves with In-store branding and promotions which highlight the Branding tools depicted by the Company of Service through Mobility

Part of this innovative approach is Cellucom's participation in local and regional events and exhibitions which allows the company to reach as broad a base of the public as possible.

BRAND VALUES

To achieve regional excellence in distribution cellular communication product and digital devices, provide value-addition through innovative and aggressive customer service, maintaining the highest ethical values and transparency.

At Cellucom they believe in providing ways of enjoying the rewards of Technological advances. Cellucom's climb to market leadership is the product of their persistent focus on the customer. Growing at a rapid pace, they have attained high standard in service time after time. The strength of Cellucom's global operation is reflected in their value based leadership position in the mobile communication's market.

www.cellucom.com

Things you didn't know about CELLUCOM

Cellucom were sponsors of the Russian State Ballet during its visit to the UAE as well as the Canadian rock Star Bryan Adams during his concert in the UAE.

In 2006 Cellucom gave away gold mobile phones worth a total of Dh1 million as part of its Dubai Shopping Festival promotion.

In 2007 Cellucom had Laptop exchange offers for all its Customers.

In 2007 Cellucom introduced the 'I Know campaign' which helped raise awareness levels to build TOM recall, create a differentiation / reason to buy from Cellucom and create an identity through communication and offerings thus trying to build the stature of Cellucom.

In 2008 Cellucom crossed its 200 store mark in India and has opened up four stand alone stores within the GCC, two in Dubai Mall, one in Bahrain City Centre and one in Qurum City Centre in Oman.

In 2008 Cellucom exclusively unveiled two exclusive collections of hand-tailored, luxury mobile phones as part of Obsession range. The White Gold and Classic Yellow Gold collections were exclusively available at select Cellucom outlets in Dubai.

In 2008 Cellucom exclusively offered, with Nokia, to buy an N series hand phone, pay an additional AED 200 and get a ticket to a dream destination of your choice.

Superbrands

