

C O R P O R A T E   P R O F I L E  
**ABC GROUP UAE**



'TO HELP PEOPLE TRANSFORM THEIR WORLD'

# GOD'S GIFT

I asked for STRENGTH,  
and God gave me difficulties to make me STRONG

I asked for WISDOM,  
and God gave me PROBLEMS TO SOLVE

I asked for PROSPERITY,  
and God gave me BRAWN & BRAIN TO WORK

I asked for COURAGE,  
and God gave me DANGER TO OVERCOME

I asked for LOVE,  
and God gave me TROUBLED PEOPLE TO HELP

I asked for FAVOR,  
and God gave me OPPORTUNITIES

I received nothing I WANTED,  
and received everything I NEED,

MY PRAYER HAS BEEN ANSWERED!!



## MESSAGE FROM OUR BELOVED FOUNDER & MD

Can a business simply strive on 'Win-Win' principle ?

This is the thought I had years ago.

ABC began operation during the year 1998. Our dedication and commitment to serve our customers with nothing but the best, has made ABC the global phenomenon it is today. We had our lows; but had strived and innovated ourselves every time. Today, we serve our customers with a wide range of international and in-house brands both nationally and internationally. I can proudly state that we have touched a million lives globally by serving them the best and YES; a business can solely survive on 'Win-Win' principle and achieve greatness.



Muhammed Madani



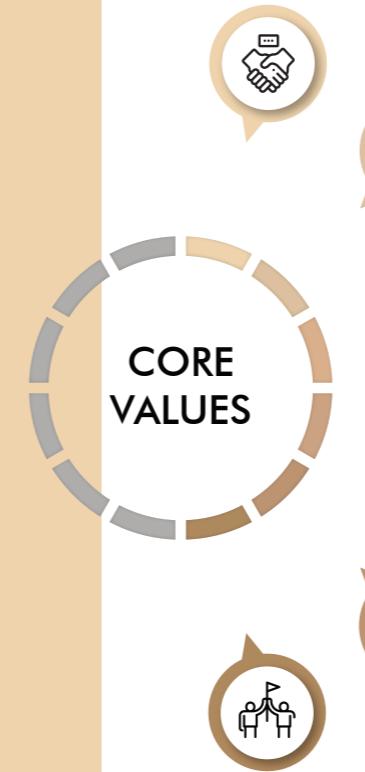
# CORE PURPOSE

**'To Help People Transform Their World'**

"Every accomplishment starts with the decision to transform.

ABC believes in the power of transforming people's life"

## CORE VALUES



### Relationship for Life

ABC has a lifelong commitment to its customers, employees, stakeholders, vendors and well-wishers. We are committed to help them to lead a happier and fulfilling life.

### Futuristic and Innovative

ABC rises up to a fresh world of ideas and a new way of life. It proudly brings state-of-the-art designs & products from expertise across the world and spread innovative ideas.

### Customer Service and Satisfaction

ABC provides customer experience that is not just the best, but exceptional. We relentlessly deliver innovative and enduring products and services that are on par, thus ensuring absolute customer satisfaction.

### Teamwork for Excellence

For us maintaining excellence is the norm. We are powered by a team that has outgrown individual performance and has made achieving excellence a part of their everyday activity.

### Responsible and Result Oriented

We are committed to deliver result oriented products & services - we believe that, our success is depended upon responsibility to the society.

### Win-Win Co-operation

We always achieved success through its unique 'Win - Win' strategy. Our customers, employees, stakeholders and vendors will reap the benefits of happiness and good life. ABC strives to provide its customers with exceptional service.



# 2031

## SETTING OUR AMBITION HIGHER THAN EVER

"Be a Billion Dollar Company by the Year 2031"

By 2031, we will be:

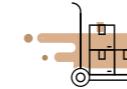
- Operational in 50 countries.
- A One-Stop Global Brand that serves high quality materials.
- Launching 'ABC Academy' to create skillful professionals for tomorrow.
- Promoting healthy mental & physical wellbeing among our staffs and members.
- Contributing 5% of our profits towards charity & upliftment of under-privileged people.
- A global solution-provider to every person that walks in our showroom across the world.
- A major contributor in bringing revolutionary changes and in transforming the construction industry.
- Establishing ABC Foundation - a charity foundation to empower old-aged and specially abled individuals.



## OUR BUSINESS

ABC Group is dedicated to make the world a better place through innovative business and inspiring luxury living. Having the largest collection of trend-setting tiles, sanitary ware and building materials, manufactured by the world's best. Our mission is to serve our customers better forever.

Today ABC Group is the synonymous for high quality tiles, sanitary wares, bathroom fittings and allied building materials. Now, ABC Group has exhibited continuous growth in maintaining and improving its Customer Base, Supply Chain Operation and Global Expansion Rate.



### WHOLESALE & RETAIL

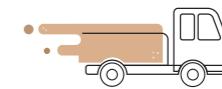
We inhabit a new era in which everything has changed and continues to change: manufacturing technologies, transport and distribution systems, information and communication tools, the needs and priorities of people and of consumers thus creating the need to provide products of the highest quality and aesthetic value at attainable prices.

As a distributor and retailer, not only do we ensure availability of the products through our extensive network, but we are able to act as a sourcing and OEM company, consulting and developing product ranges which closely fit our brand profile.



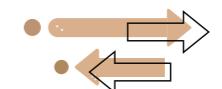
### OEM MANUFACTURING

We know by experience that today's demands are simply more challenging than before. This is why we have developed brands that do not compromise quality and choice.



### DISTRIBUTION

We understand that needs don't just change from client to client; they also change from one day to the next. By synchronizing our services we tailor complete solutions to the full range of our customer's requirement. The result is a simpler, more efficient and better value supply chain.



### IMPORT & EXPORT

We make sure that we delight our customers each and every time with our Quality Products, Timely Delivery, Precise Communication & Professional Approach. Adding to our advantage, we have developed a special relationship with some of the best manufacturing companies, which helps us in providing our clients with a greater value. We strive to take special care of our client's needs and believe in maintaining a constant heartfelt bond.

## OUR ROADMAP TO SUCCESS

Today we operate in 8 countries

Our strength lies with 1200+ Talented staffs

Our retail segment have 35+ Showrooms

Successfully completed 5000+ projects

1998

Incorporated ABC  
India

2003

Wholesale, Kannur  
India

2004

2 Showrooms  
India

2007

Manufacturing Unit  
Brand for Sanitary ware

2008

Started own Import  
3 Showrooms in Kochi

2009

Established in Qatar  
1st international Operation



2011

Retail Outlet  
India

2012

Established in China  
Support Manufacturing

2020

Future Beckons

2019

Established in Oman  
3rd GCC Operation

2018

Retail outlet  
Qatar

2016

Retail outlets  
Africa(3), Qatar(1), India(6),  
Import & Export(2)

2015

Retail outlets  
Qatar(1), India(1)  
Established in Africa  
Uganda

2014

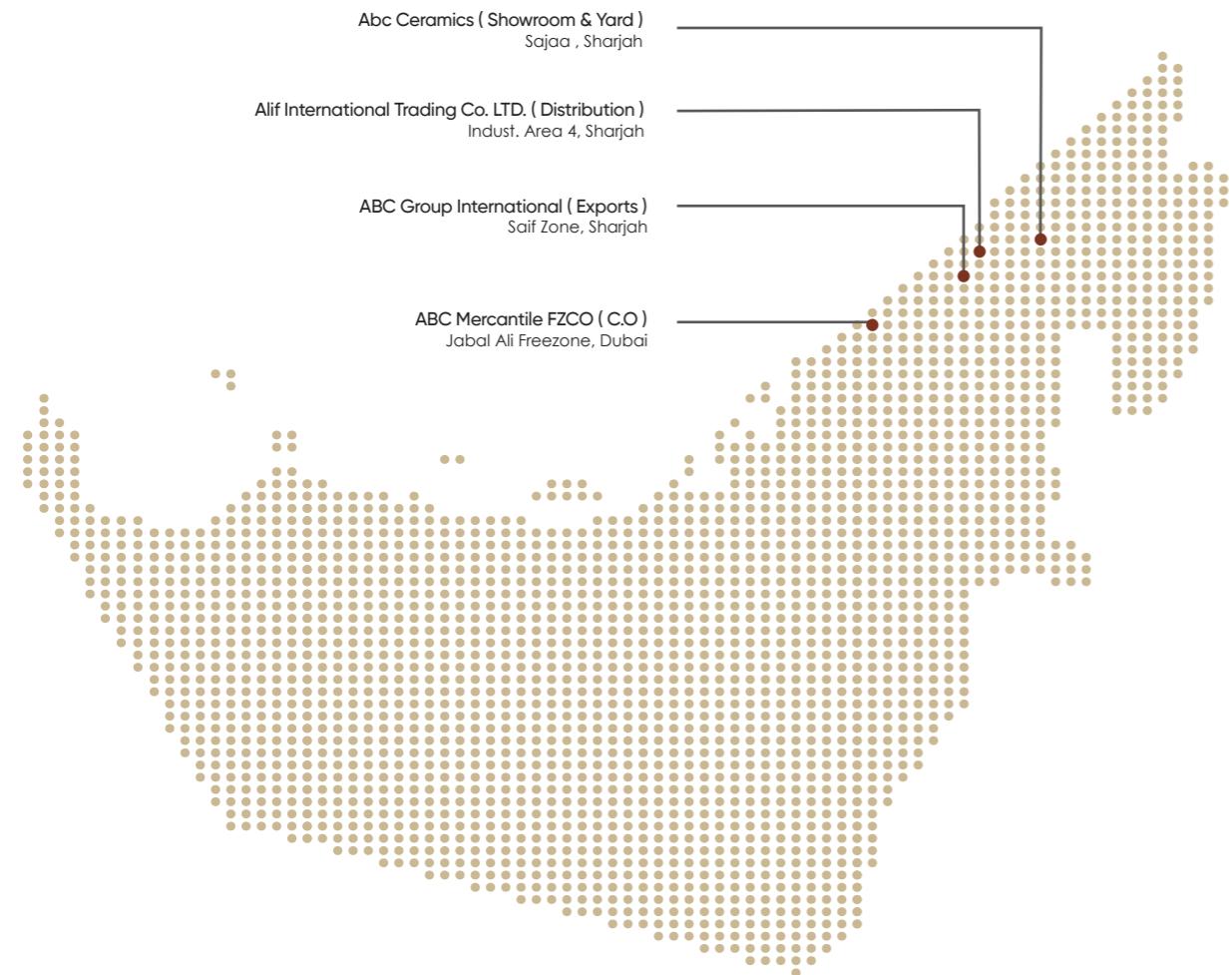
2 Showrooms  
India

2013

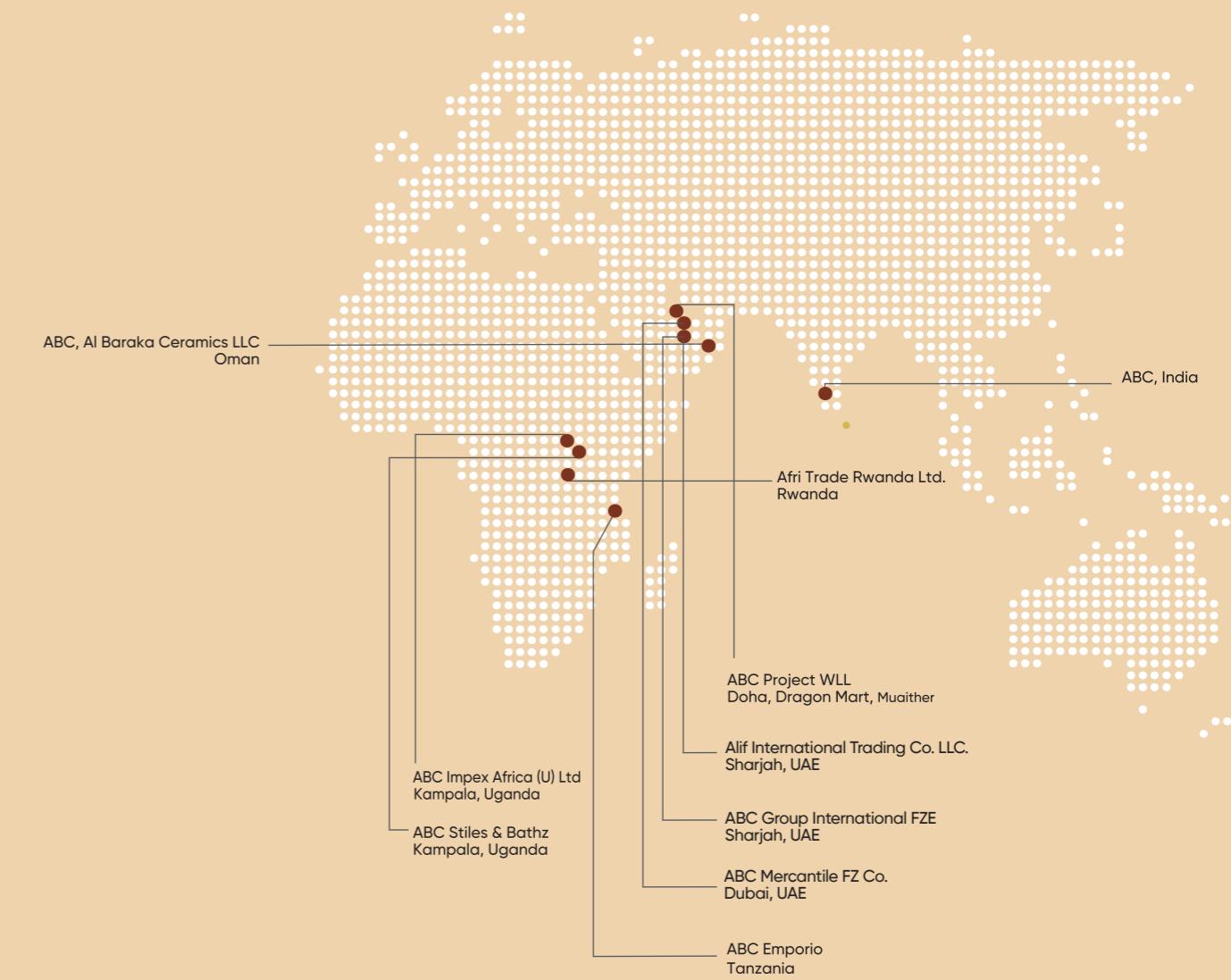
Retail Outlet  
Qatar

Retail Outlets  
UAE(2), QATAR(1)  
TANZANIA(1), RWANDA(1)

## ABC UAE



## ABC INTERNATIONAL





## MOHAMMAD RIJAZ

CEO

With years of experience in the field of building material, he has dedicated his career in promoting quality products. Under his leadership, ABC Group is operational in major cities across the world.



## HAREESH THYVALAPPIL

GENERAL MANAGER

He is the mainstay of the building materials and sanitary ware business in the region. Mr. Hareesh is known for his business sagacity and spontaneity.



## MUHAMMED ASHAR

HEAD OF SALES

A young, visionary and charismatic person, who has been one of the key ingredient in our strategic growth.

## TO SERVE YOU BETTER

Because of the pivotal role we play in bringing global expertise locally, we are committed to creating and maintaining powerful customer relationships built on a foundation of trust and excellence. Our integrity, dedication and strong belief in professional business ethics coupled with our industry specific knowledge, experience, and relationships established over the years, are

qualities still valued and sought by many of our customers to this day.

With a team of 30 qualified and talented staff and warehouse workers we are always committed to serve you better than before.



## NEWS & EVENTS

### WAREHOUSING & LOGISTICS

With a wide warehousing area and stocks worth millions at any given time, we will be a game-changer in UAE for the coming years by providing enviable service.

With a reliable logistics department and talented warehouse staff our products reach happy customers at a timely rate. Embracing technological advancement has been our strength in advancement and meeting customer needs.



Take a look on the appreciations by the media and the events participated by ABC Group.

**ABC - GROUP IS GOING GLOBAL**

**THE AREA OF LEADERSHIP & EXPANSION**

**THE SUCCESSFUL STORY OF ABC GROUP**

**INTERVIEW WITH THE CEO**

**SUMMARY PRESS**

**INFORMATION**



CEO

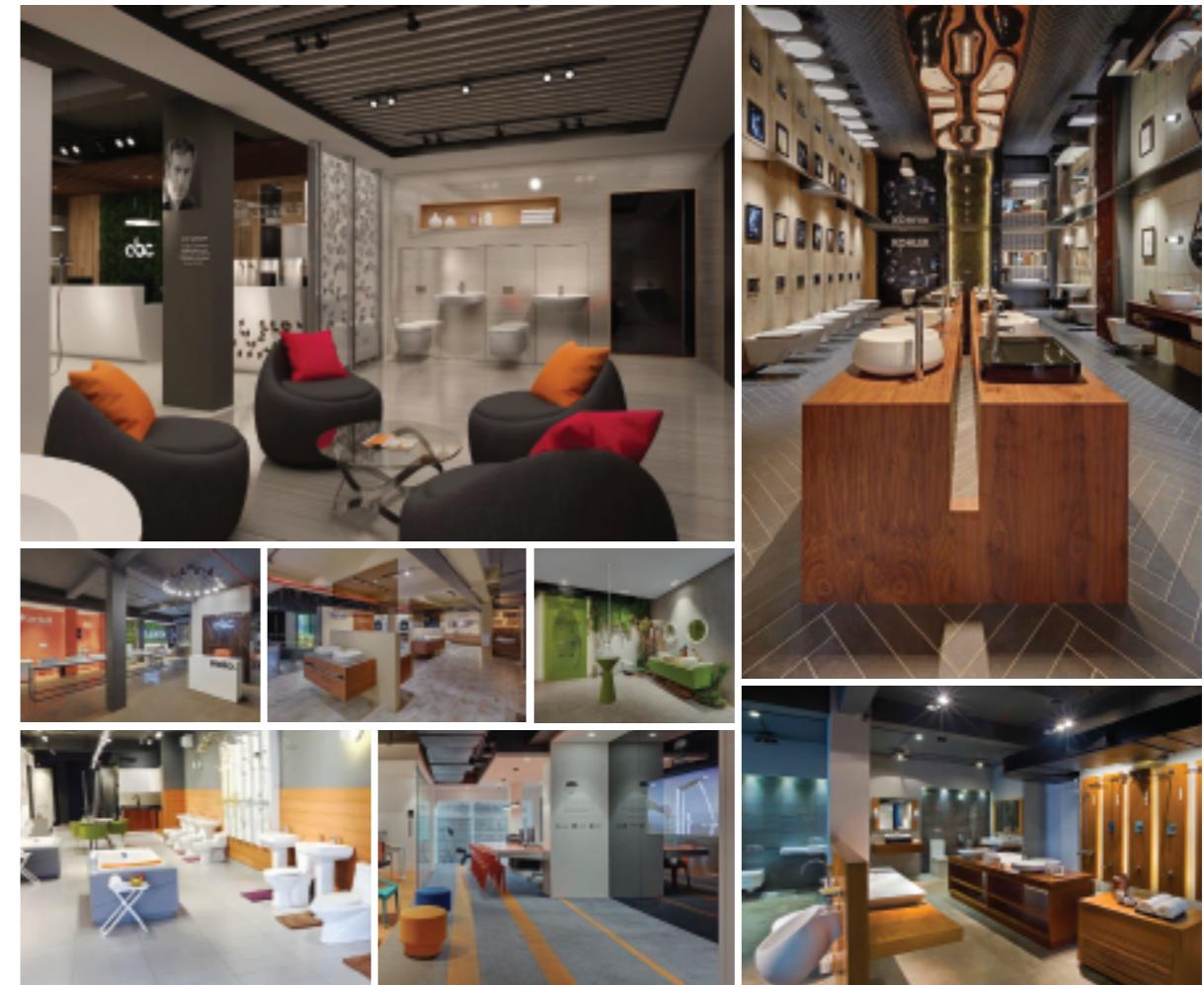
MANOJ KUMAR



## AWARDS & ACCREDITATIONS

2015-2016 Top Seller Award from Somany Ceramics.  
2015-2016 Excellent Performer Award for Silver Category from Kajaria Tiles.  
2014-2015 Beneleve Top Achiever in Kerala Award.  
2013 Emerging Kerala Young Entrepreneur Award from DC Media (DC Books).  
Awarded Emerging Businessman in 2012 from Vyapara Vyavasaya Ekopana Samithi.  
Best Trader Award in 2012 from North Malabar Chamber of Commerce received from Honourable Chief Minister of Kerala Sri.Oommen Chandi.  
Award Young Business Icon in 2011 from Kerala Vyapara Vyavasayi Ekopana Samithi.  
2008-2009 ABC Sales Corporation got Best Performer in Service Sector Award from Central Excise Customs & Service Tax Division.

## INTERNATIONAL SHOWROOMS



## UAE SHOWROOMS





مکہ الفی العالیۃ للتجارۃ ذ م  
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