

HUNDRED  
MEDIA



THE ULTIMATE BUILD EXPERT

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Musammil Ghani  
CEO and Managing Director  
Hundred Media Advertising LLC

Musammil, the founder and CEO of Hundred Media, started his career in interior design in India. After moving to Dubai, he worked with top companies in the exhibitions and events industry, gaining valuable experience. In 2010, he co-founded Hundred Exhibitions, and by 2015, founded Hundred Media. Under his leadership, the company has grown rapidly, completing over a hundred projects by 2017. Musammil continues to lead the company with a vision to expand into co-working and co-building spaces, making it easier for individuals to start their own projects with the support of Hundred Group's sub-brands.

Hundred Media has been a trusted name in the UAE since 2010, specializing in providing build services for events and businesses. They handle everything from carpentry and metalwork to AV displays and furniture rentals, delivering complete solutions for projects of any size. With over 100 employees and two production units, they focus on turning creative ideas into reality, ensuring top-quality results for their clients.

## Professional Journey

### **Studied Interior Design in Bangalore**

Gained foundational skills in interior design.

Worked with Taj Group and Johnson Tiles in India

Built early experience in hospitality decor and design.

### **Moved to Dubai**

Entered the exhibitions and events industry, working with top companies like Concept Zone and TGP.

### **2010: Co founded Hundred Exhibitions**

Started the company while working as a full - time creative designer.

### **2015: Transitioned to Full - Time Entrepreneur - Hundred Media**

Left his job to focus solely on growing Hundred Media.

### **2017: Hundred Media Completed Over 100 Projects**

Achieved a major milestone, establishing Hundred Group as a key player in the industry.

### **2023: System Building in Progress - Development of In House ERP**

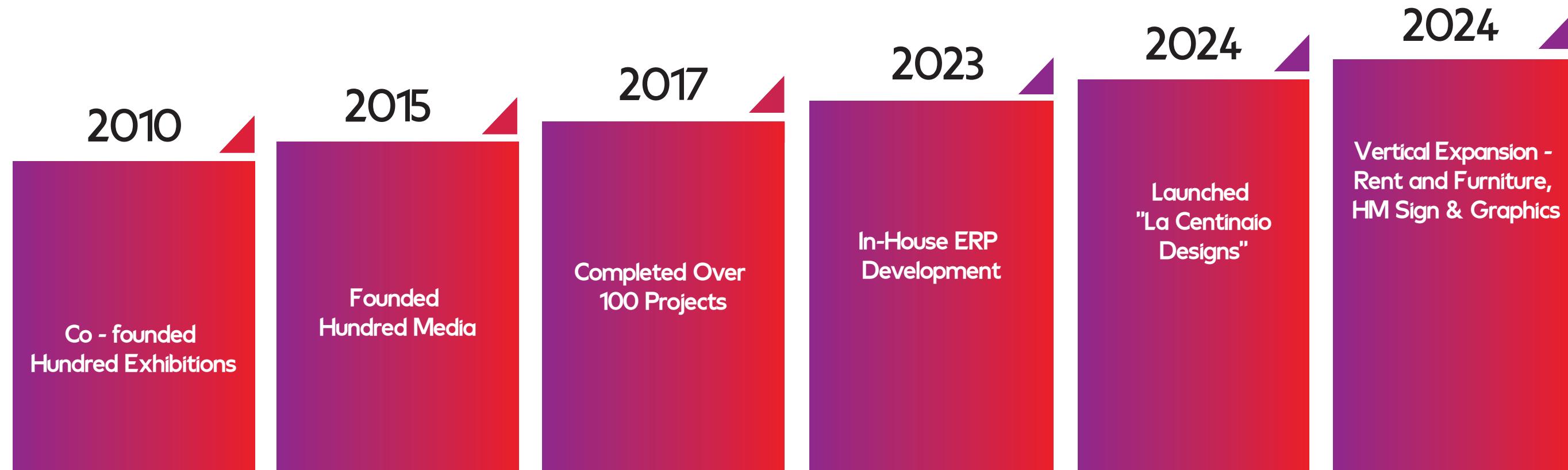
Initiated the development of a custom ERP system to streamline operations and improve efficiency across the company.

## 2024: Launched New Brand "La Centinaio Designs"

Introduced a new brand aimed at acquiring B2C clients globally, focusing on exhibitions & events, interiors, and fit - outs.

## 2024: Expansion Process in Progress – Verticals Separation: Rent and Furniture, and HM Sign & Graphics

As part of the vision to expand into co - building spaces and introduce a cloud platform for the exhibitions & events industry, these brands will be held under Hundred Holding Company.



## Company Values, Mission & Vision.



### Vision

To be the leading provider of innovative, sustainable, and visually stunning exhibition stands and events globally, transforming every space into an unforgettable visual experience.

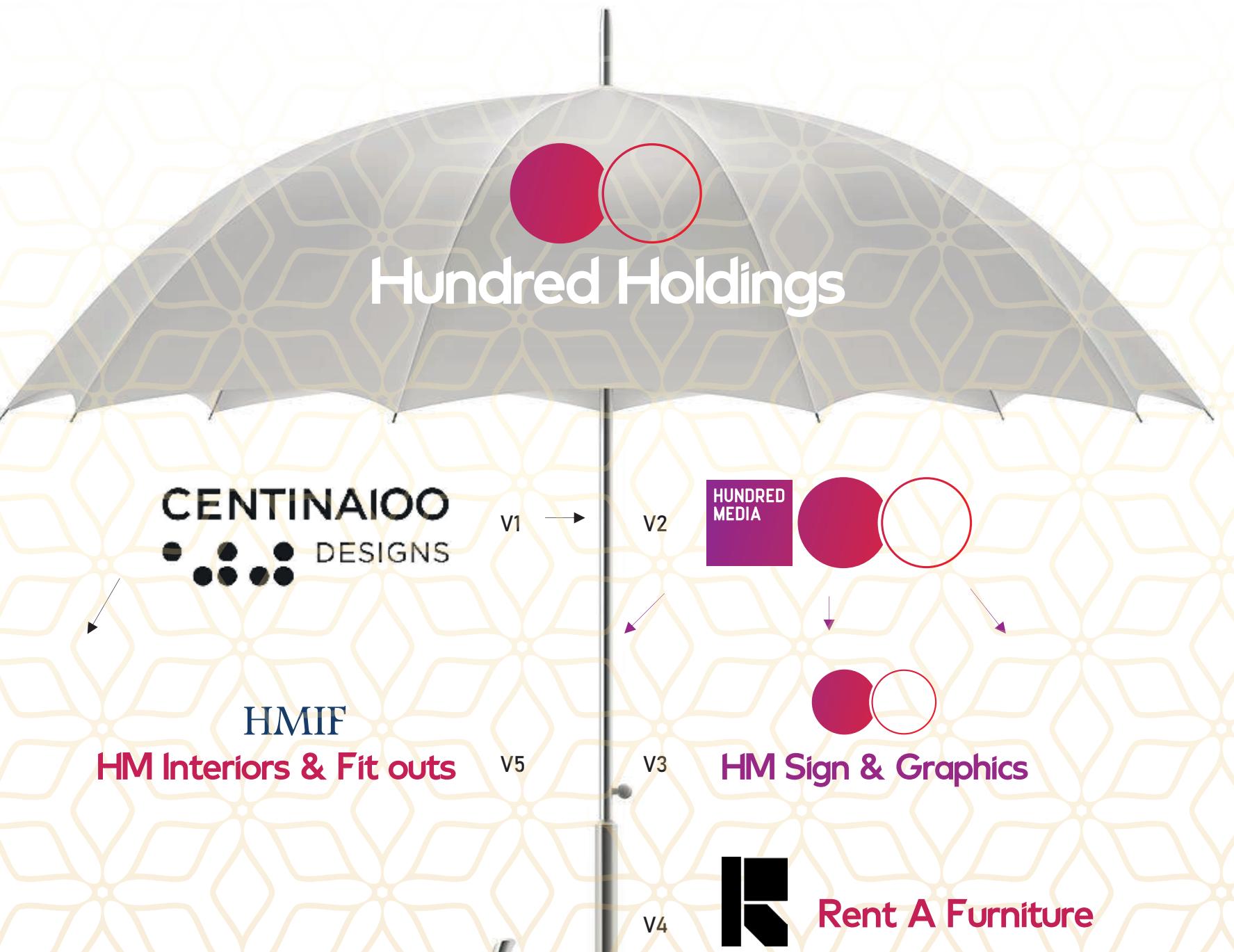


### Mission

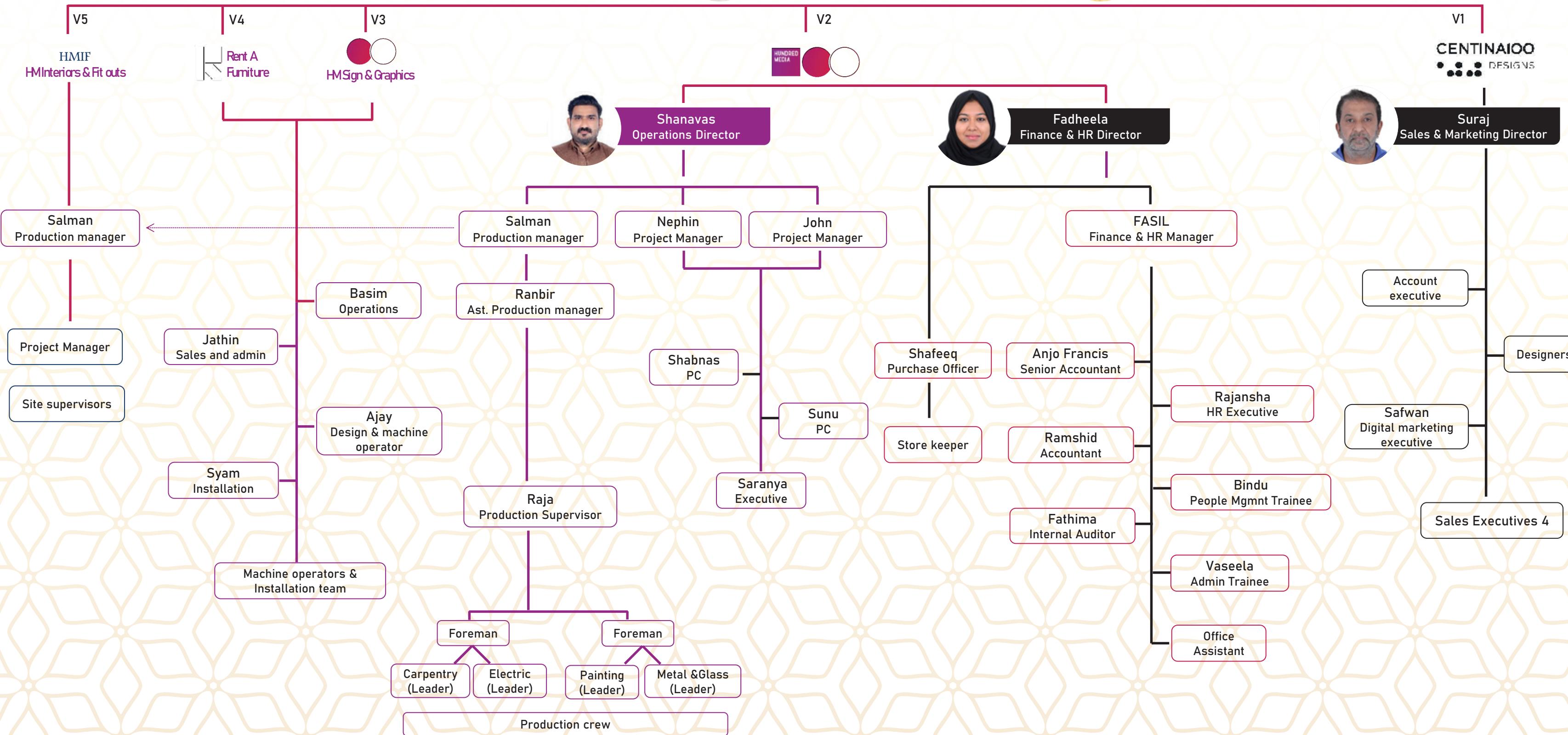
Our mission is to deliver exceptional exhibition stands and event solutions that exceed client expectations through innovative design, superior craftsmanship, and dedicated customer service. We strive to create engaging and impactful environments that enhance brand presence and foster meaningful connections while prioritizing sustainability and operational excellence in all we do.

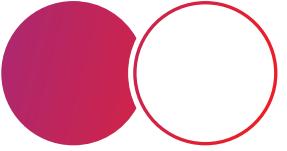
### House of Brands

Hundred Holdings follows a 'House of Brands' model, similar to a family tree. It owns several brands, including Hundred Media, Centinaioo, HM Warehouse, HM Sign & Graphics, HM Interiors & Fit-Outs, and Rent-a-Furniture. Each brand has its own identity, target audience, and unique selling point. This approach allows each brand to focus on its specific market while operating as an independent company.



# Organization Chart





# Standard Operating Procedure (SOP)

Purchase

Document Number: PRC/SOP1

Effective Date: 01-10-2024

Version: 1.0

## 1. Purpose

This SOP outlines the procedures for the procurement of goods and services, ensuring a consistent and efficient process for all purchases made within the organization.

## 2. Scope

This procedure applies to all departments involved in the procurement process within the organization.

## 3. Responsibilities

Store Keeper: Creates purchase requests to manage inventory levels.

Department Heads: Verifies purchase requests according to the budget.

Purchase Officer: Obtains quotes, evaluates suppliers, negotiates terms, processes purchase orders over AED 500, tracks delivery, and maintains supplier communication.

Finance Manager: Verifies purchase orders.

CEO: Approves purchase orders.

Senior Accountant: Verifies invoices and Goods Received Notes (GRN) against purchase orders, processes payments, and maintains supplier records.



## Procedures

### Initiation of Purchase Request

Departments requiring goods or services submit a Purchase Request (PR) signed by the department head to the Purchase Officer. The requirement date, urgency, project details, and any specific quality or features should be mentioned in the PR. (The PR must be issued at least 10 days before the required date, except in emergency cases.)

### Quotation Process

Procurement staff obtain multiple quotes from suppliers to ensure competitive pricing. Quotes should be evaluated based on price, quality, and delivery time (within 2 days).

### Purchase Order Creation

Once a supplier is selected, the Procurement Staff will create a Purchase Order (PO) based on the accepted quote for purchases over AED 500.

### PO Verification and Approval

The Finance Manager will verify the PO. The Purchase Officer then needs to obtain approval from the CEO (between 11:00 AM and 12:00 PM).

### Delivery and Receipt of Goods

The Purchase Officer should verify the delivery against the PO, sign the Delivery Note (DN), and issue it to the store. The Goods Received Note (GRN) should be created by the Store Keeper.

## **Issuance of Goods**

The Store Keeper can issue the items with a Goods Issue Note to the departments.

## **Invoice Verification and Posting to System**

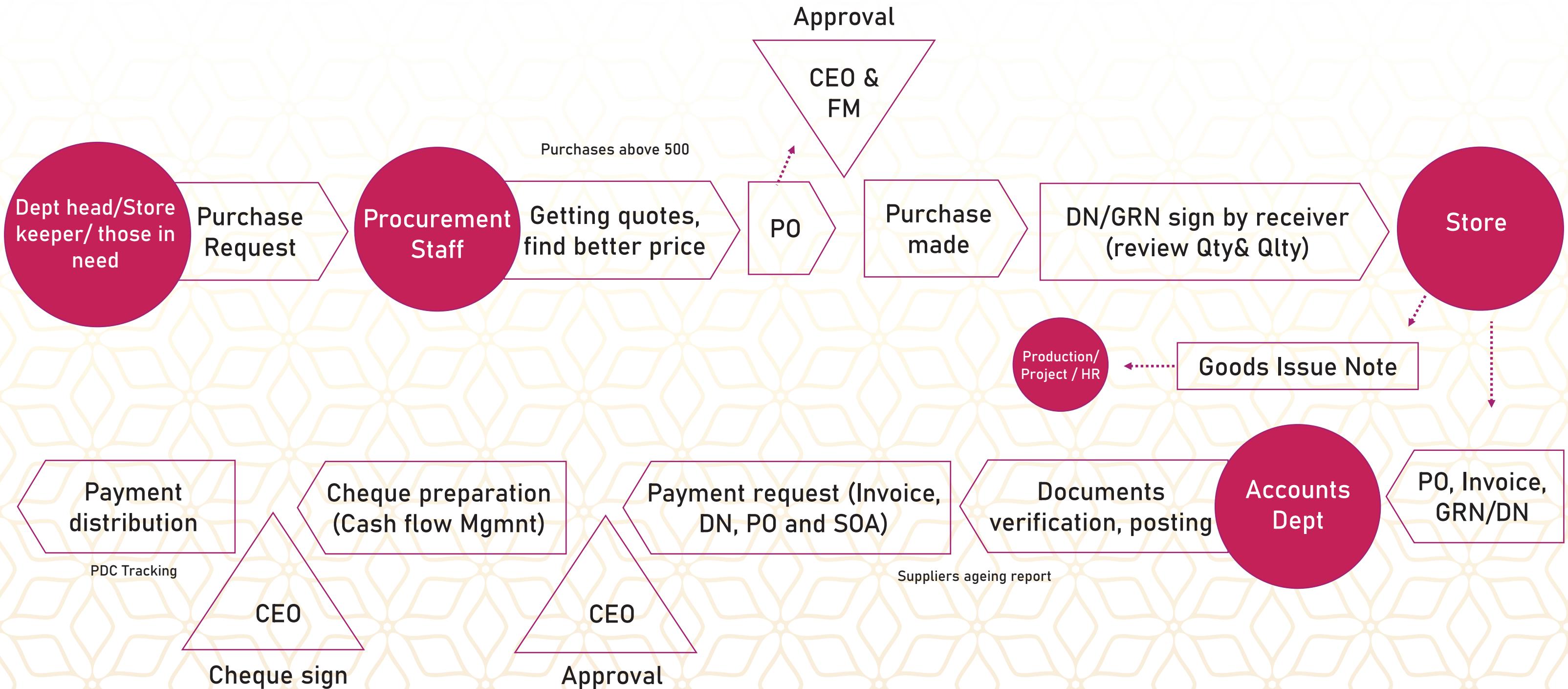
The Accounts Department verifies the invoice against the PO, GRN, and any other relevant documents (e.g., SOA - Statement of Account).

## **Payment Request**

As per the credit terms and due dates, the payment request is prepared (between the 10th and 20th of the month). The payment request, along with the invoice and PO, is submitted to the CEO for approval. Upon approval, the Accounts Department prepares the cheque. The cheque is signed (between the 10th and 20th of the month).

## **Record Keeping**

All documents related to the purchase (PR, PO, DN, GRN, invoice) should be filed and maintained for future reference and audit purposes. The Accounts Department maintains a supplier aging report for tracking payments.



\* For purchases below AED 500, you may use petty cash with a purchase request.

\* For recurring monthly expenses such as stationery, office supplies, fuel, and food, no purchase request is needed

DN: Delivery Note

GRN: Goods Received Note

The logo for Hundred Media, featuring the word "HUNDRED" stacked above "MEDIA" in white, all-caps font. To the right is a stylized graphic element consisting of three overlapping circles in dark red, light red, and pink.

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## Purchase Order

PO. NO :

Date :

VENDOR	Project Details			
Name	Project Name			
Address	Location			
Contact person	Show date			
Credit Terms	Delivery Date	Mode of Payment	Delivery Location	Other Terms
No	Description	Quantity	Rate	TOTAL

Amount in words:	Sub Total	AED	-
	Discount		
	Total	AED	-
	VAT @ 5%	AED	-
	Total	AED	-

Notes:

Prepared By.  
Procurement Officer

Checked & Verified By.  
Finance Manager

Approved By.  
CEO

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PRC-002/PRF

## Purchase Request Form

Date : \_\_\_\_\_

Project : \_\_\_\_\_

Department : \_\_\_\_\_

Urgency : \_\_\_\_\_

Item	Purpose	Supplier	Cost	Qty	Net Amount
Grand Total					

Justification: \_\_\_\_\_

Prepared By : \_\_\_\_\_

Signature : \_\_\_\_\_

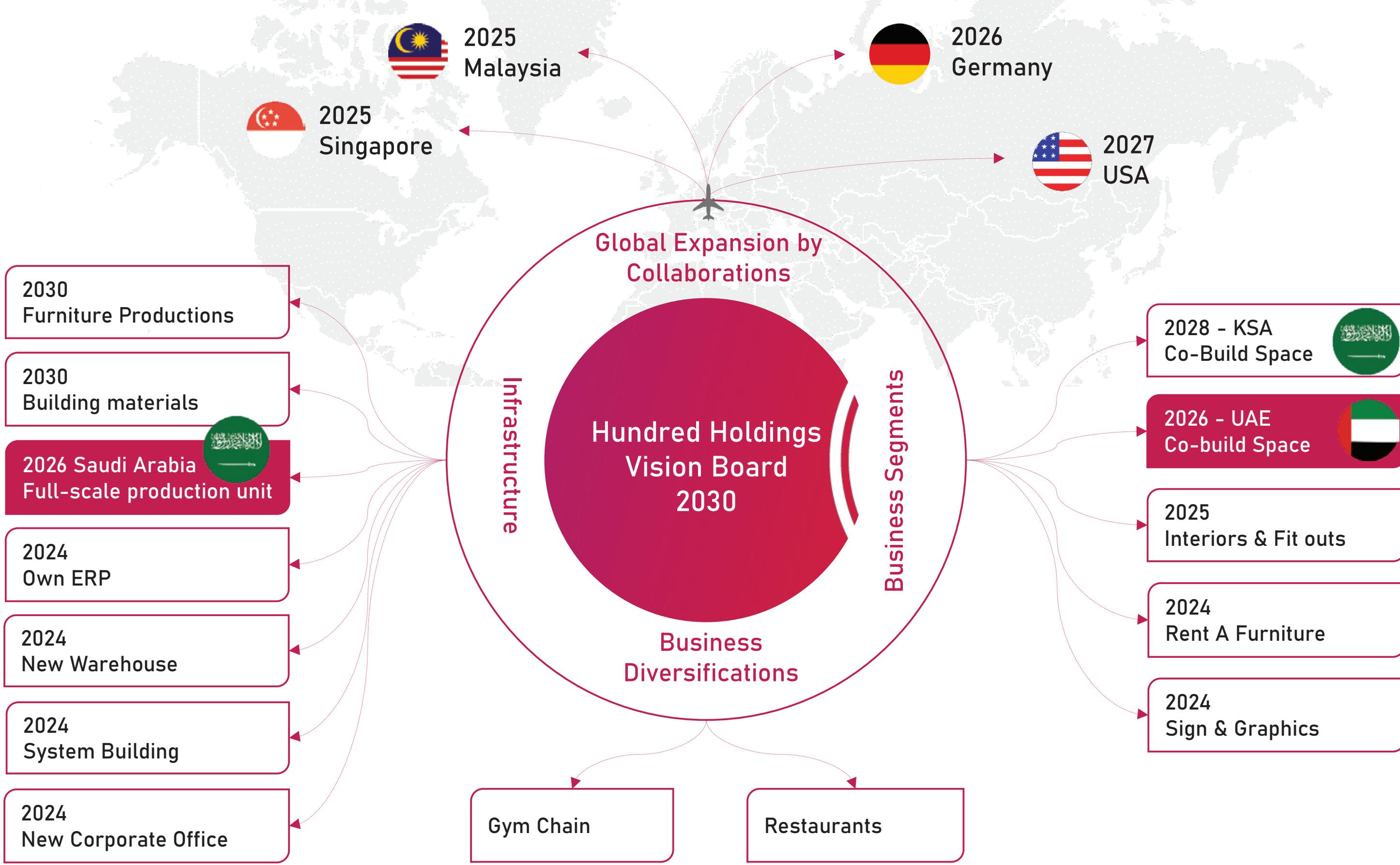
Department Head : \_\_\_\_\_

Procurement : \_\_\_\_\_

Signature : \_\_\_\_\_

Signature : \_\_\_\_\_

Additional Notes: \_\_\_\_\_





**Thank You**