

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.

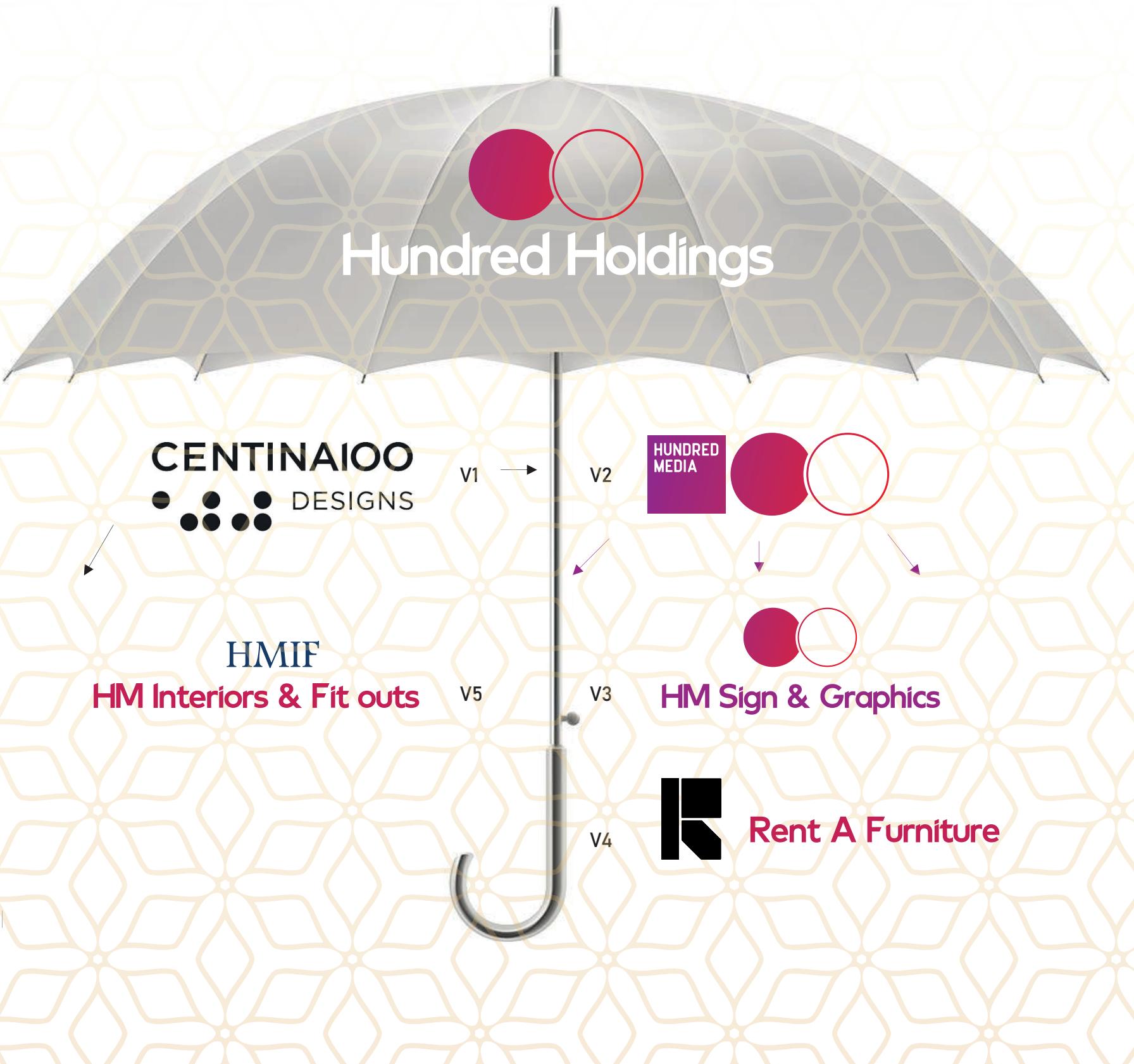


Mission

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



Musammil Ghani
CEO & MD



Jinshad
CSO & ED



HMIF
HMInteriors & Fit outs

V4

V5

V3



Rent A
Furniture



HMSign & Graphics

V2



Shanavas
Operations Director



Fadheela
Finance & HR Director



CENTINAIOO
DESIGNS

V1

Salman
Production manager

Project Manager

Site supervisors

Jathin
Sales and admin

Syam
Installation

Machine operators &
Installation team

Salman
Production manager

Basim
Operations

Ajay
Design & machine
operator

Raja
Production Supervisor

Foreman

Electric
(Leader)

Carpentry
(Leader)

Painting
(Leader)

Metal &Glass
(Leader)

Nephin
Project Manager

Ranbir
Ast. Production manager

Shabnas
PC

Saranya
Executive

John
Project Manager

Sunu
PC

Shafeeq
Purchase Officer

Store keeper

Anjo Francis
Senior Accountant

Ramshid
Accountant

FASIL
Finance & HR Manager

Rajansha
HR Executive

Safwan
Digital marketing
executive

Bindu
People Mgmt Trainee

Fathima
Internal Auditor

Vaseela
Admin Trainee

Office
Assistant

Account
executive

Designers 4

Sales Executives 4

Production crew



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.

Purchase Order

Hundred Media Advertising LLC
 Dulsco WH E2, Al Quoz 04
 P.O Box: 390671, Dubai-United Arab Emirates
 Email: procurement@hundredmedia.ae
 Phone: +971 43389100
 www.hundredmedia.ae
 TRN : 10028323740003

PO. NO :	Date :			
VENDOR	Project Details			
Name Address	Project Name Location Show date			
Contact person Phone				
Credit Terms	Delivery Date	Mode of Payment	Delivery Location	Other Terms
No	Description	Quantity	Rate	TOTAL
Amount in words:		Sub Total	AED	-
		Discount	AED	-
		Total	AED	-
		VAT @ 5%	AED	-
		Total	AED	-
Notes:				
Prepared By: Procurement Officer	Checked & Verified By: Finance Manager	Approved By: CEO		

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:					

PRC-001P

Purchase Policy

Purpose: This policy helps us streamline our purchasing process to be efficient, cost-effective, and timely. It aims to create a smooth and effective system for everyone in the company.

Scope: This applies to all departments involved in buying materials, equipment, or services.

Purchase requests: To start a purchase, submit a Purchase Request Form (PRF) via email or physically. The PRF should include details like the items you need, cost estimates, and deadlines. Mark urgent requests clearly.

Supplier Quotes & Selection: For purchases over AED 500, get at least three quotes from different suppliers and prepare a Purchase Order (PO). Supplier selection will be based on price, quality, and delivery times to get the best deal.

Approval Process: For purchases over AED 500, both the CEO and the Finance Manager should approve the Purchase Order (PO). For purchases under AED 500, you can use petty cash with a purchase request signed by the department head and the Finance Manager.

Recurring Monthly Expenses: For regular monthly expenses like stationery, office supplies, fuel, and food, you do not need to submit a purchase request. Instead, you can reimburse these expenses from petty cash using a payment voucher with proper documentary evidence.

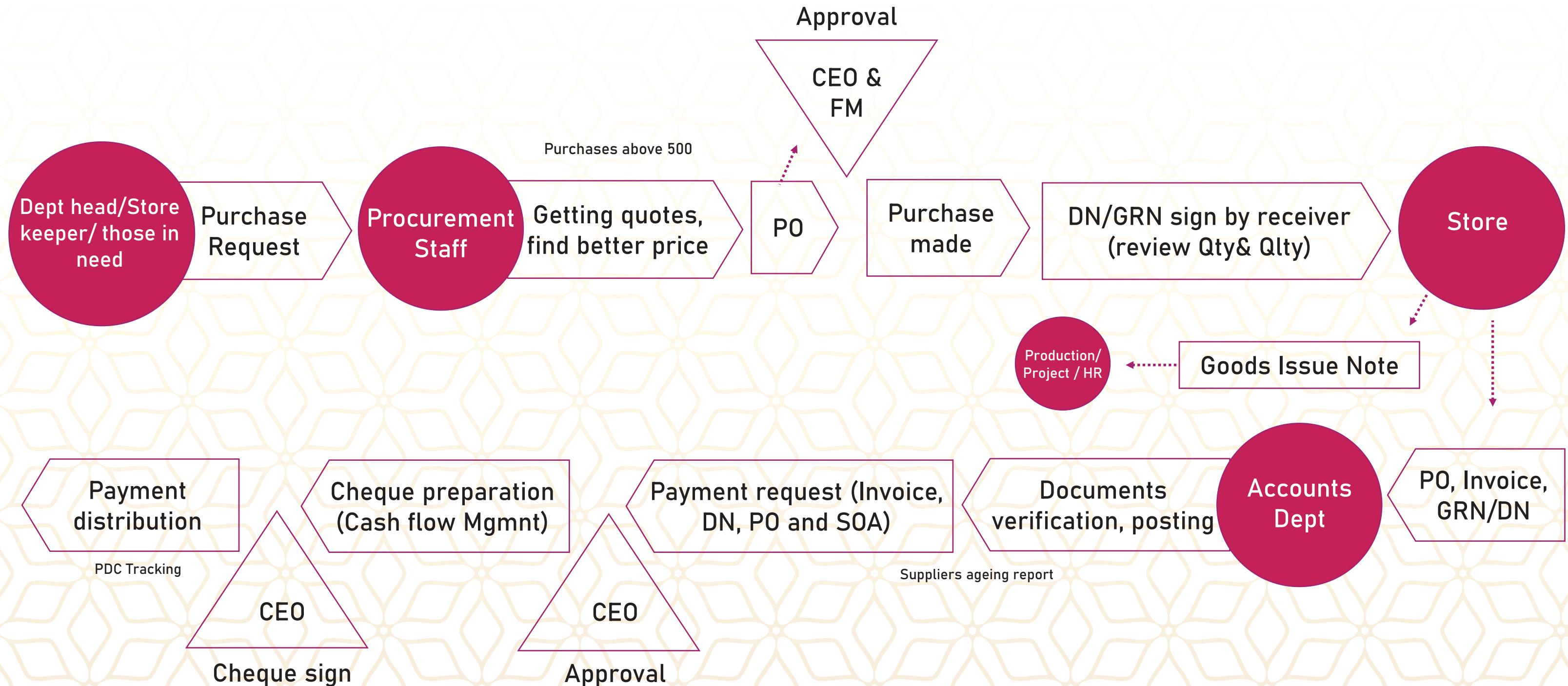
Receiving Goods: When goods arrive, the storekeeper should check the quantity and quality, and sign the Delivery Note (DN) or Goods Received Note. Report any issues right away.

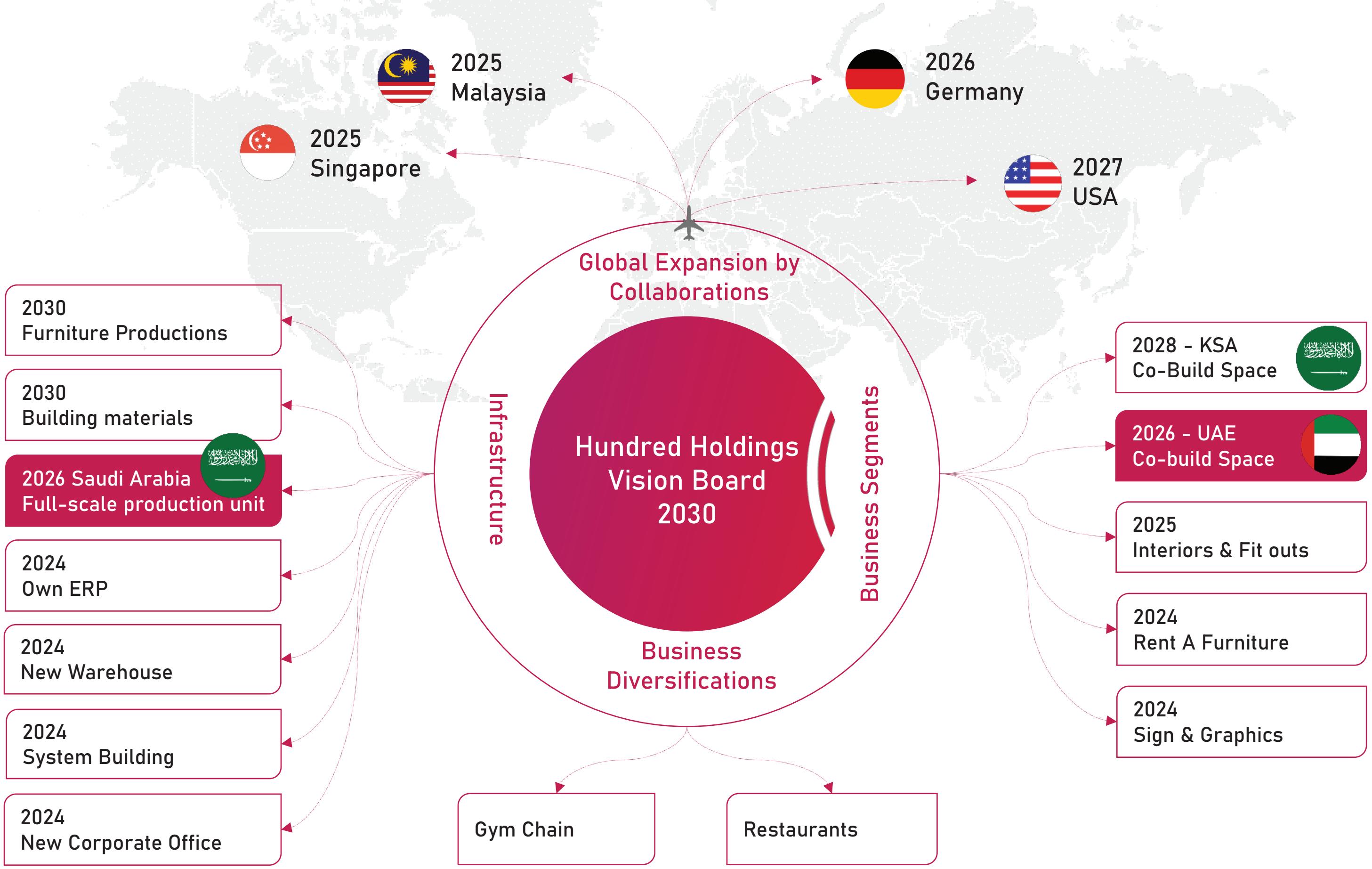
Inventory Management: The storekeeper should update the inventory and request new purchases when needed.

Payment Process: Submit the invoice along with PO and DN to the accounts for payment. After documents verification, as per the payment term will process the payment.

Effective Date: 16/09/2024

Prepared by: _____ Approved By: _____







Thank You