BILL BOARD

Bank Sohar’s scheme for   
credit card users

Bank Sohar has launched its new ‘You Spend We pay’ credit card usage promotion for its existing and new credit card customers. The promotion, which runs until June 30, aims to educate customers, promote the use of credit cards and showcase government e-payment initiatives by placing Bank Sohar credit card users in a draw to win RO1,000 each month every time they spend RO30 or more.

“The promotion from April 3 to June 30, 2011 covers Bank Sohar’s Excel Classic, Gold and Platinum Credit Cards and Internet Cards. Any point-of-sale or internet transaction of RO30 and above with the bank’s credit card entitles a customer to participate in a prize draw to win RO1,000 in monthly draws,” say Bank Sohar officials at a press conference at the bank’s Learning Centre at the Qurum branch. There will be five winners every month and 15 winners during the promotion period. The prize money will be credited to the winner’s credit card account.

LG launches new air conditioners

LG launched the Titan, a premium range of air conditioners for homes, in the Sultanate recently. The hi-tech air-conditioner promises powerful cooling solutions to withstand the region’s weather conditions.

“LG’s innovation initiatives have made it a superbrand. Titan, the latest offering, can cool faster than any other air conditioner in the market, and is environment-friendly at the same time. Titan Art Cool, Titan Plasma and Titan are the three variations of the model,” says Cyrus Vevaina, managing director, OTE Group, which distributes LG products in Oman.

The Titan can blast out cool air over a distance of up to 10m, the longest range in the market at present. The Jet Cool function and the four-way Swing system enable the unit to blow cool air in practically any direction at maximum speed, cooling rooms in the shortest possible time, the company claims.

Jotun Paints launches ‘Jotashield Extreme’

Jotun Paints Oman has launched ‘Jotashield Extreme’, a superior exterior paint protection product in Oman. ‘Jotashield Extreme’s main consumer benefits are that it through external heat-reflective protection reduces the indoor temperature in apartments, villas, offices and other buildings. Jotun Oman is the first and only paint company to offer this new technology in Oman. Jotashield Extreme uses a revolutionary heat-reflective technology that allows consumers to also select darker shades of colours, and still achieve thermal indoor comfort and a longer-lasting finish with superior exterior protection.

‘Jotashield Extreme’ offers twice the heat reflective capabilities of ordinary exterior paint. It provides protection against ultraviolet and near infra-red heat, thus significantly reducing indoor and surface temperatures and consequently driving down energy consumption.

Azad Moopen announces free cardiac surgery

DM Group, which runs Al Raffah Hospitals in the Sultanate, will open a radiation oncology unit in Oman within the next two to three years. This was announced by Dr Azad Moopen, chairman of DM Healthcare, who was recently awarded the Padma Shri, one of the highest civilian honours of the government of India, for his exemplary social service. Dr Moopen who was felicitated at a ceremony in Muscat in the presence of government officials and diplomats also announced that the group will conduct free cardiac surgery for 50 people living in Oman in the next financial year. All heart patients who do not have the means to pay for surgery will be asked to undergo a medical assessment, based on which the 50 most financially needy patients will be eligible for free treatment.

“It’s our duty to pay back to the people in Oman and thank them for their support by providing good quality and affordable healthcare,” says Dr Moopen.

Samsung launches SMART TVs

Samsung Gulf Electronics and Al Seeb Technical Establishment (SARCO) held the widely anticipated launch of the 2011 Samsung SMART TV lineup that is set to redefine the home entertainment experience. Samsung Smart TVs line-up combines elegant design with a wide range of smart features that offers viewers the most out of their entertainment experience. Combining smart content and smart experience, Samsung SMART TVs offer an immersive viewing experience with its minimal aesthetics and 3D impact, as well   
as a new world of web-connected   
TV entertainment and allows users   
to easily search for movies, TV shows, browse the web, explore Samsung Apps, chat with friends and much more.

Freedom Knee launched

‘Freedom Knee,’ a first of its kind joint replacement system designed especially for the Asians and Arabs, was launched in the Sultanate by Mosaic International, a leading health care solutions provider in Oman founded by Anil Khimji and Nand Kapadia in association with Maxx Medical.  
  
“We are glad to launch this knee joint replacement system which will give patients enhanced freedom of movement. The high flexion knee replacement system has been developed keeping the structural needs of the Asian and Arab populations,” says Nand Kapadia, managing director of Mosaic International.   
  
“We continuously strive towards providing best solutions to suit   
the needs of our patients and assist them in restoring their mobility,” he adds. The device has approvals from US FDA, CE (Europe) and DCGI (India). The Freedom Knee will be available   
all across the region.

Lulu wins Dubai Quality Award

Lulu hypermarket chain has bagged the prestigious Dubai Quality Award for the trade sector. At a glittering function held in Dubai, HH Sheikh Hamdan bin Mohammed bin Rashid al Makhtoum, Dubai Crown prince handed over the award to Yusuffali MA, managing director of Lulu Hypermarkets in the presence of HH Gen Sheikh Mohammed bin Rashid al Makhtoum, vice president and prime minister of UAE and Ruler of Dubai.

“Dubai Quality Award augments the trust that our customers have on Lulu brand and it’s really heartening to receive an appreciation of such high order,” says Yusuffali.

“To become the first regional hypermarket to receive this prestigious honour is really heart-warming. The honour is bound to boost our efforts towards achieving retailing excellence, benchmarking it against the best in the industry globally.” He also said the secret of winning the award was Lulu’s sustainable excellence based on international quality products and excellent service across its all stores.

Danube opens showroom in Saudi Arabia

Danube Building Materials has inaugurated a Dh50mn showroom in Saudi Arabia. The Dubai-based firm also plans eight more outlets by the end of 2012 worth over Dh200mn, according to its top official.

“We see strong demand for building materials in Saudi Arabia. Therefore Danube will continue its investment and our target is a total of 10 showrooms in Saudi Arabia by the end of next year. Total investment in the Kingdom is expected to cross Dh300mn,” says Danube group chairman Rizwan. The company now has a total of over 26 global retail facilities — 17 in the UAE, three in India, two in Oman, Bahrain and Saudi Arabia. The company has also invested Dh50mn in a new manufacturing plant in Dubai. The new facility, which is spread over 1.3 million sq ft in Dubai TechnoPark will open in mid-2011.