THE TRUSTED BRAND BUILDERS

www.emsons.com
WHO WE ARE?

The Emsons Group is an outstanding distributor of FMCG, housewares, sports goods and toys, with a clear presence in the Middle East and a distinctive heritage that continues to evolve with the region itself.
Emsons is your trusted partners in regional brand development and distribution.

Leveraging years of local market knowledge, buying power, intelligent logistics and key relationships, we are your stepping stone to extending and elevating your brand footprint in the Middle East.

As our client, you will be able to access new routes to market across the MENA region, a lean supply chain, strategic warehousing, as well as energetic sales and marketing support, backed by the latest, state-of-the-art technology.
A HUNDRED YEAR LEGACY
Rising rapidly from humble roots as a family business, we are proud of our success in the region and are still to this day a family business. The passion and experience of our forefathers continues to form the foundation of the Emsons managerial board, a dynamic team of meticulous professionals in their respective fields. Together, with the tireless work of our dedicated employees, we have established Emsons as the successful brand it is today and are dedicated to continuing the legacy, growing strongly alongside our partners with integrity, passion and excellence.

Rajeev Bhatia
Managing Director

Anand Bhatia
Executive Director
FMCG

Siddharth Bhatia
Executive Director
Non-Food

Rahul Bhatia
Executive Director
FMCG
CORPORATE VISION & MISSION

**Vision**
To be the Middle East’s most prolific and profitable distributor in each of our core categories, empowering every-day people with the globe’s finest, every-day brands.

**Mission**
To consistently deliver superior value to our clients, our vendors and our consumers with product, service and logistical excellence.
OUR CORE VALUES

Flexibility
Dynamic, intuitive action, built on a solid foundation, allows us to truly know our clients, vendors and consumers, consistently delivering exceptional service that evolves to satisfy unknown wants and needs.

Diligence
Our business is won by miniscule margins and we pride ourselves on dedicating infinite care to covering the finest details.

Trust
Integral trust is paramount to the smooth operation of every element of our organization, bolstered by in-depth training, honest feedback and regular review of our systems.

Accountability
Our success is built on the individual, every day effort that we dedicate to our customers and their brands.
INFRASTRUCTURE

- **Dubai Distribution Centre**: 30,000 Sqft
- **Abu Dhabi Distribution Centre**: 15,000 Sqft
- **Sharjah Distribution Centre**: 60,000 Sqft

- Temperature Controlled Warehouses
- In Excess of 1,00,000 sqft warehouse space
- Decentralized Coverage & Supply
- Over 250 Employees
- 35 Delivery Vehicles
- 5000 pallet locations
- State of the Art facility
## SALES CHANNEL & DISTRIBUTION COVERAGE

<table>
<thead>
<tr>
<th>Type of Channel</th>
<th>EMSONS F &amp; B Coverage</th>
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<tbody>
<tr>
<td>Hypermarket / Supermarket</td>
<td>500</td>
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<tr>
<td>Mini Market / Self Service</td>
<td>400</td>
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<tr>
<td>Large Grocery</td>
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<td>Small Grocery</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2,962</strong></td>
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Our in-house logistical capabilities are facilitated by the strong support of meticulous market knowledge, cutting edge technology, key relationships and an excellent reputation that enables the consistent delivery of world-class products to MENAs ever-expanding population.
HOW WE DO IT

Marketing & Design

Responsible for the successful launch and implementation of our brands, the marketing and design team consistently strengthen brand awareness and influence purchase decisions with creative execution across multiple channels.

The research-based brand plans include BTL activities, in-store promoters, events, social media, custom shelving and custom installations to truly bring the brands alive in-store.

Sales Team

Our comprehensive sales team of executives, merchandisers and promoters utilize the latest tablet and CRM technology to consistently exceed our customer’s expectations in the challenging retail environment.

Warehousing

State-of-the-art warehousing and inventory control across the three key Emirates of Dubai, Abu Dhabi and Sharjah ensure products are maintained and dispatched with minimal cost and error.

Distribution

Our well trained delivery personnel ensure the swift flow of goods across our wide distribution network.

We are uniquely positioned to target a vast selection of retailers, from Hypermarkets and supermarkets to sporting stores and home furnishing; and even the local neighbourhood grocery.
Emsons food and beverage division is one of the group's oldest and most renowned business units with a flexible approach, enriched by in-depth local knowledge, premium distribution across all retail formats and exemplary customer service.

We operate a world-class environment with state-of-the-art equipment operated in accordance with the highest safety standards in-house and in the field.

- HACCP certified with regular, rigorous testing for optimal security and control
- 24-hour a day surveillance
- Fleet of 30 temperature controlled, GPS enabled delivery vehicles for remote tracking and real-time fleet management.
CBC Pure white coconut oil is mostly made up of saturated fatty acid. It is highly resistant to deep-frying, without causing any smoke. It's the best oil for deep-frying. This allows you to fry food faster without fouling. You can re-use the oil more times, cook food faster, preserve the natural flavor of your ingredients and prevent excessive absorption of oil in to the food. Its palatability, light color, pleasing coconut flavor and easy digestibility makes it the preferred edible oil.

C.B.C.

Smoothe, Vibrant, Bold. Just like a fine wine, the varietal, climate and region determine an olive oil's taste. From the southern olive groves of Andalucía to the northern region of Catalonia, Spain, the number one producer of olive oil, offers the largest variety of unique oils that are as distinctive and diverse as nature itself. They will heighten the flavor of your meals and reveal the creativity in you.

Camolino

Doctor Chocolate is one of the fastest growing chocolate brands in the world. The premium brand has been launched in 2011 and it has since taken over consumer’s hearts and minds by storm on three continents. With a passionate focus on unique, tasty and fun products, Doctor Chocolate will continue to extend its product portfolio as well as its global reach and sales.

Doctor Chocolate

Every bottle of Donelli contains the story of a territory, of a family and its passion, and with every glass, one perceives the priceless pleasure of tasting the fruit of its age-old tradition.

Donelli

The skilful vinification techniques used are the inimitable result of experience refined over the centuries by generations of winemakers who have always pursued the same mission, the creation of high quality sparkling grape juices.
Little Miracles

Little Miracles are a beautiful blend of organic tea and super fruit juice. With carefully selected panax ginseng in its purest form and açaí, it is the perfect pick-me-up morning, noon and afternoon.

Developed with consumer health and wellbeing in mind, all blends are sweetened with organic agave and are less than 70 calories. Free from artificial colours, flavours and sweeteners.

Lorenz

Lorenz Snack-World is a German company with an international focus. It has manufacturing sites and sales organisations in Germany, Poland, Austria and Russia. It exports to around 80 countries throughout the world – spread as far and wide as New Zealand, New Caledonia and Greenland.

Maretti

Maretti presents you with a variety of tasty occasions to flirt with life, as far as Maretti brand stands for traditional bakery specialties, created with all the care, and feeling in a wealth of intriguing, special tastes and at last – served with style.

Nezo

No kitchen is complete without salt. It simply makes your food taste better. NEZO® salt offers a wide range of salts. From kitchen salt with or without iodine, extra fine table salt to low sodium salt and coarse or fine sea salt.

NEZO® has a salt for every meal. Our table salt blends easily with cooked food like chips or fried eggs thanks to its extra fine particles. The specific flavor of NEZO® coarse sea salt is ideal for preparing and seasoning seafood.
Spoons Brand

Each tin of Spoons Brand has been artfully blended, texturized and flavored so that it tastes just like natural ghee, only healthier.

Mum knows best and when it comes to preparing healthier and greater tasting food, she only needs to ‘Reach out for Spoons’. Wholesome and nutritious, Spoons Brand vegetable ghee is free from animal fats and rich in natural goodness.
Emsons is regarded as one of the leading distributors of toys in the Middle East.

Representing several world class brands, we extend their reach throughout the MENA region, supported by our in-house design and product development, well-researched product mix, excellent retail execution, efficient distribution and superior after sales services.

Our key market position is maintained through the strong respect we have for building and maintaining relationships with our customers and vendors.

This authentic approach allows us to promise perfect, stand-out execution at the shelf, which is now more important than ever to enable a product to be seen and sold.
Uncle Milton

Uncle Milton is a leader in the science and educational toy category, with a portfolio that includes many top entertainment and educational licenses as well as proprietary brands. The flagship Ant Farm® brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families in uncovering the amazing underground world of ants. Since then, Uncle Milton has created many innovative brands including In My Room™, Fireworks Lightshow™ Star Wars licensed products.

Playmobil

Playmobil, headquartered in Zirndorf, Germany, is the producer of PLAYMOBIL® and known for premium-quality toys "made in Europe." The 2 ¾ in tall PLAYMOBIL figure is the cornerstone of this creative toy system and is an internationally award-winning product. The imaginative role-play opportunities, integrated with a variety of historical and modern play themes, is fascinating to children and highly valued by parents and educational practitioners alike.

4M

Hong Kong-based 4M is recognized as one of the premium brands in the educational toy trade having won more than 70 International Toy awards since 2003!

Enabling children to play and experiment safely is the most significant factor in the design of our products. We support and endorse the on-going work to improve the safety standards in the international market.

Ravensburger

Ravensburger is Europe’s leading manufacturer of puzzles, games and activity products, and the leading publisher of children’s and youth books in the German-speaking region. The blue triangle is one of the most renowned trademarks in Germany.

The company’s portfolio comprises around 8,000 different products (including all country-specific editions), which are sold world-wide and 86% of which are manufactured in-house.
At Tech 4 Kids we are passionate about our purpose, which is to deliver WOW and create smiles! We do this by developing children’s entertainment products that are created to inspire joy and spark the imagination of kids.

We are committed to creating excellence and as such you can be assured that with our products they will be something the kids in your life will love. With a strong portfolio of popular products you can expect Tech 4 Kids to create smiles and deliver WOW...that’s our promise to you.
At Emsons, housewares isn’t just about serving utility around the home. It’s about enjoying the true essence of utility. Be it savoring your favorite drink in exquisite glassware, or cooking with utensils that evoke a sense of freshness and stress-free cooking.

Emsons is committed to bringing you the very best brands from across the world and uses its tailor made distribution models to ensure customers always receive excellent value for money.
Libbey hails originally from East Cambridge, Massachusetts, home of the New England Glass Company which was founded in 1818. In 1888, Edward Drummond Libbey, son of the first corporate owner, William, moved the company to Toledo, Ohio. The Northwest Ohio area offered abundant natural gas resources and access to large deposits of high-quality sand. Toledo also had a network of railroad and steamship lines, making it an ideal location for the company. In 1892, the name was changed to The Libbey Glass Company.

Sunpet

Organizing the food items in your kitchen and storing your leftover food can now be a mess-free affair. The set contains six identical containers. All these containers have a clear body and an air-tight yellow coloured lid — Say Hello to a Clutter-free Kitchen. The clear body allows you to easily figure out the contents while the air-tight lid prevents foreign elements from finding their way in. — A Quality Purchase — Made of food-friendly plastic that is odorless, these containers can also be used to store refrigerated food.

Trudeau

Trudeau is a leading edge North American marketer and designer of innovative quality products. We are dedicated to creating a unique experience in preparing and serving foods and beverages, at home and on-the-go.
Emsons outdoor sports division has grown exponentially to lead the MENA region and represent major world class brands, including Mongoose, Schwinn, Kawasaki, Allen Racks, and Yvolution.

Our commitment to this category is demonstrated by our strong ties within the cycling community, organizing group rides, championing best practice and providing an entire cycling solution, inclusive of accessories; helmets, pumps, bike racks etc.
OUTDOOR SPORTS

Allen Sports

Allen Sports is dedicated to making our products simple, so you can spend more time enjoying them.

We are constantly developing well designed, easy to use products that are affordable.

This is our mission, our passion and our business.

Allen Sports, so simple, go ride!

Mongoose

For almost 40 years, Mongoose has been in the dirt, on the trails and off the ramps. Founded in 1974 in a Southern California garage, Mongoose has always been an aggressive brand with products that push the limits of what a rider can do. From the biggest hits on the mountain or in the park to the urban jungle, Mongoose is an authentic brand that produces durable products built for real riders. From the first products - to our current crop of BMX, Mountain and pavement bikes

Neon

After years of experience in the toy industry (and many, many trips around the block) we’ve seen it all - from the latest scooter craze to novelty skateboards. We know how to make exciting products and we’re full of bright ideas for how to make them even more futuristic. Everything we design is bang on trend and guaranteed to make you stand out from the crowd!

Spartan

Official distributors for SPARTAN branded Disney & Marvel products for the wheeled products category for the entire MENA region. The product categories include bicycles, tricycles and accessories. This division specializes in structuring and managing the end-to-end product lifecycle, distribution and re-distribution of the products across the region.
OUTDOOR SPORTS

Schwinn
At Schwinn, we make bikes that allow riders of all ages and abilities to experience the joy of riding. From "walk 'n' roll" kids bikes to the Le Tour Legacy, we offer a comprehensive line of bikes that suit the needs of riders across the United States and around the world. Our bikes are built to the Schwinn Quality standard, with over 120 years of cycling heritage, passion and expertise. This standard is the foundation of our commitment to creating the best bikes available today.

Y.Volution
At Yvolution, we were kids once, too. We remember it as a golden time of good, healthy, outdoor fun. Without a handset in sight.

So, with our love of toys like go-karts that put smiles on kiddies’ faces and wind in their hair, we all ended up in the outdoor toys industry.

We imported toys and it was all going rather well. But, deep down, we had this crazy desire to develop our own. We wanted to control our own destiny and launch products our way.