



**MIXMAX Corporate Office**  
Alain Phase 4, (Ooredoo Bldg.), Salwa Road,  
PO Box – 40236, Doha, State of Qatar  
Tel: +974 4441 1216 : Fax: +974 4441 1217  
Email: [info@mixmax-group.com](mailto:info@mixmax-group.com)  
Web: [www.mixmax-group.com](http://www.mixmax-group.com)



THE NAME MEANS BUSINESS



# index

Mission .....	05
Vision .....	05
MIX MAX History.....	06
Message .....	09
Strength at A Glance .....	10
Corporate Office As Central Hub.....	13

## OUR DIVISIONS

Auto Spare Parts & Automotive Products .....	14
MIXMAX Auto Spare Parts (Genuine Parts) .....	16
AutoMech Light & Heavy Spare Parts (After Market Parts) .....	17
MIXMAX, Top Car & Variety Car Accessories .....	18
MIXMAX Automotive Paints (Golden Chemical Industries) .....	21
Al Jazeera Technical & Oil Field Supplies Co .....	23
MIXMAX General Trading .....	24
MIXMAX Trading & Contracting .....	26
MIX MAX Flooring Solutions .....	28
MIXMAX Building Materials.....	31
MIXMAX Mini Mart & Mini Hypermarket .....	32
MIXMAX Hospitality Services .....	33
Al Hababi Furniture and Aluminum Works .....	34
MIXMAX Play Store.....	36
MIXMAX Perfumes.....	36
MIXMAX Mobiles & Computers.....	37
ELECTROFOS International.....	38
MIXMAX Hospitality & Luxury Hotels/Villas Supply Solutions ..	39
New JESR Istanbul Restaurant.....	40
Souq Al Shay Restaurant .....	40
Zaitoon Restaurant & Grills .....	41
SBL InfoTech Middle East.....	42
MIXMAX Fashion Retail .....	43





## MISSION

Is to provide the Best Quality and Timely services in a most Economical manner. Looking at the Technical Developments, Fast growing Economy and Implementation of latest Technologies, it is necessary to provide a safe, systematic and professional services, where we play a dedicated and committed role. As the country is growing steadily in all sectors, our mission is to provide customer friendly service in various businesses sectors in a most professional manner.

## VISION

To become a leader in diversified business sectors by providing highly professional activities maintaining international standards, which can take the group to a new level.



# MIXMAX HISTORY

MIXMAX Group has grown with Doha, State of Qatar. Started as a small trading division with three individuals in 2005, the Group has since expanded into a large business establishment making its presence across four countries, with interests in over twenty diversified business verticals.

This continuous growth is a testament to the strong leadership and vision of its Management Team, who were equally supported by a team of qualified professionals. Having always believed that “Excellence Is Our Currency”, it comes as no surprise that the success of the Group has been built on the strong pillars of our customer support. Hence, in a short span of time the group has evolved into a trusted partner of all its clients and customers. The Group endeavors to maintain these relationships by remaining true to its core values of Excellence, Innovation, Integrity, Responsibility and Seamless Integration.







# MESSAGE

Group's incessant success has been fueled by our dedication to putting customers first. Not only aiming at exceeding the expectations, but also wants to create a uniqueness and setting standards, is our passion. Accordingly, we have taken measures to create an unparalleled customer experience through highly accessible and reliable products and services. We aim to create such an impact regionally and globally and have paved way to achieve the goal, through meticulous advances and growth strategies.

To accomplish this, we consider, employees are our biggest asset and strive to nurture their professional growth through continuous learning and development schemes and foster a suitable working environment. Our commercial success is linked to, people, their experience, ideas and perspectives. We are a people-centered organization and will continue to cater all their interests, keeping in account of individual's growth and desires.

We pledge as a company, with a deep-rooted pioneering spirit, to remain at the cutting edge of each industry we work in. Will always remain committed to providing substantial values to the society, while continuing to grow sustainable and ever-flourishing businesses.

We are proud of our past and passionate about our future, and we look forward to continuing our journey of success alongside our partners.

Thanking you,

Navas K  
Managing Director



# STRENGTH AT A GLANCE

Over the years, MIXMAX Group has relied on its core strength to help consolidate and grow its business.

- **Strategic Market Expansion:** The Group is one of the developing business conglomerate among medium business divisions in Qatar and expanding to India, Turkey and other GCC countries.
- **Distribution Network:** In Qatar, a strong team with enough fleet that caters many points of direct distribution from its state of the art warehousing facilities, which ably supports the Group operations.
- **Diversification of Business Operation:** In addition to being one of the leading automotive wholesaler & retailers in Qatar, the Group has diversified its operations in General Trading, Hydraulics & Stainless Steel, Building Materials, Project Trading, Hospitality Services, Supermarkets & Minimarts, Restaurants, Interior Fit-out and Furniture Manufacturing.
- **Own Manufacturing Factory:** In line with its vision of continuous growth, the group has set up a Furniture Factory, with a total area of 6000 SQM, in the New Industrial Area of Qatar, for manufacturing all kinds of furniture, in association with a Turkish Company. This factory can be utilized as a manufacturing hub to cater all GCC and other Arab countries requirements.







## CORPORATE OFFICE AS CENTRAL HUB

Keeping in line with the overall vision, strategy of growth and innovation, MIXMAX Group has set up its state-of-the-art corporate office and logistics center in Salwa Road, one of the best corporate business location in Qatar. This unit will be the central hub to the Group's overall activities and the logistics division, which will cater the retail and wholesale business network across Qatar.

Centralized function from the new corporate office will also boost the co-operation and strength of each employees, which helps to monitor all business operations from a closer range. This will streamline the operations and processes, ensuring prompt, faster and efficient services to its internal and external customers.





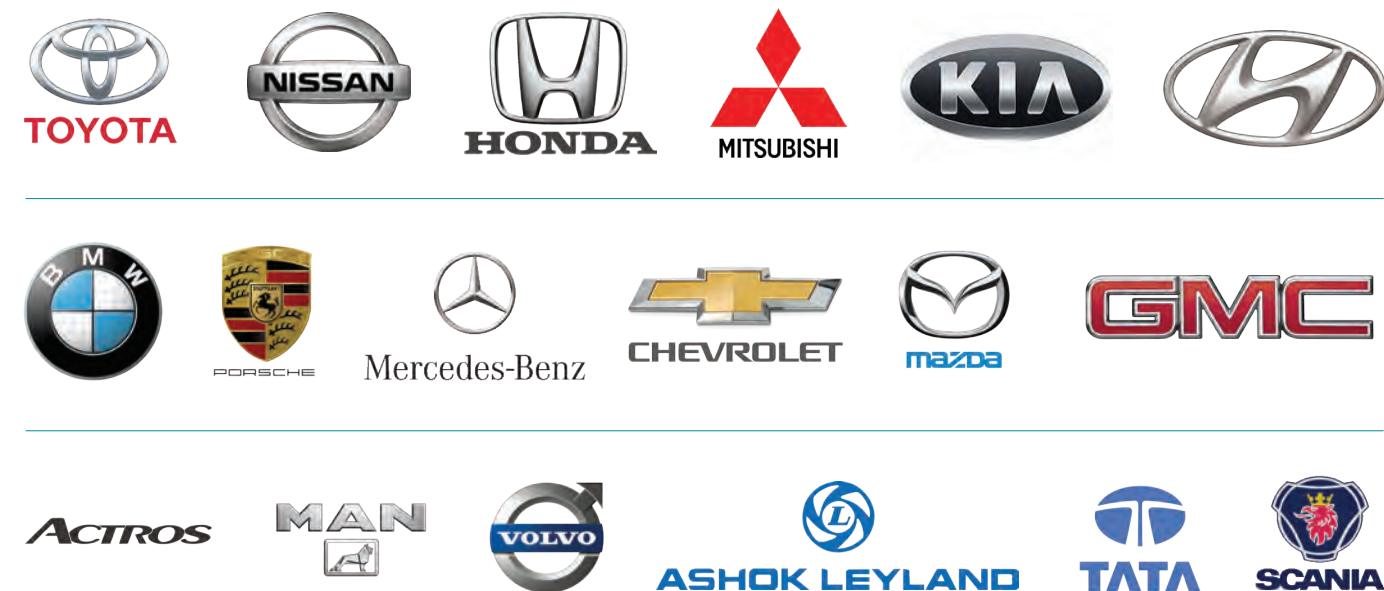


# MIXMAX AUTO SPARE PARTS (GENUINE PARTS)

The MIXMAX Group opened its first spare parts retail showroom in 2007 at Wakalath Street # 23, Industrial Area, and gradually expanded by opening more retail shops in different parts of Qatar. With the openings of these branches, the Group began to expand their business in wholesale sector too.

Considering the overall Qatar Automobile spare parts sector, MIXMAX Auto Spare Parts controls a substantial share in the retail sector. With many branches spread across, it regarded as pioneers, since they constantly setting new benchmarks in the automotive industry.

We are dealing with following vehicle's genuine spare parts, but not limited,



# AUTOMECH LIGHT & HEAVY SPARE PARTS (AFTER MARKET PARTS)

Apart from genuine Spare parts, the Group developed their spare parts business operation by dealing with aftermarket parts, which are directly imported from the manufactures. The Group opened its first retail showroom, end of 2016 at Wakalath Street # 23, Industrial area and subsequently opened many branches across Qatar. With these, the Group began to expand their business operations in wholesale sector also.

We are dealing with following vehicle's after markets spare parts,



We are the exclusive dealer of the following brands:





# MIXMAX, TOP CAR & VARIETY CAR ACCESSORIES

MIXMAX Group Car Accessories Trading started its journey in 2007 with one store and now doing business through many branches across Doha under the names of MIXMAX, TOP Car Auto Parts & Accessories and Variety Car Accessories. In the last one decade, MIXMAX Car Accessories Trading has risen to become one of the key players in the market by providing creative and innovative services to customers. We are always committed to provide highest quality products at a very competitive price with excellent customer service. Our custom made and universal products are designed to provide protection, comfort, safety, style and enhanced performance for all cars and SUVs.

Customer satisfaction is our top priority. Quality and innovation are the key aspects we consider to stay ahead of our competitors in this industry. We are committed to continuous improvement and looking forward to new challenges.







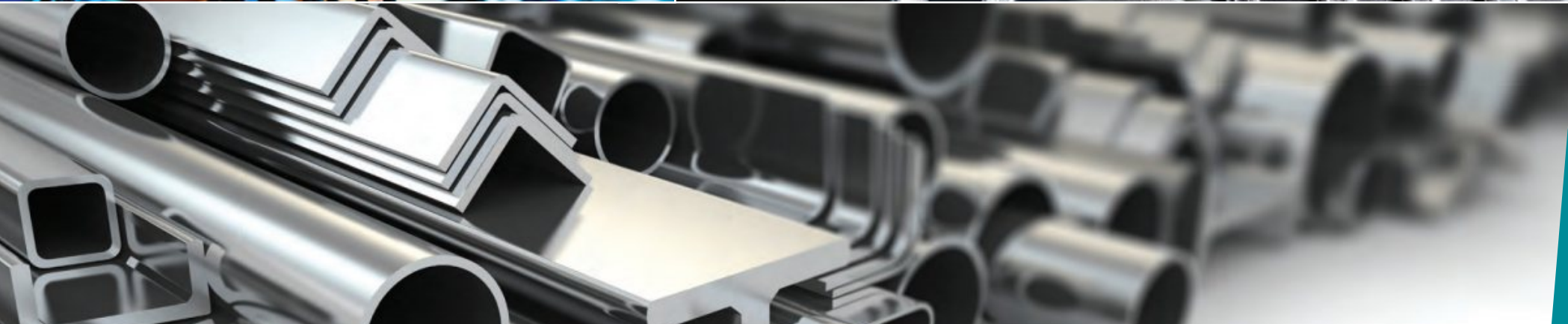
# MIXMAX AUTOMOTIVE PAINTS (GOLDEN CHEMICAL INDUSTRIES)

MIXMAX Group started a wholesale division for automotive refinishing paints, end of 2015 in association with one of the leading manufacturer and supplier from Jordan. Owing to their industrial expertise and well-equipped manufacturing facilities, we have been able to cater assorted range of paint systems and solvents. We have a team of highly qualified and seasoned professionals with in-depth knowledge of products and field. The products are manufactured with strict conformity of international quality standards and undergo rigorous tests before they are dispatched to the markets. MIXMAX – GCI becomes the first choice when the customer demands premium quality and high performance automotive refinishing paint system. That way within a very short time span, the Group obtained a comfortable share from the Qatar market.

Our Product:







# AL JAZEERA TECHNICAL & OIL FIELD SUPPLIES CO.

Al Jazeera Technical & Oilfield supplies Co is a newly developed business segment, under MIXMAX Group. Al-Jazeera provides superior quality supply for engineering sector in Qatar. We endeavor to bring modern and innovative engineering solutions to the market. Our goal is to exceed the expectations of every client by offering value of money solutions, outstanding customer service, increased flexibility and greater value. Al Jazeera have three key departments specialized in supplies of:

- **Stainless Steel:** We are stockiest of all kinds of stainless steel products.
- **Lifting Equipment & Tackles:**
  - ◊ Precast lifting & Accessories
  - ◊ Overhead Crane & Accessories
  - ◊ Specialized in Lifting Tackles and Services
  - ◊ Manufacturer Stockiest of Concrete Precast Accessories
  - ◊ Fabrication, Erection, Testing & Commissioning of Overhead Cranes of any capacity.
- **Hydraulics:** Our state of the art Hydraulics section can cater, all the hydraulics requirements such as, supply of all types of hydraulics fittings, hose crimping extending to onsite installation and all maintenance services. We have wide range of hydraulics fittings and accessories that can fulfill all hydraulics related requirements.

## Our Own Brands:



**PEARLITE STEEL**  
Quality Personified



Mellow

VST

YC-INOX





# MIXMAX GENERAL TRADING

MIXMAX Group has been developing its own General Trading Division, to focus on introducing top brands of Household and FMCG items to Qatar Market. Our success is attributed to, in depth understanding of the market and customer requirements, a well-developed warehousing and distribution network, an experienced and dedicated team of professional staff and above all strong partnerships with internationally acclaimed branded products. Our warm and healthy relationship with Turkish and Chinese manufactures reflects the trust and high professionalism we generated.

We regularly add new suppliers to existing portfolio whose products complements our areas of business. We provide an uninterrupted end-to-end maneuvering, ensuring its safety, storage and handling as per the specific product requirement, until it reaches to the customer.

## Our Prominent Customers:

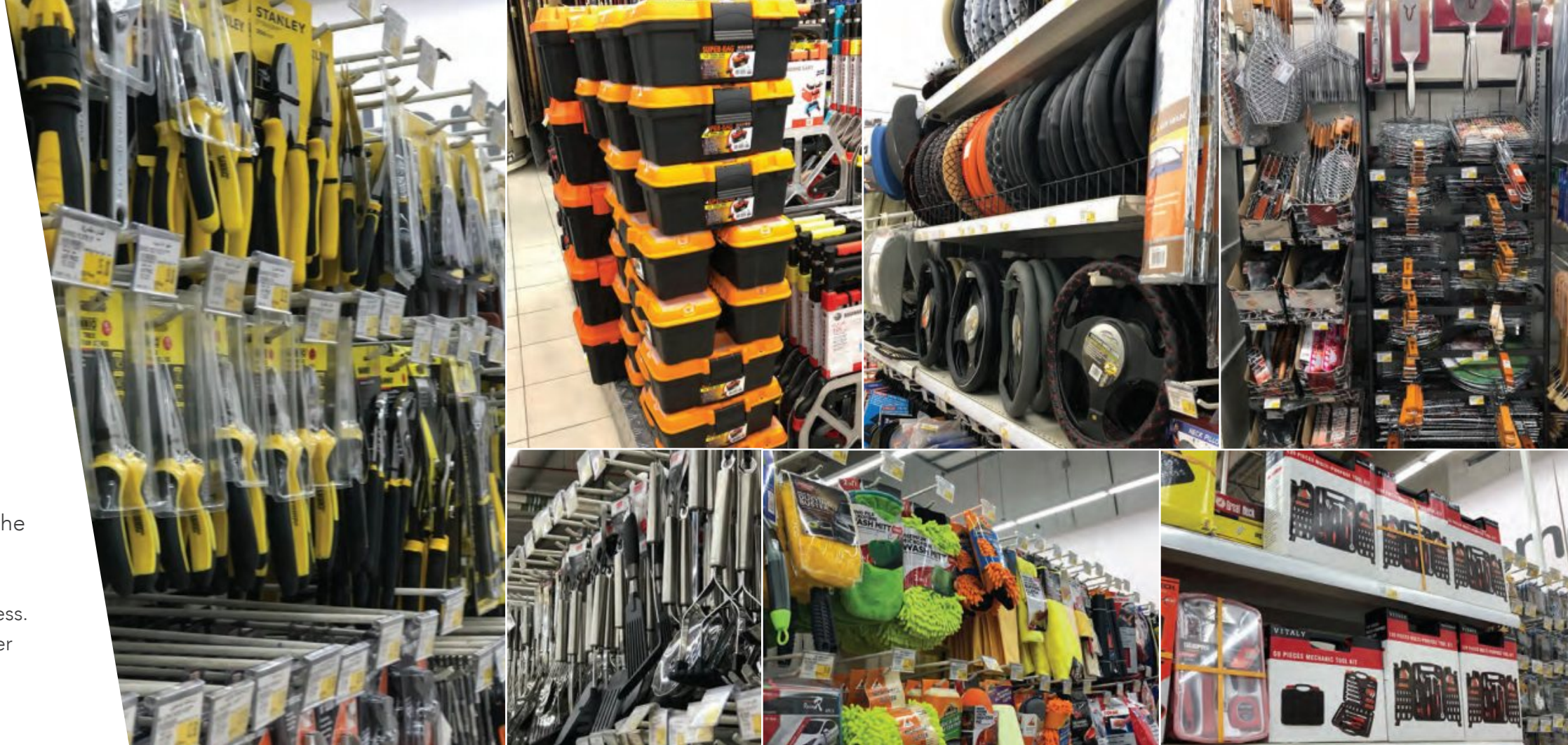


Masker

## Our Own Brands:



Max cook





# MIXMAX TRADING & CONTRACTING

Since its formation in 2002, MIXMAX Trading & Contracting Company's success story is the true example of its strict and effective decisions, management capability, attractive pricing policy, perfect customer handling and timely delivery maintaining a high product quality. Ensuring warm and continuous relationship with customers became their strength.

This way, within a short time frame MIXMAX gained the reputation as a leading quality project supplier, ensuring every details, standards and specifications related to industrial, electrical, mechanical and safety related products in Qatar.

Based on continuous strive in business, years of experience and concept growth, combined with rational management and a highly experienced and skilled sales team, through a worldwide network, the team excelled in every field of activities including procurement and timely delivery for all projects, maintaining its high quality







# MIXMAX FLOORING SOLUTIONS

MIXMAX Flooring division offers Complete-flooring solutions with high quality products and services. As an independent dealer, can guide the customer to identify the materials and give apt guidance on all products and services in order to get quality products at a most competent price

Our specialized areas are:

<b>Solid Wood Flooring:</b>	Commercial & Residential Projects
<b>Parquet (Semi-Solid):</b>	Hotels, Villas & Showrooms
<b>Self-levelling:</b>	2-10mm cementitious self-levelling
<b>Laminated Flooring:</b>	Showrooms, Apartments, Villas
<b>Raised Access Floor:</b>	Tower Projects, IT & Telecom, Govt & Ashghal Projects
<b>PVC-Vinyl Flooring:</b>	Hospitals, Schools, Health Centers, Hotels, Gym/Fitness clubs & Multi Sports Indoor
<b>Carpet Tile:</b>	Offices & Showrooms
<b>Broadloom Carpet:</b>	Hotels, Apartments & Offices
<b>Prayer Room Carpet:</b>	Masjid & Prayer Rooms, AWQAF/Ashghal Approved
<b>Designer Parquet:</b>	Palaces, Luxury Villas & Hotels
<b>Bamboo Flooring:</b>	Villas, Showrooms & Spa
<b>Rubber Flooring:</b>	Gym, Labs, Outdoor Kids Area, Industrial, Indoor/Outdoor Sports eg. Basket Ball, Tennis Etc.
<b>Sports Flooring &amp; Equipment:</b>	All Indoor & Outdoor Sports
<b>Wooden Decking:</b>	Terrace, Swimming Pool Decking
<b>Epoxy Coating</b>	Parking, Basement, Driveway, Warehouse, Stores

Our products and services are of high quality standard, which meets all demands of customers. In order to remain as the market leader and maintain the customer trust, we ensures our products are from the major flooring providers around the globe. Thereby we are able to deliver, not only the tried and true products, but also the latest trends from the flooring market.





# MIXMAX BUILDING MATERIALS

MIXMAX Building Materials Division started its operation in 2010. Within a short time span, the small trading business has grown into a leading supplier. It has one of the largest showroom for ceramics and sanitary wares in Qatar with an exclusive warehousing facility. The Division's primary focus is on products, related to Ceramic & Porcelain Tiles, Sanitary wares, Plumbing and Bathroom Fittings. Also provides comprehensive solutions in Building materials, ensuring top-notch quality, unsurpassed services and value for money.

Our Own Brands:







## MIXMAX MINI MART & MINI HYPERMARKET

Established in 2014 the MIXMAX Mini Mart has grown to become one of the retail centers in Qatar with a wide range and diversified goods and services. MIXMAX sources imported Groceries, Fresh Vegetables, Foodstuffs, Garments, Poultry, Electronic Accessories and Home Appliances from around the globe and supplies them throughout Qatar. Its grand success is related to, effective management policies, extensive warehousing facility and excellent transportation network.

MIXMAX understands the requirements and lifestyle of consumers better and aim to provide them with the best products and services with guaranteed satisfaction under one roof, at reasonable prices and offering them with the convenience of "one - stop shopping". Thereby, striving to be the best in the retail and wholesale industry.

## MIXMAX HOSPITALITY SERVICES

MIXMAX Hospitality Services established in 2018 as a subsidiary of MIXMAX Group with the support of recruitment companies from India, Nepal, Sri-Lanka and Bangladesh. It is a modern progressive commercial hospitality and facilities management service provider, focusing on the oil and gas industry. Its mission is:

- Delivering high quality services at the best value.
- Being the partner of choice.
- Being the preferred employer

It has now expanded its role to offer full facilities management services to all corporate and government offices.

### Major Clients:

**Qatar Equestrian Club**

**Wipro**



# AL HABABI FURNITURE AND ALUMINUM WORKS

Al Hababi Furniture and Aluminum Works is established as part of the expansion plan of MIXMAX Group with the special interest of group Chairman Mr. Ali Al Salam Hababi, associating with one of the leading furniture manufacturing Company "Buroart" from Turkey. Company's main concentration is on Home and Hotel furniture sector and focusing more on Office, Kitchen and Projects. We work hard to become a lasting and leading brand in local and international market within the scope of projects and dealerships.

In order to raise all furniture conception to perfection and to increase the market share, the company is also planning to expand its operations to other Middle East countries.

## OUR VALUES

- Eco-Friendly
- Sustainability
- Updated Technology and Design
- Employees Priority and Team work
- QUALITY is Al Hababi
- QUALITY is the DEADLINE







## MIXMAX PLAY STORE

Step into a world where Teddy bears talk, Fairytales come true and a child's imagination runs free. MIXMAX Play Store, the toy retailer captures the imagination of children with its wide range of toys, exclusive merchandise and magical experience. It offers a wide range of toys from much loved brands including traditional toys, which have enthralled children over generations. Our involvement is also not complete without its unique brand of theatre and entertainment, which attracts both children and adults alike. Toy demonstrators and magicians, unique demos and iconic fixtures, exciting events and activities all come together to provide a magical experience.

## MIXMAX PERFUMES

MIXMAX Perfumes started in the year 2012. The Group ably laid the foundation for success as they sought to infuse the company with essence of vigor, vitality and a charm of its own. Our vision is to be the most sought after name in the field of fragrance and perfumes

We import the international branded perfumes only from the genuine suppliers.

MIXMAX Perfumes has ambitious growth and expansion plans. The division aims to spread its aromatic influence everywhere capturing and captivating the mindshare of the elite crowd across the Gulf.



## MIXMAX MOBILES & COMPUTERS

Technology is a manifestation of explorative pursuit of humane, which scales the progress of civilizations. MIXMAX is a mission companion of the development with a triumphant testimony of delivering innovative techno devices. The simple move of this Mobiles Division started in 2012, and the dedicated drive of our visionary entrepreneurs resulted in wider ripples along with growing graph of Qatar. Today, we have a network of many retail outlets across the State. The diverse array of strategically positioned operating subsidiaries and companion endeavors has brought MIXMAX to the root versatility of the local market. The Group's continues involvements with the updated systems and technology are clear evidence of its commitments to maintain the leadership among the competitors.



# ELECTROFOS INTERNATIONAL

**E**LECTROFOS is a Building Fit out Company offering significant force in the Interior Fit-out Solutions on Turnkey basis including full range of MEP Services. We effectively utilizes our resources and capable of delivering turnkey projects to the growing retail, F&B and corporate sectors. Our strength lies in consistently maintaining high Quality with timely delivery and post completion support.

**ELECTROFOS Interiors LLC, a qualified Interior Fit-out contractor, offering:**

- Design and Execution Supervision for Small/Medium Interior Projects
- Turnkey Interior Fit out Job execution including:
  - Total Space Planning & Design Services
  - Designing, Estimation and Value Engineering for optimizing cost
  - Project Planning & Site Execution Management
  - Civil/Architectural work including Small Structures
  - Gypsum Partition, Ceiling, Flooring
  - Joinery/Furniture Manufacturing (in-house facility)
  - Glass Partitions/Doors
  - ACP Cladding / Wooden Cladding
  - Exhibition Stands
- General Maintenance Services
- Signage & Associated Services

# MIXMAX HOSPITALITY & LUXURY HOTELS/VILLAS SUPPLY SOLUTIONS

**M**IXMAX Hospitality & Luxury Hotels/Villas Supply Solutions is the name that has gained the trust of its clients by redefining the paradigms of quality and services in the realm of hotel amenity and Premium Villa products. With a proud and illustrious past spanning over years, the name has become a synonym to a one-stop-solution for hospitality solutions across the region.

The fuel to the core engine that drives the company is based, on one single idea that “If we don’t take care of our customers, someone else will.” This mantra has been the guiding light to deliver quality products at the most competitive prices, right on time, at their doorstep.

Keeping honesty as one of the prime asset, our name spearheads the exceptional services mixed with prolonged market experience and operating from a vast state-of-the-art facilities, thrives every clients in all possible ways.

## **Our specialization:**

- Beddings, Towels & Bathrobes and amenities
- Tubed & Bottled Cosmetics and Ancillaries
- Curtains, Furnishings & Linen
- Room Electricals & Accessories
- Crystals & Table products
- Lights & Chandeliers
- Trolleys & Carts
- Crockeries & Cutleries
- Furniture & Fixtures
- Kitchens – Industrial, Commercial & Residential

## **Our Brands:**

Ahsap Urun Sanayi AS, KINZA Yapi Interiors & Export Trade Inc., Ar Yildiz, CRYSTAL, GALERIKRISTAL, Maxstyle, Smach, Nly uniform, Kilit, Ancona, Buroart, MAYA TEKSTIL, OTHELLO, PENELOPE, Siesta, LETA, Rainbow, Caris, KAMSAN SANDALYE, OZCAN, SANCREA, Tanay, HUNTER, SOLENNE, KANEPELER, VOGA, AGT Fabrika Tanitim



## NEW JESR ISTANBUL RESTAURANT

MIXMAX Group started a Turkish Style Restaurant in 2018 joining with one of the oldest Turkish Restaurant in Qatar. "JESR Istanbul Restaurant is an authentic, delicious catering outlet specialized in Turkish cuisine. Our unique menu boasts spell bound exotic dishes, in meat & vegetarian selections, which are prepared fresh, every day. We take all our guests to the mesmeric world of taste and ignite their taste buds with its mouthwatering aroma, which one cannot resist and forget since it is a one-of-a-kind dining experience.

## SOUQ AL SHAY RESTAURANT

MIXMAX Group established its new cafeteria and restaurant concept associating with a leading business group from Middle East "Fillet King", naming as Souq Al Shay, a renowned Cafe brand in GCC. Quick refreshment with the right brew at the right place at the right time is our specialty. We have come to the stand with a wide array of Tea, Coffee, Sandwiches and varieties of Fresh and Special Juices. Our motto is extreme customer satisfaction and we ensure that by continuously taking feedbacks. We never use any substance harmful to health, which our quality control team assures and bring always farm fresh and best in town fruits and vegetables to stock.

### **We believe:**

"One cannot think well, love well, and sleep well, if one has not dined well"

### **Our Strength:**

Joyful Ambience | High Standard & Quality Food | Excellent Service | Experienced Staffs and Qualified Chefs



## ZAITOON RESTAURANT & GRILLS

Zaitoon Restaurant & Grills Doha is a joint venture with Zaitoon Group, which is an Exclusive dining brand in India.

Established as one of the most popular entrant in to the string, it has become a perfect place in town to taste the best Arabic Cuisines and BBQ, which also serves Indian & Chinese dishes. Within a short time span of its opening, it has gained a unique name as an authentic dining destination for Arabic, Chinese & Indian cuisines, which ignites everyone's taste buds





## SBL INFOTECH MIDDLE EAST

SBL Mother Company founded in 2005 and as part of expansion in the Middle East, it has formed, SBL InfoTech Middle East associating with MIXMAX Group. SBL Knowledge Services Limited is one of the fastest growing and most sought-after knowledge organizations in India. Our dedicated workforce of over 1000 people caters to customers in different industrial verticals..

Our expertise lies in Geospatial Science, Smart Technology Solutions, Virtual Reality, and Business Transformation Services. Over the years, we have provided cost-effective and ingenious solutions to over 200 customers, from startups to Fortune 500 companies, and have successfully executed more than 800 projects globally. With 99.1% projects delivered within the budget and deadline, we have been able to make a distinct mark for ourselves in the evolving and booming IT ecosystem.

Today, we enjoy 98% customer retention and execute 70 projects annually, on an average. Our smart solutions have helped us expand our footprint in the US, UK, and the Middle East. Our offerings help enterprises in the private and Government sectors optimize technology, enhance productivity, mitigate business risks, and maximize ROI.

## MIXMAX FASHION RETAIL

MIXMAX Fashion Retail is an initiative of the Group, associating with Arvind Lifestyle Brands Limited; one of India's largest and fast growing branded companies and a premium lifestyle player in the retail sector. After consolidating market leadership with own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashionwear and accessories within the country.

Arvind Lifestyle Brands Limited is defined by its brands and diversities. It also includes India's fast-moving youth brand, **People**, the largest and fully integrated multi-brand fashion outlet chain. However, MIXMAX Group focuses mainly on **U.S POLO** and **Flying Machine** that personify style, attitude, luxury and comfort.

As decided, the group started its retail operations in southern part of India, with a plan to expand all over India over a period. The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious and high-end style, which can cater every age group and gender.





# OUR TEAM

