

AL SAEEDI GROUP: DYNAMIC GROW


AL SAEEDI
TOTAL TYRE SOLUTIONS



Al Saeedi Group is a glittering part of the great Dubai success story. Grabbing the growth opportunities that Dubai offers to investors and offering customers quality service and expertise, Al Saeedi has carved its own niche in the region's tyre industry

PTA News Bureau

Al Saeedi Group got its beginnings in 1988 as a tyre distributor with a small enterprise in Dubai. By offering the customers, quality service with expertise, they dedicated themselves as specialists in tyre distribution and service solutions provider. Two decades later, Al Saeedi has grown dynamically in all spheres of the tyre industry, thereby gaining admirable reputation,

not only in the United Arab Emirates, but also in the Middle East and neighbouring countries.

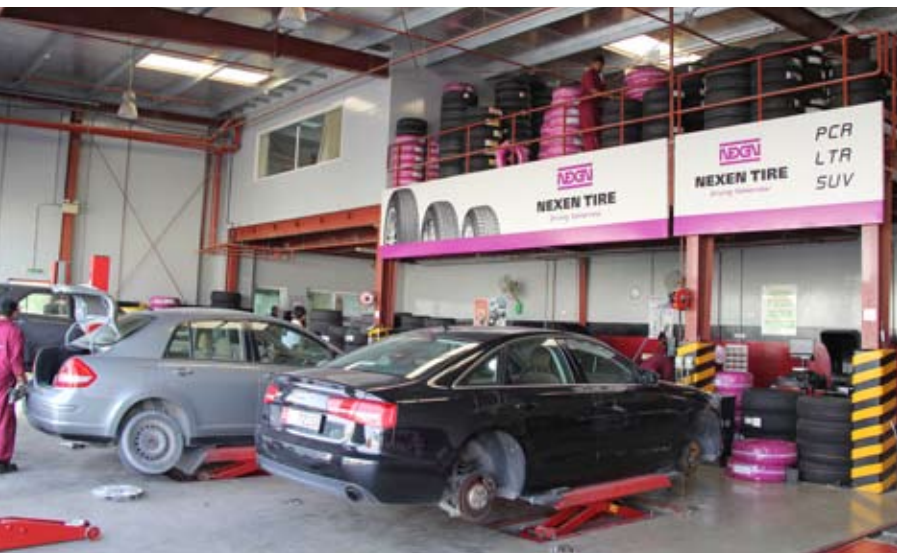
In the UAE, Al Saeedi Group operates under Al Saeedi Middle East FZCo, the group's head office based in the Jebel Ali Free Zone, which primarily looks after overseas branches and company's product imports and exports in the UAE. Al Saeedi Automotive Trading Co LLC and Modern Tyre Trading are the local

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Managing Director of Al Saeedi Group Kuttan Malattiri (right) and Director Anish Malattiri



Service Facility for Cars and Trucks in Al Saeedi DIP

companies that look after the UAE market. The city office is based in the upcoming industrial area, Dubai Investments Park.

Al Saeedi Middle East FZCo

Al Saeedi Middle East FZ-CO, located in Jebel Ali, houses the Group's corporate head office, service centre and warehousing facility. This facility was inaugurated on September 20, 2006 by Jamal Majid



Bin Thaniah, Group Chief Executive Officer, Ports & Free Zone World, in the presence of YK Sinha, Consul General of India.

Dedicated service centres for car tyre changing and truck tyre changing were opened to cater to the large number of companies and private clients who work in the Jebel Ali Free zone and opting for a specialised service near to their work area. This modern facility also has a solid tyre press to fit solid & press-on tyres. An exclusive mobile tyre service is also provided to cater to customers in the Free Zone.

On February 25, 2015 Michelin, worldwide leader in tyres and mobility, and Al Saeedi, the largest

Al Saeedi was the pioneer to introduce a mobile service concept in the UAE. A constant strive for growth, they stay attuned to consumer needs and every sales and service strategies are market driven, to stay ahead of competition at all times. The Mobile Service Units are an example to their continuous efforts to fulfil customer satisfaction



Al Saeedi Staff Photo taken in 2014

tyre dealer in Dubai, rebranded their existing truck centre to a new Michelin Truck Service Centre branch (MTSC) in Jebel Ali Free Zone (JAFZA). MTSC concept covers not only truck tyre changing but also oil change and battery service. With specialised training for the company's technicians at Michelin training centre, the service centre is able to cater to various requirements in truck service in the Jebel Ali Free Zone in a professional manner. The new MTSC branch was inaugurated by Iqbal Khoory, Senior Vice President - Global Procurement, DP WORLD, Srinivas Chitturi, MTSC Manager for Michelin Africa India Middle East (AIM), and Anish Malattiri, Director of Al Saeedi, in the presence of other guests and officials.

This strategic investment will help Michelin and Al Saeedi to grow faster in a very dynamic transportation sector. It will not only deepen the availability of Michelin products and services, but will also help to meet the growing expectations of transporters for quality products and services.

The Jebel Ali facility also tied up with MichelinTyre Plus for their passenger tyre and 4X4 range, a franchise network deployed by the Michelin Group worldwide since 2002, is a one-stop-shop offering a wide variety of all major tyre brands, lubricants, batteries, suspension and braking systems all under one roof for customer convenience. It also offers professional services such as alignment, air conditioning refilling and nitrogen inflation.



Al Saeedi Automotive Trading Co LLC

The city office was based in heart of Deira from 1988. In 2010, the company decided to have their own office building and one of a kind service centre facility along with a central warehousing facility for their UAE Clients. This facility was eventually set up in an upcoming industrial area of Dubai – Dubai Investments Park (DIP) - and was formerly inaugurated on March 25, 2012.

The decision to be based in DIP was a strategic move to be able to be located near to the Group's head office in the Free Zone, along with DIP's strategic

Al Saeedi Service Facility in Al Qouz Industrial Area



Cover Story



distance from the Jebel Ali Port as well as the upcoming new airport – Dubai World Central.

Jamal Majid Bin Thaniah, Vice Chairman of DP World and Group CEO of Port & Free Zone World, inaugurated the multi-million dirham facility that features most advanced equipment and technology to offer one-stop solutions to all tyre related services. Sanjay Verma, Consul General of India, Dubai also graced the occasion.

Al Saeedi's DIP facility includes one-of-its-kind tyre service centre with dedicated six bays for car and four truck tyre changing with individual service counters. This centre is equipped with state of the art tyre equipment from Europe to provide quick and efficient service. The overall facility also houses a centralized logistics distribution, spanning over an area of approx. 60,000 sq ft.

Kuttan Malattiri, Managing Director of Al Saeedi

Group, said the facility is strategically located, with access from both Sheikh Zayed Road and Emirates Road and close proximity to key business districts as well as premier residential complexes of Dubai. "Our new service centre aims to cater to the discerning residents of the UAE by providing them most advanced tyre servicing facility."

The key feature of the new facility is the sophisticated A.Concert-3 fully automatic tyre-changing equipment from Italy. "Once a wheel is clamped on the machine's plate, the complete cycle of demounting and mounting can be performed in 55 to 75 seconds. Since 35 seconds are required to lift, lock, unlock, and unload the wheel, the total time required for a complete cycle is as low as 1.30-1.50 minutes.

Service Centres

Today the company owns six service centres in strategic locations in Dubai, namely Deira, Al Quoz, Rashidiya, Qusais, Jebel Ali Free Zone and Dubai Investments Park. All these centres are well equipped with state-of-the-art wheel balancing, tyre changing and wheel alignment facilities. Machinery used in the service centre are mainly of Italian origin.

Product portfolio

Today Al Saeedi Group stands proud of being the sole distributor for internationally reputed brands such as:

CAMOPLAST SOLIDEAL: Manufacturer of Solid, Pneumatic & Industrial Tyres, Press-On tyres, Construction Equipment Tyres, Rubber tracks and Industrial Wheels.

NEXEN Tires: Manufacturer of PCR, LTR & SUV Tyres from Korea

TRIANGLE: Manufacturer of PCR, Truck and OTR Tyres from China

SAYAN: Manufacturer of Truck and Bus Radial Tyres from China

RADER VOGEL: Manufacturer of Polyurethane wheel from Germany

SCHRADER: Garage equipment, TPMS and parts like tyre valves, pressure gauges and repair systems from France

Al Saeedi's Michelin Truck Service Centre in Jebel Ali Free Zone





Meeting with Camoplast Solideal Management in Hannover, Germany

SICAM: Tyre changing equipment from Italy

TYRFILL – Polyurethane Tyre Filling System from USA

Having been associated with CAMOPLAST SOLIDEAL, the market leader in Industrial and Solid tyres, the Group has gained a celebrated clientele consisting of government and semi-government corporations along with a host of leading manufacturing and trading companies. Today Al Saeedi is the UAE's largest distributor for industrial tyres.

Apart from being an importer, Al Saeedi is also one of the biggest dealers of well-known brands like Michelin, Bridgestone, Yokohama, Dunlop, Pirelli and Goodyear for the UAE market.

Mobile tyre service

Al Saeedi was the pioneer to introduce a mobile service concept in the UAE. A constant strive for growth, they stay attuned to consumer needs and every sales and service strategies are market driven, to stay ahead of competition at all times. The Mobile Service Units are an example to their continuous efforts to fulfil customer satisfaction and over the years, Al Saeedi introduced six unique mobile service units that cater to customers' needs round the clock.

Certification and Awards

The company is accredited with ISO 9001:2008 certification for Quality Management from 2003 which further underlines the commitment of the workforce in delivery top quality service for their customers.

The company has also received numerous sales recognition awards from Bridgestone, Michelin,

Yokohama, Goodyear, and Firestone for their brand promotion in the UAE Market.

The company had also qualified for the exclusive CEAT Platinum Award in 2011 and 2012 for their sales of Altura tyres in the UAE market.

Al Saeedi has been exhibiting at the Dubai Automechanika show for many years. Each year it takes this show as an opportunity to display the latest range in their product line and also an ideal platform to introduce meet the export clients and their existing institution clients from the UAE.

Al Saeedi Golf Day

Al Saeedi hosted its inaugural golf tournament at ELS Club in the Dubai Sports City on April 9, 2015. The format for the event was Individual Stableford and over 72 players took part in this corporate golf day.

"We have a lots of clients and principals who enjoy golf and we would like to make this a yearly event where we can get together and have a good time" says Kuttan Malattiri, Managing Director of Al Saeedi Group. "This corporate golf day was in thought for a while and we displayed in the golf course the latest patterns in tyre brands like Solideal, Nexen, Triangle, Sayan and Raeder Vogel as part of the company's marketing for this golf event".

Al Saeedi also introduced their latest mobile service vehicle at the golf event. This vehicle is unique with its compact structure machinery for car tyre changing and car tyre balancing coming out of the vehicle for easy operation. The company also registered a 24hours dedicated Mobile service number 600- 548886 for all mobile service calls. ▲

SUCCESS THROUGH SERVICE EXCELLENCE

*Knowing the pulse of the customer and responding to their needs through quality service and maintaining that relationship helped Al Saeedi to achieve its high position in the market. The mobile tyre service the company pioneered in UAE is a glittering example, says **Kuttan Malattiri**, Managing Director of Al Saeedi Group*



Al Saeedi Corporate Office in Jebel Ali Free Zone

▲ PTA News Bureau

Dubai is a very competitive market for automobiles and tyres. What is Al Saeedi's main strength in maintaining its leading position?

Al Saeedi's main strength is tyre related services provided to our clients. In spite of being an importer of different categories of tyres, we are also a big dealer of premium brands procuring from the respective distributors for UAE market. With our strong after-sales service and state-of-the-art service centres we are able to provide good quality tyre service for customers asking for any brand of tyres.

The market for solid and industrial tyres is a niche segment, but I would say the importance of service development to our customers started when we began importing Solideal brand. We used to attend



Inauguration of Al Saeedi Jebel Ali Free Zone Office and Service Facility by Mr Jamal Majid Bin Thaniah, Vice Chairman of DP World, Ms Salma Hareb, CEO of JAFZA and Mr YK Sinha, Consul General of India in September 2006

the clients requirements by providing solid tyre fitting which was not practiced by all tyre dealers and later introducing mobile tyre service to attend to on site jobs which further strengthened the reasons for any company wanting to associate with Al Saeedi.

Each time we opened a service centre, we made sure we had all the best of equipment for changing car

tyres, truck tyres, OTR tyre. Our service had evolved in giving specialised service in each tyre segment rather than companies who might focus only car tyres or truck tyres.

Why Dubai? What is the advantage?

Like any individual I aspired to move out of India to make a better living. During the year 1970, many



were travelling to Dubai and the rest of the Gulf and I chose to come to Dubai. It was hard in the beginning as Dubai was just forming the alliance with other emirates for the formation of UAE. Over the next few years I got an opportunity to work in a tyre firm and later chose to pursue this trade with a company of my own.

I have truly seen Dubai grow over the last four decades, and I saw it growing to become the city it is today. Under the visionary leadership of our late Dubai Ruler Sheikh Rashid Bin Saeed Al Maktoum, who saw great prospect for the city to become a major trading hub, inviting major companies in the west and east to set up its Middle East base in Dubai truly set the city in motion to become a strategic

place to invest for the future. Our present Dubai ruler Sheikh Mohammed Bin Rashid Al Maktoum equally shares the vision and has played a pivotal role in developing the seaports, airports and tourism, thereby projecting Dubai to countries far and wide as the most favoured destination for investment and leisure.

Business startups were encouraged in the city and many SME's were formed which also helped in the country's growth in various industries, tourism etc. Jebel Ali port today is the finest in the world and its efficiency has resulted in many trading companies to connect to the rest of the ports in the Middle East and Africa primarily and rest of the world. It now also has the best airline operating to all parts of the



Opening of Al Saeedi Dubai Investment Park Office by Mr Sanjay Verma, Consul General of India and Mr Jamal Majid Bin Thaniah, Vice Chairman of DP World in March 2012

world. Connecting the west to the east, Dubai has become a crucial transit spot for business and leisure travel. With such facilities one can only be confident of Dubai's growth leading up to World Expo 2020 and further and why wouldn't one want to be truly based out in a city like Dubai.

What value added services do you offer your customers? How do you address customer preferences?

We were one of the first to introduce a mobile tyre service concept in UAE. This requirement came when our customers required on-site assistance. Such practices were prevalent in Europe and it was about time such service got introduced in Dubai and rest of the UAE. Our services are tailor-made, suiting to customer needs. We have mobile services contracted to companies on a 24-hour basis at their site as some manufacturing companies cannot afford any loss on production due to tyre punctures or tyre change. We have a dedicated mobile service number for our customers who can inform us of any

service requirement and our team is dispatched on call basis.

We also have a database of customers who have done tyre change at any of our retail outlets, the reason for doing so is to keep them in check and letting them know on an appropriate km to rotate their tyres, when do a wheel alignment etc. We feel the customers require such information so that they get the best out of their tyres.

For our fleet customers, we do several tests depending on the vehicle make and application so that they can get the best mileage on their tyres. Since tyres are their main expenditure we sought solutions on tyre brands and usage that help them to maintain a good mileage from our service.

Each customer is different depending on their business activities. Since we have good knowledge on the different tyres in each sector, our solutions are tailor made to give them various options, price-wise, performance wise, and on our recommendation we help them concentrate on their business and taking the tyre service and all requirements on ourselves.

How do you face the challenge of dealing with multi brand tyres as there is also competition between the brands.

Currently we are importers of brands focused on each tyre segments such as solid tyres, construction equipment tyres, industrial tyres, rubber tracks, Light truck and heavy truck tyres, car tyres, SUV/4X4. With our focus to import and promote a particular brand for each segment along with our ability to provide various premiums brands complimented with our service centre locations in Dubai we are able to provide a complete tyre solution package to our customers, I believe this differentiates us.





Al Saeedi is a prominent exhibitor of all trade shows in UAE

Our sale channels such as our existing clients, our dealers and our own retail counters make sure our imported brands get a good market share among the other competitor brands prevailing in the market.

Looking at luxury vehicles segment a customer coming to our retail counters, often requires various options if he is not satisfied with the original brand on his car. We often give them different makes and depending on their choice we proceed with the sale. Such practice is quite common in UAE, as customer have now become more informative on the DOT of the tyres, its origin, what the numbers on the tyre mean and even on pattern.

What type of tyres move fast from your warehouse? Which is the most active segment?

Currently we sell a lot of PCR/SUV and LT tyres, through wholesale and retail. We have a good share of material handling tyres in the market, and I can say we are the market leader with Solideal brand. We are also the agents for Triangle OTR tyres and for the past few years we have increased market share of Triangle OTR. In Truck tyres we promote a brand from China – Sayan Tires looking to cater to the budget conscious users. Depending on market conditions, we have an equal movement of the above tyre types.

Please tell us something about your tyre Export Unit.

Dubai is an active hub for re-export of tyres for many years. Though we were very much a company focused on local market sales, our export business was new but grew steadily. Some of the brands we hold distributorships over the GCC, and Dubai is well connected to the rest of the countries in the Middle East through sea or road and we have seen our exports increase to Qatar, Oman, Bahrain and Kuwait.

We also have a wholesale outlet in Maktoum Street of Dubai, where all the major re-exporters are based, and through our outlet we have developed some good customers based in Africa, South East Asia.

Apart from the above we now have active requirements and sales coming from the CIS countries and also Asia lately.

How big and adequate are your storing/logistics facilities?

As an importer we have invested in warehouses for holding adequate stocks and hence have sufficient storage in Jebel Ali Free Zone with combined facility of over 250,000 sq. ft. Inside Dubai each of our locations have warehouses for easy dispatch for our customers, having a total combined area of another 100,000 sq ft. We have a professional in-house logistics team to take care of distribution network.

What is your view on UAE's tyre market and its future?

The tyre market in UAE has always shown signs of growth apart from the couple of years that followed the economic crisis in 2008. Over the last few years the commercial tyre segment continue to pick up where it left off in 2008 and we see a lot of trucking within UAE and to the rest of GCC. Car /4x4 sales have also grown tremendously which resulted in a good growth to the vehicle population in the UAE and hence tyre replacement sales in this sector has been encouraging.

As you are aware that expo 2020 is awarded to Dubai which is expected to create new infrastructure developments projects. The construction and transportation industry is expected to grow which will indirectly give growth to tyre sector.

What are your plans for future expansion?

Over the last five years the company has done considerable expansion into several markets. In coming years we plan to expand fully into GCC countries. We have already ventured in to Oman and Qatar and looking forward for new markets in GCC.

We ventured into India tyre market from 2010, we currently have several tyre retail outlets in Kerala and also fuel distribution in Calicut. We also have plan for more tyre retail outlets and exclusive passenger car, SUV and 4X4 tyre distribution network in south India in year 2015-16. ▲