

Company Profile

www.kewalrams.com

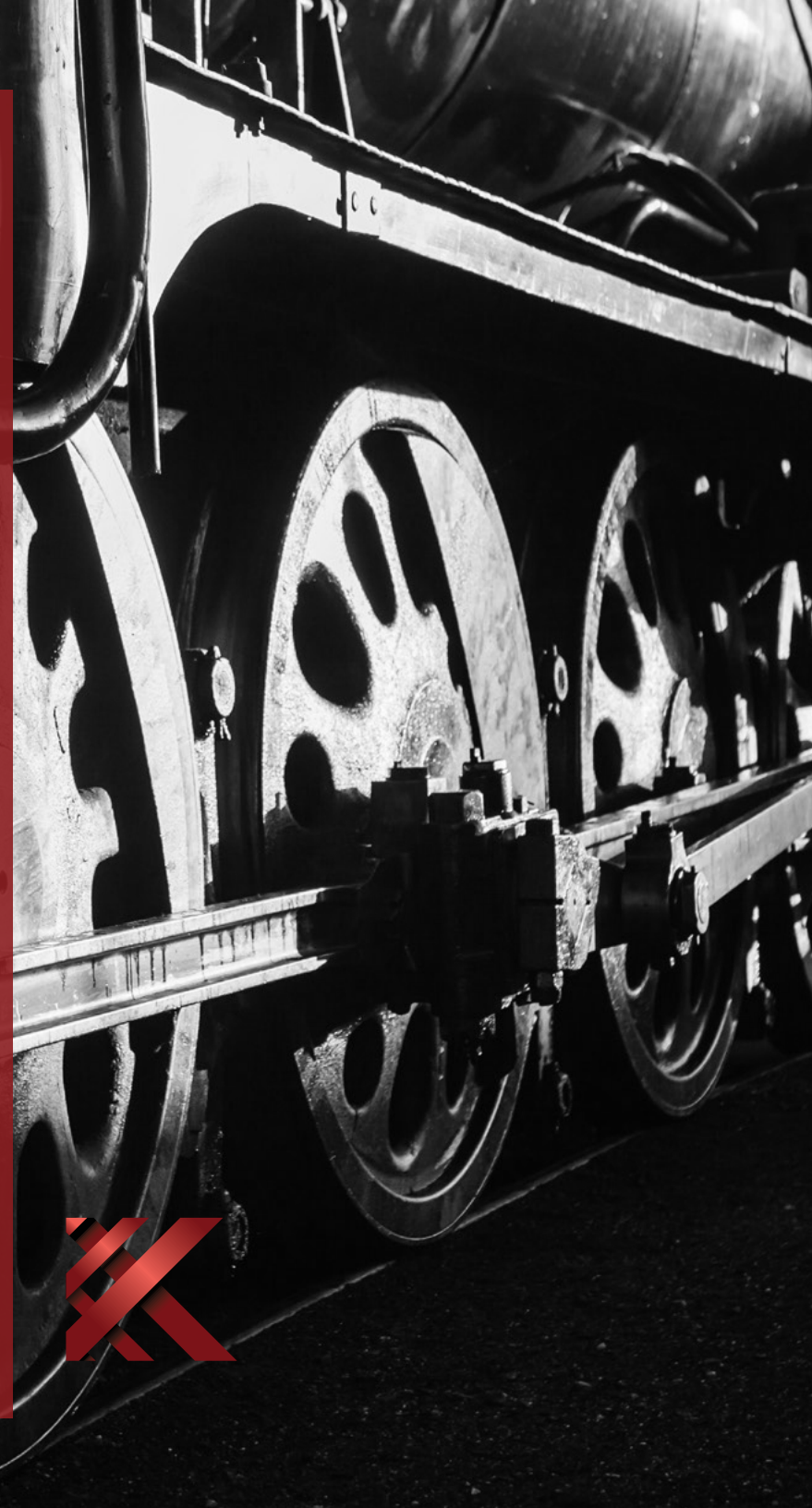


SINCE 1922

کیولرام
KEWALRAM

“The secret of success is to do the common thing uncommonly well.”

- John D. Rockefeller Jr.



Chairman's Note

BABOO H. KEWALRAM



Aug 2019: Mr Kishore Kewalram and Mr Baboo Kewalram attending a state dinner of His Majesty the King Shaikh Hamad bin Isa Al Khalifa, The King of Bahrain with H.R.H The Prime Minister Prince Khalifa bin Salman Al Khalifa during the state visit of H.E Prime Minister Narendra Modi of India

If you catch a glimpse of the business world, you'll see that it's a constant challenge to be better. To be part of a legacy of accomplishments that will leave a lasting impact. And to bequeath a fond remembrance for generations to come.

At Kewalram, I'm pleased to see that the dreams of my late father and brother, Haridas Kewalram and Sunderdas Kewalram, respectively, and myself, come true over the decades.

The values of honesty, excellence and "customer first" have guided us in our drive for success. It's our passion to introduce new products and services so that we're able to keep our customers up-to-date with the latest trends and technologies.

Because of that, today, we're one of the most recognized groups that import and market world-class quality products. Not only within

the Kingdom of Bahrain, but across various GCC markets.

We implemented a multi-channel, multi-brand strategy, and enhanced this by using collective expertise to successfully identify potential sources for growth. This has been the catalyst that's grown our business to deliver economic, societal and environmental value in today's competitive economy.

We reinforce our commitment and strong ethos by remaining competitively agile in being the leading provider of quality products and services of international stature.

Our customers trust us to always give them the best service and value. We've taken it upon ourselves to fulfil this promise and to simplify the shopping experience for them.

-BABOO H. KEWALRAM-

BOARD OF DIRECTORS



MR BABOO H KEWALRAM
CHAIRMAN



MR KISHORE KEWALRAM
DIRECTOR



MR VINOD KEWALRAM
DIRECTOR



MR ANOOP KEWALRAM
DIRECTOR



MR JAI KEWALRAM
DIRECTOR (DUBAI)



HISHANG KEWALRAM
DIRECTOR



RAJ KEWALRAM
DIRECTOR



KUNAL KEWALRAM
DIRECTOR



ADITYA KEWALRAM
DIRECTOR (DUBAI)

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KEWALRAM AT A Kewalram Company Profile <

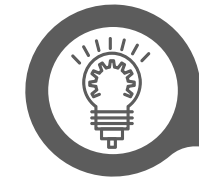
Kewalram & Sons Company

A multi-faceted business group serving various industry sectors across Bahrain and U.A.E. We pride on being the foremost importers for distribution agencies, retailers, and service providers partnered with leading international brands.

glimpse

1922

Began Operations



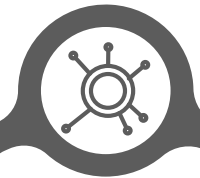
50+

Brands under Kewalram



5

Business Verticals



7

Kewalram Retail Stores



4

Generations in Business



Number of Employees

90+

150+

Corporate Clientele

7000+

Range of Products

1

Shop in Shop concept





RETAIL



FABRICS &
TEXTILES



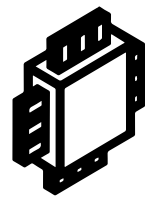
E-COMMERCE



EDUCATION



CONSUMER PRODUCTS
DISTRIBUTION



ELECTRICALS &
ELECTRONICS



GOLD & JEWELRY

**INDUSTRY
SEGMENTS**

THE KEWALRAM STORY

Generations of Remarkable
Heritage. Unparalleled
Exemplars of Business



Mr Sunderdas Kewalram standing with his uncle outside the Kewalram shop
in 1950s

Dating back for over a century, Kewalram is known amongst the public to be an organization with a rich trading history in the Kingdom of Bahrain and U.A.E. Our years of success are not only because of the quality of our work and a wide range of products and services. It's because of our steadfast attitude of being the leader in providing customers with the latest innovations, and maintaining an extraordinary relationship with them.

Launched with an entrepreneurial spirit, the Kewalram ethos and inspiration has been passed on from one generation to the next. We strive to keep building on the concept that there's always a more valuable, yet economical method to provide customers with exactly what they want.

Over the years, we've evolved into multiple business lines. Thereby developing detailed expertise across

The name Kewalram has built an impeccable and respected reputation over time and grown to be a **'Trusted Name Serving The Best From Trusted Brands'**.

a diverse range of consumer products and industry segments. Today, our successful business model is driven by years of knowledge and tried and tested initiatives. These have been improved over four generations of the Kewalram family and the Kewalram workforce.

The Kewalram legacy is built on the pillars of trust and commitment, owing to the long-standing relationship with numerous internationally acclaimed brands. Their dominant industry position is a testament to our capability in delivering exceptional customer service. We take immense pride in our loyal customers and corporate clients. They constantly inspire us to go beyond the norm and to introduce a variety of new product lines across our portfolio, whilst improving our services.

OUR HISTORY

1888

Mr. Kewalram, grandfather of **Baboo Kewalram**, traveled to Bahrain seeking better opportunity and prospects. It was a time when Bahrain was known for its flourishing pearling industry. Mr. Kewalram set up an office to finance divers for the excavation of pearls. These were sold to his clients back in what is now India and Pakistan.

1918

Haridas Kewalram, father of current chairman **Baboo Kewalram**, formed Kewalram & Sons Company in 1918. The newly formed entity focused on the import, wholesale and retail of foodstuff, textile, garments and apparel.

1952

Sunderdas Kewalram, older brother of **Baboo Kewalram**, emigrated to Bahrain to join their father in the growing business.

1954

Baboo Kewalram, in his early 20's at the time, emigrated to Bahrain and joined his father and brother to begin working under their mentorship.

LATE
1950's

Kewalram & Sons expanded to a total of 6 stores in Bahrain that sold textiles and garments, electronics, jewelry and accessories.



Kewalram shop in Manama Souk in 1920s



First Titan dealer meet event in Bahrain in 1990s



Launch of Black & Decker Appliances in Bahrain in 1989



Launch of Titan watches in Bahrain with then managing director of Titan company Mr Xerxes Desai in 1990s

OUR HISTORY

OUR HISTORY

1962-64

The business crossed borders into Sharjah, UAE in 1962, with a trading office and showroom for imported electronic products. Some of their key customers were British navy personnel who were stationed in Sharjah. Shortly after, they set up a second office and showroom for the wholesale of textiles and garments in Dubai.

1975

Kewalram & Sons became official national dealers for famous Japanese brands of Casio, Rhythm and Brother in Bahrain. The products ranged from calculators, watches, musical instruments, clocks and typewriters, to sewing machines.

1989

The company diversified product lines to include the import and trade of consumer electronics and home appliances. Kewalram & Sons was appointed as national distributor for Black & Decker Home Appliances in Bahrain.

1990's

Adding to the growing range of consumer products of watches and accessories, the company established a relationship with Titan Industries. This began the distribution and retail of Titan watches that were made in India, in Bahrain.

2000's

By the turn of the millenium the Kewalram & Sons business group were importing textiles, consumer electronics, watches and accessories, door entry security systems and jewellery. Bahrain had ten point of sale locations with countrywide distribution rights of leading international brands. They were also operating from an office in Dubai and had corporate clients across all GCC markets.

2003

In partnership with leading business groups in Bahrain, Kewalram founded The Quality Education School. It marked the first venture of the group in the field of education.

2005

Kewalram launched Zen- their own brand of consumer electronics. The brand was distributed across Bahrain and UAE.

2009

December 2009 saw the establishment of Kewalram's flagship store in Bab Al Bahrain in Bahrain's capital of Manama. The shop is the company's first dedicated watch and accessories boutique showroom.

OUR HISTORY

2011

The group's first venture into real estate development was done with the completion of multi-story residential units in Hidd, Bahrain.

2015

Kewalram completes real estate development of warehousing facilities to further expand its service capability for corporate clients.

2017

The group establishes a new business vertical - Arabian Falcon Electrical Equipment, in Bahrain. The division aspires to be the leading supplier of electrical products and components for industries and projects in Bahrain that are focused on infrastructure and power generation. Kewalram Department Store is launched in Gudaibiya, Bahrain

2019

In Oct 2019, Kewalram's first watch and accessories boutique launched in a mall in Bahrain- Dana Mall, Sanabis.



KEWALRAM ETHOS



Our Mission

To constantly seek innovative ways to fulfill customers' needs with maximum satisfaction, executed by delivering enriching products and services of value to both consumers and enterprise partners.



Our Promise

To be a leading conglomerate spanning across borders that leaves an impact on society by elevating the communities and people around us. We seek to become a world class organization recognized by our customers and our workforce alike.



Our Essence

The core of Kewalram focuses on strong and aspiring leadership, building a positive corporate culture, with a healthy work environment that operates with the highest degree of peer coordination, while encouraging independent thinking to realize an impactful experience for one and all.

Our Values



Unity

United together as a family backed by a powerful legacy. Our strength lies in knowing that our aims, goals and challenges are met together as one team and one company.



Excellence

Striving to achieve the highest standards of knowledge and professionalism in executing our commitments and responsibility.



Diversity

Embracing people from all cultures and backgrounds who are the ultimate force of driving innovation.



Integrity

Working with complete transparency in order to instill confidence and inspire trust in the relationships we build.



Stewardship

Taking full responsibility to build a better and stronger company for future generations by developing our people and the community.



Kewalram Distribution & Marketing

This division encompasses import and countrywide distribution of consumer products across various retail and industry sectors. These range from electronics, fashion, home appliances, apparel, luggage, fragrances, watches and accessories.



Kewalram Stores

Over the years, Kewalram has expanded its chain of department stores, watch boutiques, watch kiosks, as well as the shop-in-shop points of sale merchandising. These include both Kewalram's in-house brands and international names in consumer electronics, travel, luxury fashion accessories, home decor and lifestyle products.

OUR MULTIFACETED BUSINESS LINES



Kewalram Textiles, Fabrics & Uniform Supply

This division focuses on the wholesale and distribution of all kinds of imported textile material from across the world like Japan, China, Malaysia, Thailand and the United Kingdom, in addition to the supply and tailoring of professional, commercial and industrial grade special materials and uniforms.



Arabian Falcon Electrical Equipment

Arabian Falcon Electrical Equipment are the importers and stock holders for commercial and industrial supplies of electrical, mechanical products for hazardous and non-hazardous materials. We provide expert services to industries and infrastructure projects involved in electricity and power generation.



Kewalram Security Solution

The Kewalram Security Solutions division specializes in solution design, distribution, installation, after-sales service support for access control, surveillance, door-entry intercom, alarm and smart-home inter-communication systems. The division also works closely with ELV integration specialists in supply, training, and brand authorized service support partners for the product range under our portfolio.



Kewalram Gold & Jewelry

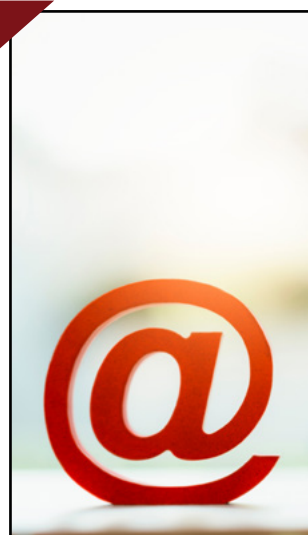
Our Jewelry division focuses on the merchandising and sale of ethnic and heritage-rich pieces of 22 karat gold jewelry, taking inspiration from traditional South-East Asian designs.

OUR MULTIFACETED BUSINESS LINES



Quality Education School of Bahrain (Joint Venture Partnership)

Kewalram is proud to be a founding partner and active board member of the Quality Education School of Bahrain, established in 2003. The school was set up as a joint venture for sharing the vision of serving the local community of the Kingdom of Bahrain, with an educational institute driven by strong values for an enriching experience for students.



Kewalram Digicom

Kewalram Digicom is the youngest addition to the group's line of business. It drives the transitional change of expanding the Kewalram footprint in the digital and social media space. The primary activity is to operate the e-commerce marketplace website- www.kewalrams.com, which is now the online extension to our physical chain of stores.

KEWALRAM TEXTILES, FABRICS & UNIFORMS

Kewalram trades in the distribution and wholesale of different types of imported textile material. These are reputed brands from Japan, China, India, Malaysia, Thailand and the UK. We also supply and stitch professional, commercial and industrial grade special material resistant uniforms.

Our clients span across several industries in the government and private sector. Clients include schools, hospitals, FMCG and large distribution companies, retail, oil and gas, automotive and hospitality and others.





A global force in the suiting business, their range includes wool, wool-blended and premium lightweight fabrics, wool modal and Trevira wool.



Mayur produces high-quality cotton, melange, synthetic and novelty yarns, along with suiting and denim fabrics.



Reliance

Reliance produce a variety of woven and knitted fabrics with moisture control, fire retardant and anti-microbial properties, used by leading automotive and sportswear manufacturers.



PT Indonesia Synthetic Textile Mill produces a wide range of fabric such as superior cotton for shirts, woven fabric for uniforms, knitted fabric for sportswear, polyester, satin and nylon.



Thai Toray from ISTEM is the high quality range for cotton blended thread and items consisting of fabrics such as cotton 100%, cotton blended with polyester, polyester 100 percent and polyester blended with rayon from the spinning, weaving and knitting process as well as dyeing and finishing.



IMA is one of Japan's major textile-converting companies, producing textiles for apparel manufacturers and trading companies all over the world. They also make uniforms for professional, commercial and industrial sectors.



Since its inception in Japan in 1967, Soalon has been lauded as a breakthrough in the world of fiber. Soalon uses natural pulp to create a blend used to create a wide range of material.



Toyobo is one of Japan's top makers of fibers and textiles, including synthetic and natural fibers of cotton and wool. The primary focus is on thobe items and shirt material.



Shikibo specialize in the manufacturing, processing and marketing of various textile industry products such as spun yarn, textured yarn, textile material and products as well as knit material and bedding materials.



Linen Club has revolutionised the Indian textile market by popularising linen' across India. It's the only integrated linen factory in the country with state-of-the-art facilities equipped with the latest spinning, weaving and finishing systems from Switzerland and Italy.



Kewabo is the inhouse brand from Kewalram for thobe and spun fabrics. Developed and launched in the early 1990s in conjunction with superior quality Japanese manufacturing, Kewabo today is one one of the top fabrics threads sourced and used by leading thobe tailors and design boutiques across the Gulf.

OUR PORTFOLIO OF BRANDS

Kewalram works in close partnership with a multitude of world-class organizations across a diverse range of industries, encompassing numerous brands under the Kewalram management. Thus driving our reputation amongst our customers as **"A Trusted Name Serving The Best From Trusted Brands."**

Over 7000 quality products

RETAIL & DISTRIBUTION PRODUCT LINES

WATCHES AND ACCESSORIES

TITAN

CASIO

SEIKO



BEVERLY HILLS



POLO CLUB

fastrack



PERFUMES & COSMETICS

BEVERLY HILLS



POLO CLUB

SUNGLASSES



fastrack

TRAVEL LUGGAGE & BAGS



CARLTON

THE NEW FACE OF BUSINESS



PERSONAL CARE & PERSONAL GROOMING

WAHL®

CARRERA

HOUSEHOLD & KITCHEN APPLIANCES



IT, SURVEILLANCE, SMART HOME & SECURITY



FURNITURE & HOME DECOR



HOME IMPROVEMENT & TOOLS



ELECTRICAL & MECHANICAL PRODUCTS FOR INDUSTRY





KILLARK

Raychem RPG



Klemsan



BRANDS OWNED BY KEWALRAM



NOTABLE CLIENTS

For more than a decade, Kewalram Group has worked closely with several noteworthy and leading businesses across multiple industries within the Kingdom of Bahrain and across the region. Together, we've helped one another by building brand value, driving campaigns and ultimately delivering a positive customer experience. Working together has forged new and creative ideas into profitable ventures.

Kewalram Group has been actively involved with partners in the retail, hospitality, education, healthcare, automotive, construction, real estate, e-commerce and heavy industries. Here are a few esteemed clients our Group has been privileged to work with over the years.

Over 150 satisfied clients



STORE LOCATIONS

1. Kewalram Showroom Manama

Bab Al Bahrain Ave, Manama

2. Kewalram Showroom Temple Road

226 Al Hadrami Ave, Manama

3. Kewalram Showroom Gudaibiya

Road 2161, Gudaibiya

4. Kewalram Showroom Dana Mall

Ground Floor, Dana Mall, Road 5115, Block 651, Manama, Bahrain

5. Kewalram Watch Kiosk Ramli Mall

1st Floor, Ramli Mall, Rd No 3025, A'ali

6. Kewalram Watch Kiosk Lulu Riffa Hypermarket

2nd Floor, Lulu Hypermarket Riffa

7. Kewalram Textiles & Fabric

Building 109, Road 340, Manama

8. Kewalram Jewelry

226 Al Hadrami Ave, Manama

9. Kewalram Head Office, Bahrain

Flat 106, Al Mutanabi Building, Wali Al Ahad Avenue Block 304, Central Manama, Manama

10. Kewalram Head Office, Dubai

Souq al Kabeer, Al Fahidi Street, Bur Dubai, Dubai, United Arab Emirates



Kewalram Watches, Dana Mall Bahrain

To Our Customers

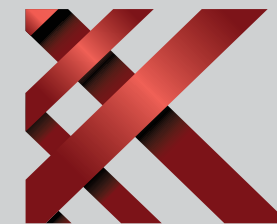
Looking for product or service support?

Drop us a line, give us a call, our teams are here to help you find what suits your requirements the best.

To Our Future Partners

Let's set up a meet.

We guarantee a mutually beneficial relationship.



Address

Kewalram & Sons Company Head Office
Flat 106, Al Mutanabi Building, Wali Al
Ahad Avenue Block 304, Central Manama,
Manama, Bahrain



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