



Over a Century

NaranjeeHirjee
& Co. LLC



A CENTURY OF **DISCOVERY & PROGRESS**

ش.م.م
ناراجي هيرجي وشركاه

قرن من الاكتشاف والتقدم

INTRODUCED IN 2005, UPON THE 100TH ANNIVERSARY OF THE COMPANY, THE NEW IDENTITY WAS UNVEILED TO COMMEMORATE OUR CENTURY MILESTONE.

The transition into a new era, reflected in our logo, has multiple meanings:



COLOUR

The colour BLUE stands for depth, and the vast ocean ahead, as a reflection of our early beginnings, and the journey which started off sailing the high seas.

ELEMENT

WATER represents the strong bonds and a force to move ahead together, an element which conquers everything within its path.

GENERATIONS

The NH letters signify the identity of Naranjee Hirjee himself as the droplet, creating the four RIPPLES, depicting the four generations of the family in business.



MORE THAN
100
YEARS OF TRUST
Since  1905

History

Over a Century of Discovery & Progress

Mr. Naranjee Hirjee, founder of Naranjee Hirjee & Co. LLC moved from a small town of Mandvi in Kutch, India in the year 1905. He was an adventurer and an opportunist, but most importantly a merchant with a passion. Setting sail on a dhow from his hometown, headed west on to the trade route thorough the Arabian Sea, Naranjee set foot into Oman, which he may have not known at the time, but was the base and foundation of his future generations.

Financial Strategy

Starting off as a commodity trading broker in Oman, Naranjee had limited financial resources of his own, but soon gained knowledge and experience with some finance to set off on his own. A merchant by nature, Naranjee traded in pretty much whatever was in demand, but the core of his trade lied in the commodity business of Rice, Coffee & Sugar, which till date is the foundation and root of the Naranjee Hirjee core business.

Trust Building

Once the business was established, Naranjee prided on TRUST as his key trait with the people of Oman, and by building trust in the local people, he was able to build a strong reputation for himself. The legacy continues through the generations, as we continue to base our business on trust.



What We Do

Naranjee Hirjee & Co. was established in 1905, and ever since has been a trading company with core values based on trust and the will to deliver quality products at great value. With roots of commodity trade, the company till date focuses on the trading of rice and sugar as its core operation, but ventured over the years in to Fast Moving Consumer Goods (FMCG), Health & Beauty, Lifestyle, Industrial Chemicals, Restaurants, Hotel & Restaurant Supplies and many other diverse businesses.

Representing over 30 international and local brands, with partnerships over 40 years with key partners, the group has expanded across the Sultanate with a strong distribution network, spanning across the country with multiple depots and logistical hubs to ensure the service we pride on. A 300+ employee strength reflects on our steady growth as a trading house, offering various products and services to mould with the needs of the market into the future.

Under the wise leadership of the late HM Sultan Qaboos bin Said, we are proud to be a 100% Omani company, with a will to carry on down the generations under the continuing vision of HM Sultan Haitham bin Tariq bin Taimour Al Said.

The four generation family run business is based in Oman, but the family also holds business interests globally, in the fields of Automotive, Real Estate, Healthcare, and various other investments.

Our Experience

SINCE
1905

100+

Years of
Experience



4

Distribution Hubs
All Across Oman



20K+

Products Within
Our Portfolio



300+

Team of Hardworking
People

Core Leaders

THE KEY PEOPLE BEHIND THE WHEEL OF OUR JOURNEY



MAHESH KESHAVJI
COMMODITY (SUGAR) & LOGISTICS



SUDHIR KESHAVJI
REAL ESTATE AND INVESTMENTS



NARENDRA KESHAVJI
INDUSTRIAL CHEMICALS & LIFESTYLE



AMIT SAMPAT
LIFESTYLE | F&B



SAMEER SAMPAT
COMMODITY (RICE), FMCG & RESTAURANTS



NIKHIL SAMPAT
FMCG - NON FOOD



DEVANG SAMPAT
FMCG



PADMANABHAN NAIR
GROUP GENERAL MANAGER



KISHOR SHAH
GROUP FINANCE HEAD



SUDHIR KESHAVJI

MANGING DIRECTOR

An Entrepreneur

The second eldest of the 3rd generation of the family, Sudhir moved to Oman at a very early age to join the family business and eventually head the group's Oman operations as joint managing director, and Chairman. His prime role was to develop the investment portfolio of the company and the family's personal assets, as well as the real estate development for the group. He has grown the group to what it is today, along with the support of his brothers, who together have laid the foundation of the NH legacy.

Sudhir has also been on the board of directors on many organisations, in Oman as well as internationally, and has taken the NH family name beyond its Oman operations.

His early years were spent in the historic neighborhood of old Muscat, which has given him an extremely interesting experience of being able to see the growth of the country, for which he has some very interesting and fond stories. His personal interests are into Indian classical music, Jewelry, exquisite time pieces, and cricket.

“Success doesn't come from what you do occasionally. It comes from what you do consistently.”

- Marie Forleo -



MAHESH KESHAVJI

JOINT MANAGING
DIRECTOR

“what you seek is seeking you”
- Rumi -

A Seeker

Mahesh Keshavji, joint managing director at Naranjee Hirjee, has been managing the group's logistical operations over the last five decades. He has also been managing the commodities trade and has been the main driving force in the current Sugar business of the Company.

Over the years the group has grown from just importing commodities to FMCG, Health & Beauty, Lifestyle and Industrial chemicals. There has been an ongoing growth in the business, which naturally required bigger logistical planning and Mahesh has solely and expertly coordinated the smooth operation of the central logistical hub to ensure a strong and robust backend to the company's distribution operations.

He has always given importance to the concept of fitness and has maintained a very disciplined lifestyle. He also found a calming influence from Iyengar Yoga which he has been practicing religiously since 2014. A keen traveler and explorer, Mahesh has travelled to unique places and keeps exploring as a passion to discover more.



NARENDRA KESHAVJI

JOINT MANAGING
DIRECTOR



A Planner

“A goal
without a
plan is just
a wish”

- ANTOINE DE SAINT-EXUPERY -

Initially part of the family's India operations, Naru, as he is fondly known as, joined the business in Oman in 1982. With a degree in Chemistry, he was given the opportunity to diversify and grow the business in a new field. He initially started off in the field of household products, and then successfully diversified into the field of industrial chemicals to create two independent units with the company's portfolio. This was a key move in the diversification of the group's commodity and FMCG focused business, which today runs into a vast independent revenue department, under Industrial Chemicals & the Lifestyle departments.

Naru is also on the board of directors for the Hilton Hotel, Salalah, representing the family's personal interest in the hotel project.

A keen interest in tennis, and maintaining public relations, Naru is an active member of the community, and very popular amongst the corporate circles.

Devang Sampat studied in a Boarding School at Royal Russell School, UK for 7 years. This was followed by him graduating from Kingston University (UK) with a Bachelor's degree in Business Administration. He joined the Naranjee Hirjee (NH) Group family business in 2002.

DEVANG SAMPAT

DIRECTOR

He has been overlooking the Company's day-to-day accounting activities in order to support the core accounts division and help smoothen out the distribution process of the Company. since he joined. He has also managed Bait Al Attar Al Arabi, a sister company of NH, since then. The main focus of this company was to provide high quality Attars in specialized packages for customers through their retail store.

Since 2009 Devang has taken on the role of managing the distribution of the branded FMCG products which is the company's core business. He has been actively involved in monitoring the inventories, supply process and increasing the sales of the existing brands. Devang is also looking to develop this line further by adding on more prestigious brands to the Company's Portfolio.

Devang is a fitness conscious individual being extremely passionate about long distance running amongst other cardio based activities. He completed his first 42km Marathon in Mumbai in 2010 and has been participating in many road/trail races including the Jabal Akhdar UTMB 50km. He also completed the inaugural Ironman 70.3 event held in Oman in 2019 and has also participated in various Spartan Races, Tough Mudder Races and Sprint/Olympic Triathlons.

Devang is an active Member of the Muscat Road Runners Group in Oman and along with participating he helps out with the events as and when an opportunity arises.

Education



BA in Business Administration

2002



Joined Business

Portfolio



FMCG

Hobbies



Long Distance Runner



FMCG

Fast Moving Consumer Goods

With over 100 products, represented by various companies across the globe, NH has built the distribution of these brands across the Sultanate with its strong distribution network. Our FMCG portfolio ranges from Pasta, Preserves, Chocolates & Candies, Canned Tuna, Oats, Milk Powder, Nuts, Flour & Saffron and continues to grow with new opportunities arising in the market and as per the needs of the local people.

OUR BRANDS



Wonderful Brands

Wonderful Pistachios & Almonds is the world's largest grower and processor of almonds and pistachios that are grown, processed, and marketed under one entity, ensuring the finest quality every step of the way. NH has been distributing across the region since 2009

<https://www.wonderful.com/brands/wonderful-pistachios/>

Sunmark – Milka Chocolates

Milka is a German brand of chocolate confection which originated in Switzerland in 1901, and has been manufactured internationally by the US confectionery company Mondelez International since 1990. It is sold in bars and also produces chocolate-covered cookies and biscuits. NH has been distributing across the region since 2019

<https://www.sunmark.co.uk/>



GRB Ghee

For over three decades GRB has cherished the faith and unshakeable trust of its customers. It has now evolved from a ghee manufacturing entity to a multi-product, multi-brand company. GRB has become synonymous with 'Purity' in the Indian market and over the years it has built a reputation and legacy for authentic traditional taste. NH has been distributing across the region since 2012.

<https://www.grbdairyfood.com/>





American Gourmet

Pure Food Processing Industries (PFPI) is a UAE based manufacturing plant specialized in the production of culinary condiments for HORECA and export markets. American Gourmet is a value condiments range by PFPI, and their products are made using authentic American recipes for real taste and rich flavors. NH has been distributing across the region since 2019

<https://www.pfpi.ae/>

Spanish Delight Saffron

Spanish Delight Brand® has been cultivating and harvesting saffron for more than 160 years. Their exclusive Saffron to international markets, as it is a highly valued product across the globe. NH has been distributing across the region since 2019

<https://www.spanishdelightbrand.com/en/saffron/>



Nizwa Foods - Inter Halco, Fresco, Rondella

Nizwa Food's range of products includes Jams, Honey, Instant Powder Drink, Fruit Cordial Drink, Jelly Crystals, Crème Caramel, Baking Powder and Custard Powder. Their plant is based in Nizwa, Oman, and all products go through stringent quality check at various levels from, procurement for raw materials through conversion to finished goods before it reaches its customers. NH has been distributing across the region for over 20 years

<http://www.nizwafoods.com/>

Al Khaleejia Pasta & Tuna

Hassani group of companies entered and established its first food manufacturing operations in 1984, producing snacks and food packing under Hassani Food Industries. Al Khaleejia Pasta comes from UAE while Tuna is produced in a facility in Salalah, Oman. NH has been working with them for over 20 years

<https://hassanigroup.com/>



Captain Oats

Federal Oats Mills (Malaysia), the makers of Captain Oats was founded in 1965. Made from premium natural Australian Oats, it is the preferred Oat meal brand in Oman. NH has been distributing across the region since 1990

<https://www.mycaptainoats.com>

Maculex

Cereal Products, the manufacturers of Maculex brand Semolina & Custard Powder is part of the United Malayan Flour Group of Cos. Made from the finest 100% Australian wheat and top quality corn flour, these products are best for cakes, biscuits, puddings and local delicacies. NH has been distributing across the region since 1990.

<https://www.sunmark.co.uk/>



Coast Milk Powder

Royal Friesland Campina, the makers of COAST Brand of milk powder since 1871 is owned by Dutch family of farmers with over 145 years of dairy farming expertise they produce great quality milk since 1970. NH has been distributing across the region since 1970

<https://www.frieslandcampina.com>

Dahabi, Oman Flour Mills

Oman Flour Mills established since 1977 is the leading producer of flour in the Sultanate of Oman under the brand name Dahabi. Dahabi has the top quality products ranging from baking products and premixes which is the best for all delicious recipes. NH has been distributing since 2001

<https://www.omanflourmills.com>





SAMEER SAMPAT

DIRECTOR

Education



BA in Commerce & Economics

1990



Joined Business

Portfolio



Commodities, FMCG
& Restaurants

Hobbies



Playing Golf

A Member of



Sameer holds a Bachelor of Commerce degree from HR college, University of Mumbai, with a major in Finance and Economics.. He joined the NH Group business in 1990, immediately after his graduation, and has played a pivotal role in developing the group's core business as the leading member of the 4th generation of the family.

As Director, Business development for the NH Group, Sameer has been instrumental in developing the food and non-food segment of the business through close association with well reputed FMCG companies, who have a global presence. He has also played a vital role in restructuring the group's national sales force to make the group's operations as one of the leading distributors of FMCG products in the Sultanate.

His key achievements also include the conceptualization and introduction of the Kamat, an Indian vegetarian restaurant chain in Oman in 2001. Over a decade now, his passion and determination has resulted in Kamat being the most popular vegetarian restaurant chain in the country today. He later went on to set up another restaurant chain, under the name of Daawat in 2008, a multi-cuisine Indian & Chinese restaurant.

Sameer has also been on the Board of Directors (1999 – 2005) for Oman Food International (Formerly known as the National Rice Mills). He was also the Managing Director of Island City Motors PVT. LTD, Mumbai, India (2004 – 2007), who were the exclusive dealers for AUDI motor cars, AG Germany.

He is a member of YPO (Young presidents organisation), Oman chapter since 2009. He is a keen golfer and passionate about cricket, fitness and travelling.

Commodities

RICE

The oldest trade of the Naranjee Hirjee group, the rice business is the root of the business. With more than a century of history in the trade of this particular commodity, it still remains the core of the company's business operations. Importing some of the finest quality of basmati rice from the region of Punjab, NH represents key brands and also its own brands which have been created over the years.

The following are our partnerships and brands within this commodity trade:



Kohinoor

Kohinoor Foods Ltd is synonymous with the fine taste of India in its authentic form. The makers of one of the finest Basmati Rice it is exported world-wide. Kohinoor's true range of Basmati, comes from the ethereal snow-fed valleys of the Himalayas. Grown and nurtured in the most fertile fields of Punjab, it is rare gift of nature. Every grain of this range of rice is aged for 1-2 years in a very special way. No wonder then that Kohinoor True Basmati Rice range adorns most dinner tables, and its rich taste is preferred by food connoisseurs everywhere. NH has been distributing since 1984.

Tiger

Naranjee Hirjee's private label brand in the Sona Masoori variant. Tiger is a popular brand in Oman introduced in 2017.

Abu Ameen

Naranjee Hirjee Private label brand in the 1121 variant from Pakistan. The brand has been selling successfully since 2016.

Abu Azeem / Abu Aziz / Abu Ahmed



Naranjee Hirjee's owned brands from India under the 1121 Basmati Rice category. Sourced from the very best mills in Punjab, this long grain variety of rice are the most popular brands within the Sultanate of Oman. NH has been marketing and distributing these brands since 2005.



Commodities

SUGAR

The Sugar trade has been a vital part of the Naranjee Hirjee Group history. Along with the trade of rice and coffee, the sugar business was a key part of the commodities trade. With over a century of experience in this trade, passed down the generations, Naranjee Hirjee today has its own automated sugar packaging unit, which repackages sugar into smaller retail packs for our own brands as well as OEM production for most hypermarket own brands in the country. Besides this, the unit also packages sugar sachets and sticks for the hospitality industry. Our portfolio offers White, Brown and Organic sugar.

Nh has very long association with its global partners in the Sugar business, the oldest association being with August Topfer & Co.

August Topfer

August Töpfer & Co. (GmbH & Co. KG) was founded in 1912 by Mr. August Topfer in Erfurt / Germany, as a wholesaler of imported commodities such as sugar, coffee, legumes and dried fruits.

Since then August Töpfer & Co. has become an established major player in the European sugar trade. Today August Töpfer & Co. still is the largest German exporter of white sugar. Naranjee Hirjee has been associated with August Topfer for over 70 years, making it the longest standing business relation for the group.



Renuka Sugar

Shree Renuka Sugars is a global agribusiness and bio-energy corporation. The Company is one of the largest sugar producers in the world, the leading manufacturer of sugar in India. The company has its Corporate office in Mumbai (Maharashtra, India) and Head Office in Belgaum (Karnataka, India). NH has been associated with Shree Renuka Sugar since 2010.



Mitr Phol

Mitr Phol Group, the world's 3rd largest sugar producer, has been committed to operating their business while also creating value for the cane and sugar industry for more than half a century. At Mitr Phol Group, no detail is too small. Their world-class quality standards have made Mitr Phol a trusted and well-known brand of sugar in Thailand and around the world.



Taikoo

Taikoo Sugar was established by Swire in 1881. The Taikoo Sugar Refinery in Hong Kong went into production in 1884 and soon became the world's largest and most sophisticated plant in its day. For over a century, Taikoo Sugar has embraced quality and innovation in its products to become a much-loved brand for generations.



Naranjee Hirjee packs white sugar in retail packs for TAIKOO, which is then supplied in Oman, and in the region to Bahrain as well as the UAE.

NH is involved with the packing of sugar in 1kg, 2kg & 5kg packing as also in sugar sachets and sticks. NH packing facility is HACCP certified. NH is exporting their Al Hayat brand to the GCC market and is also packing for lot of pvt labels within Oman.



Chemicals

Our chemicals division offers very specialized products across different industries, such as water treatment, Pharmaceutical, Foods & beverage industries, Building Materials (Micro Silica) and Industrial (Fiber Glass related industries) . Sourced from all across the globe our products are as per the industry specifications, serving some of the top operational and maintenance companies in Oman.

Some of our key partnerships are with the following manufacturers:



Metito

Metito is a global leader and provider of choice for total intelligent water management solutions with operations covering three business areas: design and build, specialty chemicals, and utilities.

With over 60 years of experience, the Group provides customized, comprehensive and advanced solutions across the full spectrum of its industry; from clean to dirty water; desalination and re-use; industrial solutions (up to hyper pure water); investing into water and wastewater assets; and structuring both Greenfield and Brownfield schemes under project finance structures. The Group also provides custom alternative energy development and management solutions for utilities and corporations looking to uphold sustainable operations through generating clean, emissions-free energy.

Jungbunzleaur

“From nature to ingredients®” is what the company stands for. Jungbunzlauer’s products are manufactured utilising fermentation, a technology based on the ability of micro-organisms to transform renewable raw material (carbohydrates from corn, grains or sugar beets) into useful biodegradable products. Committed to rigorous quality standards, they guarantee the excellence and sustainability of their products and services. All products can be used, transported and disposed of in a secure and ecologically safe way.

Today, Jungbunzlauer manufactures citric acid, gluconates, lactics, special salts, specialties, sweeteners and xanthan gum for the food, beverage, pharmaceutical, cleaners and detergents and cosmetic industry as well as for various other industrial applications. Their natural ingredients contribute to healthier, safer, more sustainable and, last but not least, tastier consumer products.

Jiali Bio Industries

Jiali Bio group is a globally operating manufacturer and exporter of food ingredients, additives and specialties for the food and beverage, cosmetics, nutrition and pharmaceuticals industries. The unique mix positioning makes them different from other companies in China. Jiali Bio Group (Qingdao) Limited provide more high quality products and services for customers based on their wide experience, excellent staff, customer-oriented service and work flow. The products offered by them are citric acid, monosodium glutamate, citrate sodium.

Arch Chemicals – Lonza Group AG (Now it is Innovative Water care)

Arch Chemicals is one of the leading companies in the microbial control market with 23 primary manufacturing and research facilities around the world. Arch Chemicals currently employs approximately 3,000 people and is headquartered in Norwalk, Connecticut (USA). In 2010, Arch Chemicals had sales of approximately USD 1.4 billion, of which approximately USD 1.2 billion were from microbial control products.

Naranjee Hirjee exclusively imports and distributes Calcium Hypochlorite – 70% (HTH) from Arch Chemicals, USA.

WiniToor Industry Co. Ltd.

Winitoor are a specialized company in the R&D, production and marketing of a series of building materials, such as Micro Silica (Silica Fume), GGBFS, and Water reducing Agents. Founded in 2004 in Quanzhou, China, they are also in the application of concrete (HPC), Mortar, Refractory, products. Their own Micro Silica processing plant has an annual output is more than 60000 MT. Winitoor has built excellent business relationships with customers from all over the world and has a long term business relation with Naranjee Hirjee Group.



Education



BA Hons in
Business Studies

2001



Joined
Business

Portfolio



Health &
Personal Care

Hobbies



Playing Golf

Founder
Member



NIKHIL SAMPAT

DIRECTOR

After graduating from Kingston University with a BA Hons in Business Studies, Nikhil joined NH in 2001. An aggressive approach has enabled him to promote and grow the non-food portfolio across Oman which had led to the brands reaching greater heights within the health and beauty category. He has successfully launched several new products within the Dabur portfolio.

Nikhil is a keen sportsman with a particular focus on Golf which he enjoys on a regular basis and plays across several golf courses in Oman.

Nikhil is an founding member of Entrepreneurs' Organization Oman Chapter which he is part of since its launch in Oman in 2009.



Health & Personal Care



*"Of all the things that we have got
from nature, Good Health is a Blessing"*



Dabur International is a wholly owned subsidiary of Dabur India and is headquartered in Dubai, UAE. From its humble beginnings in 1884 in a small clinic in the Indian city of Kolkata, Dabur's splendid 128 year legacy has been capped with numerous milestones and accolades, making it one of the most trusted and recognized personal and health-care companies in the world.

Dabur has set an extremely high yardstick in its product and process development that continue to effectively meet stringent quality standards. Albeit it has eternally been the name that springs to mind when talking about hair care and health care, the Company has diversified into key consumer categories like skin care, oral care, home care and foods through brands like Dabur, Vatika, DermoViva and Fem which are household names in many parts of the world. As a regular fixture on the lists of the most trusted brands, Dabur Group is set apart from the rest due to an unending commitment to developing products basis the science of nature and is one of the major consumer goods companies with the largest herbal and natural product portfolio in the world.



ORS

Namasté Laboratories, a leader in African American Hair Care based out of Chicago, USA was acquired by Dabur. This acquisition marked Dabur's International's entry into the fast-growing US \$ 1.5-billion African American Hair Care market across U.S., Europe and Africa. Founded in 1996 to fulfill the needs of the health-conscious consumers of African descent, Namasté Laboratories offers a range of products developed with natural ingredients with market leadership in USA and other African countries.

Fem

Fem USA is the range of Natural Depilatories products from Dabur International. FEM Depilatories products make your skin soft, smooth & beautiful naturally. FEM has an entire range of depilation products ranging from Hair Removing Creams to Wax Strips for various parts of the body and bleaches which act as fairness systems as well.





Amit Sampat earned his Bachelor's degree in Business Administration from the University of Middlesex in the UK. A marketing major, Amit joined the Naranjee Hirjee (NH) Group family business in 1999. As a Director on the NH Group board, Amit's key roles have been with developing and actively managing multiple operations within the NH Group of companies.

AMIT SAMPAT

DIRECTOR

He actively manages the group's Lifestyle arm, Easylife retail, which was conceived and grown by him, and which has also expanded the fairly large product/agency portfolio within the Lifestyle division at the NH Group. In addition, he has also pioneered the introduction and Franchise tie-up with a French based company, RESTOFAIR, who specializes in Hotel, Restaurant & Catering supplies, through a Cash & Carry concept store. His latest addition to the retail segment has been the opening of the first Wildcraft retail store, an adventure goods brand from India.

Apart from the trading side of the business, Amit also manages the group's oldest restaurant, the Golden Oryx.

His passion for events, also resulted in branching out the group's interests into the Event Management field, under the banner of Gazelle International, a company which started off in 2000, and continues to deliver quality events in the Oman market.

A professional cricketer, Amit has represented Oman at the international stage and led the National team in multiple tournaments, with his peak being able to participate at the ICC Cricket World Cup Qualifiers in 2008.

Amit is also associated with various international organizations, such as the Entrepreneurs Organization (EO), Board member for the Oman chapter and the Young Presidents Organization (YPO), Oman Chapter as well.

Education



BA in Business Administration

1999



Joined Business

Portfolio



Lifestyle & Restaurants

Hobbies



Professional Cricketer

A Member of



Oman

A Member of



Oman



The Home Store

A vast portfolio of products within the company's lifestyle division, ranging from adventure gear to Home Living, Kitchen Accessories, Tableware, Outdoor Furniture, Bed & Bath, Storage, Luggage and even Hotel & Restaurant Supplies. This is the Company's largest portfolio of brands and products which are distributed exclusively across the Sultanate to major hypermarkets and specialty stores.

The company also prides its retail concept, under the name of Easylife, which is a retail unit with a warehouse store concept, focusing on top quality brands and products for a great value to its customers. The store boasts over 4000 products under one roof spanning over a 1200sqm floor space in the heart of the city center.

Some of the top brands represented under the Lifestyle portfolio, include Pyrex, Wildcraft, Lock & Lock , Allibert, Westpoint Home & FnS.



Pyrex

The high quality of French manufacturing. The Pyrex® glass is made in France at Chateauroux in the most unique oven in the world!

Thanks to the proficiency that was inherited from a long-standing/established tradition and cutting innovation process the Pyrex® brand represents one of the leading companies in Europe in glass manufacturing.

www.pyrex.eu



Lock & Lock

From the Korean No. 1 Kitchen Living Culture company, LocknLock is taking a great leap forward to become a worldwide global company. Since its foundation in 1978, LocknLock has been recognized for its global competitiveness through continuous innovation, creating its successful miracle story of worldwide 'SOLD OUT' including United States, Europe and China.

www.locknlock.com



Wildcraft

An Enterprise Born out of Passion.

Incorporated in 1998, Wildcraft India Pvt. Ltd. Is India's foremost company in the manufacturing and distribution of head-to-toe products from trek-to-travel solutions, serving more than 3.5 million customers annually.

Naranjee Hirjee is exclusively associated with the brand for Oman in pursuit to lead in the adventure space of the Sultanate's outdoor culture.

www.wildcraft.com



Westpoint Home

Westpoint Home has been a home fashion pioneer for over 200 years. The heritage began with Stevens (Estd. 1813), a manufacturer of woolen broadcloth. Since then, Westpoint Home and its sister brands have been leaders in innovation, design and construction for home fashions, evolving with its customers and staying on top in the ever changing market. With three domestic locations in USA and two international facilities, the company has grown, but the philosophy remains the same; Passionately create high quality, fashion forward and sustainable products for every home.

www.westpointhome.com



Allibert Outdoor Furniture

Allibert Outdoor is part of the Keter Group, a global enterprise that has been active for over 60 years. The Group operates 18 factories and two distribution centers in nine countries, and currently sells to over 100 countries around the world, maintaining sales offices in the majority of these markets.

With this impressive global production footprint and even broader global sales support, the Keter Group is able to offer flexible logistics, faster time to market and greater responsiveness in customer service. All told, these advantages have led to annual sales amounting to over \$1 billion. The Keter Group distributes to 25,000 retail outlets globally, including nearly all of the top 250 retailers worldwide – with many of these relationships dating back more than 25 years.

www.allibert-outdoor.com/en/



Fns Cutlery

FnS, the innovator and pioneer in the cutlery segment has changed the way people used to perceive cutlery. Since its inception in 2005, FnS has made every scoop and bite an exotic experience, and has revolutionized the cutlery industry by giving its own share and imagination.

FnS believes that excellent design must be affordable to everyone and understands the needs of dining and kitchen and hence creates designs and products accordingly. Using the best material with a very strict quality control process, FnS has a wide range of products and kitchen gadgets, hence catering to everyone.

www.fnsonline.co.in



Marimbula

A part of the VKL Food Service, India Portfolio, Marimbula comprises of a diverse range of gourmet syrups exclusively created to cater to the need of the consumer, thus enabling them to experience exotic ethnic and international flavours. The brand is created by a team of beverage professionals with dedication, passion and experience of over 25 years in the beverage industry, and true to their tag line Every Taste Has a Story, Every Story Has a Flavour, Marimbula creates exciting experiences keeping every palate in mind.

www.foodserviceindia.com/brands/marimbula/

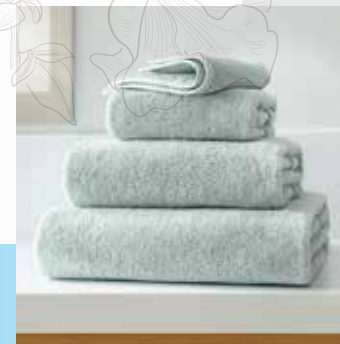
*Our homes should inspire us to go out into the world,
to do great things & then welcome us back for refreshment.*



*the
Home
Store*



*"It's not about how big
the house is. It's about
how happy the home is."*



NH Hotel & Restaurant Suppliers

Restofair Oman is a joint venture between Naranjee Hirjee & Co. and Restofair RAK LLC, with the central warehouse in Jebel Ali, and a partnership with RAK Porcelain, UAE. The company is a leading distributor, with a Cash & Carry outlet in Oman, for small equipment and consumables for professionals in hotel, restaurant and food industry. With more than 14,000 products offered through its catalog, and 3000 products available at any time in store, Restofair Oman is able to offer a specialized service to the entire hospitality industry in Oman.

The cash & carry store, based in the heart of the city, boasts a 1000sqm retail space, and promises to deliver products in short lead times, which sets

it apart from its competition, by delivering high value to its customers.

Oman being a growing economy in the field of tourism, Restofair seems to be the right fit for the market and its growing needs. Restofair has executed some key projects in the country and continues to service the upcoming hospitality developments as well. Restofair Oman, also services the Qatar market with multiple projects.



TO MEET YOUR VARIED REQUIREMENTS

14,000
ARTICLES

ON CATALOGUE

Tableware, Bar Accessories, Disposables, Small equipments, kitchen utensiles and Hygiene products to choose from a selection of top brands at your budget.

3,000
REFERENCES

IN STOCK

7000 references in stock available within 24 / 48h

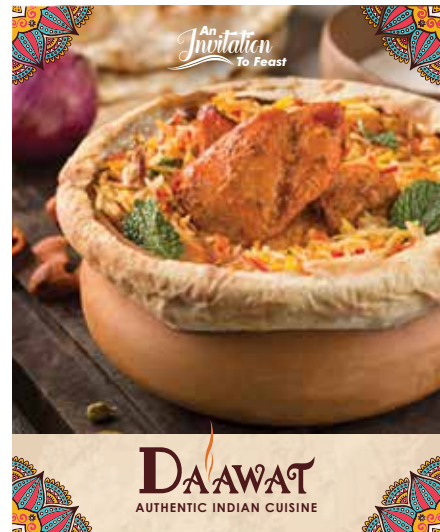
Free
Delivery

Free delivery within Oman
Item assembly assistance by our expert team on request



Restaurants

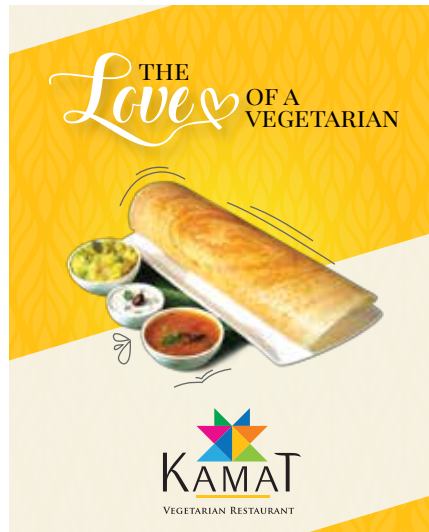
Naranjee Hirjee ventured into the Food & Beverage industry way back in 1982, and has ever since held up a reputation to bring and build quality brands within the restaurant field, offering quality cuisine across its F&B brands.



Instagram: [daawatoman](#) Facebook: [Daawat Oman](#)

Daawat Restaurant

An own home grown brand of Indian Mughlai cuisine, Daawat was a part of the group's expansion plan in 2008. Taking a different approach, the first outlet was opened in Sohar, the port city of Oman, as a casual dining restaurant, followed by a food court concept, and the third outlet then opening in the capital city of Muscat in the form of a casual dining as well. The restaurant today offers Mughlai, Indo Chinese, Bengali, and Indian Street food on its menu.



Instagram: [kamatoman](#) Facebook: [Kamat Oman](#)

Kamat Restaurant

Often referred to as the Best Vegetarian Restaurant in Muscat, Kamat takes great pride in serving patrons a miscellany of mouthwatering delicacies from all corners of the Indian subcontinent, along with an array of delicious Chinese delights to tickle your taste buds. With over 360 culinary masterpieces on the menu, you are bound to find what you're looking for to satiate your appetite.

Opening its doors in 2001, with its first outlet on Al Burj street in Ruwi, Muscat, Kamat was introduced to Oman, through a joint venture between Naranjee Hirjee Group & Kamat, UAE. A highly successful restaurant group in the UAE, Kamat spread the Love of a Vegetarian concept across borders and has strongly expanded to 3 outlets in Muscat city.



Instagram: [thegoldenoryxrestaurant](#) Facebook: [The Golden Oryx Restaurant](#)

The Golden Oryx

Just the place for a quiet, serene dining. Be it for business or pleasure, The Golden Oryx, Muscat's finest Chinese restaurant, offers a rich blend of Szechuan, Cantonese, Thai, Mongolian delicacies, in the most elegant surroundings.

This fully licensed restaurant first opened in 1982, and since then Golden Oryx has endeared itself to a cross-section of affluent Omanis, Asian and European expatriates. Its prime location in Ruwi with its rich, but subdued ethnic oriental décor, and the quaint woodwork which characterizes the interior of this Restaurant, captures the magic of the far-east. The tables, some of them large enough to seat a group of 12, are placed far apart, affording diners a fair degree of privacy. Private banquet rooms are available on the mezzanine floor for larger gatherings, from small groups of ten to lavish banquets for 50 people. A huge wall mural with pictures of the oryx link the restaurant inextricably with Oman, and the ceiling is adorned with floral hand painted ceramic tiles.

The Golden Oryx has prided in the quality of its cuisine for the past 4 decades, and has established itself on the forefront of Muscat's dining establishments which is evident by the generations of its customers.



PADMANABHAN NAIR

GROUP GENERAL MANAGER

Padmanabhan Nair spent his formative years growing up in Delhi. Having graduated from Delhi University, he worked with Modi Rubber & Averys in Mumbai before moving to Oman in 1983. After a brief stint with W.J. Towell & Co he embarked on a long career (1986-2010) with PEPSI Co. both in Oman as well as Bahrain.

As Head of sales and Marketing for PEPSI in Bahrain he was accountable for day today sales & marketing operations providing leadership for all functions to meet key performance indicators.

Padmanabhan joined Naranjee Hirjee Group (NH) in the year 2015. As Group General Manager he oversees the functioning of all group companies under the NH umbrella whose portfolio includes FMCG, Commodities, Lifestyle Arm, Easy life Retail, Restofair HORECA supplies, Industrial Chemicals, Real Estate & Restaurants. He reports to the Managing Director and closely works with other Directors in the area of corporate planning, marketing and business development.



KISHOR SHAH

GROUP FINANCE HEAD

Kishor shah has over 30 years' experience in Audit, Tax & Finance. Kishor has worked with reputed audit firms for 25 years as statutory auditor and was responsible for the audit of various financial and banking institutions, manufacturing and trading companies, hotels etc. He has also expertise in liquidation work of companies & institutions.

Kishor Shah joined the NH Group of Companies in 2005 and as a Group Finance Manager, he is actively managing the group's Finance Administration, Tax and Audits. He works closely with all the directors, and reports directly to the board.



— HEAD OFFICE —

Naranjee Hirjee & Co LLC

☎ +968 2478 4842

✉ info@naranjeehirjee.com

📍 PO Box 9, PC 100, Muscat, Sultanate of Oman

— LOGISTICAL HUBS —

MUSCAT | NIZWA | SALALAH