



MAKING YOU FEEL AT HOME





“We have developed a roadmap to enable us to provide the best services and quality products to our customers, and to be ready to participate in the historic event that Qatar will host FIFA World Cup 2022, as well as to be in harmony with the Qatar National Vision 2030.”

# ELEKTA QATAR

## Managing Director's Message

**MR. AHMED ALI ABDULLAH AL HASSAN AL MOHANNADI**

In the current process of widespread globalization, we in ELEKTA QATAR understand that meeting our customer's requirements is essential to the success of our organization. We can say that the years we experienced in the past are significant years and it is clearly seen that we have intensively delivered our best performance to focus on customer satisfaction.

The one thing I would like to present is that our leadership is a result of our employees. They have clearly made ELEKTA QATAR one of the outstanding organizations. We know our highly trained and Experienced Employees with specialized knowledge to reliably and efficiently produce high quality service.

We firmly believe that "trust" is the key element in persuading customers to choose our quality products. We totally accept that "trust" can create a "Win-Win Situation" for a long deeper relationship.

Our distributed products with latest technologies and excellent service are diverse. It is easy to find them in every corner. We will continue our endless effort to serve our valuable customers.



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# About **ELEKTA QATAR**

Our Story begins in Qatar market since 2010. ELEKTA QATAR is a premier provider of Consumer Electronics, Appliances, Consumer and Commercial Imaging, as well as professional Home Networking solutions in Qatar.



## About **ELEKTA QATAR**

Everyone deserves a home that is beautiful, warm, and spacious. We at ELEKTA QATAR believe that every home is special and our products polish your homes in the fairest way possible. Our wide range of products has been appreciated all around the world. They have been designed in a way that can fit seamlessly into all types of house decor.

ELEKTA QATAR has established its reliability through continuous improvement to meet diverse customer needs, continuity, service stability, and service efficiency. It brings continuous improvement to these problems. This stability has made ELEKTA QATAR attractive to customers and suppliers locally and internationally.





## Our MISSION

Achieve global standards in human resources policy by giving priority to employee satisfaction and development. Broaden our areas of expertise to open new horizons in our sectors, exceed the needs and growing expectations of our customers and maximize their satisfaction, anticipating potential needs for product and solution development. And to provide you with a wide range of products because we know that you love to have many choices in life. Hence, our vision is to flourish your homes with the best of technology and classy products that we have designed especially for you to make you feel at home.

## Our VISION

Become a group that aims to develop continuously with the contemporary management model. Develop products that comply with our ethical principles, values, objectives and strategies; produce to the highest standards, perform our sales and after-sales services at the highest level, continually increase the value we add to our customers, resellers, business partners and our environment, and increase them significantly.



# Global Coverage of ELEKTA QATAR'S Trademark Registration



Given the number of countries where the brand is registered, ELEKTA QATAR has the potential to become a global brand in Consumer Electronics.

ELEKTA QATAR Trademark is registered in more than 65 countries, making it one of the few mass-market brands with such a wide global coverage in terms of Trademark Registration. The brand itself is likely to have an Intrinsic Value of over QR 100 Mn



Listed  
Across Major  
**Hypermarkets**  
in the **Region**

# 500

LEADING STORES

ELEKTA QATAR HOLDS A  
SIGNIFICANT POSITION  
IN THE MIDDLE EAST MARKET

We offer our products in more than 500  
leading stores across the Middle East.



# Company **OVERVIEW**

**ELEKTA QATAR  
Brand was first  
Registered in  
1988 in JAPAN.**

ELEKTA Gulf W.L.L. is a leading provider of mass-market consumer appliances, catering to the middle and upper-middle-class income groups in the Middle East.

# 65

ELEKTA is registered in over 65 countries across the world.

# 500

Product offerings include  
500+ Products across



Kitchen Appliances  
Home Appliances  
Entertainment Solutions  
Air Conditions  
Built In Appliances

ELEKTA QATAR's main market is GCC countries, accounting for over 80% of its revenues

Built-in ranges have been launched by ELEKTA QATAR under the brand BEXEL a Turkish Famous Brand to target middle and upper-middle-class households in the middle east. The products offerings include built-in items like chimneys, hoods, hobs, ovens, etc.

# ELEKTA PLATINUM SERIES *premium range*



PRODUCTS  
EXPOSURE TO  
**OVER 25  
COUNTRIES**  
OUTSIDE THE GCC

# Key **HIGHLIGHTS**

Elekta Gulf W.L.L. is a leading provider of mass-market consumer appliances, catering to the middle and upper-middle-class income groups in the Middle East.



**Strong service warranty with a dedicated service team**

Business to expand Worldwide

Strong product sourcing and quality control teams based in China, Turkey, India etc.

Products listed in all major hypermarkets and retail outlets across the Middle East;

Management team with extensive industry expertise

# Value proposition

## **SNAPSHOT**



### **PRODUCT QUALITY**

In order to ensure the quality of ELEKTA QATAR products, every effort is taken in this regard.

Based in China, the company has a well-trained team of professionals to ensure that its products meet high-quality standards. All the products go through stringent QC checks performed at each level of production as well as distribution.

Apart from this, all products also conform with the country's highest quality standards like GMARK, SGS, EER RATINGS other country requirements for certifications etc.



### **QUALITY SERVICE**

**24x7 assistance**  
**+974 4436 5787**

Dedicated experienced service team ELEKTA QATAR's service center provides exemplary after-sales service to their valued customers.



### **35 YEARS OF TRACK RECORD**

Our track record spans over three decades and includes:

- Quality Products
- Customer Satisfaction
- Financial Performance

# Wide Array of Product **OFFERINGS**

## **KITCHEN APPLIANCES**

Mixer Grinder  
Blender  
Kettle  
Heaters  
Electric Oven  
Microwave Oven  
Fans and Air coolers  
Vacuum Cleaners  
Steam Irons & Garment Steamers.  
Coffee Machine  
Hot Plates & Infrared Cooker  
Rice Cooker  
Platinum series - High end

## **HOME APPLIANCES**

Cooking range  
Refrigerators  
Washing Machines  
Water Dispenser  
Beverage Chiller  
Dishwashers  
Water Coolers – Stainless Steel type.

## **ENTERTAINMENT SOLUTIONS**

Televisions  
Audio & Sound Bars

## **AIR CONDITIONS**

Split Air-conditions  
Window Air-conditions  
Portable Air- conditions

## **BUILT IN APPLIANCES**

Built In Hob  
Built In Oven  
Built In Hood  
Built in Refrigerator  
Built In Microwave  
Built In Washer Machine  
Built In Dishwasher



# KITCHEN APPLIANCES



Mixer Grinder



Coffee Machine



Rice Cooker



Microwave Oven



Vacuum Cleaners



Kettle

## HOME APPLIANCES



Refrigerator



Washing Machine

## ENTERTAINMENT SOLUTIONS



Television

## AIR CONDITIONS



Split Air - Conditions

# BUILT IN APPLIANCES

# BEXEL

Hausgeräte



Built In Oven



Dish washer



Hood



Built In Hood



# Where can you find **ELEKTA QATAR PRODUCTS?**



# Successfully Completed **MAJOR PROJECTS**

## 2015

**POWER STEEL PROJECT**  
3500 Split Air-condition



**AL ALI ENGINEERING**  
500 Rooms Labor Compound  
- Window AC



**AL JABER ENGINEERING**  
AL Kharara Accomodation  
- 1500 Split AC's



## 2016

**SAK TRADING & CONTRACTING (EZDAN)**  
Alkhayreen Tower - 133 Flats  
Home&kitchen Appliances



## 2017

**NEXT DIRECTION REAL ESTATE**  
37 Villa Compound Gharaffa  
Home & Kitchen Appliances.

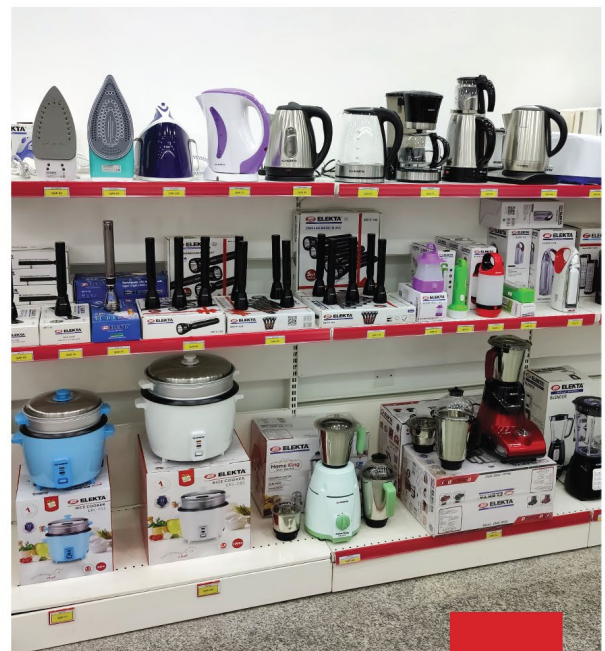


**2018****CHALLENGER TRADING & CONTRACTING**Umm Al Afai –  
120 Villa Compound**MINISTRY OF INTERIOR**81 VILLAS PROJECTS –  
SPLIT AIR-CONDITIONER**2019****ALMAL HOLDING**81 Villas Projects –  
Split Air-condition**2021****AL BADR GROUP OF COMPANIES**

190 Flats – Home Appliances

**ASHGAL**G+7 Staff Accomodation –  
Kitchen Appliances**QATAR FOUNDATION**Teacher Accomodation-  
Television**SUPREME COMMITTEE**World cup Stadiums –  
Alrayyan, Al Janoub, Al Bayt,  
974 Stadium – Split Aircondition**QATAR AIRWAYS**G+8 138 flats –  
Home & Kitchen Appliances

# Our **SHOWROOM**





# Where to buy in **DOHA AND ELEKTA DEALERS**



# Corporate Customers **WORKING WITH ELEKTA QATAR**



ELEKTA QATAR Customer Care Solutions,

**+974 4436 5787 / 3109 3060**



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