



URS
asia one TM

JUNE-JULY 2016 / VOL.15 / ISSUE 11

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PERSON OF THE YEAR 2015-16



WORLD'S GREATEST BRANDS & LEADERS 2015-16-IUA

Process Reviewers - PricewaterhouseCoopers P.L.

INDIA-UAE-AFRICA: THE GROWING GIANT

RADIATING THE PRINCE EFFECT

THE TRAVEL CONNOISSEUR



INDIA INR 250 | UAE AED 20 | SINGAPORE S\$ 10 |
HONG KONG HK\$ 12 | QATAR QAR 20 |
KUWAIT KWD 2.0 | OMAN OMR 1.5 |
BANGLADESH BDT 500 | SRI LANKA LKR 500 |



MUKESH AMBANI

KEEPING UP THE GOOD WORK

The Managing Director of Reliance Industries Limited (RIL), Mukesh Dhirubhai Ambani, wasn't born in utterly rich business families, but he helped his father create a brand known to every Indian

Mukesh Ambani retains his title as India's richest person for the ninth consecutive year despite his wealth dropping by \$4.7 billion. His Reliance Industries, hit by lower oil prices, saw shares tumble on falling revenues, which declined by close to a fourth in the latest quarter. It sold its stake in a U.S. gas pipeline unit for \$1 billion in July and is now preparing for the imminent launch of 4G services by telecom arm Reliance Jio. Wife Nita, who sits on Reliance's board, is involved in Jio's marketing plan.

BEATING THE COMPETITION

He is a member of the Employees Stock Compensation Committee and the Chairman of Finance Committee of the same organization. In 2010, he was included in Forbes' list of "68 people who matter most."

The elder son of Legendary business leader late Dhirubhai Ambani, he has played a pivotal role in taking Reliance Industries Limited to zenith of success in his illustrious career. Despite the steep competition from rival tycoons like Tatas and Birlas and allegations of business malpractice, Mukesh Ambani continues his success in various spheres of business.

Along with the tremendous growth of his Fortune Global 500 company, Mukesh Ambani has often hogged headlines for his lavish lifestyle and

diversification into other industries. Located in South Mumbai, his skyscraper home Antilia has been rated as the world's costliest residential property by prestigious Forbes Magazine. He held the position of the richest Indian for 9 years.

Mukesh attended the Hill Grange High School at Peddar Road in Mumbai where he was a classmate of Anand Jain, who is his close associate now. His brother also attended the same

"Mukesh Dhirubhai Ambani's net worth made him proud owner of a 60-storey high home"

school as him. After completing his high school in Mumbai he got a BE Degree in Chemical Engineering from Institute of Chemical technology at Matunga. He also started his MBA in Stanford University but he had to discontinue his studies to assist his father in the family startup company, Reliance, which was growing fast at the time.

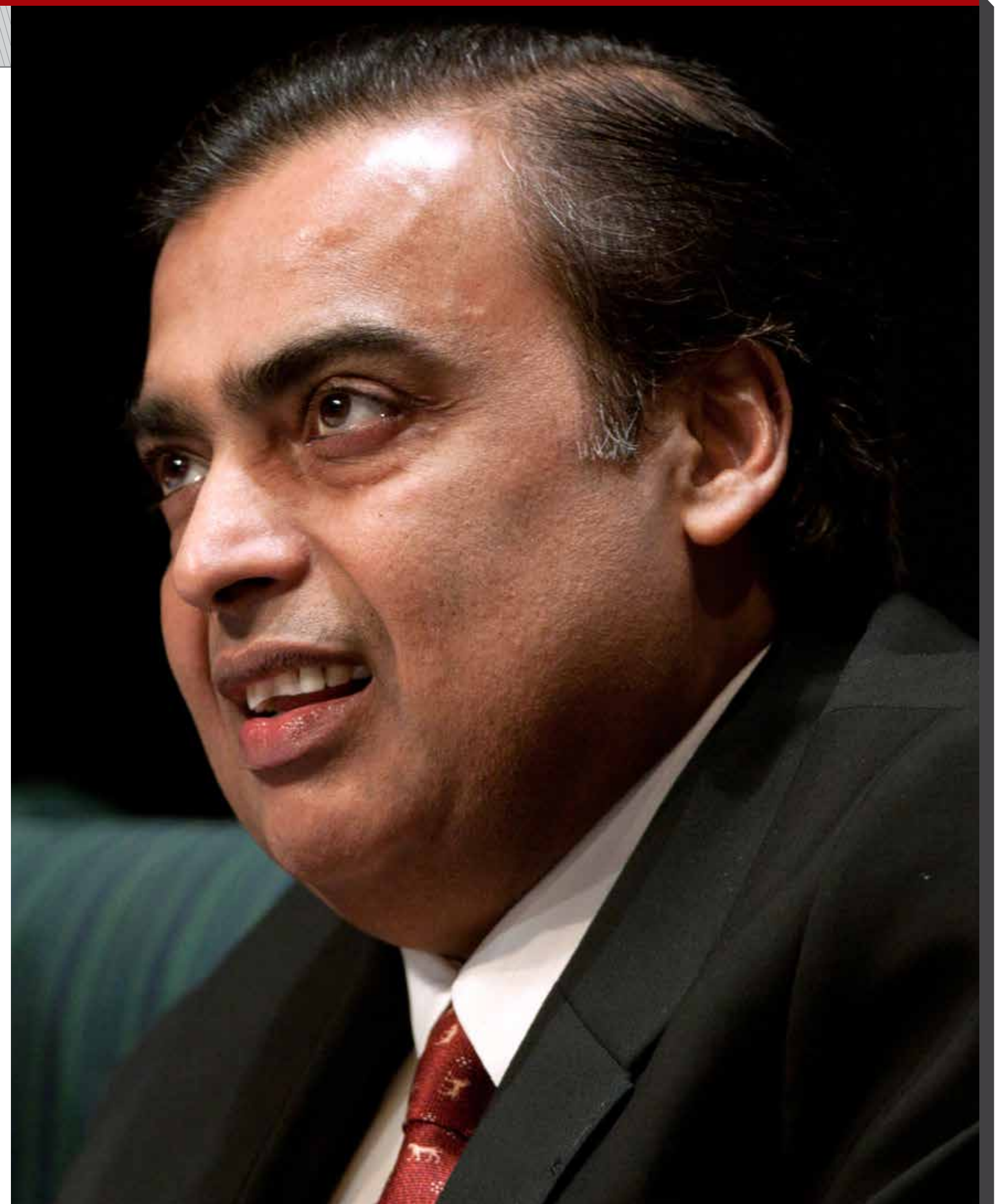
LEADING BY EXAMPLE

Under his leadership, Reliance Industries made a foray into sectors like

petroleum refining, petrochemicals and gas exploration. He also set up Reliance Infocomm Limited (presently Reliance Communications Limited). In 2010, Mukesh Ambani set up the biggest grassroots petroleum refinery plant in Jamnagar. With his initiative, manufacturing capacity of Reliance's Petrochemicals has grown substantially as per industry sources. The company has also become a leading player in the retail sector, under his leadership and endeavors. ambani with ambani. In his successful and enviable business career, Mukesh Ambani has gone through some turbulent times, too.

Mukesh Dhirubhai Ambani net worth is estimated at around \$20 billion as of 2015. It is one thing to be born with a silver spoon in your mouth but totally another to turn that spoon golden. Mukesh Dhirubhai Ambani personifies this to perfection. Born to the iconic and legendary visionary and entrepreneur Dhirubhai Ambani who established Reliance Industries, Mukesh only inherited his position but not his wealth.

Mukesh Dhirubhai Ambani net worth made him proud owner of a 60-storey high home, Antilla. The world's most expensive private residence cost Ambani a mind-boggling \$2 billion. A part of Mukesh Dhirubhai Ambani net worth is from his owned Indian Premier League team, the Mumbai Indians.



EDITOR'S CHOICE

H.E. NASSER AHMED ALSOWAIDI

BUILDING THE NATION

H.E. Nasser Ahmed Khalifa Alsowaidi serves as the Chairman of National Bank of Abu Dhabi PJSC. H.E. Alsowaidi serves as Chairman of Abu Dhabi Securities Exchange (ADX), Etihad Rail, Department of Energy, the Union Railway Company and Zones Corp

He serves as the Chairman of the Department of Planning and Economy, where he has a leading role in collaboration with other top government officials in developing, restructuring, and diversifying the economy. He serves as the Chairman of the Department of Economic Development of the Government, the Abu Dhabi Securities Exchange, and Abu Dhabi Ports Company.

H.E. Alsowaidi serves as a Deputy Chairman of AD Invest. He served as the Vice Chairman of Aldar Properties PJSC. He serves as a Director of Mubadala Development Company P.J.S.C., and Abu Dhabi Water and Electricity Authority.

CHAIRING MAJOR POSITIONS

He serves as Member of the Board of Directors of International Petroleum Investment Company PJSC and the Environment Agency – Abu Dhabi. He has been a Non-Executive Director of National Bank of Abu Dhabi PJSC since May 19, 2003. He serves as a Member of the Executive Council at the apex of the Abu Dhabi government. He served as a Director at Cosmo Oil Co., Ltd. He was employed at Abu Dhabi Investment Authority and Abu Dhabi National Oil Company.

Over the past 20 years, he has

held senior roles in a number of Abu Dhabi government organizations, including the Department of Economic Development, Abu Dhabi Investment Authority (ADIA) and the Abu Dhabi National Oil Company (ADNOC). H.E. Alsowaidi holds a Bachelor's Degree in Economics from the California State Polytechnic University in the United States.

“H.E. Alsowaidi serves as a Deputy Chairman of AD Invest. He served as the Vice Chairman of Aldar Properties”

Nasser Ahmed Khalifa Alsowaidi chairman of the Department of Economy and Planning Abu Dhabi (DPE) has taken over as chairman of National Bank of Abu Dhabi (NBAD), with effect from January 5, 2009.

Al Suwaidi is the son of Ahmed Khalifa Al Suwaidi, the nation's foreign minister in early 1970's.

Nasser Al Suwaidi, who earned a degree in Economics from California University, USA, worked for Abu Dhabi National Oil Company (ADNOC), Abu

Dhabi Investment Authority (ADIA) and Abu Dhabi Investment Company (ADIC) in different capacities, in his early years of public service.

Al Suwaidi, who is the top economic decision-maker, is involved in different capacities with Abu Dhabi's all major financial, business and economic institutions.

SECOND FIVE-YEAR ECONOMIC PLAN

The Five-Year Economic Plan 2013-2017 is the second episode in a series of economic plans aimed at achieving the Vision 2030. They are mandated to articulate these comprehensive plans, and these projects are completed by means of a structured collaborative process led by the ADDED and involving all key public and private stakeholders within the different economic sectors in the Emirate.

The process has four key elements. The first is related to developing bottom-up analysis to assess the overall economic impact of activity in the sector. The second is focused on key growth sectors identified by the Economic Vision 2030 as strategic drivers for economic growth. Finally, the institutionalization of a formal data sharing and economic policy planning process across Abu Dhabi's key sectors is necessary.

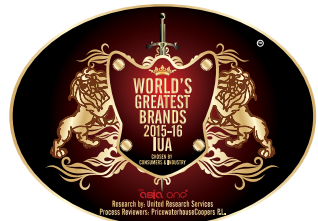


EDITOR'S CHOICE

WORLD'S GREATEST BRANDS 2015-16



PROCESS REVIEWERS:
PricewaterhouseCoopers P.L.



ICONIC

Bajaj Auto

CREATING MASTERPIECES

The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance. The group's flagship company, Bajaj Auto, is ranked as the world's fourth largest two- and three- wheeler manufacturer and the Bajaj brand is well-known across several countries in Latin America, Africa, Middle East, South and South East Asia. Founded in 1926, at the height of India's movement for independence from the British, the group has an illustrious history. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the group today, are often traced back to its birth during those days of relentless devotion to a common cause. Jammnalal Bajaj, founder of the group, was a close confidant and disciple of Mahatma Gandhi. In fact, Gandhiji had adopted him as his son. This close relationship and his deep involvement in the independence movement did not leave Jammnalal



Bajaj with much time to spend on his newly launched business venture. They celebrated 125th Birth anniversary of Shri. Jammnalal Bajaj on 4th of November 2014.

His son, Kamalnayan Bajaj, then 27, took over the reigns of business in 1942. He too was close to Gandhiji and it was only after Independence in 1947, that he was able to give his full attention to the business. Kamalnayan Bajaj not only consolidated the group, but also diversified into various manufacturing activities. The present Chairman of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj Auto the flagship company has gone up from INR.72 million to INR. 120 billion, its product portfolio has expanded and the brand has found a global market. He is one of India's most distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

There is a code of conduct that applies to the directors and members of the senior management of Bajaj Auto Limited (referred to hereinafter as BAL or the Company). For this code, members of the senior management (hereinafter referred to as 'senior managers') shall mean those personnel of the company, who are members of the core management team, but shall exclude the whole-time directors. Directors and senior managers shall observe the highest standards of ethical conduct and integrity and shall work to the best of their ability and judgement. Directors and senior managers shall be governed by the rules and regulations

of the company as are made applicable to them from time to time. Directors and senior managers shall affirm compliance with this code on an annual basis as at the end of each financial year.

WORKING OF AND FOR THE PEOPLE

Directors and senior managers shall ensure that they use the company's assets, properties and services for official purposes only or as per the terms of appointment.

Directors and senior managers shall not receive directly or indirectly any benefit from the company's business associates, which is intended or can be perceived as being given to gain favour for dealing with the company.

Directors and senior managers shall ensure the security of all confidential information available to them in the course of their duties.

No director or senior manager, other than the designated spokespersons shall engage with any member of press and media in matters concerning the company. In such cases, they should direct the request to the designated spokespersons.

Directors and senior managers shall not engage in any material business relationship or activity, which conflicts with their duties towards the company.

Senior managers shall not, without the prior approval of the managing director of the company, accept employment or a position of responsibility with any organisation for remuneration or otherwise. In case of Whole-time Directors, such prior approval must be obtained from the board of directors of the company.

Directors and senior managers shall declare information about their relatives (spouse, children and parents) employed in the company.

Senior managers follow all prescribed safety and environment-related norms.



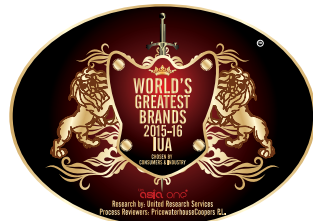
QUANTUM LEAPS

- The Bharat Stage III norms, were notified by Government of India on recommendation by Dr R.A. Mashelkar committee
- In early March 2010, Bajaj Auto Ltd. once again demonstrated its commitment to green technology by achieving Bharat Stage-III norm compliance.

TOUR DE FORCE

- Creative television commercial of the year
- Viewer's Choice Award
- Two wheeler of the year(Jury)
- Motorcycle of the year upto 250CC.





POWERFUL



Lodha Group



it is developing New Cuffe Parade, a world-class mixed use development set to become the new city centre of Mumbai. The group has acquired other notable land parcels in Mumbai such as the 88-acre land parcel in the Thane region; the 17 acres Mumbai Textile Mills parcel for ~INR 2,727 Cr from DLF, and the famous Washington House property on Altamount Road from the American government.

In November 2013, the Group extended its international footprint with the acquisition of the landmark MacDonald House at 1 Grosvenor Square in Prime Central London from the Canadian Government for a consideration of over GBP 300 million (INR 3,100 Cr). It was selected as the preferred bidder in the face of serious competition from sovereign wealth funds and leading developers from across the globe. With this acquisition, the Group has set up business in the UK with a planned investment of GBP 3 billion (>INR 30,000 Cr) over the next 5 years and enthused India by its move towards creating an Indian multinational. The Group acquired another premium site in Prime Central London, 'New Court' at 48 Carey Street, taking the combined investment to GBP ~400 million. The group is on target to deliver over 1,000 homes each year from 2017 and is planning a further £3 billion worth of investment in the UK by 2018. With offices in London, Dubai and Shanghai and planned openings in the USA and Singapore, the Group is on the road to substantial international presence.

DEVELOPING THE TOMORROWLAND

Established in 1980, privately held Lodha Group is India's No 1 real estate developer and amongst the worlds select multinational real estate developers with presence in India and the United Kingdom.

The company is one of the most profitable players in India and the largest by sales for three consecutive years. It achieved net sales of INR 7,790 Cr for FY 14-15 and INR 7,520 Cr for FY 13-14 with INR 8,092 Cr in FY 12-13 and INR 3,911 Cr in FY 11-12.

The Group is currently developing an estimated 43 million sq ft of prime real estate with the largest land reserves in MMR, and has 28 ongoing projects across London, Mumbai, Pune and Hyderabad and expanding in Bangalore. The group has the largest land bank

of over 6,200 acres with an estimated saleable area of ~553 million sq ft. In FY 14-15 alone the company delivered 5.7 million square feet and 5,500 units across projects. The group plans to deliver more than 11.8 million sq ft in FY 15-16.

FOCUSING ON TOMORROW

Lodha's vision of 'Building a Better Life' extends across markets with several landmark developments to its credit including World One – the world's tallest residential tower, and Palava City – the first Greenfield smart city in the country. The group has brought some of the top global names including Armani/Casa, Trump, Philippe Starck, Jade Jagger, Kelly Hoppen, Greg Norman and Pei Cobb Freed to India. The Group has recorded the biggest land deal in India till date, buying a plot for INR 4,053 Cr from the Mumbai Metropolitan Region Development Authority (MMRDA) in 2010, where

QUANTUM LEAPS

- Lodha Group announces The Luxury Collection, the new business vertical offering uber-luxe residences at the world's most coveted addresses
- Acquisition of an 88-acre land parcel in the Thane region for INR 1,154 crore from Clariant India.

TOUR DE FORCE

- Lodha group won the 'Special Recognition Award' at the ET Best Realty Brands (BRB) Awards 2015
- Lodha Group won the 'Global Leadership in Real Estate' Award at the NDTV Property Awards 2014.





URS INTERNATIONAL

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DEC-JAN 2015-16 / VOL.15 / ISSUE 10

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WORLD'S GREATEST
LEADERS 2015 - ASIA & GCC



IRAN – A NEW VISION

CURIOUS CASE OF SUNDRY SHOPPING

**GREEN KEY TO YOUR
DREAM HOME**



INDIA INR 120 | UAE AED 15 | SINGAPORE S\$ 8 | HONG KONG HK\$ 9 | QATAR QAR 15 |
KUWAIT KWD 1.0 | OMAN OMR 1.0 | BANGLADESH BDT 350 | SRI LANKA LKR 315 |

**ICONIC****LEADER**

H.R.H. PRINCE ALWALEED BIN TALAL BIN ABDULAZIZ ALSAUD

BORN WITH A GOLDEN HEART

Elegance and flamboyance are true signatures of H.R.H. Prince Alwaleed, while grace, self-assurance and philanthropy can be called his initials. Veterans of the industry call him a fearless leader who is invariably ready to cross boundaries to achieve his targets; he is a complete man—a legend in his own right

His Royal Highness Prince Alwaleed Bin Talal Bin Abdulaziz Alsaud is an extraordinary man, not only because of his lineage—he happens to be the grandson of both the first King of Saudi Arabia, Abdulaziz, and Lebanon's first Prime Minister, Riad Al Solh, and the nephew of the late Saudi King Abdullah—but also because he has successfully carried on the legacy of exceptional achievements of his family.

PRODIGIOUS PERSONALITY

He has been—at various times—one of the most influential people of the world, one of the richest people of the world, most influential Arab in the world, one of the world's most intelligent and creative investors, Saudi Arabia's richest man, the largest individual foreign investor in the United States of America, and one of the world's richest people—as per the Bloomberg Billionaires Index he has a personal net financial worth of \$30.5 billion! A self-made business magnate and investor, starting in 1979 from a small pre-fabricated office in Riyadh, he scaled new heights in the real estate sector, and in a matter of 9 years was picked by Forbes' wealth-hunting radar as one of the world's richest. His shrewd entrepreneurial prowess, sharp analytical mind and intrepid decision making earned him the title of Arabian Warren Buffett. He is the central figure—founder and the CEO—of one of the world's most successful investment companies, the Kingdom Holding Company, soaring it with his guiding vision to fast-paced astounding success and global recognition with a market capitalization of \$19.6 billion (as of May 2015).

VORACIOUS APPETITE FOR SUCCESS

His strategic investigation, controlling and M&As in the banking sector left many awe-inspired and catapulted him into the global spotlight when he created one of

the largest banking groups in the Saudi region by first transforming the ailing United Saudi Commercial Bank as the most profitable Saudi Arabian commercial bank in just one year, and then merging it with the Saudi Cairo Bank and the United Saudi Bank, and finally with the Saudi American Bank. His insatiable thirst for success is complemented with his zeal to make a humanitarian difference in the society at large through the establishment of the Alwaleed Bin Talal Foundations that are regionally centred but globally focused and have granted a total of \$3.6 billion towards combating poverty, strengthening interfaith and intercultural dialogue, and empowering women and youth in the last 30 years.

"A self-made business magnate and profound investor, starting in 1979 from a small pre-fabricated office in Riyadh, he scaled new heights in the real estate sector"

PHILANTHROPIC STREAK

As a recent development, the Prince has pledged that he would donate his entire fortune (\$32 billion) to help build a better world of tolerance, acceptance, equality and opportunity for all by fostering cultural understanding, empowering women and providing vital disaster relief. The philanthropic activities would be channelled through the Prince's charitable organisation, Alwaleed Philanthropies, in partnership with Bill & Melinda Gates Foundation, would occur over several years, and would be supervised by a board of trustees headed by the Prince.



YADUPATI SINGHANIA

SHOULDERING THE LEGACY

Yadupati Singhania's association with the cement industry for over thirty years culminated in the establishment of J.K. Cement Ltd, which is purely his brainchild. A BTech from IIT Kanpur, his expertise, technical knowledge, managerial skills, active participation and dedication have shaped the company's growth path

The legacy of the J.K. Organisation goes a long way: great grandfather of Yadupati Singhania, Late Lala Kamlapat Singhania, was highly inspired by Mahatma Gandhi and his Swadeshi Movement, and supported by a dynamic personality, a broad vision, and a zeal to establish an Indian enterprise proved to be a pioneer in the development of the industrial era of the 19th century when he established the J.K. Organisation. Later, the responsibility was shouldered by the worthy, able and successful Sir Padampat Singhania, who not only carried the process of industrialization, and also the vision and dreams of his father and grandfather further, but also established J.K. Organisation as one of the largest private sector groups in India. It was a momentous event for the Group and also the country when the J.K. Cotton Spinning & Weaving Mills was established in 1921 in Kanpur to produce fine-quality yarn and cotton.

LEGACY OF EXCELLENCE

Under Sir Padampat Singhania's guidance and renowned business acumen, Dr Gaur Hari Singhania (Yadupati Singhania's father) – keen to learn corporate governance and mill management – took the Group to new heights. In addition, he actively promoted various educational, social, cultural, trade and commercial causes. Running on the same streak, Yadupati Singhania expanded the group's horizon and capabilities, and enthusiastically worked towards industrial dynamism, economic vitality, social happiness and national prosperity. Today, under his leadership, the Group stands as a multi-disciplinary industrial conglomerate contributing to India's multi-sectoral infrastructure needs through its powerful and excellent products, and directly meeting the customers' expectations.

DIVERSE RESPONSIBILITIES

Yadupati Singhania is the Chairman of J.K. Cement Nimbahera Foundation and J.K. Gotan Foundation. He is also the Director of J.K. Organisation, J.K. Cotton Spinning & Weaving Mills Company Limited, Yadu International Limited, J.K. Traders Limited, Jaykaycem (Northern) Limited, Jaykaycem (Eastern) Limited, Jaykaycem (Central) Limited, Express Newspapers (P) Limited, Ace Investments (P) Limited, J.K. Cement Limited, J.K. Cement (Western) Limited, Yadu Securities (P) Limited, Juggilal Kamlapat Holding Limited, and Employers Association of Northern India.

"Working on the legacy of more than 125 years of excellence, Yadupati Singhania epitomizes the highest corporate ideals of governance and values"

CULTURAL & SOCIAL ACTIVITIES

He takes a keen interest in social activities, and is a member of the Rotary Club. He is also associated with several cultural and commercial bodies in various capacities.

Working on the legacy of more than 125 years of excellence, Yadupati Singhania epitomizes the highest corporate ideals of governance and values. He understands and successfully fulfills his responsibility of a corporate citizen contributing towards a dynamic economy and a positive society.



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THE WORLD'S GREATEST BRANDS 2015 - ASIA & GCC

CHOSEN BY CONSUMERS AND INDUSTRY

Process Reviewer





Multi-industry / Editor's Choice



Tata Group

Develop Deliver Delight

The Tata Group of companies are reassembling and even reinventing themselves with a view to strengthen the bond with the essential aspect called the consumer and the process to ripe benefits out of the same has been quick to accrue



Tata Group companies work towards enhancing the quality of life towards the communities they serve. They are focused towards the same by striving for leadership and global competitiveness in the operating business sectors.

Tata Industries was set up by Tata Sons in 1945 as a managing agency for the businesses it promoted. Following the annulment of the managing agency system, Tata Industries' directive was recast, in the early 1980s, to promote Tata's entry into new and high-tech businesses. Tata industries have been the key influencer behind Tata ventures in varied sectors including control systems, information technology, financial services, auto components, advanced materials, telecom hardware and telecommunication services.

With their regular attempts of serving back to the society what they earn conjures trust among consumers, employees, shareholders and the community at large. Tata Group is stanch to protect this heritage of leadership with trust through the manner in which they can conduct their business.

THE ONGOING BUSINESS

In order to improve the quality of life of the communities they serve globally through long-term stakeholder value creation based on leadership with trust.

Tata Group works with a mission that by 2025, almost 25% of the world's population will sense the Tata Commitment to promote the quality of life and will thus be ranked amongst the 25 most admired corporate brands globally. The group aims at a market capitalization comparable to the 25 most valuable companies in the world.

One of the key factors that have helped Tata Group to expand globally is the strong and determined business excellence movement.

The businesses that flourish under the Tata Group are supported in their efforts to achieve world-class standards in all aspects of operations following the systems that encourage and enable business excellence.

DESIGNED TO DELIGHT

Soon after their recent collaboration, Tata Group is playing a key role in transforming India into a premium car market. In accordance to the favorable demographics, India is considered to be one of the 'youngest' markets in the luxury automobiles ownership.

The group believes that due to rising wealth and aspiration levels, buyers of the Jaguar and Land Rover brands in India are getting younger. Today's youth is very status-conscious and wants to make a statement about their level of professional and personal achievement.

Tata Group is targeting the Luxury Indian automobile segment with two lately launched variants called the Jaguar and Land Rover. The consumers who fall under the category of Indian luxury market targets, the wealthy and those joining the rich club are in rapidly increasing numbers. The strategy of the brand is thus fixated on raising brand and product portfolio awareness while offering a world-class customer experience through our burgeoning network of dealerships.



CERTITUDES

- Introduced labour welfare benefits long before they were enacted by law
- Started the first power plant
- Pioneered civil aviation
- Brought insurance to the country
- Started the country's first chain of luxury hotels
- Led commercial vehicle production

BEACON OF TOMORROW

- Tata Steel: Among the top ten steelmakers in the world
- Tata Motors: Among the top five commercial vehicle manufacturers in the world
- Tata Global Beverages: Second-largest player in tea in the world
- Tata Chemicals: World's second-largest manufacturer of soda ash



CERTITUDES

- Milk is transported in cooled storage tanks to the plant.
- Whole milk is pumped into plant storage silos where it undergoes pasteurization, homogenization and a further process to turn it into the tasty, healthy and quality products guaranteed by Al Rawabi.

BEACON OF TOMORROW

- Homogenization is a process where we separate fat & water in milk to make fat globules smaller.
- These globules stay together in the milk rather than separating out and floating to the top of the jug.

Al Rawabi Dairy produces a wide range of dairy products- from fresh milk to yoghurts, Laban, functional healthy products and fresh juices. They sell their products across the UAE, Oman and Qatar.

The brand was founded in 1989 in Dubai, UAE. Since then they have been producing fresh milk, juice and other dairy products at their farm in Al Khawanej. The brand has grown to become a staple part of the average diet within the UAE homes, consistently maintaining a third of the local market share.

The farm began production with just 500 Holstein and Friesian cattle - breed of German cows. Today, they have more than 10, 000 cows and are still counting! As well as providing for the home country, they also export the products within the GCC to Oman and Qatar. They distribute their products to over 9k outlets.

At Al Rawabi, they treat their cows as their source of pride and joy. They have resident veterinary doctors to keep the cattle healthy and maintain a comprehensive vaccination program that ensures a disease-free herd. The high quality air conditioning system protects the cows from the stifling summer heat.

The milking operation at the farm highly produces approximately 250k litres of milk a day. The cows at the farm are milked 3 times a day and the milk is immediately chilled to maintain its freshness, before being transported to the factory where it is homogenized and pasteurized retaining its proteins and other nutrients.

EXPERIMENTING WITH INNOVATION

Innovation has always been at the heart of what they do. Al Rawabi was the first dairy producer in the UAE to pack fresh milk in plastic bottles and in 1994; they were the first company to introduce 100% natural and fresh orange juice. This range has grown over the years and they now have over 14 flavors in the market.

From then, they have eyed the opportunity to introduce large sizes

for families and introduced 2L, 3L and gallon sizes to the market. The brand continues to innovate, most recently with functional products and the likes of Nutreeboost and Omega 3 Milk. The future will see many more products incorporating new tastes and enriching the products with essential vitamins and nutrients. Al Rawabi firmly believes in having cemented themselves as 'The Nation's Favorite.'

VARIETY OF PRODUCTS RANGE FROM

Regular Milk

Al Rawabi Milk is known for its straight from the farm taste that has secured its position as Dubai's favorite brand. Freshness and purity is integral to each product in the milk range. The range contains no preservatives or additives and the strategic location of their farms in Dubai ensures fresh delivery in every bottle.

Functional Milk

In support of UAE government initiatives to stamp out nutritional deficiencies, Al Rawabi is committed to providing consumers with functional milk products that offer real value added health benefits. Not only does Al Rawabi Super Milk and Omega 3 contain the good-for-you calcium the consumer expects, but also a bunch of extra vitamins that help adults and children to reach their daily targets of vital nutrients. So read on and discover what benefits lay in drinking the functional milk products every day.

Juices

Al Rawabi has more than 20 years expertise in sourcing the best fruits to create a delicious range of juices with a great choice of flavors for the whole family to enjoy at any occasion.

Yoghurts/Laban

Al Rawabi provides the highest quality yoghurts from fresh plain yoghurts made from 100% pure cow's milk to fruit flavored yoghurt with real fruit pieces that are good for all in the family.

Al Rawabi

Freshness In Every Drop

Al Rawabi is a 25 years old name and is certainly the biggest dairy company in the UAE. It is the first company in the UAE to pack fresh milk in plastic bottles. They also have the laurels of being the first company to introduce 100% natural and fresh orange juice

