

# From High Seas to Higher Grounds



International Group إنترناشونال جروب





# Driven by heritage

Our Identity

## AMIT International Group

**AMIT International Group** is synonymous with four decades of heritage, excellence, ambition, integrity and determination. Founded and headquartered in the United Arab Emirates since 1981, AMIT International Group (AIG) has navigated through intense tides of challenges and growth by its founding father Abdulla Mohammed Ibrahim, a veteran Sea-Captain.

Today, with 40 years of glorious existence and with global footprints across Middle East and Southern Asia, AIG continues to be the region's leading enterprise for modern marine and land technologies. With a humble beginning to cater to the burgeoning demand for modern marine equipment in the region with a strong maritime tradition, AIG has formed many successful milestones along its journey.

To provide solutions to the toughest challenges, AIG does things differently, creatively and vigorously, supported by a highly qualified team of dedicated professionals, that drives on a culture of Innovation and Strategic Decision Making.

AIG's unparalleled experience, revolutionary portfolio of technologies, state-of-the-art prouct-service ecosystem, and relentless focus on infrastructure & sustainability provide its customers with flexibility and safety, regardless of the market conditions, while reinstating AIG as an unparalleled market player.



# AIG Executive Leadership

AMIT International Group takes pride and honor being aligned with UAE's aspiration of pioneering modern thoughts and revolutionary transformations. The visionary Group Leadership has undeniably entrenched AIG's DNA with empowering & engaging people, transparency in communications, and dynamic innovations, whilst being rooted to the cultural and moral heritage.



Abdulla Mohamed Ibrahim  
- Founder & Group Chairman



Abdulaziz Abdulla  
- Group Managing Director



Faris Abdulla  
- Deputy CEO



Shiju Joseph  
- Group Executive Director



“

The landscape of marine and outdoor industry is shifting with the technological advancement. Having Sea and Trading in our DNA, we, the people of AMIT International Group, have earned globally renowned brands as partners to import, export and distribute products & services from Marine & Navigation to Water sport, Outdoor recreation, Fitness and Real Estate sectors.

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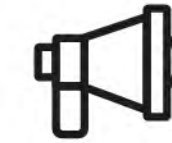
- Abdulla Mohammed Ibrahim,  
Founder Chairman - AIG



# Driven by excellence

## Our Mission, Vision & Corporate values

AMIT International Group strives for excellence through its customer and constituent centric approach. The company's nucleus is engineered around the strategic growth of the business and its people. Through Vision, Motivation and Ideation, AIG prides itself of a culture where 'techno-logistic' infrastructure and customer experience work symbiotically, in tandem with sustainability and innovation.



### Mission

We are committed to bringing superior products and quality services that will inspire and enrich our customers' lives and contribute to a sustainable future.



### Vision

To make meaningful contributions to people's lives, through offering products and services that are reflective of our culture of quality, customer care and aspirations for a sustainable future.



### Corporate Values

#### Agility

Change is the only constant. It is our ability to quickly adapt and use agile practices to continually deliver innovative, high-quality products and services in order to stay ahead of the curve.

#### Innovation

Innovation has always been a driving force of our organization. We believe in pursuing unique ideas, followed by research and initiating a proactive action, leading to a new milestone.

#### Integrity

Adherence to moral and ethical principles, transparency & fairness in what we believe, communicate and act, and making impactful & sound decisions are our top priorities.

#### Excellence

Our belief in Excellence reflects our unyielding passion and unfaltering commitment to strive for the best solution, while looking for opportunities to learn and evolve, and setting highest qualitative measures.

#### Diversity

As a team, we continue to build an inclusive atmosphere that encourages, supports, and celebrates the uniqueness and beauty of diverse idea and culture.





# Driven by ambition

## Our Brands

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A fearless ambition has made AMIT International Group prominent in different areas of marine and land technology. AIG's strong and ever-growing distribution network is spread across the UAE, Saudi Arabia, India and Bangladesh with business specialties in every region. Over the years, AIG has continued to grow and develop keeping expertise and excellence at its core, resulting the partner brands in achieving success and earn glorious business weighted milestones.

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AIG's brands, pillar a wide array of revolutionary product lines and services in the Marine, Navigation, Aviation, Land and Water sports, Outdoor Adventures, Fitness and Real Estate sectors across various regions;

The brands are as follows;

UAE operations



KSA operations



India operations



Singapore operations





## AMIT Marine Services

AMIT Marine Services has been an industry player and the customers' preferred choice for marine and diving products and services since 1981.

Being AMIT International Group's maiden business endeavor, AMIT Marine Services is the core strength of the Group and has catapulted the organization to the success it sees today. Established and based in the UAE, the entity offers customized, expert solutions in Marine Equipment and Services, and is honed to cater to the Commercial Maritime Industry across GCC and Asia.

AMIT Marine Service's portfolio of bespoke services boasts of a multitude of global brands and expertise, as well a fully integrated in-house testing & service facility to cater the services like regulator, BCD, hydrotest, air filling, underwater equipment services etc. which is reciprocated by positive response from the clients and partners.

### Core expertise



Diving Equipment  
Sales & Servicing



Navigation &  
Communication



Automation &  
Control System



Marine Safety  
LSA/FFA

### Certification

ASSET, IMCA, KVH CSN, ISO 9001, 14001, 45001





# Diving Equipment Sales & Servicing



AMIT Marine services is committed to delivering high-quality products and offering servicing of all diving equipment in leisure & commercial industry. The team comprises of highly trained and experienced ASSET Certified Engineers who are devoted to attain quality & safety.



## Supply & Services

- Diving gears & accessories
- SCUBA/SCBA cylinders & accessories
- Underwater communications system
- Breathing Air compressors
- Portable diver panels

## Testing & Certification

- Diving regulator-First & Second stage
- Breathing air compressor
- Air quality analysis
- SCUBA and SCBA
- BCD service, repairs and disinfection
- Oxygen and Helium analyzer
- IDEST Certified

## Centralized Breathing Air Distribution System

- Cascading Systems
- Design, Consultation & Installation
- Air filling & gas blending solutions
- Hyperbaric Oxygen Therapy station (HBOT)
- Breathing air systems for defense sector & commercial applications



# Navigation & Communication



At AMS, a team of skilled and dedicated professionals assist customers in Leisure & Commercial sectors to ensure smooth sailing of their vessel and guide them to comply with the appropriate regulations. AMS is certified in the supply, installation, repair and maintenance of all kinds of navigation and communication equipment on board.



## Leisure Sector

AMIT Marine Service undertakes design, consultation & end-to-end project management solutions for Retrofit and/or new-built vessels. With our best-in-class products & services, we can support our customers in the following areas.

- Integrated glass bridge solutions
- Ultra HD Sonar technology
- HD/Solid state Radars with Bird detection
- Marine audio entertainment solution
- Satellite TV & HTS Internet
- IOT/Remote monitoring & tracking
- Standalone Fish finder solution
- Multifunctional displays & chart plotters
- Security & Surveillance solution
- Radio Communication

## Commercial Sector

### Navigational Equipments

- IMO approved navigation
- Radar annual service
- VDR APT
- GYRO Annual service

### Vessel traffic systems

- IALA approved coastal surveillance systems
- Vessel tracking solutions
- Fisheries management system

### Communication Equipments

- GMDSS Equipment
- Internal Communications
- Radio Survey

### CCTV & Surveillance

- Thermal Camera
- IOT

### Satellite connectivity – VSAT & TVRO

- VSAT with connectivity / VSAT with agile plans
- Airtime Sales & Services
- Onboard ICT Solutions



# Automation & Control System



AMIT Marine Services team is well equipped to handle the inspection, installation and certification of all kinds of process control equipment onboard a marine vessel. In order to maintain standards.



- Bridge automation & control systems
- Alarm monitoring system
- Tank gauging solutions
- AC/DC panel designing & fabrication
- PLC/ SCADA integrated automation services
- HMI supply & service
- IOT/Cloud based monitoring solutions
- UTI gauging tapes
- Oil water separator
- Cargo valves control system
- Oil mist detection system
- Temperature & Pressure monitoring system
- Digital switching
- Lighting control system

## Pressure, Temperature & Flow

- Pressure & temperature gauges and transmitters
- Flow meters & transmitters
- Safety valves

## Gas Analyzers & Detectors

- Single & multi-Port gas detectors
- Fixed gas detection systems
- Fire detection systems
- Gas analyzers
- Alcohol testers



# Marine Safety LSA/FFA



AMS offers Inspection, Service, Maintenance, and Certification of Lifesaving and Safety Appliances. A highly qualified team of Service Engineers and Technicians work round the clock and across the globe.

## Fire Fighting Appliances Service & Certification

- Fixed fire suppression systems (Co2, Water mist, Halon, FM200, Novec)
- Hydro test, refilling, servicing & calibration
- Portable & wheeled fire extinguishers
- Fixed fire detection systems
- Breathing apparatus
- Emergency escape breathing devices (EEBD)
- Medial oxygen
- Fireman outfits
- Immersion suits & life jackets

## Inflatable Life Raft

- Life raft periodic service & certification
- Life raft rental
- Leisure life raft servicing
- Supply of life raft accessories
- Life raft exchange options

## Life Boats & Davits

- Annual /5-yearly inspection of lifeboats & rescue boats
- Davit & Winch systems
- Wire rope renewal & load testing
- On-load release mechanism over hauling
- Hook replacement
- Refurbishment: GRP repair & re-painting





# AMIT Marine Services KSA



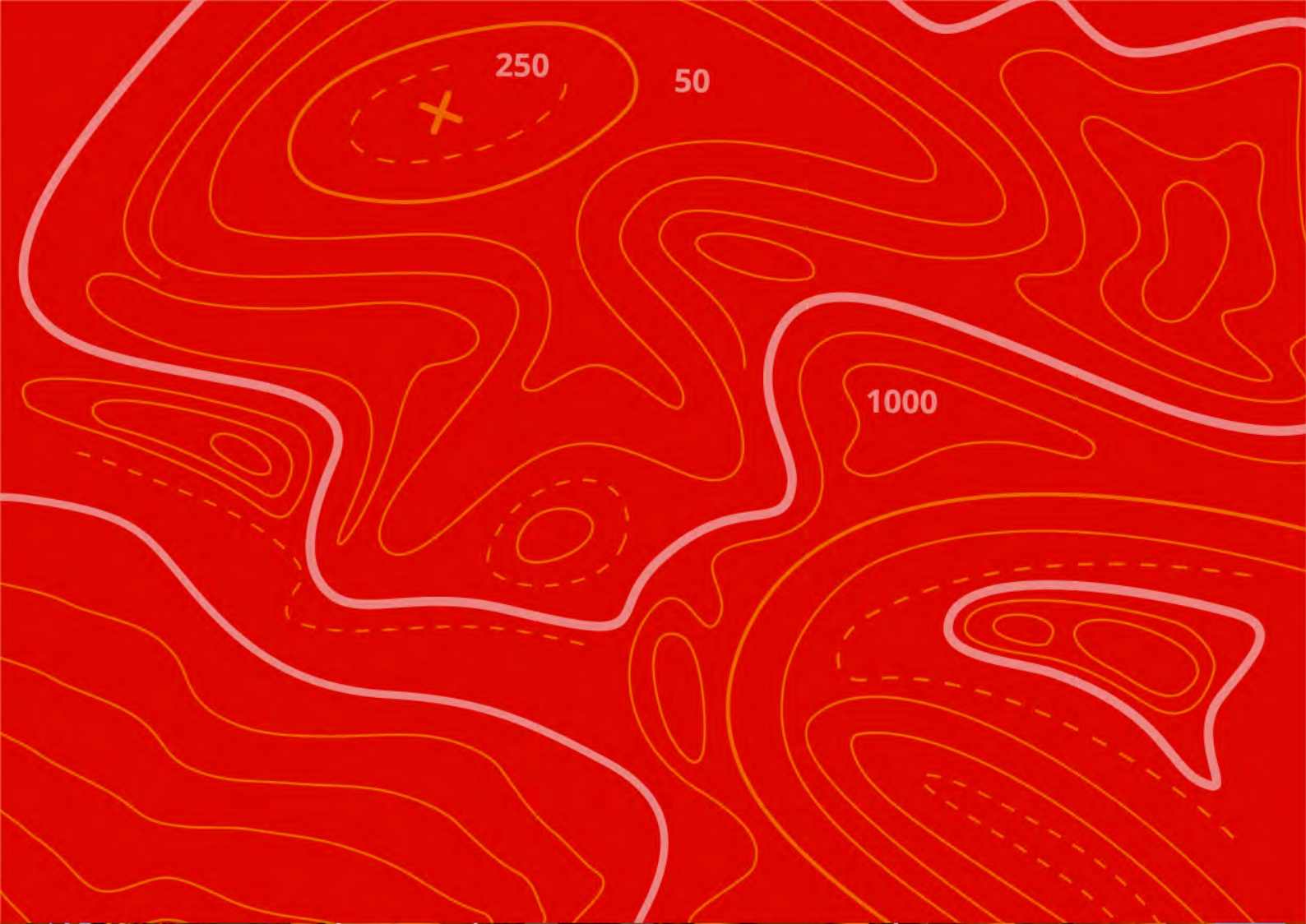
AMIT Marine Services in Saudi Arabia intends to bring innovative, technologically sound, and advanced products in the marine industry. The key to success in this sector is offering high-quality products and services to potential customers by staying up to date with the latest trends and technologies.

The entity further expands on the development in the marine navigation-communications, marine engines, spare parts and accessories, offering a wide range of outboard, sterndrive, high-performance engines, run by petrol, diesel or electrical. These products are best suited by boaters and used for security, commercial and leisure.

AMIT Group follows sustainable practices by implementing initiatives that reduce its environmental impact throughout its supply chain.







## AMIT Engineering

AMIT Engineering commenced its journey in 2022 and is fully operational in UAE at DMC, W-133Dubai. Being a business division of AMIT International Group that has been in this industry for four decades and continues to prevail in its heritage, excellence, ambition, integrity, and determination, AMIT Engineering provides quality-driven service to suit the ever-growing needs of this dynamic market keeping customers at the core.

### The main four segments are:

- Marine Propulsion Diesel Engines
- Marine Diesel Engine Power Generators
- Marine Gearboxes
- On-site Diesel Engines Power Generators

The business efficiently executes operation analysis, investigation, consultation, and diagnosis to obviate operational issues and make operations more efficient with a highly professional team that possess the best technical knowledge.

AMIT Engineering's expanded infrastructure and networking support our service locally and internationally, where prompt advice and site assistance are provided to private yachts, commercial vessels, and industrial power plants related to diesel engines usages for all operational needs.

### List of Expertise

- Modern testing and measuring methods
- Ultrasonic cleaning method
- Top loader parts washer
- Engine Health Checks and Routine Maintenance
- Refurbished and Overhaul Solutions
- Digital Solutions
- Value Care Agreements
- Support Service
- Genuine spare parts
- Mobile workshop van with 24/7 support available
- Mechanical training facility
- Long-Term Service Agreements
- Original OEM Spare Parts Supplier
- Affordable



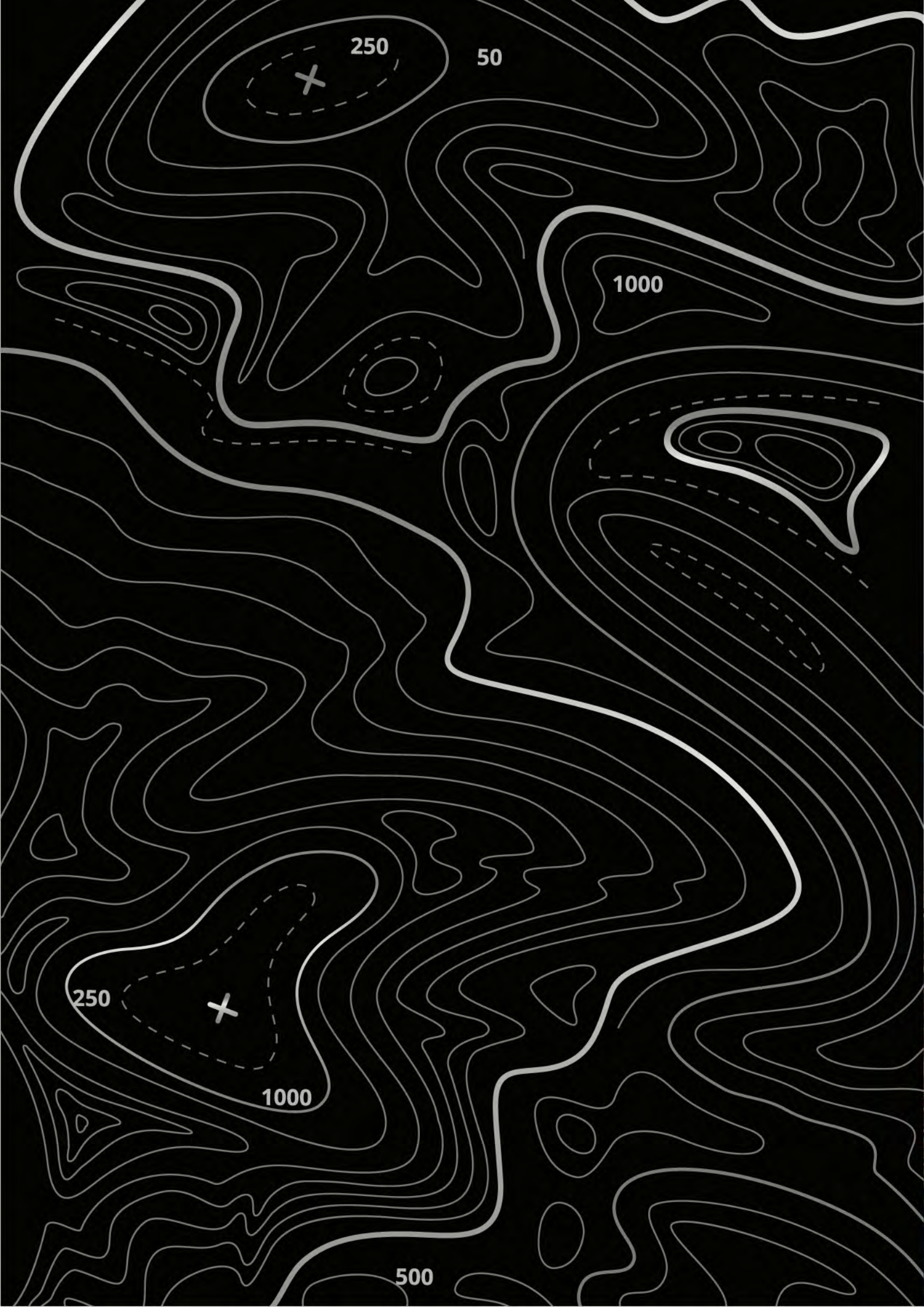
## AMIT RETAIL

To cater to the ever-growing need within the GCC market for Outdoor Sports and Adventure solutions amongst the Corporates (B2B, Retail) and End consumers (B2C), the identity of AMIT RETAIL is perched, comprising modern approach and technologies.

Based in the UAE, AMIT RETAIL provides retail and distribution operations, associating with globally renowned brands through AMIT RETAIL Flagship Stores (in UAE), e-commerce platform and Business to Business (B2B) channels.







## AMIT GPS & Navigation LLP (India)

Established in 2015, AMIT GPS & Navigation LLP is the group's retail and distribution operations in India, with offices in Delhi and Mumbai.

Partnering with globally renowned brands and showcasing a wide array of innovative products across Marine, Navigation, Fitness and Outdoor recreation, AMIT GPS & Navigation has always played a pivotal role on the Group's progression in providing superior and bespoke solutions and services to its customers, whilst developing new opportunities for expansion across versatile client portfolio.







## AMIT Trading Co. L.L.C. (KSA)

AIG Leadership saw potential in a new territory where the growing popularity and demand for Marine, Outdoor adventures, Navigation, and Fitness had started to gain momentum. Thus, AMIT Trading Co. LLC came into existence since February 2020 in Riyadh, Kingdom of Saudi Arabia.

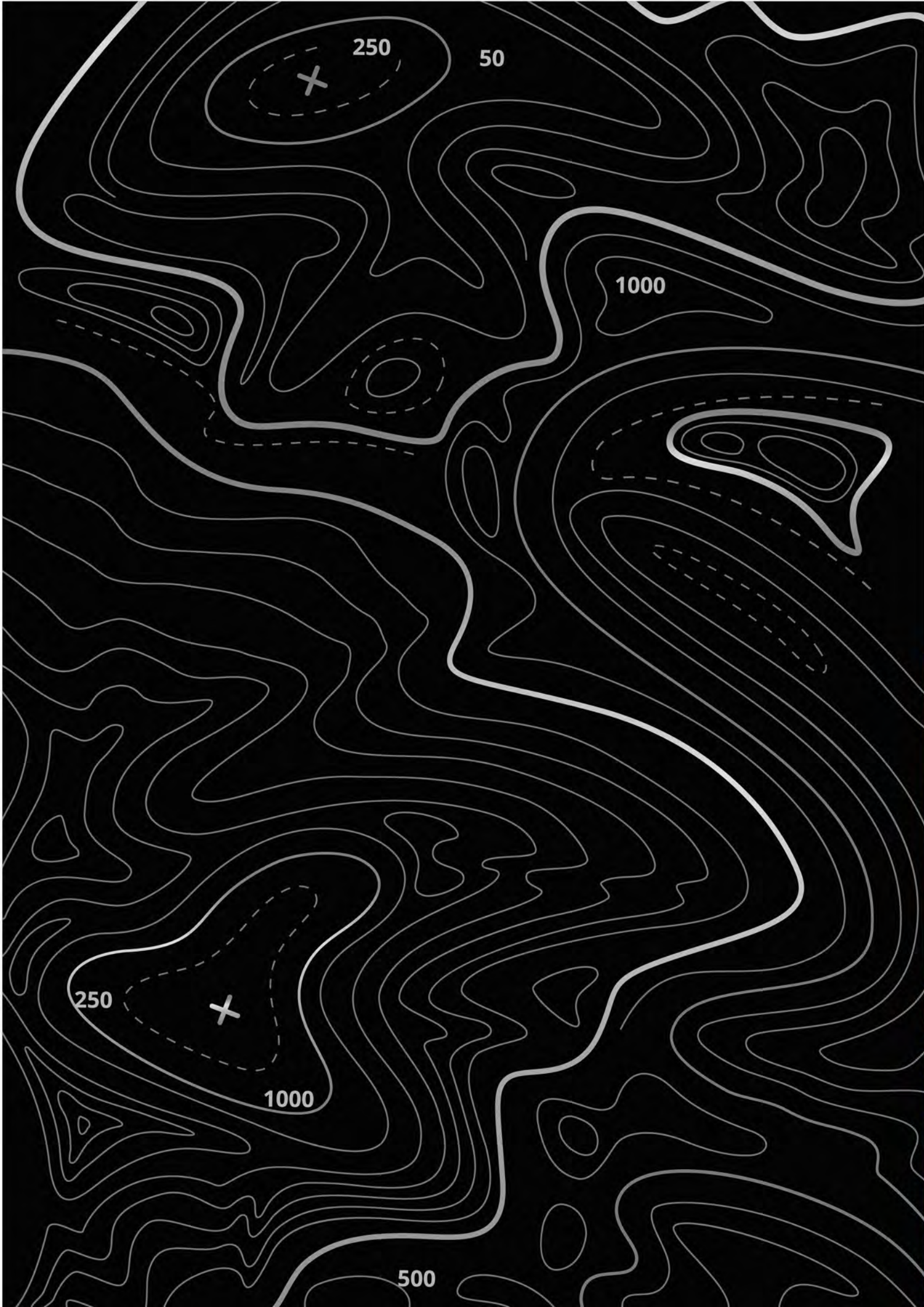
Driven by the will to overcome challenges and an ambition to excel, AMIT Trading Co. LLC. has grown from a remote working establishment to a multi-store distribution network. The rising demand for the offered products in KSA's ever- developing market is a critical success factor.

The entity distributes all the products, services and brands that come under the umbrella of its parent brand - AMIT International Group.

A dynamic team, coupled with strong passion for progression has ensured the business sores to greater heights, as it continues to grow and evolve. AMIT Trading Co. LLC is registered with all Government and Semi-Government organizations in Kingdom of Saudi Arabia, which has enabled forging key partnerships, at the same time generating attention from potential prospects.







## AMIT International (SG) PTE LTD

AMIT International (SG) PTE LTD has officially commenced its operation in Singapore in 2023 to expand across the Commercial & Leisure Marine territory. The business also focuses in Consumer Marine, Diving & Sports Equipments and hence primely located to cater to Asia Pacific region.







## AMIT Real Estate



Established in 1985 in the UAE, AMIT Real Estate has been at the forefront of UAE's Real Estate market, delivering Residential, Commercial & Industrial properties across UAE and in Thailand. Customer satisfaction and relationship building are of paramount importance; hence a high quality of standards is applied to all property lending transactions.

The entity's journey began with AMIT-1; a warehouse in Sharjah that was successfully leased in 1985 and the business heightened over three decades to reach a total of 11 properties under its umbrella. Today, the portfolio comprises of well-maintained Villas in Rashidiya, Mirdiff and Hamriyah areas, and Residential Buildings, Showrooms, Warehouses across UAE.

AMIT Real Estate aims at providing sustainable solutions with a focus on Design Excellence, Quality and outstanding Customer Service before and after property handover. With support from a dedicated team and loyal customers, AMIT Real Estate is driven by an ambition to constantly improve the reputation as a Comprehensive Property Solutions Provider in the region.





# Driven by integrity

## Our Proud Association

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AMIT International Group prides itself in being synonymous with Quality and Trust. The Group's strategic apartnership with well-known brands and associates is the fruit of an amalgamation of Honesty, Transparency and Integrity.

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## Partner Brands

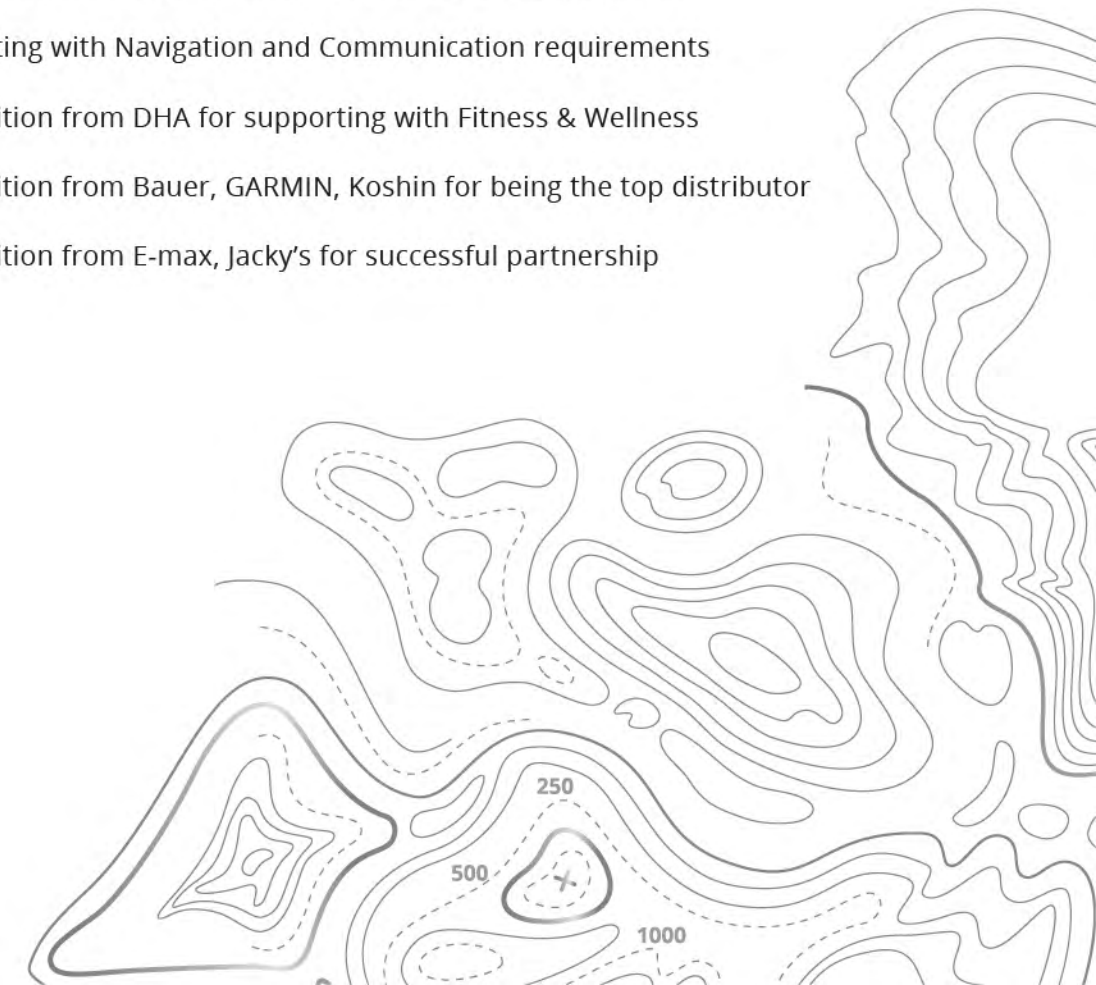
Over four decades, AIG has developed strategic alliances and collaborations with a multitude of Land & Marine Adventure, Navigation and Fitness technology brands and is proud to have them as part of AIG brand portfolio.

## Accolades

AMIT International Group has served and collaborated with many National and International establishments. The Group strives to provide Excellent Solutions and Services to the customers and to Deliver above and beyond what is promised. AIG's customer centricity has earned the group many accolades for Quality, Integrity and Transparency in business dealings.

Some of the mentionable recognitions are as follows;

- Recognition from Dubai Police, Dubai Civil Defense, CNIA for supporting with Navigation and Communication requirements
- Recognition from DHA for supporting with Fitness & Wellness
- Recognition from Bauer, GARMIN, Koshin for being the top distributor
- Recognition from E-max, Jacky's for successful partnership





# Driven by people

## Our Association

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At AIG, success is measured by the merit of its People; i.e, its Employees, Customers, Business Associates and Allies. And since no two persons are alike, AIG being socially responsible, invests its time and resources on Ethical Design Thinking to understand, know and provide what is best for its people.

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A complex maze of Methods & Actions and appropriate Governing Committees are put in place to ensure there is complete transparency and zero mismatch between AIG's fundamental belief, its communications and decisions, while prioritizing people's and environment's safety.

As a globally active family-owned business, AIG team works tirelessly and responsibly to act and operate towards benefitting its People, Community and Environment. After all, leveraging local knowledge turns into global knowledge and eventually to worldwide advantage.





# Driven by sustainability

Our Journey of Evolution



Sustainability is not a self-fulfilling prophecy. It is the “new normal” for modern businesses, a journey of evolution to drive a meaningful change, which is paramount to long term moral and economic imperatives.

## Our Sustainability Mission

To Motivate, Ideate and Delegate business transformations by using less physical resources to gain more benefit.

## Our Sustainability Vision

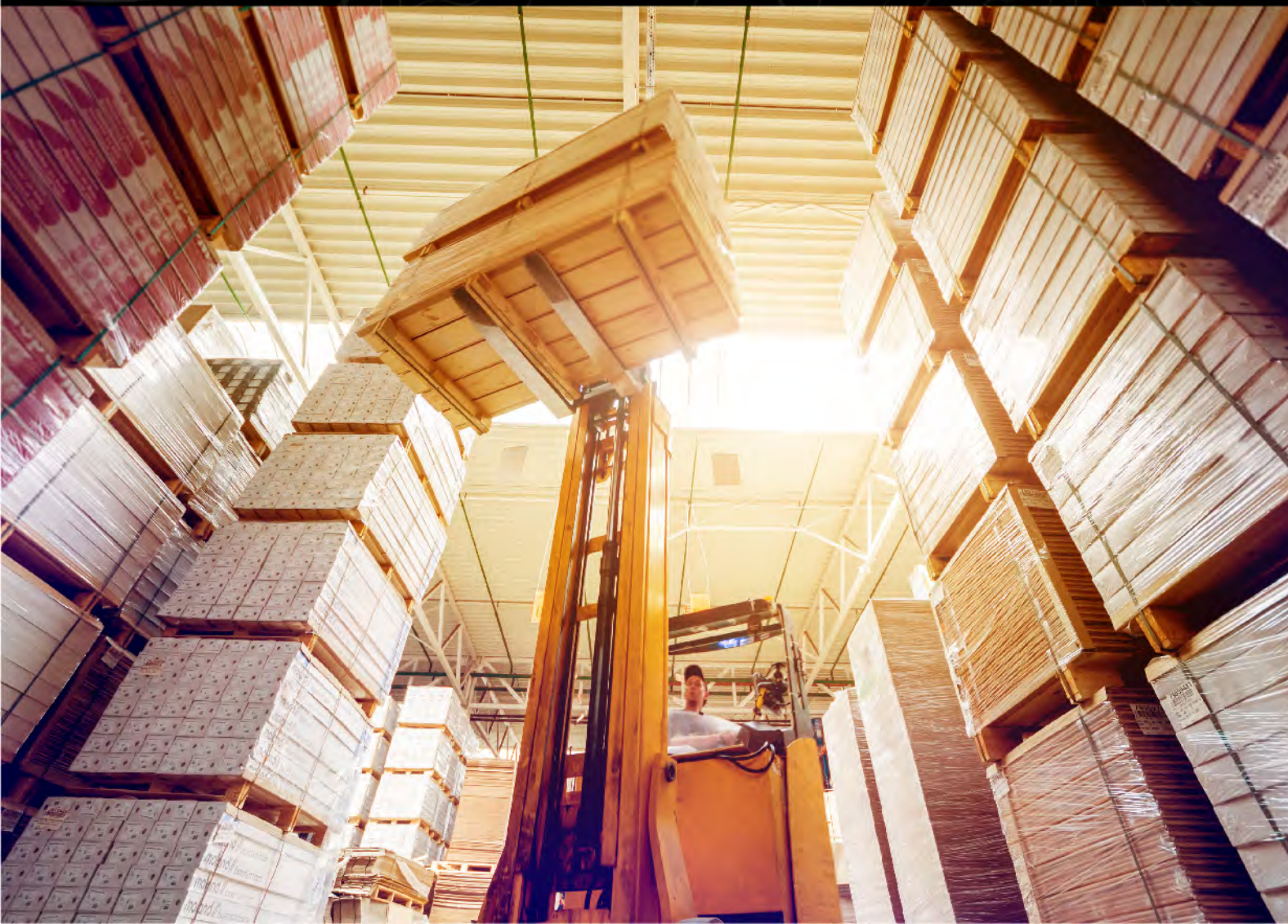
To trigger and empower Sustainable and Sound Decisions in order to create ripples of Responsible Actions.





# Driven by determination

Shaping our future



With four decades of magnificent and adventurous journey, AMIT International Group (AIG) looks forward to continue delivering Outstanding customer-focused, bespoke services and solutions with energy and resource efficiency in developing People, Process and Technology across the globe.

In order to attain this objective, it is important to harness a determination-driven energy and focus on adapting to the challenges of the future. AIG being a multi-faceted organization, must navigate and invest towards approach like Ethical Design Thinking and Block Chain Technology to outline the future and go beyond individual-centric approach to Community-centric Value Proposition (CVP).

Transformation is constant, and AMIT International Group aims to be driven consistently and continuously to induce ripples of Positive Customer Experience.

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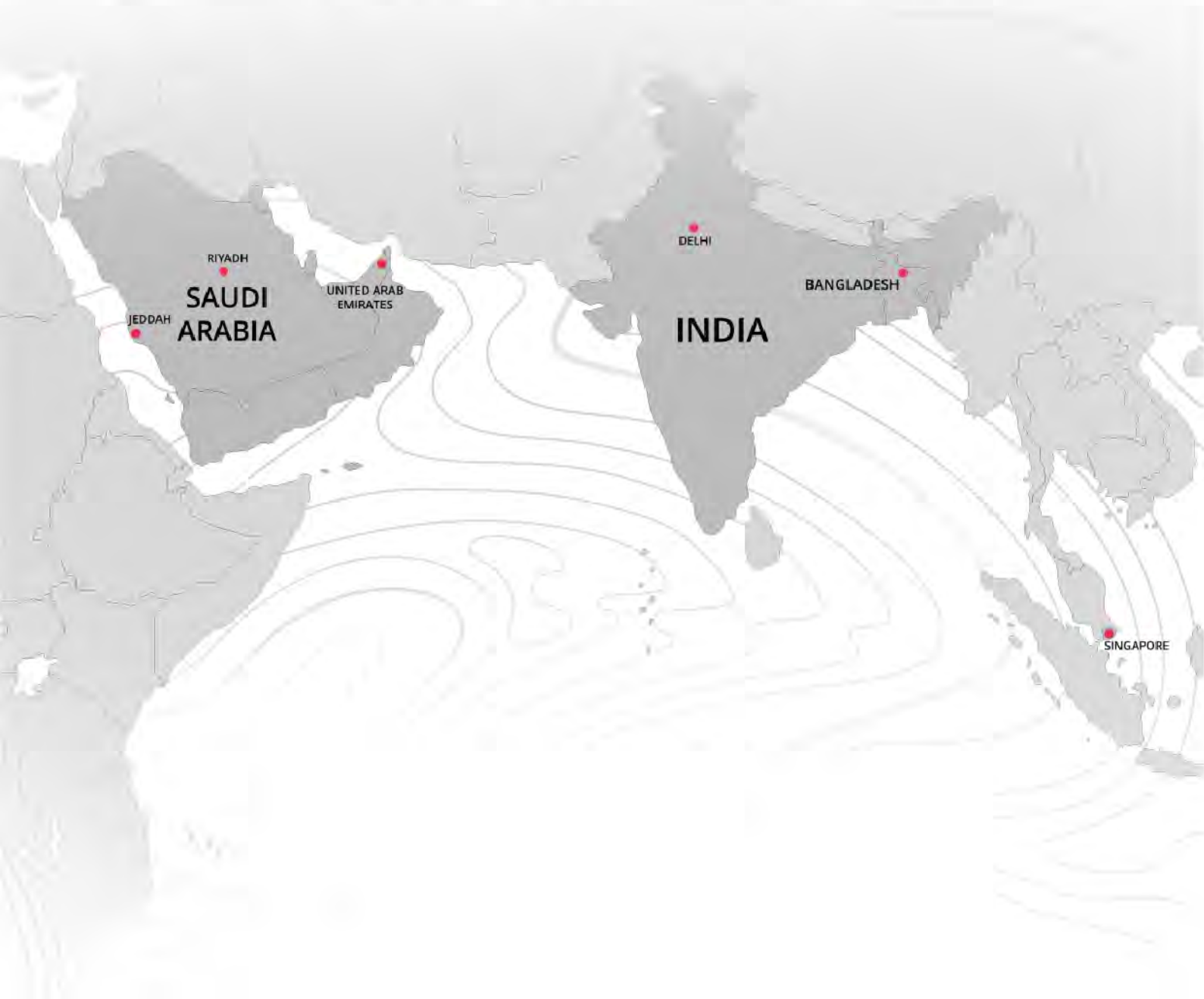
**The race  
for excellence  
has no  
finishing  
line**

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- H.H. Sheikh Mohammed Bin Rashid Al Maktoum,  
Vice President of UAE and Ruler of Dubai



## Contact us at your convenient location



### AMIT Retail – Al Ras Head Office & Showroom

🏠 Near St. George Hotel, Deira, P.O.Box :1633, Dubai, U.A.E  
🕒 Office: Monday – Friday: 08:00 AM to 05:30 PM  
🕒 Showroom: Monday – Saturday: 08:00 AM to 08:00 PM  
☎️ (+971 4) 4011000 | ✉️ info@amitretail.com

### AMIT Engineering – DMC Office & Workshop

🏠 W133, Dubai Maritime City,  
P.O. Box: 1633 - Dubai, U.A.E  
🕒 Monday – Friday: 07:30 AM to 05:00 PM  
☎️ (+971 4) 4180500 | ✉️ info@amit-engineering.com

### AMIT Retail – Al Seef Showroom

🏠 Shop # P1-08-03, Um Hurair First, Al Seef Dubai UAE  
🕒 Monday – Saturday: 08:00 AM to 08:00 PM  
☎️ (+971 4) 4011000 | ✉️ info@amitretail.com

### AMIT Marine Services – Abu Dhabi Showroom

🏠 Tourist Club Area (Al Zahiya), Meena Street,  
P.O.Box : 45299, Abu Dhabi, U.A.E  
🕒 Monday – Saturday: 08:00 AM to 01:00 PM, 03:00 PM to 08:00 PM  
☎️ (+971 2) 673 3456 | ✉️ amit.auh@amitintl.com

### AMIT GPS & NAVIGATION LLP – Delhi, India Office

🏠 JA0326, Jasola DLF Tower - A, 3rd Floor,  
Plot No. 10, Jasola, New Delhi-110025  
🕒 Monday-Saturday: 09:00 AM to 01:00 PM, 02:00 PM to 06:00 PM  
☎️ (+91) 11 48005800, (+91) 11 48005849 | ✉️ info.india@amitintl.com

### AMIT Jeddah

🏠 Mishrifah, Jeddah 23332, Saudi Arabia  
☎️ +96611 225 3777 | ✉️ info.ksa@amitintl.com

### AMIT International (SG) PTE. LTD.

🏠 2 Venture Drive #15-29 Vision Exchange Singapore (608526)

### AMIT International Group – DMC Office

🏠 Office 607, Maritime Business Center(MBC)  
Dubai Maritime City, P.O. Box 1633 - Dubai, U.A.E  
🕒 Monday – Friday: 08:00 AM to 05:30 PM  
☎️ (+971 4) 4011064 | ✉️ info.uae@amitintl.com

### AMIT Marine Services- DMC Office & Warehouse

🏠 W143A, Dubai Maritime City, Near Port Rashid,  
Al Mina Road, Post Office Box 1633 - Dubai, U.A.E  
🕒 Sunday – Thursday: 08:00 AM to 05:30 PM  
☎️ (+971 4) 4011099 | ✉️ sales@amitmarine.com

### AMIT Retail – Sharjah Showroom

🏠 Al Mareija Corniche, Lalchand Building,  
Near Iranian Mosque, Sharjah, U.A.E  
🕒 Monday – Saturday: 08:00 AM to 08:00 PM  
☎️ (+971 6) 568 1212 | ✉️ amit.sharjah@amitintl.com

### AMIT Marine Services – Fujairah Branch

🏠 Saif Hareb Building, Al Hail Industrial, Al Hail, Fujairah  
🕒 Saturday – Thursday: 08:00 AM to 08:00 PM  
☎️ 0504554462 | ✉️ info.uae@amitintl.com

### AMIT TRADING CO. L.L.C. – Saudi Arabia Office

🏠 Office No. 175 Building No. 2930 Second Floor  
Northern Ring Road Exit 6 Alwadi Riyadh 13313 Saudi Arabia  
🕒 Saturday - Thursday: 08:00 AM to 06:00 PM  
☎️ +96611 225 3777, 800 124 0435 | ✉️ info.ksa@amitintl.com

### AMIT EST. – Dhaka, Bangladesh Office

🏠 A. B. SUPERMARKET, Plot- 41 (3RD Floor), OFFICE NO- 406,  
Sector-3, UTTARA COMMERCIAL AREA, DHAKA-1230  
🕒 Monday-Saturday: 9:00 am to 1:00 pm, 2:00 pm to 6:00 pm  
☎️ +8801999973388 | ✉️ info.bd@amitintl.com