



GROUP OVERVIEW



VISION

VALUE WITH PASSION

A passion for exceptional service, focused on the quality of goods, details and style, makes it possible to be on a path of delivering excellence in business. These strong set of values define our vision and guides every facet of our Group's companies.

Kashif Shehzaad

Proprietor And Group Chairman

Keeping with the vision outlined and lived by our growing organization, this marks a new chapter in our company's history as we embark on ambitious programme of growth for these imminent years in his role as Chairman for continuous improvement and transformation of our Group of Companies based in Pakistan and Egypt.

His foundational enterprise, trailing to shape up his career, started as he handled his very first international brand, Estee Lauder in UAE market, followed by manoeuvring successes through and through with Salam Studios & Stores, Paris Gallery Group and EuroItalia.

Soaring to next heights with nearly two decades of experience, Kashif unfolded his vision to start his own enterprise in Pakistan Beauty Industry with robust Distribution portfolio and modern Retail concept, a game changer for Beauty Retail. Taking the success to greater statures Kashif set his footings in Egypt, marking another territory of success to the existing bouquet of enterprises that expands to music industry and soon to launch K2 Airways in Pakistan.





Dr. Mohsen Taha

Group CEO, Pakistan and Egypt

Beauty | F&B | Fashion & Accessories

Mohsen Taha, Chief Executive Officer and an active voting member of the Board, respected as a credible voice of the company in decision making, sound strategy development and finding reliable partners.

Dr. Mohsen, as he is customarily regarded, completed medical school, decorated and distinguished, in the field of Veterinary Medicine at Cairo University. Explored the early years of establishing his career in medical field, the youthful Dr. Mohsen then explored the world of business outside his expertise and broke into FMCG industry for a good number of years. Spearheading the major strategic shift, he entered Beauty Sector in KSA in the year 2008, grounded in market and financial information that levers the business being the General Manager of General Distribution Company (Sara Group).

In addition to his responsibilities as CEO at Eleganz Luxury, a highly lucrative distribution company in Pakistan; Dr. Mohsen is a partner and the CEO at Egypt Luxury Group of companies catering to robust businesses for Distribution and Retail of luxury beauty brands in Egypt market.

INDUSTRIES SERVED

BEAUTY



FASHION



F&B



AVIATION

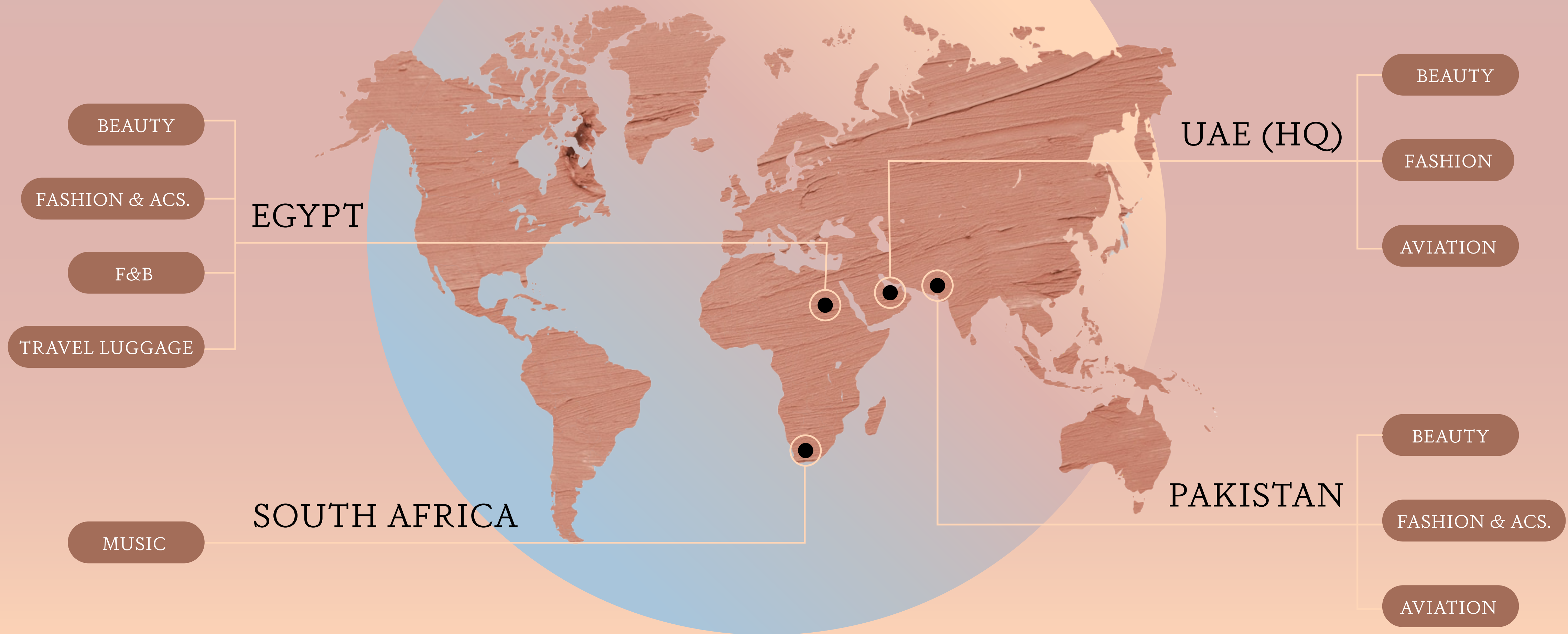


MUSIC



INDUSTRY NETWORK

4 COUNTRIES



STRENGTHS

4

GLOBAL OFFICES



66

BRAND PORTFOLIO
MANAGED



500+

DEDICATED
EMPLOYEES



17.25%

Y.O.Y. GROWTH

45,000

SQFT OF RETAIL
REAL ESTATE



MILESTONES



2014



2018



2020



2021



2023



2023



2024



2024



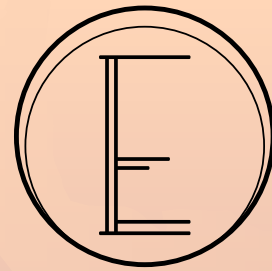
2024



UAE

UAE BUSINESSES

BEAUTY



ELEGANZ
LUXURY

FASHION



AVIATION





ELEGANZ
LUXURY

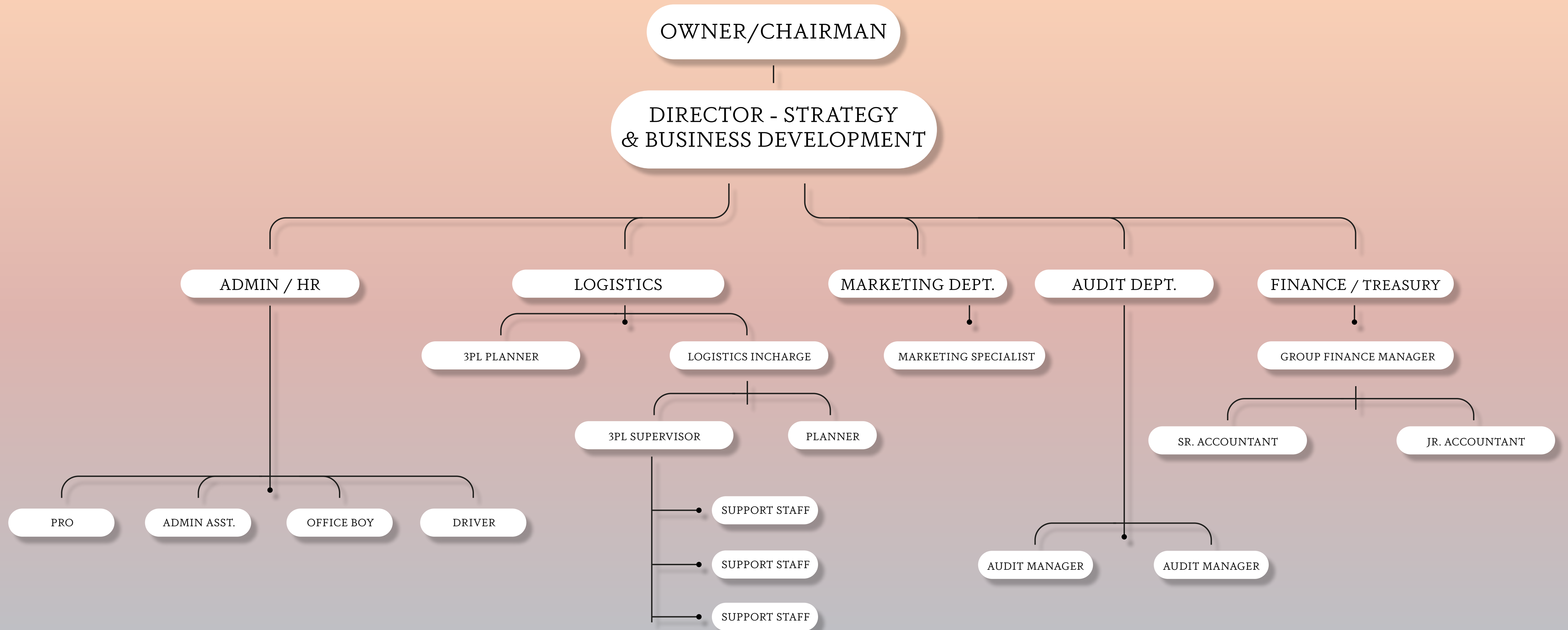
H.Q.

Our Headquarter is in the heart of Dubai.

Based in U-Bora Tower at Business Bay, UAE, our head office serves as the backbone of our operations, specializing in key functions that ensure the smooth and efficient flow of business. As the central hub for our diverse teams, it plays a pivotal role in managing our businesses in Pakistan and Egypt. Primarily focused on treasury management, the office oversees financial strategies, optimizes cash flow, and provides critical logistics support, ensuring we fulfill our commitments to global partners with precision and reliability.

The Team

Eleganz Luxury





Camicissima
M I L A N O
S I N C E 1 9 3 1

Camicissima is a prestigious Italian brand specializing in high-quality shirts for men. With a focus on impeccable craftsmanship and attention to detail.

We are proud to hold the franchise rights for Camicissima in the UAE, Egypt, and Pakistan. This marks a significant milestone in our mission to diversify our expertise in the fashion apparel industry with the launch of Camicissima. First store of the Franchise opened at City Center Al Zahia, Sharjah, UAE and soon to open the second store at DIFC, Dubai by December 2024

Zahia City Center
Sharjah, Uae



Aviatek Aerospace (SPV) Ltd, ADGM, Abu Dhabi was founded in 2019 and is an Aircraft Lessor/Sub-Lessor, worldwide supplier of key aerospace services including commercial aircraft components, rotables & spare parts, engine components, engine & airframe PBH to airlines, aircraft operators and MRO (Maintenance, Repair and Overhaul).

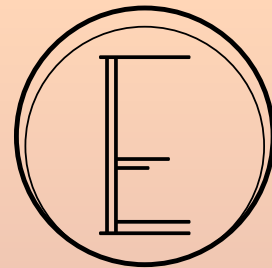
With our head office based in Abu Dhabi- United Arab Emirates, Aviatek offers Aircraft Leasing/Sub-Leasing to Operators, aviation products and services via a network of offices and agents around the world.



PAKISTAN

PAKISTAN BUSINESSES

BEAUTY



ELEGANZ
LUXURY



MALAK
the divine beauty

FASHION & ACS.



ALDO

AVIATION





ELEGANZ
LUXURY

Established in May 2019, our company thrives on a rich legacy of success in Distribution of Beauty brands. Our mission is to explore and capitalize on the untapped potential of the deep and diverse beauty industry in Pakistan. We proudly partner with esteemed names such as L'Oréal, LVMH Group, Bvlgari, Hermes, EuroItalia, BPI, and Clarins, among others, solidifying our position as a leading distribution house in the region. Our commitment lies in continuously achieving milestones and setting new standards within the beauty sector.

ELEGANZ LUXURY

3 & 2 AXES



Niche



ELEGANZ LUXURY

Prestige

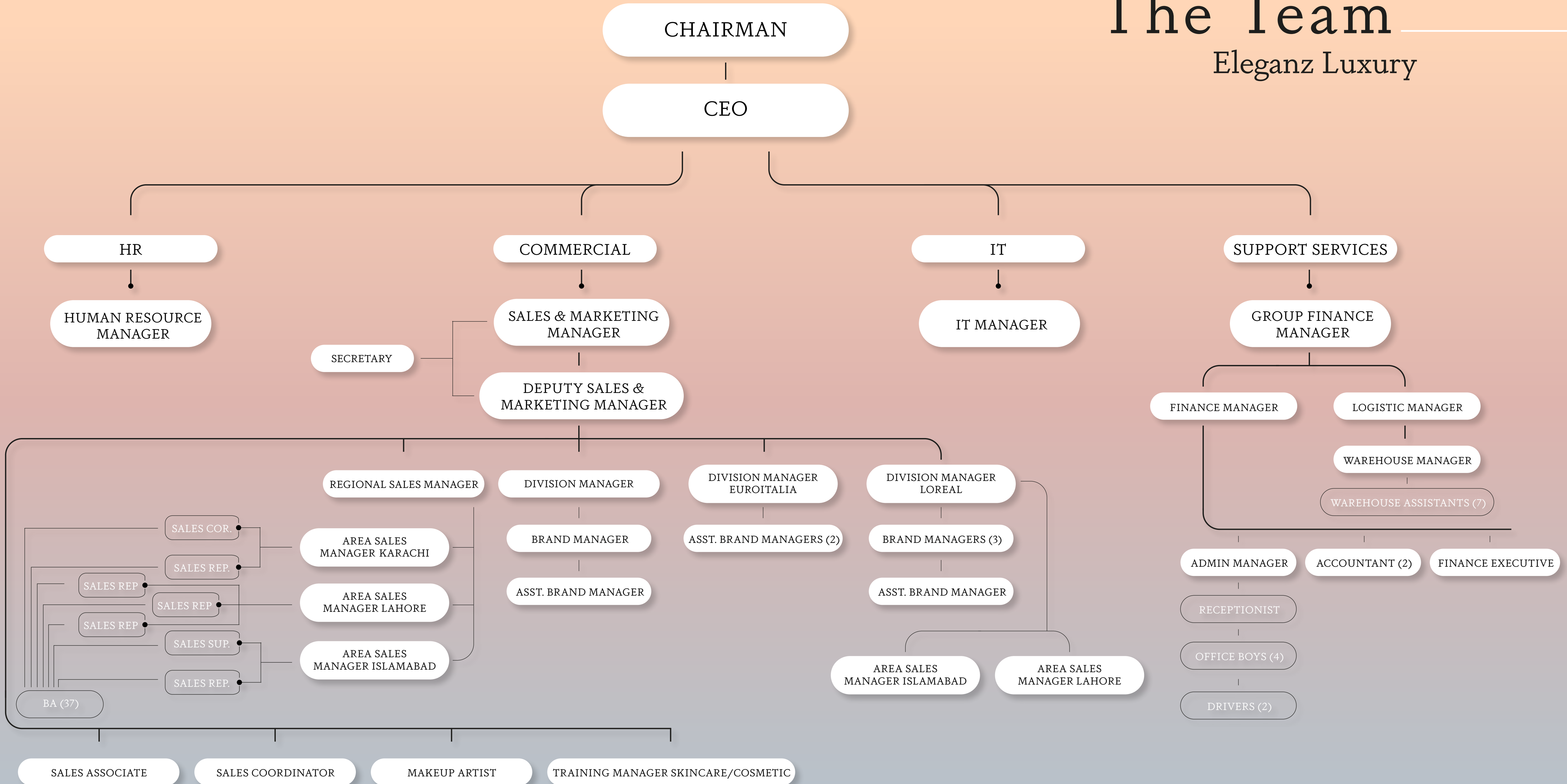


Masstige



The Team

Eleganz Luxury





MALAK
the divine beauty.

Embark onto a new chronicle of Retail Industry within Pakistan domain, a contemporary concept of futuristic one-stop Beauty shop dawned through Malak, the Divine Beauty.

Elegantly furnished with White and Gold hues, and a state-of-the-art service technology available at the reach of its targeted clientele. The wide-range of products, made available for customer's ease of shopping with unquestionable customer-service lived by its ambassadors on floor.

Malak is spreading its wings in prime locations across major malls in Karachi and Lahore. With an ambitious plan, the brand aims to open 11 stores over the next four years, expanding its presence and redefining the luxury shopping experience.





MALAK
the divine beauty

BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING
EXISTING						
1	MALAK	DOLMEN CLIFTON	KARACHI	4800	A	2023
2	MALAK	E-COMMERCE	NATIONWIDE	N/A	A	2023
3	MALAK	DOLMEN MALL TARIQ ROAD	KARACHI	1000	B	2024
PHASE 1						
4	MALAK	DOLMEN MALL	LAHORE	2200	A	2024
5	MALAK	PACKAGES	LAHORE	1500	A	2024
PHASE 2						
6	MALAK	DEFENSE Y BLOCK - FREE STANDING	LAHORE	1500	A	2026
7	MALAK	TBC	ISLAMABAD	2500	A	2026
PHASE 3						
8	MALAK	LUCKY ONE	KARACHI	1500	A	2027
9	MALAK	CENTAURUS	ISLAMABAD	1500	A	2027
PHASE 4						
10	MALAK	TBC	ISLAMABAD	1500	A	2028
11	MALAK	TBC	FAISALABAD	1000	B	2028
12	MALAK	TBC	SIALKOT	1000	B	2028

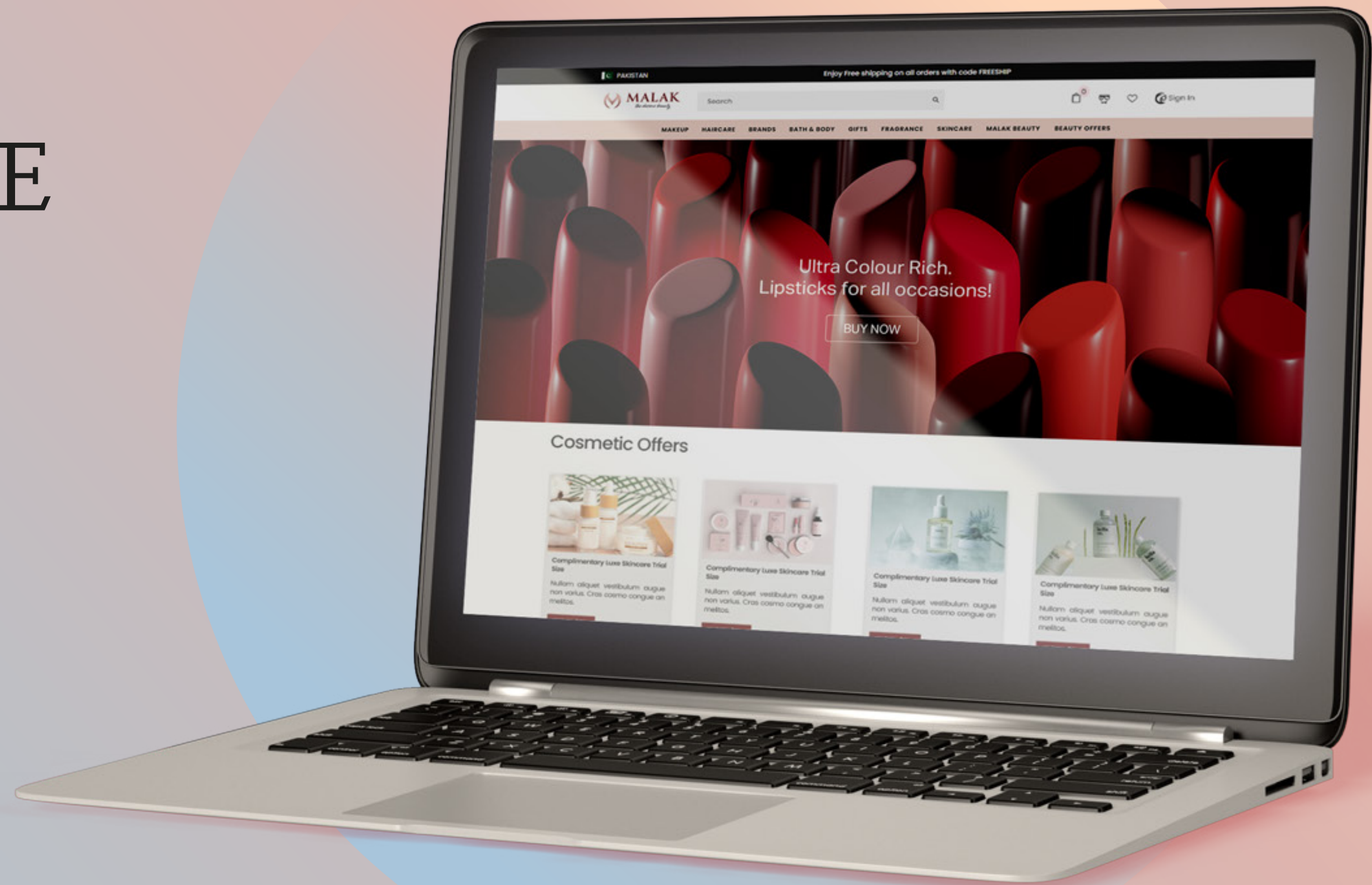
TOTAL MALAK	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,000 SQ FT



E-COMMERCE

The beauty industry has always been discovering new and vast frontiers of ecommerce with its ever evolving chemistry, and Malak has been no exception. From clean beauty to hyper-personalized skincare and cosmetics solutions, beauty makers are always looking to enhance their customer experience.

Gathering up decades of experiences, we decided to dwell deep into this everenhancing world and provide you with best beauty trends that will continue to impetus the beauty industry forward in years to come.



Camicissima
MILANO
SINCE 1931



Camicissima offers a wide range of stylish and sophisticated shirts that combine classic designs with modern trends, catering to the discerning tastes of fashion-forward individuals.

We are proud to hold the franchise rights for Camicissima in three countries: the UAE, Egypt, and Pakistan. Tapping into a new industry of Fashion, we were thrilled to launch the first store of Camicissima Dolmen Mall Clifton Karachi, followed by the opening at Gulburg Street in Lahore and coming soon in Dolmen Mall, Lahore by Q4 2024.

Dolmen Mall, Clifton,
Karachi, Pakistan

ALDO

In our quest to broaden our horizons, we are thrilled to announce our entry into the footwear and accessories industry through the acquisition of the ALDO franchise in Pakistan. Aldo Group is renowned for its stylish and high quality footwear, handbags, and accessories. With a focus on contemporary fashion and exceptional craftsmanship, Aldo Pakistan offers a curated selection of trendy and versatile products that cater to diverse fashion tastes. We currently operate three stores in Pakistan: Dolmen Mall Clifton in Karachi, Packages Mall in Lahore, and Centaurus Mall in Islamabad and will be opening our 4th store in Dolmen Mall, Lahore by Q4 2024. With the inclusion of Aldo, we are committed to provide a premium shopping experience, blending classic and modern designs to meet the expectations of Pakistan customers.



Centaurus Mall, Islamabad



The establishment and launch of K2 Airways represent a dedicated and patriotic initiative aimed at delivering seamless global cargo services.

Founded with the vision of bolstering Pakistan's economy, K2 Airways is committed to offering efficient and dependable air cargo solutions that connect businesses around the world. Our fleet is designed to handle a wide variety of cargo, from time-sensitive shipments to oversized freight, with a focus on speed, safety, and precision. We take pride in providing tailored solutions that address the unique needs of our clients, ensuring smooth and timely delivery across international routes.

Our inaugural Boeing 737-400SF aircraft arrived in Karachi on July 1, 2024, marking a pivotal milestone for K2 Airways. This addition significantly enhances our cargo capacity and frequency, allowing us to better serve both domestic and international destinations.



EGYPT

EGYPT BUSINESSES



BEAUTY

TRAVEL LUGGAGE

FASHION & ACS.

F&B

UNITRADE

FORTUNE
It's our duty to praise your Beauty



DELSEY





UNITRADE

Unitrade, a subsidiary of Egypt Luxury Group based in Cairo, has been actively involved in the import, marketing, and distribution of international fragrance, makeup, skincare, and toiletry products since 1974. With a long-standing presence and experience in the industry, Unitrade has demonstrated its commitment and success in this field over the years.

In early 2021, Egypt Luxury Group expanded its reach and capabilities by acquiring Uninvest Group. This strategic move was aimed at further developing the distribution and retail business in Egypt. The acquisition brings on board a talented Board of Directors with extensive experience in the beauty industry in the Middle East, as well as a strong financial position for the group.

With its robust foundation and the backing of Egypt Luxury Group, Unitrade is poised to make a significant mark in the thriving beauty industry of Egypt. It aims to become a prominent emblem representing excellence and success in the market, further contributing to the growth and development of the industry in the region.

UNITRADE

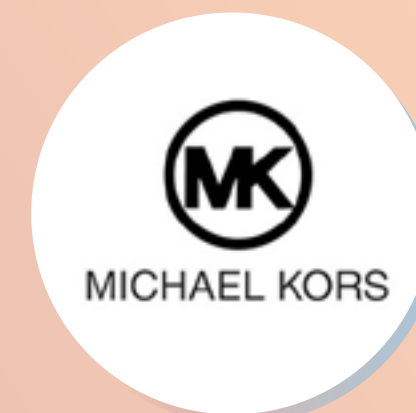
2 Axes

CLARINS

Niche



Prestige



UNITRADE

Prestige

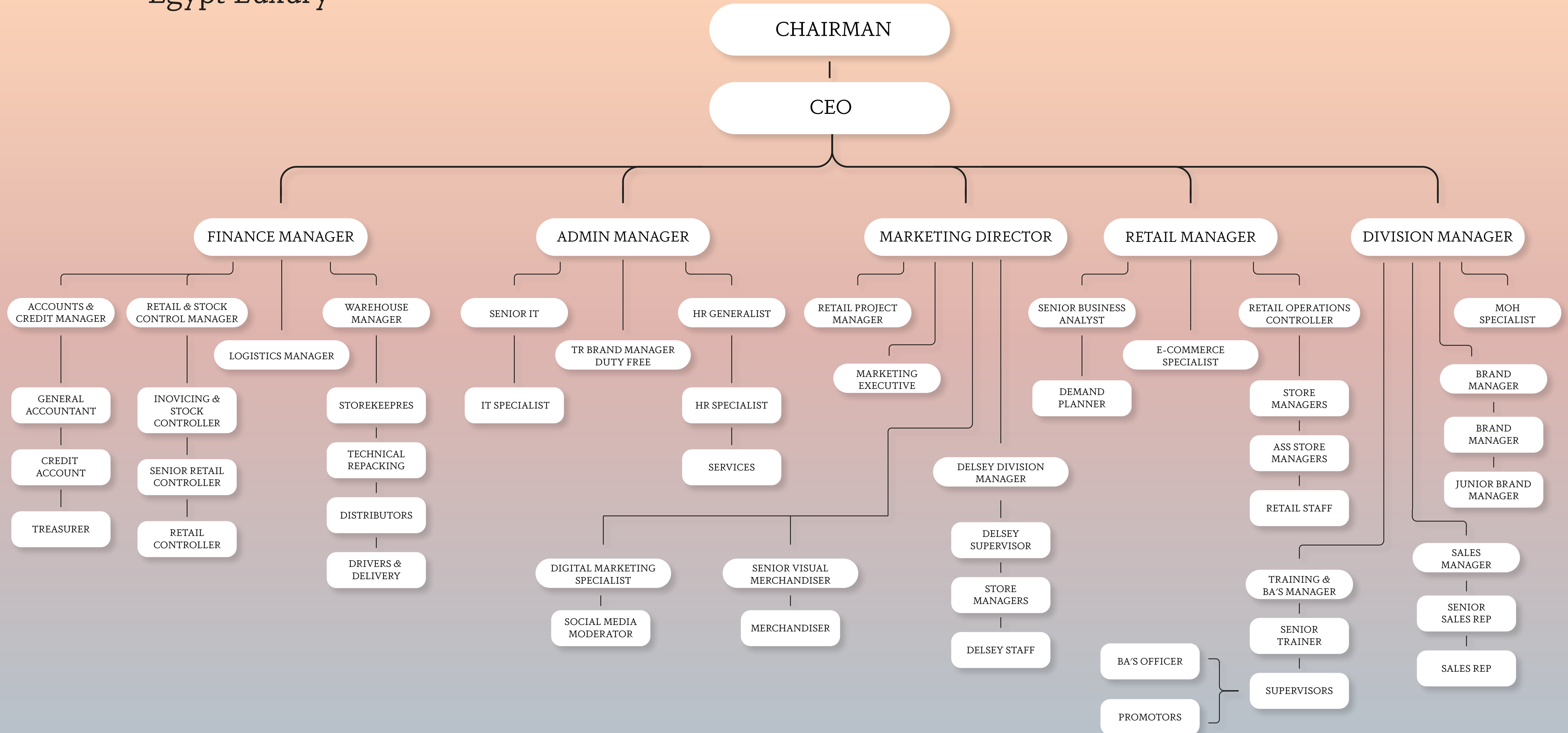


Masstige



The Team

Egypt Luxury





Mall Of Arabia



MALAK
the divine beauty

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Bringing in a new language all through Luxury Retail, Malak is now open at 'Mall of Arabia' and 'Cairo Festival City' and is premiering to prime spots of major malls and shopping centers very soon.



Mall Of Arabia



Cairo Festival City



Cairo Festival City

FORTUNE

It's our duty to praise your Beauty



Fortune is one of the leading luxury retail stores across the Governorates of Egypt since 1997. It is a one-stop shop destination for luxurious beauty needs with a rich catalogue of products that meet the burgeoning demands of customers.

A network of 7 beauty retail stores stationed across Egypt at City Stars Mall, Lebanon Street, Nile Towers, Maxim Mall, San Stefano, Smouha, and Mall of Tanta.

Fortune paved way by embracing the new tech era and even launch its ecommerce platform, www.Fortuneegypt.com

FORTUNE

It's our duty to praise your Beauty



City Stars Mall, Cairo



Mall Of Tanta, Cairo



MALAK
the divine beauty

BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING	CONVERT TO MALAK
EXISTING							
1	MALAK	MALL OF ARABIA	CAIRO	4800	A	2023	
2	MALAK	CAIRO FESTIVAL CITY	NEW CAIRO	2500	A	2024	
PHASE 1							
3	MALAK	E-COMMERCE	NATIONWIDE		A	Q4 2024	
4	FORTUNE	CITY STARS	CAIRO	2400	A	EXISTING	2026
5	MALAK	GOLDEN GATE	NEW CAIRO	2500	A	2026	
PHASE 2							
6	FORTUNE	SAN STEPHANO	ALEXANDRIA	1700	A	EXISTING	2027
7	FORTUNE	NILE CITY	CAIRO	750	B	EXISTING	2027
PHASE 3							
8	FORTUNE	MAXIM MALL	NEW CAIRO	750	B	EXISTING	2028
9	FORTUNE	SMOUHA	ALEXANDRIA	900	B	EXISTING	2028
PHASE 4							
10	FORTUNE	LEBANON ST, MOHANDASEEN	CAIRO	2400	B	EXISTING	2029
11	FORTUNE	MALL OF TANTA	TANTA	1000	B	EXISTING	2029
12	MALAK	ASSUITE	ASSUITE CITY	1000	B	TBC	

TOTAL RETAIL STORES	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,700 SQ FT



Cairo Festival City
Cairo, Egypt

Camicissima
M I L A N O
S I N C E 1 9 3 1

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We are proud to hold the franchise rights for Camicissima in three countries: the UAE, Egypt, and Pakistan. This marks a significant milestone in our mission to diversify our expertise in the fashion apparel industry with the launch of Camicissima. First store in Egypt opened at Cairo Festival City, and more stores to open in important malls across the country.



Illy Café, the iconic Italian coffee brand, is celebrated for its dedication to providing an exceptional coffee experience. With premium quality beans and precise roasting techniques, Illy has mastered the art of crafting the perfect cup of coffee.

Currently, we are serving customers at Cairo Festival City as of June 2024, with plans to soon open a new location at Zayed Golden Walk. To expand our global presence, we are targeting the opening of 21 additional stores across Egypt over the next five years.



Cairo Festival City



DELSEY

Egypt Luxury Group of Companies

Delsey, creators of suitcases and emblematic luggage, has a rich heritage and it was founded in the year 1946 whereas their luggage industry took off into the world of travel in the year 1970.

As this retail revolutionize their luggage world with successive launch of travel items, the first Delsey Travel Accessories Retail Store hit the land of Egypt in the year 2003.

The journey starts grandiosely and have increased its Point of Sales to 7 boutiques across the country that can be found at City Stars Mall, City Centre Al Maza, Mall of Arabia, Mall of Egypt, Nile City Towers, Lebanon Street and Alexandria City Centre. In anticipation of customer's needs, Delsey Retail houses a brimming suite of products that makes the lives of globe-trotters simpler and better.



SOUTH AFRICA



EASTERN ACOUSTICS



The company offers wide range of musical instruments of high-end brands and is famous in event management for Artists around the globe. A partnership venture with South African nationals.



THANK YOU