





**FROM HIGH SEAS  
TO HIGHER GROUNDS**



# 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 product- 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.



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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.

”

- **Abdulla Mohammed Ibrahim,**  
 Founder Chairman AIG



**ABDULLA MOHAMED IBRAHIM**  
 Founder & Group Chairman



**ABDULAZIZ ABDULLA**  
 Group Managing Director



**FARIS ABDULLA**  
 Deputy CEO



**SHIJU JOSEPH**  
 Group Executive Director



# 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.

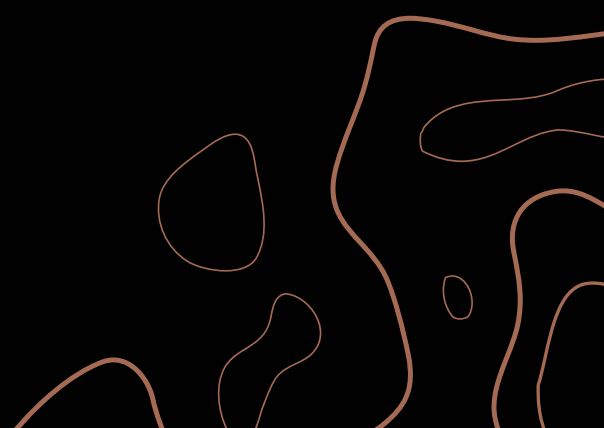
### Diversity

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



# Our Brands

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.





AMIT'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



**AMIT**  
Marine Services FZE



**AMIT**  
Retail LLC

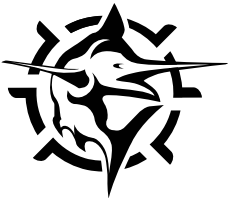


**AMIT**  
Engineering FZE



**AMIT**  
Real Estate

## KSA Operations



**AMIT**  
Trading Co



**AMIT**  
Marine LTD

## Bahrain Operations



**AMIT**  
Marine LTD

## India Operations

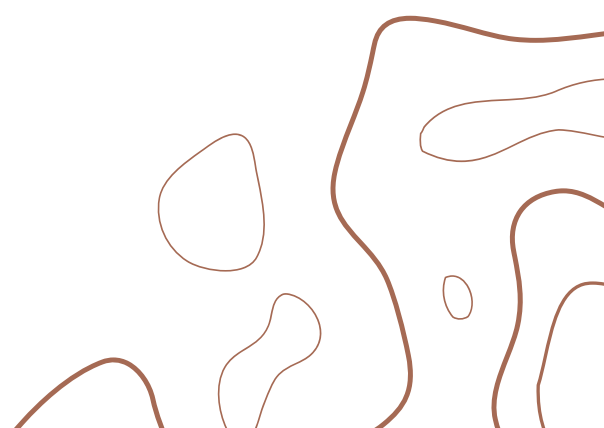


**AMIT**  
GPS & Navigation LLP

## Singapore Operations



**AMIT**  
INTERNATIONAL  
(SG) PTE. LTD.





# **AMIT**

## **Marine Services FZE**

# AMIT Marine Services FZE

AMIT Marine Services FZE 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 FZE 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 Services FZE's portfolio of bespoke services boasts of a multitude of global brands and expertise, as well as 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



Maritime Satellite  
Communication Solutions



Automation &  
Control System



Marine Safety  
LSA/FFA

## Accreditations

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

AMIT Marine Services FZE specializes in the sale and service of diving equipment, prioritizing top-notch underwater safety and operational efficiency through skilled maintenance and dedicated service. Our offerings extend to advanced navigation and communication systems, empowering maritime operations with state-of-the-art technology and dedicated support services. We also excel in automation and control systems, delivering tailored solutions that optimize vessel performance and operational effectiveness.

Safety is paramount, and we at AMIT Marine Services FZE are committed to enhancing onboard safety with a comprehensive range of life-saving appliances (LSA) and fire-fighting appliances (FFA), sourced and maintained to meet stringent international standards. Moreover, our satellite communication (SATCOM) services provide reliable connectivity, essential for efficient operational communication and data transmission in the maritime environment. With a steadfast commitment to quality and customer satisfaction, AMIT Marine Services FZE stands as a trusted partner in the maritime industry, ensuring vessels operate at peak performance while prioritizing safety and compliance.



# AMIT

## Marine LTD



## AMIT Marine LTD

AMIT Marine Ltd., a brainchild of AMIT Marine Services and Mercury Marine, is poised to make a significant impact in the marine industry across the Kingdom of Saudi Arabia and Bahrain. As a proud member of the AMIT International Group, AMIT Marine Ltd. brings a legacy of innovation and maritime expertise to these new waters.

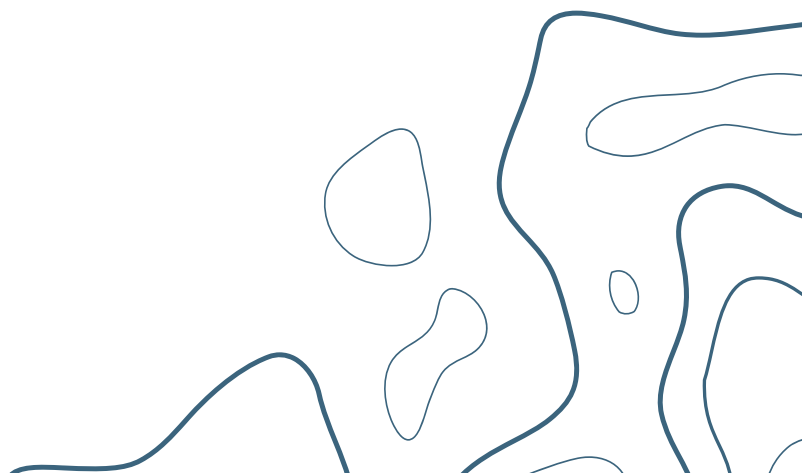
Combining the strengths of AMIT Marine Services and Mercury Marine, AMIT Marine Ltd. offers a comprehensive range of marine products, including outboard, electrical outboards, sterndrives, and inboard engines. Whether you're a water sports enthusiast or an experienced seafarer, you'll find top-tier solutions tailored to your needs.

In KSA and Bahrain, AMIT Marine Ltd. continues the tradition of excellence established by its UAE counterparts. The company provides a diverse array of products and services, from diving equipment and navigation solutions to automation systems, marine safety gear, and Satellite Communication (SATCOM) solutions.

Empowered by Mercury Marine's advanced technology, AMIT Marine Ltd. also delivers high-performance outboard and inboard motors designed to excel in the toughest environments.

AMIT Marine Ltd. is dedicated to advancing the leisure marine engine and parts sector, providing a wide selection of engines, propellers, controls, and accessories. The company prioritizes sustainability, implementing eco-friendly practices throughout its supply chain to minimize environmental impact.

With a focus on cutting-edge technology and superior quality, AMIT Marine Ltd. is set to lead the marine industry in KSA and Bahrain, continuing the proud legacy of its parent organizations and shaping the future of marine products and services.





# **AMIT**

## **Engineering FZE**



# AMIT Engineering FZE

AMIT Engineering FZE commenced its journey in 2022 and is fully operational in UAE at DMC, W-133 Dubai. 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.

## Our 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 7/24 support available**
  - **Mechanical training facility**
  - **Long-Term Service Agreements**
  - **Original OEM Spare Parts Supplier**
  - **Affordable**
- 



**AMIT**  
**RETAIL L.L.C**



# AMIT RETAIL L.L.C

To address the growing demand for Outdoor Sports and Adventure solutions in the GCC market, AMIT RETAIL L.L.C stands out with a modern approach. We are dedicated to providing solutions that cater to both corporate clients (B2B) and individual consumers (B2C), ensuring that we meet the diverse needs of the market.

Based in the UAE, AMIT RETAIL L.L.C operates through a range of channels to deliver top-quality products and services. Our retail and distribution operations are anchored by our flagship stores located throughout the UAE, which offer an immersive shopping experience featuring globally renowned brands.

In addition to our physical stores, we maintain a robust e-commerce platform ([www.amitretail.com](http://www.amitretail.com)) that provides convenient access to our extensive product range, making it easier for customers to shop online. Our Business to Business (B2B) channels further extend our reach, enabling us to serve corporate clients with tailored solutions for their outdoor sports and adventure needs.

At AMIT RETAIL L.L.C, we are committed to shaping the future of outdoor sports and adventure retail by blending modern technology with exceptional customer service. Together, we strive to enhance the experience for every customer and partner we engage with.





**AMIT**  
**Trading Co. (KSA)**

## AMIT Trading Co. (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**  
**GPS & Navigation LLP (India)**

## 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**  
**International (SG) PTE LTD**

## 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 Maritime territory. The business also focuses in Consumer Marine, Diving & Sports Equipments and hence primely located to cater to Asia Pacific region.





# AMIT

## Real Estate






## 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

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.



# 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.

- **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**





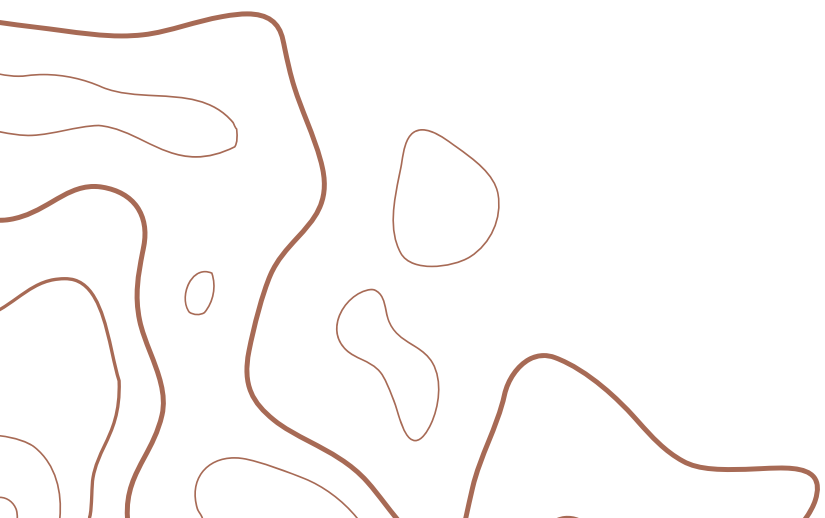
# Driven by people

## Our Association

**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.**

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.**

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## **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.

“

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

”

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

# Amit International Group Offices



AL KHOBAR  
RIYADH  
SAUDI ARABIA  
JEDDAH  
UNITED ARAB EMIRATES

DELHI

INDIA

BANGLADESH

SINGAPORE

## AMIT International Group Head Quarter

P1,03-08-1st Floor, Marsa Al Seef,  
Umm Hurair First, Dubai, UAE,  
Monday to Friday 8AM to 5.30PM  
(+971 4) 418 0550  
info.uae@amitintl.com

## AMIT Retail LLC Sharjah Showroom

Al Mareija Corniche, Lalchand  
Building, Near Iranian Mosque,  
Sharjah, U.A.E  
Monday – Thursday: 08:00 AM to  
01:00 PM, 03:00 PM to 08:00 PM  
Friday: 08:00 AM to 11:30 AM, 01:30  
PM to 08:00 PM  
Saturday: 08:00 AM to 01:00 PM, 03:00  
PM to 08:00 PM  
(+9716 ) 568 1212  
amit.sharjah@amitintl.com

## AMIT Marine Services FZE Fujairah Branch

Saif Hareb Building, Al Hail  
Industrial, Al Hail, Fujairah  
Saturday - Thursday : 8AM to 8PM  
0504554462  
info.uae@amitintl.com

## AMIT Marine Services LLP India

Wework, Vaswani Chambers, 2nd  
Floor 264-265, Dr. Annie Besant  
Road, Worli Colony, Worli Colony  
Police Station, Mumbai,  
Mumbai-400030, Maharashtra, India

## AMIT International Group Dubai Maritime City Office & Warehouses

#607, Maritime Business Center  
(MBC), Dubai Maritime City, UAE,  
Monday to Friday 8AM to 5.30PM  
(+971 4) 401 1064  
info.uae@amitintl.com

## AMIT Retail LLC Abu Dhabi Showroom & Garmin Service Center

Behind Capital Hotel, Tourist Club  
Area (Al Zahiyah), Al 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  
(+9712 ) 673 3456  
amit.auh@amitintl.com

## AMIT Engineering FZE Office, Workshop & ZF Marine After Sales Service Center

W-133, Dubai Maritime City, P.O.  
Box 1633-Dubai, UAE  
Monday to Friday 7.30AM to  
5.00PM  
(+9714 ) 418 0500  
info@amit-engineering.com

## AMIT GPS & Navigation LLP Office & Garmin Service Center

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  
Tel: (+91) 11 48005800  
Tel: (+91) 11 48005849  
info.india@amitintl.com

## AMIT Retail LLC Dubai Marsa Al Seef Showroom & Garmin Service Centre

Shop P1-08-03, Marsa Al Seef, Umm  
Hurair First, Dubai, UAE,  
Monday to Sunday 10AM to 10PM  
(+9714 ) 418 0569  
info@amitretail.com

## AMIT Marine Services FZE Office, Workshop, Marine & Diving Service Centre

W-143A, Dubai Maritime City, Near  
Port Rashid Rd, UAE  
Monday to Friday 8AM to 5.30PM  
(+9714 ) 401 1099  
sales@amitmarine.com

## AMIT Marine LTD Offices, Mercury Marine Showroom, Workshop & Other Marine Service Centers

King Faisal Ibn Abd Al Aziz,  
Showroom 33-34, Al Khobar,  
Dammam, KSA

## AMIT EST Bangladesh Branch

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  
Tel: +8801999973388  
info.bd@amitintl.com

## AMIT Retail LLC Al Ras Showroom & Garmin & Diving Service Centre

Near St. George Hotel, Deira,  
Dubai, UAE,  
Monday to Saturday 8AM to 8PM  
(+9714 ) 401 1000  
info@amitretail.com

## AMIT Trading Co. - Garmin Service Center

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  
info.ksa@amitintl.com

## AMIT Trading Co. - Garmin Showroom & Service Center

Unit 5 Opposite Musadia Plaza,  
Madina Rd, Jeddah, KSA

## AMIT International (SG) PTE LTD Singapore Branch

2 Venture Drive #15-29 Vision  
Exchange Singapore, P.O Box :  
608526,  
Monday to Friday 9AM to 6PM  
Tel: +6597335071  
deepak.raina@amitintl.com





[www.amitintl.com](http://www.amitintl.com)