



GROUP OF COMPANIES.

Company Profile.

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info@ashtelgroup.com

www.ashtelgroup.com

Business Everywhere!





Introduction to Ashtel Group!

ASHTEL is the realization of a group of companies engaged with unparalleled service in the world of Electronics, IT and Communication products. Established in the year 2003 with principal office in Dubai - United Arab Emirates, Ashtel Group has grown to be a true Multinational Company in less than a decade.

Ashtel's in house brands such as BD®, Bluedigit®, Microdigit®, Heat'z®, Nyork®, Logon®, Komy®, Benzor®, Fonecom®, Endefo® enabled us to reach many regions of the world. Our clients span spread from Middle East, Far East, Asia, Africa and Europe.



Creativity, innovation and quality are the key principles of our business that enable our brand widely recognized.

Vision

Ashtel Group endures on a commitment to the future, welcoming the next generation solutions in electronics and communication. Looking forward into the posterity to gratify the present needs. The group impels towards being a leading innovative solution provider in the Middle East and Asian markets in the next 10 years and subsequently a world leader. Your need for a superior solution remains our driving force.

Creativity in product development ▶

Latest Technological Innovations ▶

Finest quality products ▶

Mission

Ashtel Group is dedicated to endow you with ahead of its time and pioneering electronics and consumer products throughout the world. We offer the best option to an end user with a steered support to obtain the best possible solution for your desires. With over 150 locations, we provide products that meets the daily lifestyle of technological requirements. With us... you get the best.



We Build-up our infrastructure, with 'Confidence' as the key for foundation.

Basic Infrastructure:

- ▶ More than 150 branches & many warehouse spread across the globe.
- ▶ R&D and QC departments based in China, Hong Kong and Taiwan.
- ▶ High quality private labels, Major world brands distribution in Hand.
- ▶ Logistic support to anywhere in the world.
- ▶ Highly trained technical staff to support customer concerns.
- ▶ More than 2500 Employees working at various locations.



Ashtel Brands
Ashtel Distribution

Authorized Distributors
Major International Brands
Promoting Ashtel's in-house Brands
IT & Telecommunication Products
CCTV & Security Camera Solutions
High-end Lifestyle Products
Industrial Safety Products

Ashtel LLC.
Rascotec LLC | Gloria Hair Decor
Digirich Intl. | Tectra Intl.
Komy Safety.

IT & Network Products
Telecommunication Products
Computers, Laptops & Tabs
Consumer Electronics, Hardware
Mobile Spares & Accessories
Industrial Safety Products
Fashion & Jewellery

Easystores Retail Chain
Ashtel Semi Retail Showrooms
Kesia Fashions Lifestyle Products

Mobile Phones & Accessories
Entertainment Products
Electronics & Multimedia
Smart phones & Tablets
Toys & Sporty Accessories
Personal Cares & Beauty Products
Lifestyle Products

Easy Care - Service & Warranty Section
Ashtel Services.
Ashtel Design Agency
Passio Communications.
Esta Real International Estate Co.

Authorized Warranty Service
Service & Warranty for Major Brands
Technical Service of Smart Phones
Wide network of Collection centers
& Technical service centers
Highly Efficient Engineers & Technicians
Design & Concept Development Team.

Our Core Activities.

ASHTEL



We exchange ideas & concepts, while we introduce new products every time!

Specialized Product Line

We have a wide range of products in various categories under different brands.

Currently, our wide product range includes,

▼ Mobiles, Mobile Accessories & Spares.

In mobile phone industries we deal most popular brands like iPhone, Samsung, HTC, Sony, LG, Huawei,, Oppo, Vivo, Mi etc. Mobile Cases, Mobile LCDs, Batteries, Blue Toooths, Housings, Chargers, Data Cables, Connectors, Ear Phones, etc.

▼ Multimedia, Electronics & Home Appliances.

Tablet Pcs, Bluetooth Devices & Speakers, Game Players and consoles.

Kitchenware, Smart Multi Cookers, Blenders & Mixers, Air Fryers, Air Coolers, Humidifiers, Fans, Home Theaters, Speakers and Woofers, DSLR Cameras, Karaoke Systems and LED TVs etc.

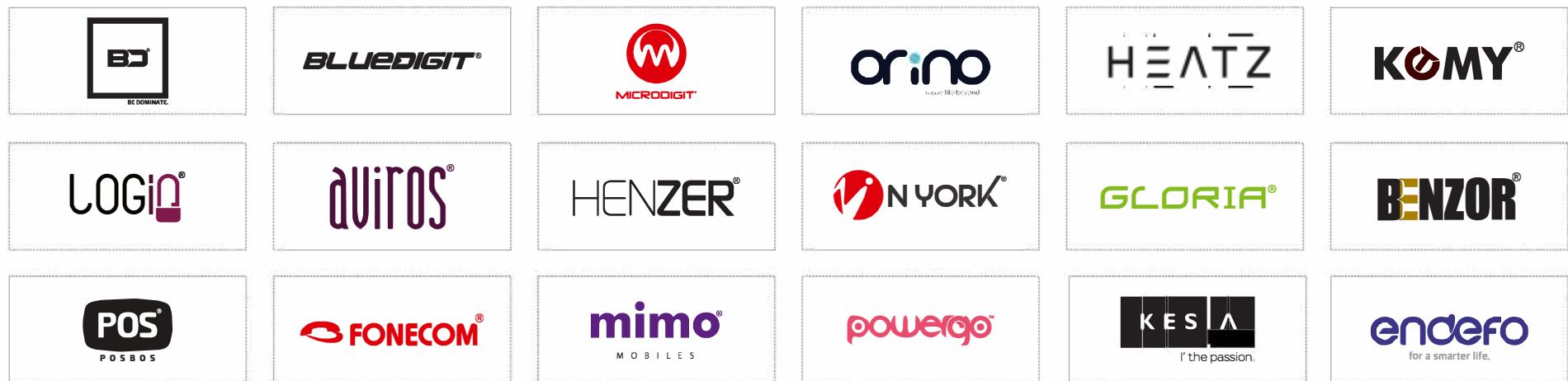
▼ Computers, Computer Accessories & Spares.

Laptops, Desktop PCs, Body Cases, Flash Memory Devices, DDR RAMs & Processors, LED Monitors, SSDs, Hard-Disks and Enclosures, Laptop Accessories, Cables, Mother Boards, Headsets, Keyboards, Computer Mice and Laptop LCDs, Laptop Batteries, Adapters etc.



Ashtel's Brands - through which we are known!

Though, we have several categories of products, we introduced different brand names in different regions & markets to standout our product's with quality and reputation. We have major in house brands such as Microdigit®, BD - Bluedigit®, HEATZ®, Nyork®, Orino®, Endefo®, Logon®, VOZ®, Fonecom® and so on. There are other minor brands we introduce for other products as per the requirements of particular regions in time.





Brands Of Authorised Distributorship.

We are the authorised distributors of major brands such as Sandisk®, Toshiba®, Targus®, HP® PNY® Philips® Dahua® HIKVision® Node32, McAfee, Ravoz, Oppo, Meizu etc.

Hard Drives of Toshiba®, Memory Cards and Flash USB Drives of Sandisk® and the Lifestyle Accessories of Targus®, Philips, PNY are the major products distributed by us all over GCC.

Ashtel has some of the major smartphone brands as soul distributors in some of the GCC Countries, such are Oppo, Meizu and Ravoz.

The Distribution wing of Ashtel group, is one of the largest distributors & wholesalers of Hard Drives, USB flash, Flash memory, DRAM, Computer components, Tablets, Computer accessories and many more products.

Some of the brands we wholesale & distribute are SanDisk, Kingston, Kaspersky, Toshiba, HP, Samsung & Sony. Our objective is to provide high quality products at an attractive price. We always provide value for our client's money. Ashtel Brands strives to constantly provide the latest products to all our clients.

We expect to accomplish a leadership role in IT & technology field in the Middle East region. We will strive towards



Major Brands and Products Under Distribution.

TOSHIBA

Memory Cards
Flash Drives
External Hard Disks

SanDisk

Memory Cards
Flash Drives
SSD

Targus®

Accessories
Lifestyle Products
Peripherals

imation

Memory Cards
Flash Drives
OTG Flash Drives

PNY

Mobile Accessories
Lifestyle Products

MEIZU

Mobile Phones
Smart Phones

eset

Anti Virus
Security Software

MARCA
THE SAFETY COMPANY

Industrial Safety
Products.

McAfee®
Together is power.

Systems Security
Solutions.

ahua
TECHNOLOGY

Security Camera
Solutions

Honeywell

Industrial Safety
Products.

PHILIPS

IT & Mobile
Accessories

RAVOZ

Smartphones &
Technologies.

OPPO

Smartphones &
Technologies.



CONSUMER ELECTRONICS & ENTERTAINMENT PRODUCTS

We operates through three major business segments: Royal Home Series - for Home Appliances, Multimedia Entertainment Products and Information Technology Products.

Ashtel plays a great role in providing latest developed products with maximum quality for affordable pricing to the middle east markets. We plans to extent the market to Central Asia and Africa aswell to provide adequate solutions in Consumer electronics industry with products of regional interests.

Tablets & MIDs

iPads
Samsung Tabs
Wifi Tabs
3G Wifi Tabs
2G Wifi Tabs
Kids Tabs
Windows Tabs



Mobiles & Accessories

iPhones & Samsung Phones
Branded Smartphones
Mobile Cases
Earphones & Headsets
Bluetooth Devices
Chargers & Powerbanks



Mobile Spares

Mobile LCD's
Touch Pads
Housings
Keypads
Cameras
Adaptors
Other Components



Multimedia Products

Media Players
Bluetooth Devices
TWS Speakers & Headsets
Portable Game Players
Touch Pad Game Players



Home Appliances

Multi-Cookers, Air Fryers
LED, LCD Large Screen TVs
LED Torches & Lights
Coolers, Fans, Humidifiers
Emergency CFL Lamps
Iron Boxes
Blenders



Entertainment Products

Portable & Trolley Speakers
Party Speakers & Karaoke
Home Theatres
Tower Speakers
Wireless Speakers & Woofers



Major Product Ranges.

ASHTEL



We partner with all the major IT branded Products such as Intel, LG, Toshiba, WD, Panasonic, Philips, HP, Sony and many more.. to provide an ever expanding suite of products and peripherals for easy availability. Offering a very flexible approach to all our IT products and services. We always help to source the right products to meet the market's specific needs.

The world of IT can be daunting and frustrating at times, but we are here to help make life easier by providing unequal products and support. It does not matter if the customer is smaller or bigger in terms of business, we will work to find the ultimate solution for our wide network and capacity.

Our strong team, work tirelessly to ensure they are up-to-date on the latest technological products by attending all over the world Exhibitor and Fairs to keep the division up to date

Computers & Laptops

Desktop Computers
All in One PC
Business Notebooks
Professional Laptops
Windows Touch Pads



Comp. Accessories

Keyboards & Mouse
USB Headsets & Mics
ATX Cases
USB Mini Speakers
Mobile 3G/4G Routers
HDD Cases
Webcams



Hardware & Computer Spares

System Mother Boards
Hard disks & Ram
External Hard Disks
Power Supply
Laptop LCDs & Battery's
Power Adaptors



Other Products

Printers & Scanners
Ink Gadgets / Cartridges
System Security Soft.
Integrated Security Cams
Projectors & LCD Displays

Cables & Network Products

HDMI Cables
UTP Patch Cords
Extension Cables
Wireless Adaptors
3G/4G Wireless Routers



Storage Products

TF / SD Cards
USB Flash Drives
OTG Flash Drives
SSDs (SATA/SAS)
Fancy Flash Drives





a store
so closer
to your heart.

www.easystoremea.com



Retail Chain Stores.

ASHTEL



Retail Chain Stores.



Easystore is a regional retailer that specializes in offering products at affordable prices. Easy store is a member of Ashtel Group.

Our speciality is delivering a friendly & personal service to our customers.

We provide large selection of products to meet the requirements of all our customers.

We have highly trained technical staff to solve all the service issues right there in our stores.

Easystore is the direct dealer for Samsung, Oppo, Vivo, Oneplus, Realme, Itel, HP, Lenovo, Dell and Asus in India.

ASHTEL



Product categorization and specialization at easystores.

- Smartphones & Tablets.
- Smartphone accessories and Computer accessories.
- Laptop, IT peripherals.
- Multimedia, Game consoles.
- Small gadgets & lifestyle products like Bluetooth speakers.
- Storage products: Hard Drives, SSD, USB Flash & Memory cards.
- Cameras and Accessories
- Portable Home Appliances
- Unique stationary for schools and offices
- Personal Care Products
- Home Appliances & Kitchenware

Retail Chain Stores.

ASHTEL



Retail Showrooms & Outlets.

Easystore Showrooms:

United Arab Emirates

Maliha Road - Sharjah.
Hazza Bin Zayed Street, Al Nahyan, Abudhabi. E89,
Hamad Bin Abdullah Rd, Fujairah.
Ajman Street, Ajman.
Rowla, Sharjah.

India

Edappally, Kochin, Kerala.
Thodupuzha, Idukki, Kerala. Muvattupuzhaya,
Ernakulam, Kerala. Tripunitra, Ernakulam, Kerala.
Irinjalakuda, Trissur, Kerala.
Kanhirappally, Kottayam, Kerala. Kayamkulam,
Alappuzha, Kerala.
Manjeri, Malappuram, Kerala.
Calicut City, Kozhikode, Kerala.

Saudi Arabia

Najran, Njran Prov.
Al Shamalia, Al-Khobar.

Oman

Seeb. Muscat
Gold Street, Ruwi.
Salalah.
Jalan Bani Buhali.



Easy Care Model
Collection Centres.



Easycare operates
69 service centers
across UAE, Qatar, Kuwait,
Bahrain, Saudi Arabia,
Oman & India.



Easy Care Warranty Services.

EASYCARE warranty service, is a premium warranty and technical care centre of Ashtel Group to offer a wide range of technology services to consumer, retailers, SME's and Enterprises across the Middle East.

It is a 100% owned subsidiary of Ashtel and has been chosen as an authorized service partner for international brands and Ashtel's own In-house brands and products including mobiles &smartphones, tablet, PC, Computers, laptops, printers, consumer electronics and IT Infrastructure equipment's.

EASYCARE is specialized in giving services in major international brands such as Apple, Samsung, Huawei, HTC etc., through the extensive network across the region with sufficient manpower.

EASYCARE is the authorized service partner for the following brands in UAE, Saudi Arabia & other GCC Countries.

Authorized Service of Major Brands.





Brands & Products Easycare provide services and repair.

EASYCARE provides high end quality servicing and repairs for these daily usage products such as Smartphones, Feature phones, Laptops, Tablet PCs, Gaming Pcs, Cameras, Smart watches, Speakers and all consumer electronics and entertainment products etc.

We handle Products of Major Brands such as

**APPLE SAMSUNG XIOMI OPPO VIVO ONEPLUS RAVOZ LAVA MIMO MEIZU MACBOOK HP
LENOVO IQQ etc.**





Easycare Locations in GCC Countries and India. (69 Service Centers)

United Arab Emirates

Muweilah
RAK(Ashtel RAK)
Alain
Abudhabi-2
Sharjah-2
Maliha Road
Fujairah(Ashtel Fujairah)
Ajman-2(AShtel Ajman Branch - 1)
Ajman-1(Ashtel Ajman)
Abudhabi Main Branch
Abudhabi-3(Rascotec Abudhabi)
Sharjah-1(Ashtel Sahrjah)
Fujairah-Sajidha Supermarket
Deira Dubai

Saudi Arabia

Riyadh
Dammam
Jeddah
Taif

Oman

Wadi Kabir
Salalah-1
Ruwi-2(Ashtel Ruwi-2)
Ruwi-1(Ashtel Spares Ruwi-1)
Saham(Nyork Saham)
Ruwi-3(Easystore Ruwi)
Amerat
Mabela,Near Lost Island
Wadi Al Luwami
Darsait
Seeb(Ashtel Seeb)
Carrefiur muscat
Lulu al bandar

Kuwait

Al Farwaniya (2 Centers)
Mangaff
Hawally

Bahrain

Manama
Hamad
Riffa

India

Kozhikode
Edapally
Kochi Lulu mall
Manjeri
Trippunithura
Thodupuzha
Muvattupuzha
Kayamkulam
Irinjalakuda
Kaloor`
Kanhirappally

Qatar

Doha
Garraffa

India (Upcoming..)

Kalamasseri
Vytilla
Kaloor
GCDA,
Marinedrive
Muvattupuzha
Trichur
Kunnamkulam
Palakkad
Perinthalmanna
Calicut
Adoor
Alappy



Ad Agency: Ashtel Design Agency.

Ad Agency is soul design team of Ashtel group with a 12 years of experience growing with groups every milestone started from 2009 onwards.

A team of rich creative background individuals live to beautify your dreams & needs to put in reality in a better way for the better world.

AD Agency offers an one-stop shop with the entire breadth of Design solutions & Marketing services, from advertising, design and campaign implementation, to branding and image-building, to websites & mobile application developments and also with a different division of handling Interior concepts and fitouts.

Ad agency has incorporated with easystore to build and run the multi-vendor e-commerce platform recently which is initiated in India.

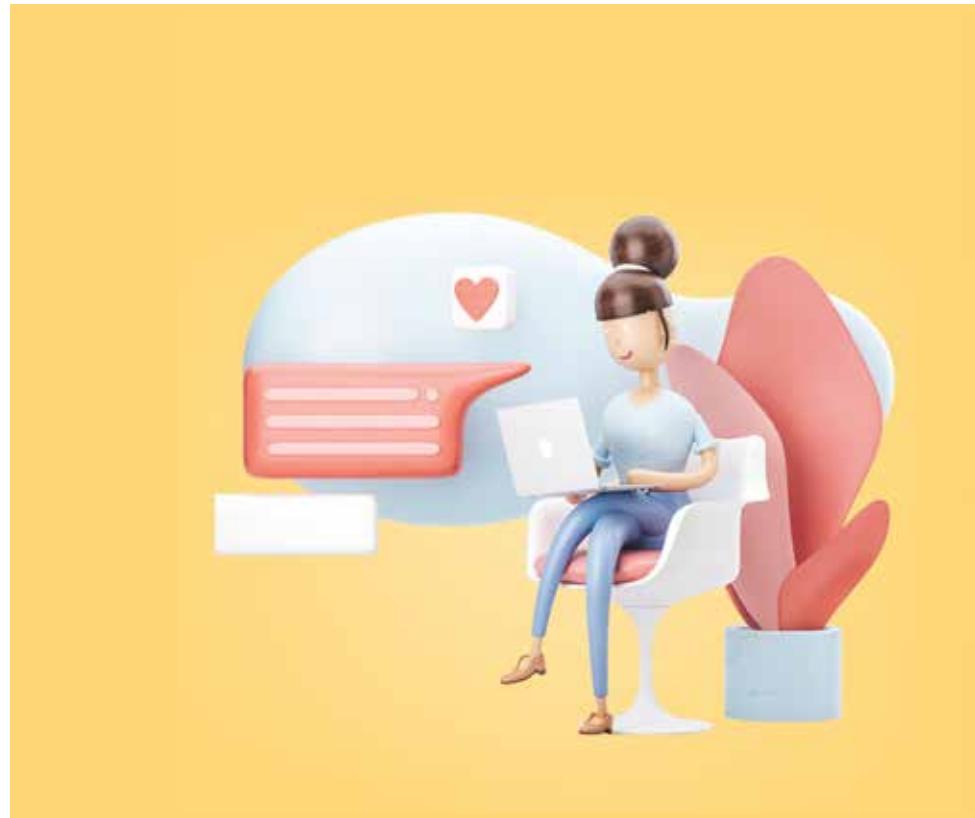
When
everyone
thinking the
same, it means
no one is
thinking:'



Passio: A Brief Introduction.

Passio is an 8-year-old advertising firm, with a team of creative enthusiasts who have years and years of experience in creating brand campaigns and advertising strategies for a significant number of companies.

We have worked with many successful businesses, like Red FM, Le Collines, myG, Vodafone, Bismi and Lulu just to name a few. We have worked relentlessly over the past eight years to perfect our wide roster of marketing and advertising services through, out of the box ideas, state of the art tech and creative implementation techniques. Furthermore, we have developed the expertise of combining different aspects of conventional and new-age marketing strategies to create tactically superior strategies that work every single time and implement them flawlessly.





Ashtel Services Pvt. Ltd.

As the group pioneered in Wholesale, Retail, Distribution & Service business and well placed by strong in-house brands in Accessories, Multimedia & Spares, we believe that it is time to extend the concepts & expertise to the world.

As part of Ashtel's vision in building franchise businesses, Ashtel Services has been foamed in India to have an exclusive association with Partners either Franchise or Joint Venture business models.

Ashtel Services are the premium partner for, Apple, Samsung, Vivo, Oppo, Xiaomi, Realme, OnePlus, Nokia, Intex, HP, Lenovo, Dell, Acer, Asus & All leading brands for Accessories & Multimedia products

Ashtel Services extents following business support for its partners, Smartphone, Tablets, Laptops, Desktops, SmartWatches, SmartHome products, Accessories, Value Added Services & Service Centres.



**ASHTEL SERVICES
PVT, LTD. (INDIA)**

Our Service Sector. (India)

ASHTEL



Our Training Institution.

Technical Training Centre

Mobile technology is an ever-growing field with endless possibilities. Today, mobile phones and related technologies have become popular everywhere. Therefore, there is no doubt that anyone looking for job opportunities in this field can build a better career. Therefore, Ashtel Group decided to establish its Technical Training Academy based in Kerala, India. Grandis can train students under the guidance of experienced professionals so that they can master the latest possibilities of mobile technology.

ASHTEL



Over 140 Branches throughout the world.

ASHTEL has more than 140 Branches, showrooms and warehouses spread across the globe in 18 countries. More new showrooms and retail outlets are already planned in Malls and specific business locations in UAE , India, Saudi Arabia and other GCC countries.



UAE
Saudi Arabia
Kuwait
Qatar
Bahrain
Oman
United Kingdom
India
China

Malaysia
Singapore
Taiwan
Hong Kong
Thailand
Indonesia
Philippines
Ghana
Georgia



Wholesale & Semi Retail Branches of UAE.

Wholesale

Ashtel Spares LLC
Ashtel Multimedia LLC
Smartphone LLC
Heatz Ashtel
Nyork Ashtel
Dubai Link Deira
Rascotec Burdubai
Rasco Care Burdubai
Ashtel Abudhabi

3 Major Warehouses.

Semi Retail

Ashtel Abu Dhabi
Rascotec Abudhabi
Ashtel Al Ain
Ashtel Sharjah
Heatz Sharjah
Ashtel Ajman Shop 1
Ashtel Ajman Shop 2
Ashtel Ras Al
Khaima Ashtel
Fujairah
Rowla Sharjah

Our Locations.

ASHTEL



Ashtel's Wholesale Branches & Distribution Offices.

Saudi Arabia

Dammam
Al Khobar
Al Hasa
Hafar Al Batin
Riyadh (2 Shops)
Al Batha (2 Shops)
Olaya
Buraidah
Hail
KBW Road
Madina Tabuk
Jizan Qurayat
Taif
Najran
7 Warehouses

Bahrain
Manama(2 Branches)
Hamad
Riffa

Kuwait

Al Farwaniya
Mangaff
Hawally
Jahra

Oman
Ruwi (2 Shops)
Salalah
Seeb
Saham

Qatar

Doha
Al Sad
Wakrah
Qahtan

UK

Southall, London.

United Arab Emirates

Dubai (5 Shops)
Deira Souq (3 Shops)
Bur Dubai (2 Shops)
Abu Dhabi (3 Shops)
Al Ain (2 Shops)
Sharjah (2 Shops)
Ajman (2 Shops)
Ras Al Khaima
Fujairah
3 Warehouses

India

Chennai
Mumbai
Cochin
Calicut
Tirur
Bangalore
Hyderabad

Malaysia

IMBI Plaza, KL (2 Shops)
Plaza Lowyat, KL

China
Guangzhou
Shenzhen
Santo

Singapore Mayo Street

Indonesia Jakarta

Uzbekistan **Azerbaijan**

Thailand

Bangkok

Hong Kong

Tsim Sha Tsui
Kowloon

Taiwan

Taipei.

Philippines

City of Taguig, Manila.

Ghana

Mamprobi, Accra

Georgia

Tbilisi

Our Locations.

ASHTEL



Our Legal Establishments.

We have different ventures and establishments related to vivid focus of business modes. We tend to apply changes on every new business according to the need and future forecasting on different demands of market.

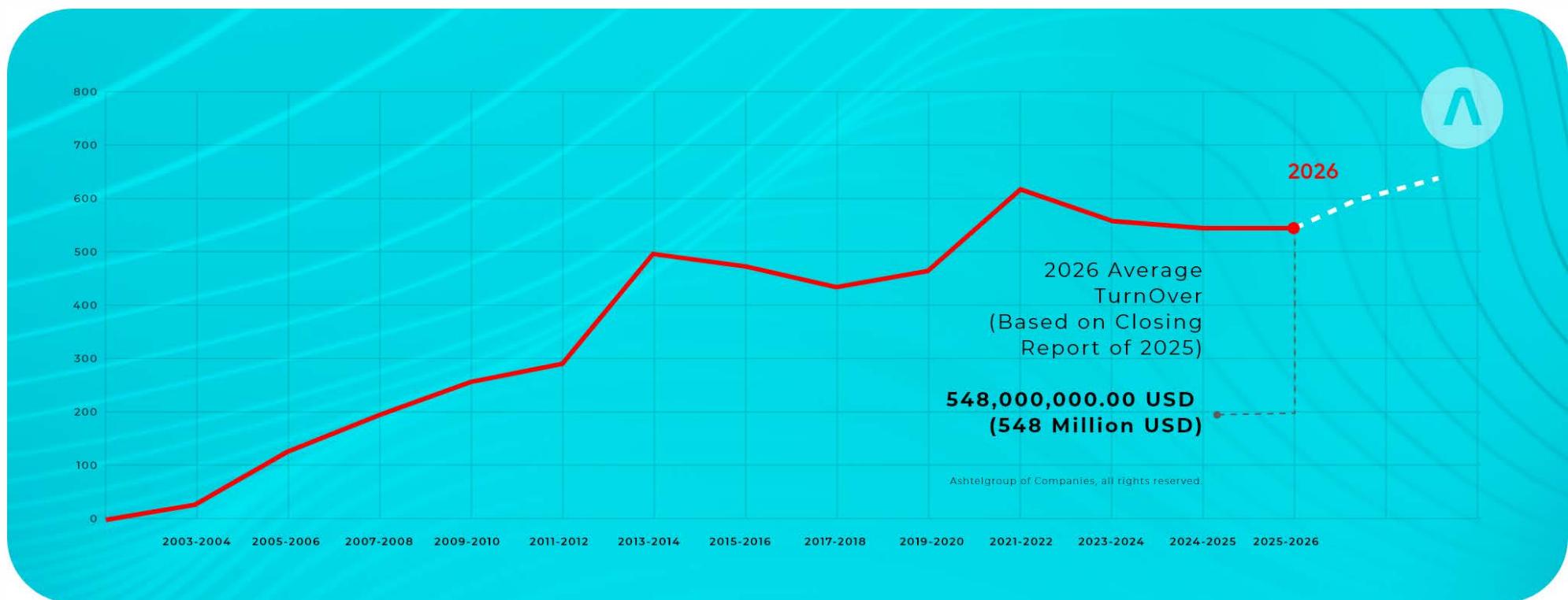


Our Locations.

ASHTEL



(2026 - Financial Year 2025) 548 Million \$USD.



Business Turnover.

ASHTEL



Find us!

Head Quarters.

ASHTEL GROUP (Ashtel LLC.)
Latifa Tower - Suite: 2501 - 2503 - Sheikh Zayed Rd - Dubai -
United Arab Emirates .
Tel: +971 4 3343444

Head office - Dubai
Suite: 103, Al Ain Ahlia Insurance Building, PO Box No.89599,
Opp: Hyatt Regency, Frij Murar, Deira,
Dubai - United Arab Emirates
Tel: 00971 4 2736481 | Fax: 00971 4 2735471

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Thank You.. for your interest in us!



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