



Company Profile.

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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.



## DISTRIBUTION

**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

## WHOLESALE

**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

## RETAIL

**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

## SERVICE & WARRANTY

**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 Tooths, 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 stand out 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.





## 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.



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 from 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 Exhibition 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





easy  
store

a store  
so closer  
to your heart.

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



Retail Chain Stores.

ASHTEL





**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.**



## 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 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.,**



**SAMSUNG**



xiaomi

oppo

vivo



ONEPLUS

Lenovo



## 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  
Kaloór`  
Kanhirappally

### Qatar

Doha  
Garraffa

### India (Upcoming..)

Kalamasseri  
Vytilla  
Kaloór  
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.

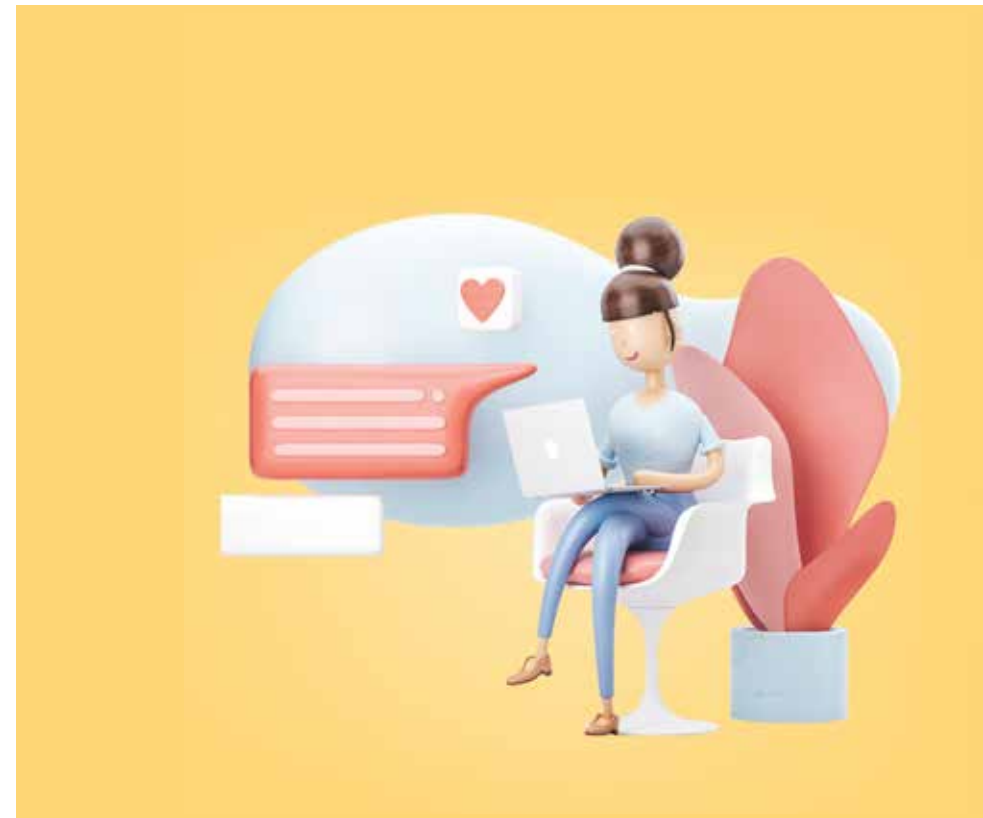
When  
everyone  
thinking the  
same, it means  
no one is  
thinking:'



## 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)**





## 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.



## 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



## 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)  
Burdubai (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**

Mamprovi, Accra

### **Georgia**

Tbilisi



## 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.

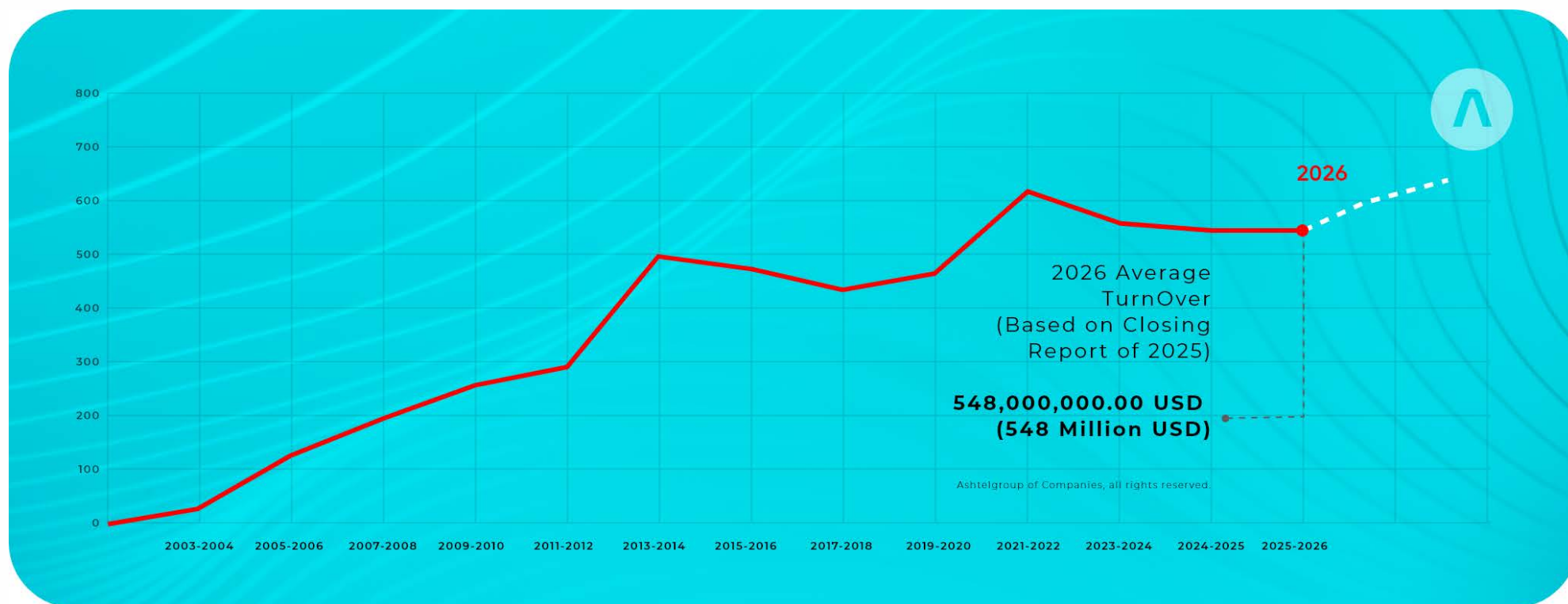


## Our Locations.





(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  
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Thank You.. for your interest in us!





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