

**TIC**



## ABOUT US

In 1974, two visionary businessmen Gopal Bhatia and Kishan Bhatia embarked on a pioneering journey, a journey remarkable for its many successes. It was indeed a humble beginning, but two clear objectives fuelled the company's early growth – fulfill Dubai's need for professional agents and source quality products for the region's growing constructions industry.

Over the years, the company continued to grow in strength and repute while staying true to its core values of integrity and transparency in dealing with our partners. Today, we enjoy industry leadership in some of the most vibrant economies of the world by consistently providing the highest standards of customer service and the best quality products to our global clientele.





## OUR VISION

Our vision of the future is to further reinforce our market-leading position by staying ahead of the developments in the industry. To continue offering top quality new products at cost-effective rates and matched by the highest standards of service.

To provide personalized service to our long standing clients even as we expand and grow into new markets and regions in the Middle East and North Africa. We also aim to balance our supply base by working with manufacturers from emerging markets as well as developed economies.



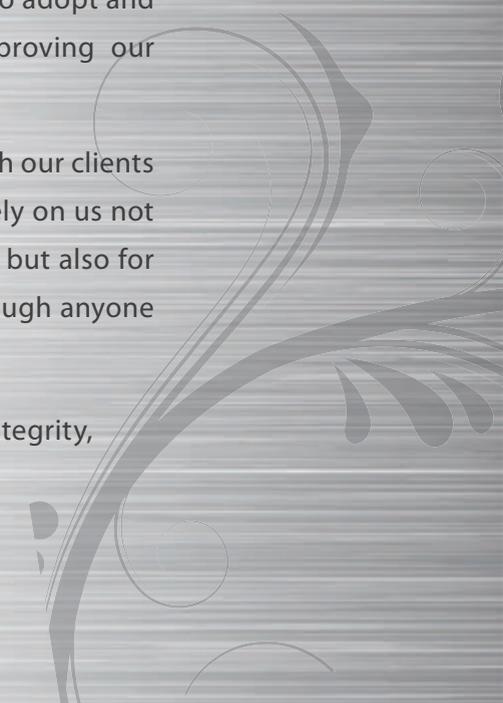
Opportunities

## OUR PHILOSOPHY

Our philosophy is simple. We channel our resources and expertise towards providing the best products and services to our existing and new partnerships, we endeavour to implement industry best-practices for our clients and markets, and finally, we constantly aim to adopt and implement new strategies, ideas and innovation in improving our business processes.

To build enduring and long-term business relationships with our clients has been a guiding principle of our business. Our clients rely on us not only for continuous price, product and service advantages but also for customised and niche products that can't be sourced through anyone else.

Our key business principles through the years have been integrity, accountability and efficiency.





## OUR ADVANTAGES

- Our global experience, proactive market research and in-depth understanding of different regions enables us to successfully and quickly introduce new products in all our markets.
- Apart from our core products, we specialise in cross-selling complimentary/ancillary product lines to all our international customers based on their industry and their needs.
- Obtain market intelligence through reliable industry sources, vendors and suppliers and share it with our clients.
- Provide complete financial safeguards and security assurances to our clients for all payments and financial commitments made by them for ongoing business transactions with us.





## OUR STRENGTHS

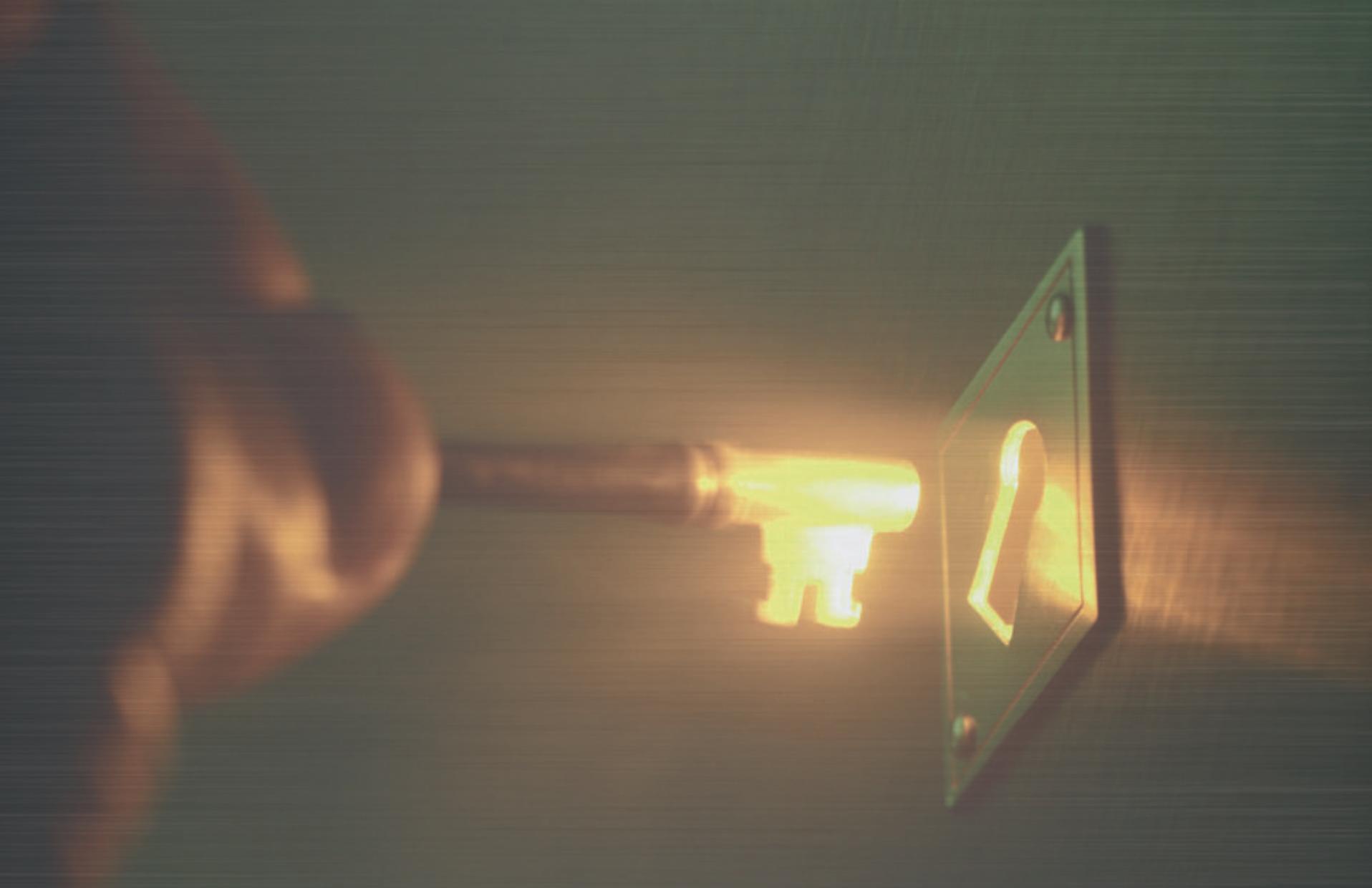
- Informed, consistent and customer-centric approach.
- Frequent customer interaction and feedback assessment.
- World-class pre-shipment quality control mechanisms.
- Proactively advise customers on market trends, prices and availability.
- Prompt and efficient after sales support.
- Negotiate and mediate disputes to reach amicable solutions.
- Offer expertise and advice to our partners on local trade, banking, insurance and logistical issues.
- A vast database of reliable global suppliers gives us the edge in sourcing and supplying even the most rare and difficult materials, products and requirements - on time, every time.
- With decades of experience we accurately predict, identify, analyse and react to changing market scenarios, product trends and client needs.





## GEOGRAPHICAL DISTRIBUTION

With our growing international presence we are currently operating and supplying in the following countries: Austria, Bahrain, Brazil, China, Cyprus, Germany, Greece, Iraq, Italy, India, Indonesia, Jordan, Kuwait, Korea, Lebanon, Malaysia, North Africa, Norway, Oman, Poland, Qatar, Romania, Saudi Arabia, Singapore, Taiwan, Thailand, Turkey, United Arab Emirates and Vietnam.



## **KEY USERS** **(MARKET SEGMENTS)**

The key industries that actively procure materials through us are Construction, Oil & Gas, HVAC, Wood works and Furniture Joineries, Local Manufacturing Sector, Industrial Goods, Ship Building, Secondary Processing, Metal Works and Fabrication, Road Works, Portacabins and Prefabricated Structures, amongst others.



# PRODUCTS

## Plywood Products

Commercial Plywood  
Film Faced Plywood  
Veneered Plywood  
Polyester Plywood  
Paper Overlaid Plywood

## Sawn Timber

Meranti  
Redwood  
Spruce  
Pine  
Fir  
Beechwood  
Burma Teak

## Medium Density Board (MDF)

## Particle Board

## Block Board

## Soft Board (Bitumen or Plain-Flexel Sheets)

## Fibre-Cement Boards (Non-Asbestos)

## Calcium Silicate Boards

## High Pressure Laminates

## Hardware Products

Galvanized / Black Annealed Binding Wire  
Hessian Cloth  
P E Tarpaulin Sheets  
Roofing Felt  
Shade Netting  
Shovels  
Welding Electrodes  
Wheelbarrows  
Wire / Common Round / Concrete Nails  
PVC Leather Cloth



# PRODUCTS

## Ferrous Metal Products

### Mild Steel

Hot Rolled Sheets / Coils / plates

Cold Rolled Coils / Sheets

Equal Angles / Unequal Angles

Flat Bars / Round Bars/ Square Bars

JIS / I / H Beams

IPE / IPE AA , AAA, AAAA Beams

Upn Channels / U-channels

Universal Beams / Universal Columns

Deformed Bars / Wire Rods

Adjustable Pipe Supports (Props)

Expanded Metal

Erw Pipes

Hollow Tubes

### Stainless Steel

Plain Sheets / Plates / Coils

Binding Wire

Round/square / Hexagonal Bars / Flat Bars

Equal Angles / Unequal Angles / Channels

Forgings (Flanges)

Pipe / Tubes / Pipe Fittings

I Beams

## Galvanised Iron

Serrated Gratings

Plain Sheets / Coils

Corrugated Sheets

Pipes

Electro Galvanized Sheets

Ppgi / Aluzinc Sheets / Coils

Non-ferrous Metal Products

## Aluminum

Plain Sheets / Coils / Plates

Chequered / Stucco Sheets

Corrugated Sheets

## Brass & Copper

Plain Sheets

Round Bars





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