AL MUSAHABA
TRADING CO LLC

Corporate Profile

Home of Quality Food Products

FMCG Manufacturer & Distributor | Ajman, United Arab Emirates



A sister concern of

MOITTRY

Who We Are

A UAE-based FMCG marketing, trading and distribution company

- Based in Ajman, UAE, focused on agro-based processed foods and beverages.
- Serving retailers, wholesalers and food service businesses.
- Sister concern of Moittry Group, drawing on its industry experience and network.
- Builds on MOITTRY Infinity Sdn. Bhd., which has run manufacturing, marketing and distribution in Malaysia since 2018.

OUR GOAL

Become a leading FMCG manufacturing and marketing company in the UAE, and a trusted one-stop provider for partners and customers.

4,000+

outlets covered through general trade

600+

outlets through 15 leading supermarkets

200+

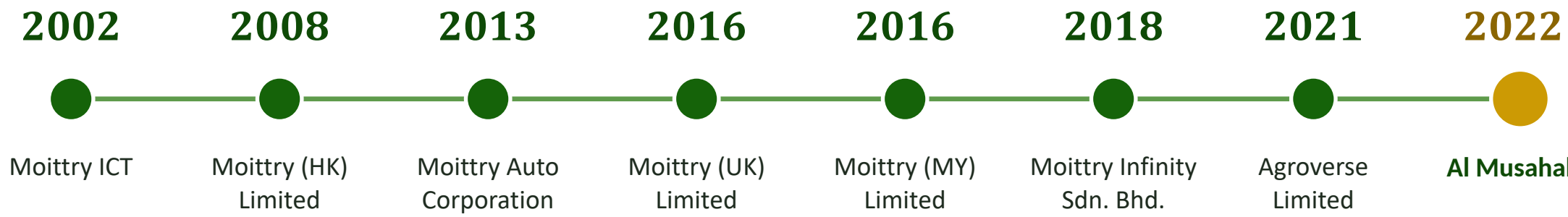
own-brand products

17+

owned & partner brands

The Moittry Group

Group milestones, 2002 to 2022



Group distribution network

Plus, manufacturing and repacking in Bangladesh since 2021

Oman
National Biscuit Industries

Thailand
Food Star

Indonesia
Monesco Food

Pakistan
Popular Group

India
Bindaas Food, Devi Chand

Bangladesh
Bombay Sweets, Square, Akij, Meghna, City Group

Mission, Vision & Values

What we work towards and how we work

Mission

Create a future of infinite possibilities through united efforts.

Vision

Become the most trusted one-stop provider for manufacturing, sales, marketing and distribution in the UAE.

Goal

Become a world-class manufacturer and marketer of fast-moving consumer goods in the UAE.

Our Core Values

Trained into every team member

- **Development of people**
- **Quality of service**
- **Efficient use of technology**
- **Commitment to stakeholders**

Our Brands

Six brands in the Al Musahaba portfolio

Bakery, snacks, culinary & pickles

50 products in the UAE range

100% fruit juice in cans

14 flavours

Spices and masalas

12 products: jar, pouch, packet

Energy drink

Full Dose Energy

Al Musahaba portfolio brand

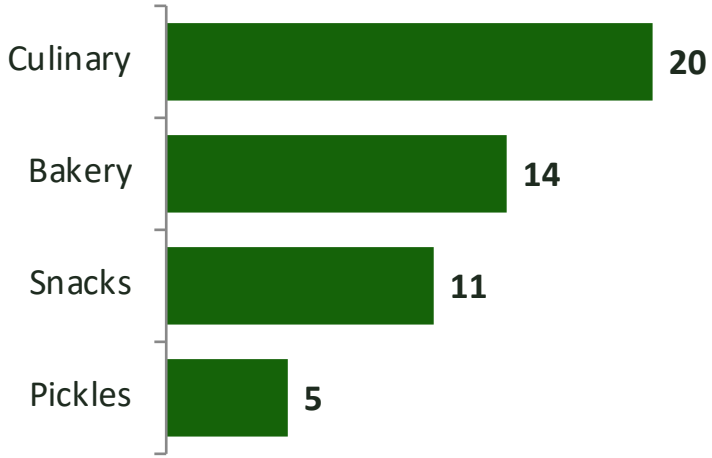
Al Musahaba portfolio brand

Moittry Range: 50+ Products & Growing

Bakery, snacks, culinary and pickles



Products by category



Bakery — 14

Dry cakes, toasts (coconut, magic, baby, sweet, special), plus butter, coconut, orange and salty cookies.

Snacks — 11

Chanachur (hot, garlic, tok jhal misti), potato crackers, jhal muri, puffed rice, dal vaja and motor vaja.

Culinary — 20

Chinigura and basmati rice, mustard and cooking oil, salts, garam masala, dry chilli, vinegar, rose and kewra water.

Pickles — 5

Garlic, mango, olive, green chili and mixed fruit pickles.

Richina, Lamha & Full Dose

Juices, spices and energy drinks



Richina

Fruit juice · 13+ SKU

Guava, pineapple, mango, coconut, orange, tamarind, mix fruit, sugarcane, kiwi, strawberry, lychee, apple & soya bean.



Lamha

Spices and culinary· 12 products

Chilli, cumin, turmeric and coriander, Curry each offered as:

- Spice jar
- Spice pouch



Full Dose

Energy drink

A single-product range: Full Dose Energy.

Partner Brands

Food and beverage brands we partner with

POPULAR

FUNTASTIC Biscuits

Bakeman's biscuits

Nabil

BOMBAY SWEETS SINCE 1948

مسقط MUSCAT chips

الشفاعة AL SHAFAA

ROYAL ARM

ZARELLA 100% NATURALLY MADE

Gold Farm

PUNJABI ZAIQA

Mediplus DS

MOTHER COMFORTS

Safeeb

We support owned and partner brands with market-entry planning and coordinated execution across modern trade, general trade and food-service channels.

Product Categories

Beverages, bakery, snacks, spices and staples

Juice & Drinks

- Premium tetra pack
- Basil seed drink
- Can juice
- Energy drink
- Tamarind and soya drink
- Sparkling juice

Biscuits

- Dry cake
- Toasts and rusks
- Cookies

Snacks

- Potato crackers
- Chanachur/mixture
- Puffed rice
- Spiced puffed rice
- Fried peas
- Fried dal moong
- Fried flattened rice

Spices

- Box spices
- Spice powder pouch packs
- Spice powder
- Whole spices

Commodities

- Pickles
- Rice
- Vermicelli
- Mustard oil
- Rose and kewra water

Services

Sales, manufacturing, warehousing, distribution and marketing under one roof

Sales

A dedicated sales team builds customer relationships and maintains market coverage for retailers, wholesalers and food-service partners.

Manufacturing

Supports FMCG product development and sourcing with a quality-first approach, drawing on Moittry Group's manufacturing and repacking experience.

Warehousing

Run from our Ajman facility for receiving, storage and order preparation, supporting active UAE routes.

Distribution

Planned operations in Ajman and Sharjah, focused on order handling, delivery and long-term channel relationships.

Marketing

Market insight, product positioning, trade activation and customer communication for the UAE consumer market.

A local team focused on route-to-market knowledge and responsive service for FMCG partners across the UAE.

Facilities & Coverage

Ajman, Sharjah, Dubai, UAQ today, and a widening UAE footprint

7,500 sq ft

Ajman warehouse

Warehouse 4, Compound 3, Amr Ibn El Aas St, Ajman Industrial 1. Sales, distribution and warehousing operations are running here.





27,000 sq ft

Sharjah warehouse (under construction)

At Al Saja'a Industrial Oasis, chosen for convenient coverage of Ajman, Dubai and Sharjah. A manufacturing plant is planned here for local taste and export to nearby Gulf markets.



MARKET COVERAGE

Three Key Markets, Thousands of Outlets

General Trade (GT)

4,000+ outlets covered through general trade across the UAE.

Modern Trade (MT)

600+ outlets through 15 leading super shops and supermarkets.

Labour Camps

Supplying camp stores and food-service operators serving the sub-continent community.



≈90
SKUs in our portfolio

≈200
own-brand products

4,000+
outlets — general trade

600+
outlets — 15 leading super shops

We are building an export marketing team to take our brands beyond the UAE to the wider Middle East.

Messages from Leadership

Ethical leadership, trusted partnerships and consistent action



Chairman

Al Musahaba

Our commitment is to ethical leadership, trusted partnerships, responsible growth and a workplace where people can thrive. We measure success by integrity, employee happiness, the trust of customers and vendors, operational excellence and sustainable growth.



Managing Director

Al Musahaba

Our focus is turning vision into consistent action: strengthening the portfolio, improving service to the market and building lasting relationships. By combining local market knowledge with Moittry Group's wider experience, we aim to be a trusted, responsive partner in the UAE.

AL MUSAHABA
TRADING CO LLC

We're ready, let's talk.

Whether you are a retailer, wholesaler, food-service operator, supplier or brand partner, our team is ready to connect.

ADDRESS

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