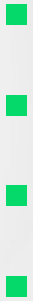
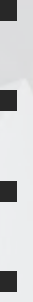


Company Profile



AL FARUSIA

GROUP OF COMPANIES

Our Story

Established in 2009 in Dubai, the Al Farusia Group of Companies has become a leading player in the fresh fruits and vegetables industry across the UAE, India, and the Middle East. We prioritize integrity, trust, and quality, leveraging advanced technologies to deliver world-class services.

Our Vision

At Al Farusia, we believe in building meaningful relationships with our teammates, customers, and consumers through trust and transparency.

Our Mission

Our mission is to deliver top-quality products that exceed customer expectations. We are committed to providing comprehensive services that ensure customer satisfaction in the UAE market and beyond. We have built a vibrant international sourcing network to ensure the highest quality standards for all our products, sourced from the best farms around the world.



Company Verticals



Distribution

Our group founded in 2016, includes the prominent brands Al Farusia and Ruby Gold. Starting as a small business, we have leveraged the expertise of our experienced founders and management team to emerge as the leading fresh food supplier in the UAE. We have established a strong presence in the Aweer Central Fruits and Vegetables Market, where we serve as a consolidator for local produce and a distributor



Wholesale

For global FMCG brands throughout the GCC and Asian region. With our headquarters in the UAE and operations extending to Oman, Bahrain, Qatar, Saudi Arabia, Kuwait, and India, we are well-positioned to meet regional demands. Al Farusia's growth trajectory is driven by a young, dynamic management team committed to laying the foundation for becoming a corporation that fulfills the unique needs of its customers.

Farms



At Al Farusia, we cultivate a diverse range of vegetables and fruits year-round sourced from our own farms and trusted partners worldwide during the off-season. Committed to sustainable farming, we enhance soil health with organic manures and composts including several greenhouse chambers expanded in parts of Oman, Ras al Khaimah, Al Ain, and other regions in India as well. In addition to produce, our farms in the UAE and Oman also supply high-quality meat, poultry and eggs ensuring a consistent and varied offering for our customers.

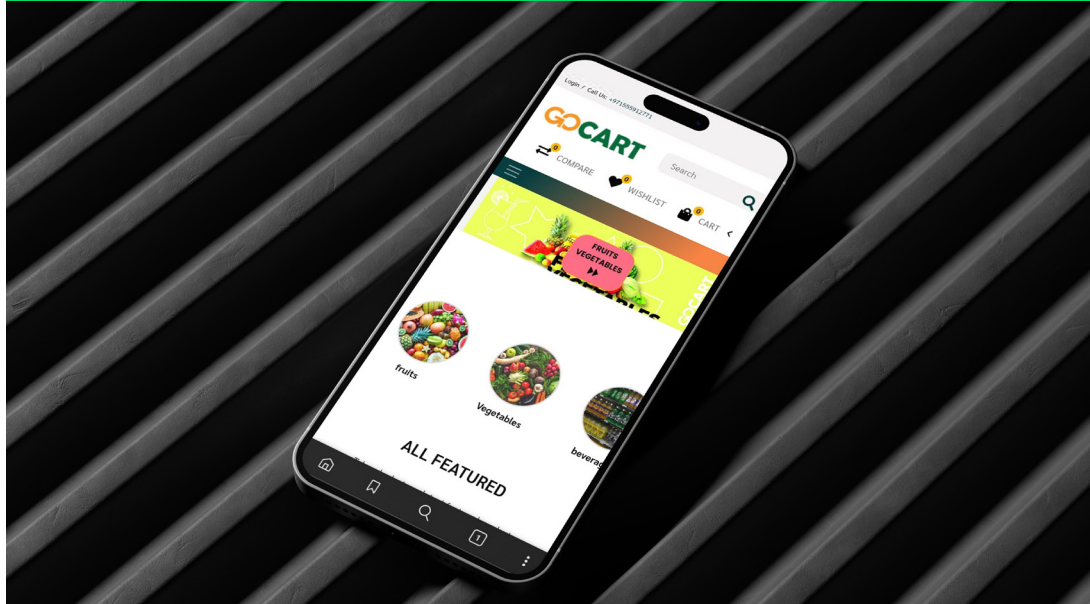


Farms

E Commerce

E Commerce

Introducing GoCart by Al Farusia, It's a virtual platform for quality grocery, homemade, Wholesale, and supermarket products. We focus on locally produced high-quality items, offering them at attractive prices to buyers and creating value for sellers. The Concept introduced helps sellers by



Showcasing their signature products on both the website and app, attracting quality-conscious buyers seeking value for money. For Us, Direct Buying is all about moderation of the buying selling platform and thus elimination of unwanted costs in a multi layered buying/selling network.



Warehousing & Packaging



Al Farusia's warehousing and packaging capabilities are strategically designed to ensure efficient logistics and operations, enhancing our ability to deliver quality products to our customers. With warehouses spread across different regions including our main Storage facility in Rashidiya, equipped with cold storage and dedicated loading bays, we can store perishable goods safely while maintaining freshness. Our packing unit adheres to high hygienic standards handling



A wide range of pre pack food and non-food products with precision and care. Specialized sorting centers for onion and potato products further streamline our operations ensuring optimal storage and distribution. Additionally, we have cold storage facilities, office spaces, and retail shops in the UAE local market providing a comprehensive solution for our warehousing and distribution needs.

Global and local sourcing



Al Farusia has established a robust global and local sourcing network, positioning us well to meet diverse demands while maintaining high-quality standards. With our headquarters in the UAE and operations extending to Oman, Bahrain, Qatar, Saudi Arabia, Kuwait, and India, we have a strong regional presence that enables us to efficiently serve local markets and meet regional demands.



Under our brand, RUBY GOLD, we import and source a wide range of fruits and vegetables, Foodstuff, Fresh and Frozen Meat and Fish and Textiles from countries such as China, India, Vietnam, Australia, Kenya, Morocco, Spain, Pakistan, Italy, South Africa, and France. This extensive sourcing network allows us to offer a diverse selection of high-quality products to our customers. Whether it's locally grown produce or imported goods, we prioritize freshness, sustainability, and customer satisfaction in all our sourcing and supply chain activities.

Al Farusia

Service Sector

Al Farusia is synonymous with excellence, innovation, and a deep commitment to diverse service sectors. Our wide-ranging portfolio includes Al Farusia Real Estate and Builders where we meticulously design and construct beautiful, sustainable homes and commercial spaces enhancing the way people live and work. Al Farusia Event Management is renowned for organizing bespoke events from intimate gatherings to grand corporate functions ensuring every detail is perfect and every moment memorable. Al Farusia Technologies leverages the latest advancements to provide tailored tech solutions that streamline operations and drive business growth. Al Farusia Job Consultancy excels in matching the right talent with the right opportunities fostering career growth and helping businesses build strong teams.

Our travels division, Al Farusia Travel and Tourism offers personalized travel packages curated to create unforgettable journeys and experiences. The Al Farusia Business Service Centre provides comprehensive support for enterprises including administrative assistance, strategic planning, and consultancy services enabling businesses to focus on their core activities. Al Farusia Logistics and Transport ensures efficient and reliable transportation of goods through all means of ways maintaining high standards of safety and punctuality.

In the realm of fashion, Arous Al Khaleej Fashion Designing blends creativity with craftsmanship to produce stunning, trendsetting attire that reflects elegance and individuality. Popular Advertising delivers powerful advertising and marketing campaigns that resonate with target audiences and drive brand success.

Ruby gold products



Food Category



Non Food Category



Bakery & Snacking

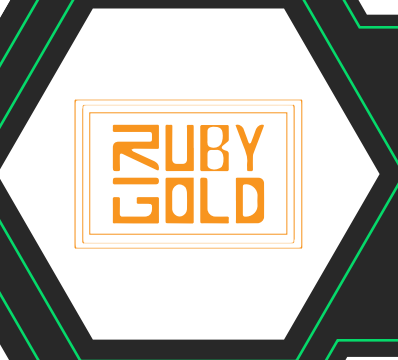


Our Clients





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