

# alsila

FOODS LLC

## COMPANY PROFILE 2023



# WHO WE ARE

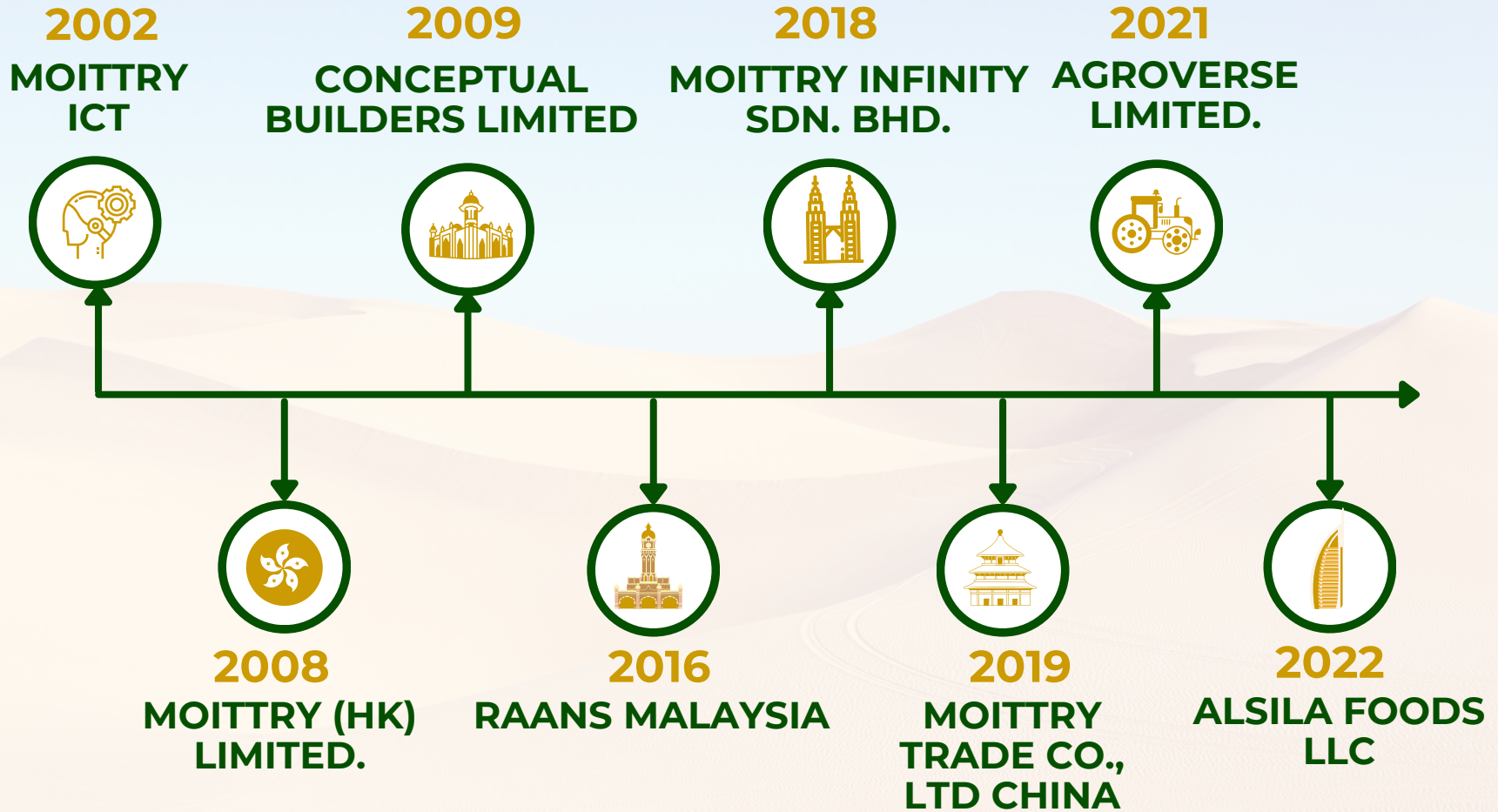
We, ALSILA FOODS LLC, a sister concern of MOITTRY GROUP; new F&B Marketing and Distribution company incorporated in Ajman, United Arab Emirates aiming to do Marketing, Trading and Distribution of Agro based Processed Food Products and Beverages in UAE market. MOITTRY started its Marketing and Distribution business by its sister concern MOITTRY INFINITY SDN. BHD., a fastest growing Manufacturing, Marketing and Distribution company in Malaysia. Moittry is successfully operating since established in 2018 and has gained huge popularity among the people of Sub-continent living in Malaysia. Being inspired from the success in Malaysia, MOITTRY has decided profoundly expanding the operation in the Middle East by sharing the platform with ALSILA FOODS LLC in UAE.

As of today, MOITTRY has developed five brands namely MOITTRY, RICHINA, FULL DOSE, LAMHA, and SAMBAL ATOK. Currently, we are Marketing and Distributing over 50 items of Food & Beverage under these brands all over Malaysia along with the products of our partner brands including SQUARE GROUP, NUTI FOOD INTERNATIONAL, ROMANIA FOODS, SAJEEB GROUP, MERIDIAN FOODS, PT MONDE MAHKOTA, and POPULAR JUICES.



UAE being the hub of Middle East, ALSILA has started its operation, followed by the Experience, Expiates and Knowledge from MOITTRY INFINITY to reach the target community living in UAE and over time rest of the counties in Middle East. We have set up Sales, Distributions and Warehousing facilities in Ajman & Al Saja'a Industrial Oasis to reach the market of Dubai, Sharjah, Ajman & Umm Al-Quwain. A year ahead, hopefully we will be starting our operation in Abu Dhabi and Ras Al Khaimah.

# MOITTRY GROUP



# OUR MISSION

With united efforts we will create a future of infinite possibilities.



# OUR VISION

We aspire to be the most trusted one stop service provider for manufacturing, sales, marketing and distribution in UAE.

# OUR GOAL

Establish ourselves as a world class manufacturing and marketing company for fast moving consumer goods in UAE.



# OUR VALUES

We believe that our core values will be the key to our business success; which are



Development of people,



Quality of our service,



Efficient use of technology &



Commitment towards the stake holders.



We are training and integrating our core values to each member of our team. So, they will adapt it in their life, work and interact with others.

# OUR OFFICE



## WAREHOUSES: AJMAN

Warehouse 4, Compound 3, Amr Ibn El Aas St, Ajman  
Industrial 1, Ajman, UAE.

# FACTORY & WAREHOUSE



## WAREHOUSES: SHARJAH

Our primary warehouse is under construction in Al Saja'a Industrial Oasis, Sharjah.

# OUR SERVICES

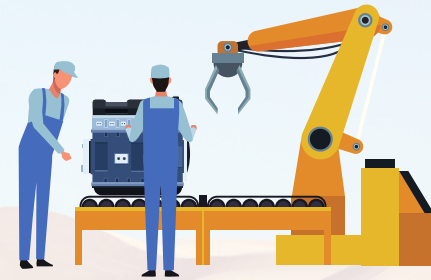
Currently, we are providing the following services to our respected partners.



**SALES**



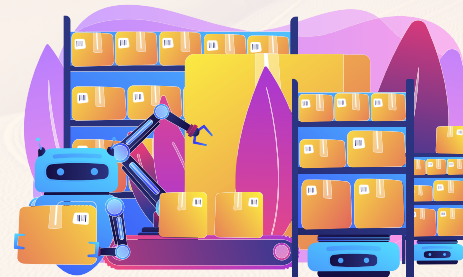
**MARKETING**



**MANUFACTURING**



**DISTRIBUTION**



**WAREHOUSING**



# SALES



## SALES OPERATION

We have a professional well skilled SALES TEAM to provide quality service and ensure full customer satisfaction.

# MANUFACTURING



## MANUFACTURING FACILITY

We are building a manufacturing plant along with our primary warehouse in Al Saja'a Industrial Oasis located in Sharjah to meet our local consumer taste and export to the neighbouring Gulf market.

# WAREHOUSING



## WAREHOUSE FACILITY

In order to facilitate the storage of our goods, we have a 3700 sqft warehouse in Ajman and a 27,000 sqft spacious warehouse is under construction in Sharjah State, UAE. This location is handpicked for the warehouse so that it is much convenient to cover AJMAN, DUBAI & SHARJAH cities.

# DISTRIBUTION



## DISTRIBUTION FACILITY

We are currently providing distribution facilities in AJMAN, and SHARJAH and are in the midst of extending it to Dubai. We are striving to start our operation in Abu Dhabi within six months and cover the whole UAE within one year.

# MARKETING



## MARKETING ACTIVITIES

We have a well skilled marketing team to promote our brands and market our products to the local community in UAE and other GCC Countries.

# OUR BRANDS

alsila



Richina

Lamha



# PARTNER BRAND



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*We Believe in Quality*

# PRODUCT CATEGORIES

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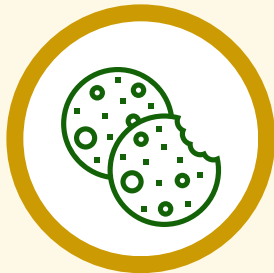
**JUICE &  
DRINKS**



**BEVERAGES**



**SPICES**



**BISCUITS**



**SNACKS**



**COMMODITIES**

# JUICE AND BEVERAGE

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PREMIUM



TETRA PACK



BASIL SEED



CAN JUICE



# JUICE AND BEVERAGE

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TAMARIND & SOYA DRINK



SPARKLING JUICE



ENERGY DRINK

# BISCUITS AND COOKIES



DRY CAKE



COOKIES



TOASTS/ RUSKS

# SNACKS AND CHIPS

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POTATO  
CRACKERS



CHANACHUR



JHAL MURI



CHANACHUR JAR



FRIED DAL &  
FRIED CHICKPEAS

# SPICES

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SPICE POWDER



WHOLE SPICES



SPICES POWDER  
POUCH PACK



BOX SPICES

# COMMODITIES

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RICE



VERMECELLI



PICKLES



MUSTARD OIL



ROSE & KEWRA WATER

# TARGET MARKET



## KEY TARGET MARKETS

We have started our Sales & Distribution in UAE targeting three key markets including General Trade (GT), Modern Trade (MT) and Labor Camp to fulfil the needs of our customers.

# BANKING PARTNER



# GET IN TOUCH



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