



TRUS
HOLDING

COMPANY PROFILE



ABOUT US

TRUSHOLDING is a reputable distribution company that has established a strong presence in the United Arab Emirates (UAE), as well as across the Middle East and India. Since its founding in Dubai in 2018, the company has rapidly gained recognition for its commitment to delivering outstanding services and solutions to customers. With a focus on meeting and surpassing market demands, TRUSHOLDING ensures that clients receive the highest quality products and services.

Expanding strategically within the UAE's dynamic landscape, TRUSHOLDING has successfully ventured into key markets throughout the Middle East and India. This extensive reach enables the company to seamlessly connect suppliers, manufacturers, retailers, and consumers, facilitating convenient access to a wide range of products.



CORE PRINCIPLES AND GOVERNING STRATEGIES

The TRUSHOLDING COMPANY, as a fast-moving consumer goods (FMCG) distribution and trading company, actively contributes to the world by exploring the potential of high quality goods and embracing its possibilities.

- **CUSTOMER-CENTRIC APPROACH** : This Approach prioritizes our customers and business partners. We aim to anticipate their needs and provide exceptional service, quality products, and timely solutions that add value to their businesses.
- **INTEGRITY AND ETHICS** : We Conduct Business With Utmost Integrity And Ethics, Prioritizing Transparency, Honesty, And Fairness In All Customer Interactions, Suppliers, And Employees. We Strictly Adhere To Laws, Regulations, And Industry Best Practices.
- **COLLABORATION AND PARTNERSHIP** : We Prioritize Solid Relationships And Partnerships With Suppliers, Customers, And Stakeholders. We Actively Seek Collaborative Opportunities To Drive Growth, Innovation, And Mutual Success For All Parties Involved.

OUR COMPANIES



Majestic
📍 Saudi Arabia



Sapco
📍 India



Truslink Trading WLL
📍 Bahrain



Durrat Al Saoud
📍 Saudi Arabia



Al Tamween Al Arabi
📍 Kuwait



Truslink Trading LLC
📍 United Arab Emirates



FANAR
📍 Oman



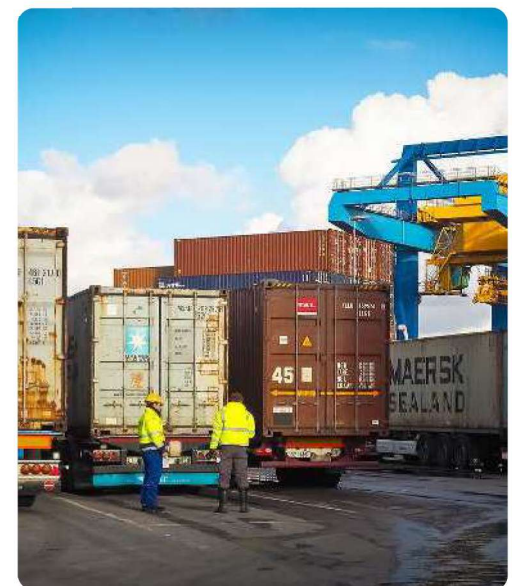
DS DURRAT AL SAOUD TRADING CO

DURRAT AL SAOUD TRADING CO is a prominent FMCG distribution and trading company located in the vibrant city of Jeddah, Saudi Arabia. Since our establishment in 2006, our unwavering dedication has been to transform the FMCG industry by setting new benchmarks of excellence and delivering unparalleled service to our esteemed customers.

Driven by our unwavering commitment to quality, innovation, and customer satisfaction, DURRAT AL SAOUD TRADING CO has earned a solid reputation for reliability, efficiency, and meeting the diverse needs of our valued clientele. With a visionary team and a robust distribution infrastructure, we continually strive to exceed expectations.

Our primary focus lies in the distribution and trading of Fast-Moving Consumer Goods (FMCG) across various sectors, including food and beverages, personal care products, household essentials, and more. Through strategic partnerships with renowned local and international brands, we provide our customers with an extensive range of premium products tailored to their specific requirements.

 Jeddah, Jizan , Madinah - Saudi Arabia





OUR COMPANIES

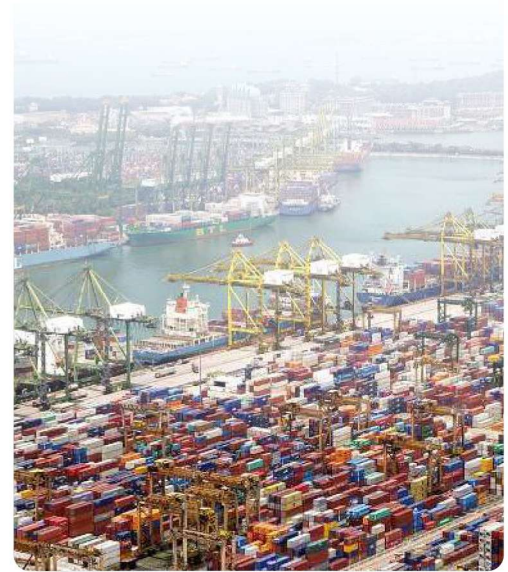
MAJESTIC STORES TRADING CO

MAJESTIC STORES TRADING CO, situated in the bustling city of Jeddah, Saudi Arabia, stands as a prominent entity in the realm of Fast-Moving Consumer Goods (FMCG) distribution and trading. Since our inception in 2006, our steadfast commitment has been directed towards revolutionizing the FMCG landscape by establishing new benchmarks of excellence and providing unparalleled service to our esteemed clientele.

Fueled by an unwavering dedication to quality, innovation, and customer contentment, MAJESTIC STORES TRADING CO has cultivated a robust reputation for reliability, efficiency, and adeptly meeting the diverse needs of our valued patrons. Equipped with a visionary team and a resilient distribution infrastructure, our ceaseless endeavor is to surpass expectations.

Our primary focus encompasses the distribution and trading of FMCG across diverse sectors, including but not limited to food and beverages, personal care products, household essentials, and more. Through strategic alliances with renowned local and international brands, we furnish our customers with an extensive array of premium products customized to their specific requirements.

 Dammam, Riyadh , Buraidah - Saudi Arabia





OUR COMPANIES

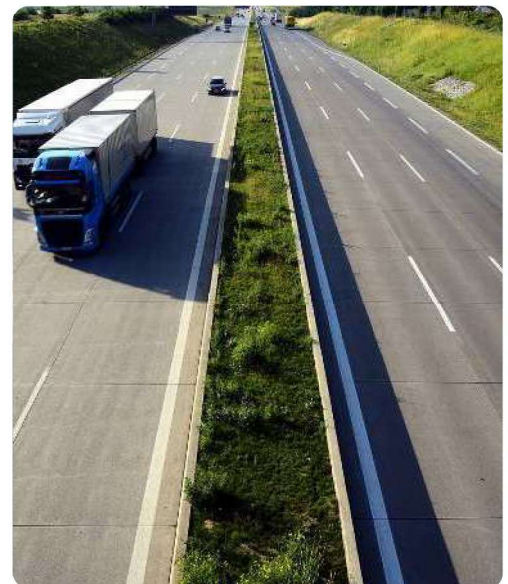


SAPCO, a notable FMCG distribution and trading company in Kerala, India, has been dedicated to transforming the industry since 2006. Our commitment to excellence, customer service, and innovation has earned us a solid reputation for reliability. With a visionary team and robust infrastructure, we focus on exceeding expectations in distributing FMCG products across various sectors.

Through strategic partnerships with local and international brands, we provide a wide range of premium products tailored to specific needs. Our enduring relationships with suppliers ensure a seamless supply chain and consistent product availability. Leveraging our extensive network, we stay updated on global market trends, importing fast-moving goods to meet Kerala's dynamic FMCG demands.

At SAPCO, our unwavering commitment drives growth and success. We invest in cutting-edge research, technology, and best practices to adapt swiftly to market dynamics, anticipate customer needs, and deliver innovative solutions. Customer satisfaction is paramount, with our dedicated team providing exceptional service, prompt deliveries, and personalized support.

Kerala - India





OUR COMPANIES

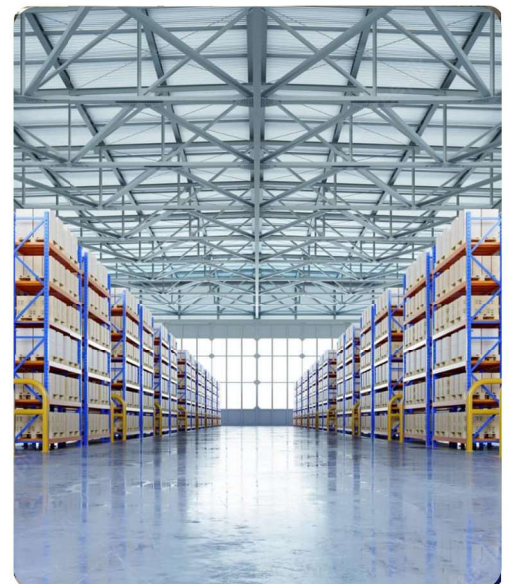
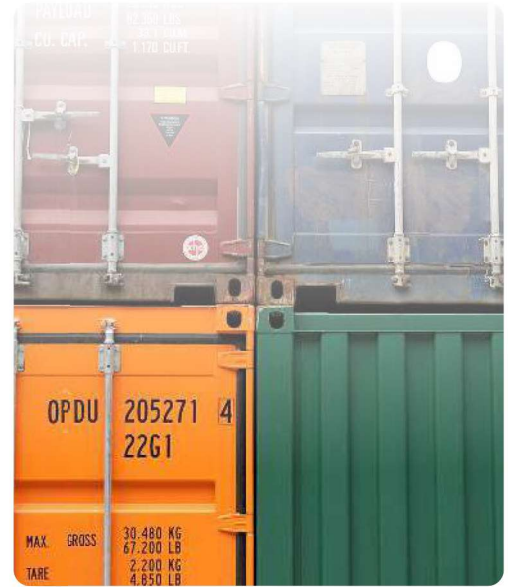
TRUSLINK TRADING LLC

Empowering FMCG Distribution And Trading In UAE

TRUSLINK, A Leading FMCG Distribution And Trading Company Based In Dubai, United Arab Emirates. Established In 2018, Our Company Has Quickly Emerged As A Trusted Partner And A Driving Force In The FMCG Industry, Delivering Unparalleled Service And Value To Our Esteemed Customers.

At TRUSLINK, We Pride Ourselves On Our Commitment To Excellence, Innovation, And Customer Satisfaction. With A Dynamic Team Of Industry Experts And A Robust Distribution Network, We Have Successfully Built A Reputation For Reliability, Efficiency, And The Ability To Meet The Diverse Needs Of Our Clients. Our Primary Focus Is On The Distribution And Trading Of Fast-Moving Consumer Goods (FMCG) Across Various Sectors, Including Food And Beverages, Cosmetics, Detergents And Cleaning, And More. We Collaborate With Renowned Brands, Both Locally And Internationally, To Ensure Our Customers Have Access To A Wide Range Of High-Quality Products That Cater To Their Preferences And Demands.

 Dubai - United Arab Emirates





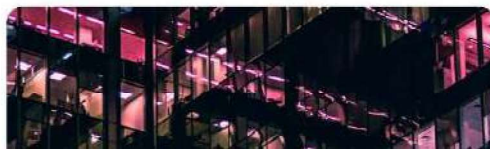
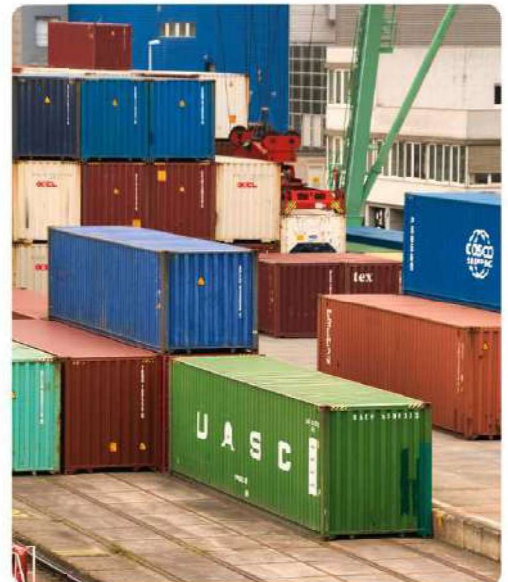
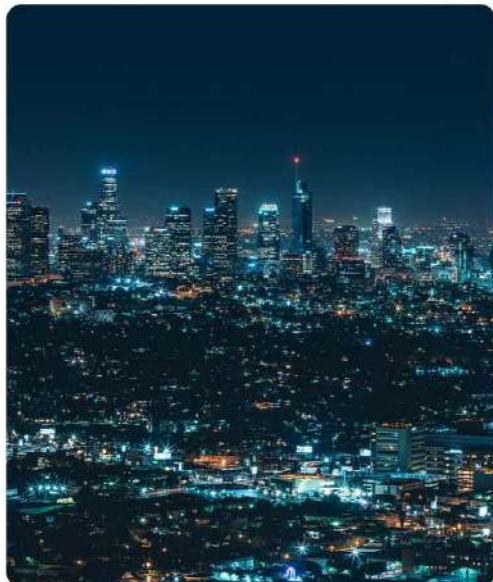
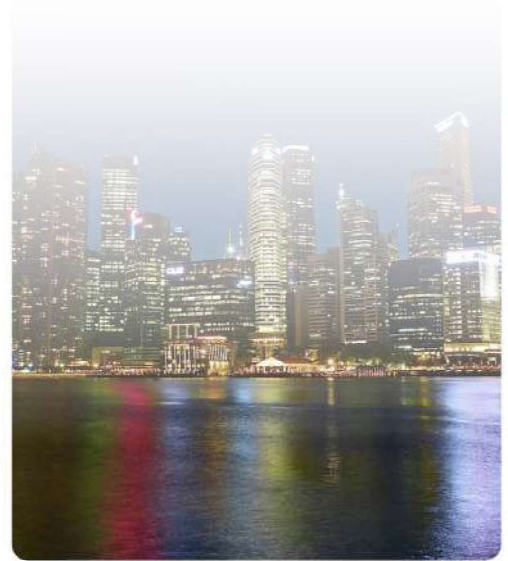
OUR COMPANIES

TRUSLINK TRADING WLL

TRUSLINK TRADING W.L.L Was Established In The Year 2023 With Its Headquarters In Bahrain. We Specialize In The Wholesale And Retail Of Cosmetics, Household Products, Cleaning Products, Detergents, And Food Stuff Products. Our Extensive Distribution Network And A Well-Trained Sales Team Allow Us To Reach Almost All Major Cities In Bahrain.

TRUSLINK TRADING W.L.L Collaborates With A Wide Range Of Renowned Brands In Cosmetics, Detergents, Cleaning, And Food Stuff Products. We Have Solid Contracts In Place With Major Suppliers To Ensure A Seamless Supply Chain. Additionally, We Engage In The Importation Of Goods That Are In High Demand In The Bahraini Market. Currently, TRUSLINK TRADING W.L.L Is In The Process Of Securing Agency Agreements With Leading Brands In Fast-Moving Products For The Bahraini Market.

 Bahrain





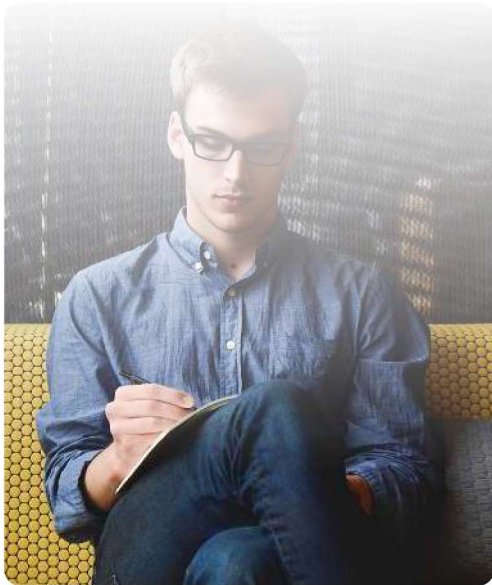
FANAR UNITED BUSINESS L.L.C

FANAR UNITED BUSINESS LLC, A Leading FMCG Distribution And Trading Entity In Oman, Has Ardently Dedicated Itself To Industry Transformation Since 2006. Our Unwavering Commitment To Excellence, Customer Service, And Innovation Has Established A Robust Reputation For Reliability. Empowered By A Visionary Team And Resilient Infrastructure, Our Focus Is On Surpassing Expectations In Distributing FMCG Products Across Diverse Sectors.

Through Strategic Alliances With Local And International Brands, We Provide A Diverse Array Of Premium Products Tailored To Specific Requirements. Maintaining Enduring Relationships With Suppliers Ensures A Seamless Supply Chain And Consistent Product Availability. Capitalizing On Our Extensive Network, We Remain Attuned To Global Market Trends, Importing Fast-Moving Goods To Meet Oman's Dynamic FMCG Demands.

At FANAR UNITED BUSINESS LLC, Our Steadfast Commitment Propels Growth And Success. We Invest In Cutting-Edge Research, Technology, And Best Practices, Facilitating Swift Adaptation To Market Dynamics, Anticipation Of Customer Needs, And The Delivery Of Innovative Solutions. Customer Satisfaction Is Paramount, With Our Dedicated Team Offering Exceptional Service, Prompt Deliveries, And Personalized Support.

 Oman





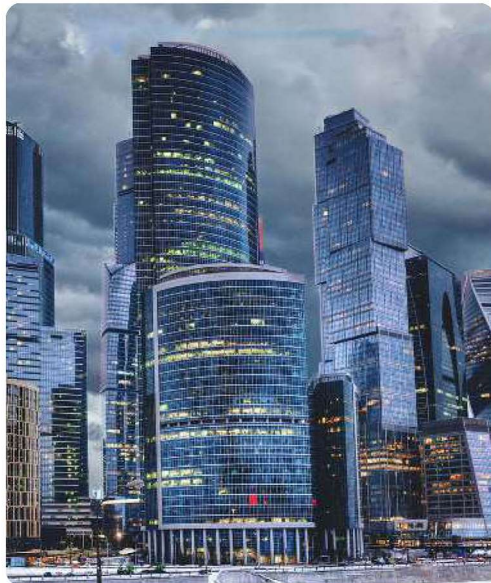
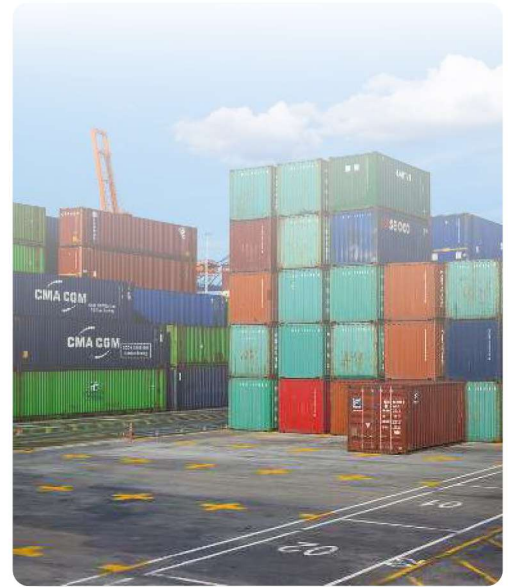
OUR COMPANIES

AL TAMWEEN AL ARABI

Since Its Establishment In 2006, Al TAMWEEN AL ARABI, A Prominent FMCG Distribution And Trading Entity Based In Kuwait, Has Been Fervently Devoted To Revolutionizing The Industry. Our Enduring Dedication To Excellence, Customer Service, And Innovation Has Forged A Robust Reputation For Reliability. Fueled By A Visionary Team And A Resilient Infrastructure, Our Primary Objective Is To Exceed Expectations In The Distribution Of FMCG Products Across Diverse Sectors.

Through Strategic Partnerships With Both Local And International Brands, We Curate A Diverse Range Of Premium Products Tailored To Specific Requirements. Sustaining Enduring Relationships With Suppliers Ensures A Seamless Supply Chain And Consistent Product Availability. Leveraging Our Extensive Network, We Remain Attuned To Global Market Trends, Importing Fast-Moving Goods To Meet Kuwait's Dynamic FMCG Demands.

 Kuwait





FMCG WHOLESALE DISTRIBUTION

As a leading FMCG distribution company, Truslink forms strategic collaborations with a diverse array of renowned brands in the cosmetics, detergents and cleaning, and food product industries. Through these valuable partnerships, Truslink secures established contracts with major suppliers, guaranteeing a smooth and uninterrupted supply of high-quality products.

In addition to our extensive local product range, We demonstrates our commitment to meeting the dynamic demands of the UAE market by importing fast-moving goods from international sources. By sourcing these in-demand products, Truslink ensures that customers have access to a comprehensive selection of items that align with the market trends and preferences of UAE consumers.

SOURCING

We specializes in the comprehensive sourcing of products from renowned brands across the globe. With an extensive network and established partnerships, the company diligently procures a wide range of merchandise from top-tier brands originating from various corners of the world. By actively engaging with manufacturers and suppliers, they ensure the availability of sought-after products that meet the highest standards of quality, innovation, and consumer demand. Through their meticulous sourcing process, the company consistently offers a diverse portfolio of global brands, catering to the diverse preferences and needs of their valued customers.





CASH AND CARRY

we offer convenient and comprehensive one-stop-shop service to its customers, eliminating the need for them to engage with multiple suppliers. Understanding the challenges and complexities of managing a diverse product portfolio, the company has strategically built strong partnerships with numerous suppliers and manufacturers across various categories. By leveraging these relationships, they ensure that their customers have access to a wide range of products under one roof, simplifying the procurement process and saving valuable time and effort. From food and beverages to personal care and household essentials, the company's extensive product catalogue covers all the essential categories



STOCKING

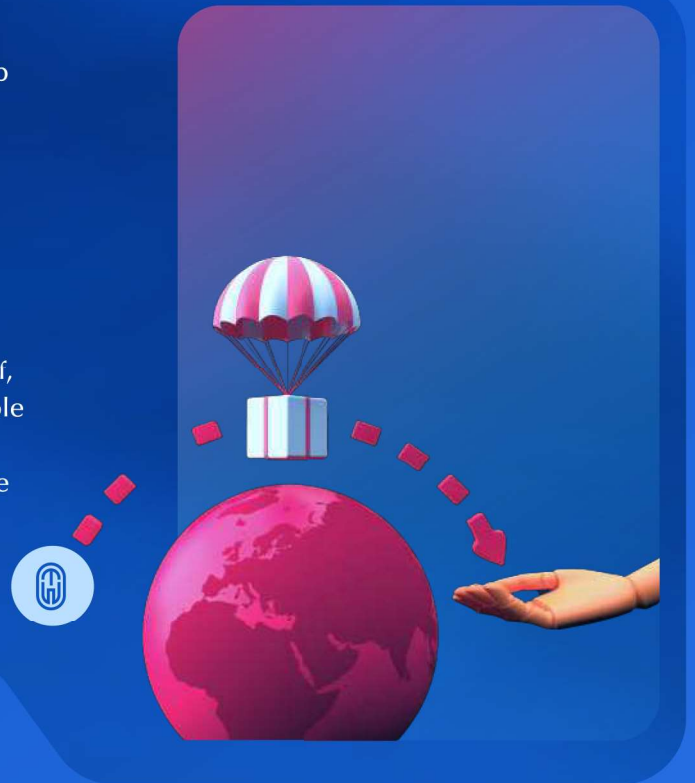
We operates a highly efficient system for stocking products in a central warehouse. Recognizing the importance of streamlined inventory management, the company has established a state-of-the-art facility that serves as the central hub for their extensive range of products. The warehouse is strategically designed to accommodate the storage, organization, and distribution of goods from various brands and categories. With meticulous planning and implementation, the company ensures that the warehouse is optimally structured to maximize space utilization while maintaining product integrity and accessibility. Advanced inventory management systems are employed to track stock levels, monitor expiry dates, and facilitate seamless order fulfillment.





SINGLE SOURCE

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BRAND MANAGEMENT

We places a strong emphasis on the development and nurturing of brands, striving to elevate them to the position of category leaders. Recognizing the significance of brand value and consumer loyalty, the company invests considerable resources and expertise into each brand they handle. The company's approach goes beyond mere distribution; they actively collaborate with brands to foster growth and market dominance. This involves implementing targeted marketing campaigns, conducting market research, and analyzing consumer trends to identify opportunities for brand expansion and innovation. Through consistent and tailored marketing efforts, they aim to increase brand awareness, build brand equity, and drive consumer engagement.





TRUSHOLDING DEALS WITH ALL MAJOR BRANDS

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OUR BRANDS

FOOD AND BEVERAGES

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OUR BRANDS

DETERGENTS AND CLEANING

Our Trading and distribution process is carefully designed to ensure the timely availability and optimal handling of detergents and cleaning products. We prioritize quality control measures, proper storage conditions, and efficient logistics to maintain the effectiveness and safety of the products we handle. Whether it's liquid detergents, surface cleaners, or specialized cleaning agents, we are committed to delivering these products in the best possible condition to our customers.

Additionally, we understand the importance of keeping pace with evolving industry trends and customer demands. Therefore, we continuously engage in market research, monitor advancements in cleaning technology, and expand our product offerings to include innovative and eco-friendly detergents and cleaning solutions.





UNLEASHING THE WHOLESALE FORCE: TRUSHOLDING'S STRENGTH IN MOTION



6 Countries



100 + Brands



6 Subsidiaries



200+ Clients



100+ Trucks



500+ Employees



1000+ SKUs

UAE | Bahrain | Saudi Arabia | Oman | Kuwait | India



CONNECTING PRODUCTS, EMPOWERING
BUSINESSES, DELIVERING SUCCESS!

CONTACT US

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