

MIRA INFORM REPORT

Report No. :	524597
Report Date :	16.08.2018

IDENTIFICATION DETAILS

Name :	AWAFI FOODSTUFF INDUSTRIES. CO. L.L.C.
Registered Office :	Fourth Industrial Street, Industrial Area No. 10, PO Box: 41165, Sharjah
Country :	United Arab Emirates
Financials (as on) :	31.12.2017
Date of Incorporation :	15.03.1999
Com. Reg. No.:	508320
Legal Form :	Limited Liability Company
Line of Business :	Manufacture of other food products n.e.c.
No. of Employees :	250 [2018]

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :

A

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Good
Payment Behaviour :	Regular
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United Arab Emirates	A2	A2

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

UNITED ARAB EMIRATES - ECONOMIC OVERVIEW

The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced the portion of GDP from the oil and gas sector to 30%.

Since the discovery of oil in the UAE nearly 60 years ago, the country has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. The government has increased spending on job creation and infrastructure expansion and is opening up utilities to greater private sector involvement. The country's free trade zones - offering 100% foreign ownership and zero taxes - are helping to attract foreign investors.

The global financial crisis of 2008-09, tight international credit, and deflated asset prices constricted the economy in 2009. UAE authorities tried to blunt the crisis by increasing spending and boosting liquidity in the banking sector. The crisis hit Dubai hardest, as it was heavily exposed to depressed real estate prices. Dubai lacked sufficient cash to meet its debt obligations, prompting global concern about its solvency and ultimately a \$20 billion bailout from the UAE Central Bank and Abu Dhabi Government that was refinanced in March 2014.

The UAE's dependence on oil is a significant long-term challenge, although the UAE is one of the most diversified countries in the Gulf Cooperation Council. Low oil prices have prompted the UAE to cut expenditures, including on some social programs, but the UAE has sufficient assets in its sovereign investment funds to cover its deficits. The government reduced fuel subsidies in August 2015, and introduced excise taxes (50% on sweetened carbonated beverages and 100% on energy drinks and tobacco) in October 2017. A five-percent value-added tax was introduced in January 2018. The UAE's strategic plan for the next few years focuses on economic diversification, promoting the UAE as a global trade and tourism hub, developing industry, and creating more job opportunities for nationals through improved education and increased private sector employment.

Source : CIA

SUMMARY

COMPANY NAME	Awafi Foodstuff Industries. Co. L.L.C.			
ADDRESS	Building	Area	Town	PO Box
	Awafi Industries Bldg.	Foodstuff Industrial Area No. 10, Opp. Al Mustaqbal Pharmacy	Sharjah	41165 Sharjah
TEL/FAX	Verified Phones: (+971 6) 534 3436 / Fax: (+971 6) 534 0396			
EMAIL/WEBSITE	Email: jamfi@emirates.net.ae / Website: www.crunchos.com			
ACTIVITY	NACE 1089 - Manufacture of other food products n.e.c.			
PRINCIPAL	Juma Al Majid Abdullah Chairman			Workforce 250
LEGAL INFO	Date Of Est. 15/03/1999	Reg. No. 508320	Legal Form LLC	Status Active
CAPITAL	CURRENCY AED		AMOUNT 30,000,000	

IDENTIFICATION

CO. NAME	Awafi Foodstuff Industries. Co. L.L.C.		
TRADEMARK	Crunchos		
ALSO KNOWN NAME (S)	Awafi Foodstuff Industrial LLC / Awafi Foodstuff Ind. Co. L.L.C		
BUILDING	Awafi Foodstuff Industries Bldg.		
AREA	Industrial Area No. 10, Opp. Al Mustaqbal Pharmacy		
POSTAL ADDRESS	41165 Sharjah		
TOWN	Sharjah		
COUNTRY	United Arab Emirates		
TELEPHONE	(+971 6) 534 3436 / Mobile (+971 50) 724 4201		
FAX	(+971 6) 534 0396		
VERIFIED EMAIL	jamfi@emirates.net.ae / jamfi@eim.ae		
WEBSITE	www.crunchos.com		
BUSINESS HOURS	DAYS Sun-Thu	OFFICE HOURS 08:00-17:00	BREAK TIME 12:00-13:00
REGISTERED ADDRESS	Fourth Industrial Street Industrial Area No. 10 PO Box: 41165 Sharjah		

SENIOR PERSONNEL

MANAGEMENT	NAME	POSITION
	Juma Al Majid Abdullah	Chairman
	Khaled Juma Al Majid Abdullah	Vice Chairman
	Hamad Saber	General Manager
	Loay Joradat	Production Manager
	Mr. Jalal	Accountant
WORKFORCE	NO. OF EMPLOYEES	PERIOD
	250	08.2018
	20,000 (Juma Al Majid Group)	01.2018

FINANCIAL SUMMARY

TURNOVER	31/12/2017 (approx)	31/12/2018 (Projected)
	AED 90,000,000	AED 100,000,000

NET PROFIT / (LOSS) Not given but stated to be profitable

NOTES

Historical Profit & Loss account:

Sales Turnover : Dh 46,000,000 - 2005
: Dh 52,000,000 - 2006
: Dh 60,000,000 - 2007
: Dh 67,000,000 - 2008
: Dh 72,000,000 - 2009
: not given - 2010 / 2011
: Dh 75,000,000 - 2012

Net Profit : Dh 6,000,000 - 2005
: Dh 6,800,000 - 2006
: Dh 8,000,000 - 2007
: Dh 10,500,000 - 2008
: Dh 12,750,000 - 2009
: not given - 2010 / 2012

Financial year ends 31 December.

The following information applies to Juma Al Majid Est., subject's associate company (latest available):

Sales Turnover : Dh 400,000,000 - 1990
: Dh 450,000,000 - 1991
: Dh 590,000,000 - 1992
: Dh 622,000,000 - 1993
: Dh 600,000,000 - 1994
: Dh 610,000,000 - 1995
: Dh 615,000,000 - 1996
: Dh 620,000,000 - 1997
: Dh 625,000,000 - 1998
: Dh 650,000,000 - 1999
: Dh 650,000,000 - 2000
: Dh 650,000,000 - 2001
: Dh 630,000,000 - 2002
: Dh 650,000,000 - 2003
: Dh 650,000,000 - 2004
: Dh 655,000,000 - 2005
: Dh 750,000,000 - 2006
: Dh 800,000,000 - 2007
: Dh 850,000,000 - 2008
: Dh 870,000,000 - 2009
: Dh 900,000,000 - 2010
: Dh 1,000,000,000 - 2011
: Dh 1,000,000,000 - 2012

Net Profit : Dh 50,000,000 - 2009
: Dh 60,000,000 - 2010
: Dh 80,000,000 - 2011
: not given - 2012

The following consolidated information applies to the Juma Al Majid group (latest available):

Sales Turnover : Dh 10,000,000,000 - 2006
: Dh 11,000,000,000 - 2007
: Dh 15,000,000,000 - 2008

Net Profit : not given

Financial year ends 31 December.
31 December.

FISCAL YEAR-END

LEGAL STATUS

**INCORPORATION
REGISTRATION NO.**

15/03/1999
C.R. NUMBER
Trade License No.: 508320 (expiry date:

ISSUED BY
Sharjah

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AWAFI FOODSTUFF INDUSTRIES. CO. L.L.C. - 524597

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	13/03/2019)	Economic Development Department (SEDD)
OTHER REGISTRATION NO.	CR No.: 33926	
AUTHORISED CAPITAL	AMOUNT 30,000,000	CURRENCY AED
PAID-UP CAPITAL	AMOUNT 30,000,000	CURRENCY AED
BUSINESS HISTORY	The Company was incorporated in Sharjah on 15 March 1999.	
LEGAL FORM	Limited Liability Company	
STATUS	Active	
SHAREHOLDERS	NAME	PERCENTAGE
	1. Juma Al Majid Abdullah Nationality: Emirati	90.00%
	2. Khaled Juma Al Majid Abdullah Nationality: Emirati (son of the above)	10.00%

Personal Profile on Juma'a Al Majid Abdullah:

Juma'a Al Majid Abdullah was born in 1930 (1359 Hijra), in the Al Shindagha area in Dubai, where he was raised amongst his family. From an early age, he would accompany his father on his driving trips in the summer. These were arduous trips from which he learnt patience and perseverance.

He learned to read, and he received tutoring on religious sciences, the Koran and the Arabic language, at schools by Al Mutawa. From a young age he understood the value of books which were not readily available at that time.

He began his career in trade with his maternal uncle, going on to become a merchant in his own right, and with the blessing of God, he was met with great success.

From the early fifties he sought to open a number of private charity schools. He opened two schools in Dubai: Gamal Abdul Nasser School for boys, and Amina Secondary School for girls,

which received the blessings of the late Sheikh Rashid bin Saeed Al Maktoum and several other benefactors such as Humaid Al-Tayer, Abdullah Al Ghurair, and Nasser Rashid Lootah.

His efforts continued in this field and he established a number of primary and secondary schools, as well as colleges for higher education for boys and girls, and in a cooperative charity to bear the bulk of the financial costs supporting the continuation of these educational institutions.

As a natural result of his interest in education, and the development and expansion of education on various levels, he also established a public library to meet the needs of researchers, scholars and readers alike.

Due to his belief in the importance of Arab and Islamic manuscripts, and the need for the acquisition, renovation and preservation of these manuscripts, he established a specialized centre for this purpose. He himself took several trips to a number of countries worldwide in an effort to collect these rare manuscripts. This has brought the center to the forefront as one of the most important centers in the Arab World for the preservation of manuscripts.

In 1990 he founded Beit Al Khair with a few of his benevolent peers, with the aim of providing financial and in-kind assistance to the needy and the poor.

Together with his peers, he contributed to the establishment of schools in a number of Arab and Islamic countries, as well as providing support for public education.

Positions and Responsibilities :

Held several important positions in the economic and cultural arena, both locally and abroad.

- Founding member of the Dubai Chamber of Commerce and Industry.
- President of the Dubai Economic Affairs Council.
- Founder and Chairman of the Juma Al Majid Group of Companies.
- Founder and Chairman of the Board of Trustees of the College of Islamic and Arabic Studies in Dubai.
- Member of the Federal Supreme Council of the UAE.
- Founding member of the Arab Thought Foundation, Beirut, Lebanon.
- Ex-Member of the Advisory Committee of the Centre for Middle East Studies at Harvard University.

Awards and Certificates of Recognition :

- Honored by the Kuwaiti Ministry of Justice for hosting Kuwaiti families in 1990, and his role in establishing the Emirati Kuwaiti Brotherhood Committee, 1990.
- Recipient of the Sultan bin Ali Al Owais Award as the UAE cultural personality, 1992.
- Recipient of the Dubai Quality Award "Businessman of the Year" presented by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, 1994.
- Recipient of the award for contributors to the eradicating of illiteracy and supporting adult education, from the Ministry of Education, 1995.
- Certificate of Merit presented by the Association of Moroccan Historians honoring his efforts in serving culture and heritage, 1996.
- Recipient of the King Faisal International Prize for serving Islam, 1999.
- Recipient of the Al Bir Award presented by Her Highness Sheikhha

Fatima bint Mubarak, Chairperson of the Women's Union, 1998.

- Recipient of Honorary Degree from the Scientific Board at the University of St. Petersburg honoring his role in preserving Islamic heritage, 1999.
- Recipient of the International Personality Award for serving culture and heritage, presented by Egyptian President Hosni Mubarak, 2000.
- Recipient of a certificate of appreciation from the Islamic Center in Aachen, Germany, 2000.
- Recipient of two certificates of appreciation from the Palestinian Al Saleh Society and the Society for Charitable work in recognition of his efforts and his support of the Palestinian cause, 2000.
- Honored by the Arab Cultural Society in Beirut for his efforts in protecting Arab and Islamic heritage, 2001.
- Recipient of a certificate of appreciation from the Kuwaiti Ministry of Information for his distinguished efforts in serving Islam, 2001.
- Recipient of the Sharjah Award for volunteer work in 2003 by His Highness Sheikh Dr. Sultan bin Mohammed Al Qassimi, Member of the Supreme Council, Ruler of Sharjah.
- Honored with the (Order of Jerusalem, in the first degree) by decision of Dr. Mahmoud Abbas, PLO Chairman and President of the Palestinian National Authority, 2005.
- Recipient of Certificate of Merit presented by President Hosni Mubarak, 2005.
- Recipient of the Personality of the Year Award presented at the Al Qareen Cultural Festival in Kuwait, 2005
- Recipient of the Trym Imran Cultural Foundation prize awarded to institutions, in recognition of the role of The Juma Al Majed Center for Culture and Heritage, 2007.

OPERATION

BANKERS

1. Arab Bank PLC
Al Maktoum Street
P.O. Box : 11364
Dubai
Telephone: (+971 4) 222 8845
Fax : (+971 4) 228 5974

2. HSBC Bank Middle East
Baniyas Square
PO Box 66
Dubai
Telephone: (+971 4) 222 7161
Fax : (+971 4) 228 1714

ACTIVITY CODE (NACE)

1089 - Manufacture of other food products n.e.c.

LINE OF BUSINESS

Manufacturers and distributors of foodstuff specialising in nuts processing (cashew nuts, almond, peanuts, pistachios, macadamias and mixed nuts) as well as natural potato chips (different flavours), pofaki (extruded corn snacks), pellets food and potato chip sticks.

Brand: "CRUNCHOS"

Member of European Snack Association, Snack Food Association and Peanut Association.

Quality Standards of the company have been certified by Lloyd's Register Quality Assurance for:

- ISO 9002, Quality Management System of the Company
- HACCP, Management of Food Hazard Analysis System for all Nuts processing Lines

USA, Europe, Argentina, Australia, Saudi Arabia and Egypt.

GCC countries, Iraq, Algeria and Morocco.

Owned premises comprising administrative offices and a production unit with warehousing facilities located at the heading address as well as branch offices in Abu Dhabi and Al Ain.

Subject is a member of the Juma Al Majid Group Of Companies, UAE, which also includes the following companies :

IMPORT FROM

EXPORT TO

FACILITIES

RELATED COMPANIES

Associates

1. General Navigation & Commerce Co.(Genavco)
LLC
P.O. Box 5563
Dubai

Telephone: (971 4) 237 0065
Fax : (971 4) 237 0308
Est: 01/01/1968
Trade License No.: 203528

2. Gulf Trading & Refrigeration Co. LLC
(Gulfco)
P.O. Box 1003
Dubai
Telephone: (971 4) 237 1400
Fax : (971 4) 237 2898
Est: 11/05/1970
Trade License No.: 202457

3. National Refreshments Co LLC
P.O. Box 1880
Dubai
Telephone: (971 4) 258 2100
Fax : (971 4) 258 1032
Est: 09/03/1981
Trade License No.: 205090

4. Stalco Shipping, Trading And Lighterage Co
P.O. Box 464
Dubai
Telephone: (971 4) 224 5445
Fax : (971 4) 224 5693

5. Al Majid Industries LLC
P.O. Box 156
Dubai
Telephone: (971 4) 285 4223
Fax : (971 4) 285 4678
Est: 26/01/1992
Trade License No.: 300610

6. Al Arabia For Technical Supplies And
Contracts L.L.C
P.O. Box 156
Dubai
Telephone: (971 4) 285 1145
Fax : (971 4) 285 7890

7. Juma Al Majid Est.
Juma Al Majid Culture & Heritage Centre
Salahuddine Street
Hor Al Anz, Deira, Behind Yokohama
P.O.Box No.: 156
Dubai

Telephone : (971 4) 266 5210
Fax : (971 4) 266 4785

8. Leader Metal Industries LLC
P.O. Box 156
Dubai
Telephone: (971 4) 333 3099
Fax : (971 4) 333 0153
Est: 13/02/2000
Trade License No.: 516492

9. Al Arabia Group of Companies
Doha
Qatar
Telephone: (974) 413 0565 / 413 0566
Fax : (974) 413 0663

10. Al Maarifa Mechanical, Electrical & Building
Maintenance
P.O. Box 156
Dubai
Telephone: (971 4) 268 4367
Fax : (971 4) 266 2854
Est: 08/07/1997
Trade Licenses No.: 247430

11. Al Majid Contracting L.L.C
P.O. Box 156
Dubai
Telephone: (971 4) 203 7299 / 285 1145
Fax : (971 4) 285 4361
Est: 03/05/1985
Trade License No.: 215821

12. Al Majid Investment
P.O. Box 156
Dubai
Telephone: (971 4) 214 3601
Fax : (971 4) 269 0624

13. Al Majid Properties
P.O. Box 156
Dubai
Telephone: (971 4) 271 5252
Fax : (971 4) 271 5213

14. Juma Al Majid Typewriters & Printers
Repairing Est.
P.O. Box 156

Dubai
Telephone: (971 4) 285 1145
Fax : (971 4) 285 7890
Est: 27/10/1991
Trade License No.: 123415

15. Nazwa Shipping

Dubai
UAE
Est: 11/01/1982
Trade License No.: 218561

16. Al Majid Motors

P.O. Box 156
Dubai
Telephone: (971 4) 269 5600
Fax : (971 4) 268 4272
Est: 29/06/1988
Trade License No.: 217090

17. Al Majid Travels

P.O. Box 156
Dubai
Telephone: (971 4) 271 5252
Fax : (971 4) 271 5213
Est: 29/01/1980
Trade License No.: 216597

18. Juma Al Majid Est. For Electro Mechanical
Works

Al Khawarij Road
Al Ramool Industrial Area, Al Rashidya Area
P.O. Box 60204 / 156
Dubai
Telephone: (971 4) 285 5507
Fax : (971 4) 285 6064
Est: 06/06/1964
Trade License NO.: 217030

19. Barwil Ship Services Ltd

Dubai
UAE
Est: 12/07/1982
Trade License No.: 217227

20. Al Majid Electro-Mechanical Works LLC

P.O. Box 156
Dubai
Telephone: (971 4) 285 1145

Fax : (971 4) 285 7890
Est: 24/01/2004
Trade License No.: 552932

21. Juma Al Majid Concrete Products Plants LLC

P.O. Box 3762
Dubai
Telephone: (971 4) 347 7555
Fax : (971 4) 347 7888
Est: 13/03/1979
Trade License No.: 300249

22. Sky Line Travels

Clock Tower Round About
Sharjah
Telephone: (971 6) 563 6923
Fax : (971 6) 563 6068

23. Taj Palace Hotel Dubai

P.O. Box 42211
Dubai
Telephone: (971 4) 223 2222
Fax : (971 4) 227 8222
Est: 14/10/2000
Trade License No.: 521862

24. Al Arabia For Safety & Security L.L.C

P.O. Box 156
Dubai
Telephone: (971 4) 285 1145
Fax : (971 4) 285 7890

25. Al Nisr Distribution LLC

Dubai
Est: 16/07/1986
Trade License No.: 205953

26. Juma Al Majid Est. For Electro Mechanical
Works Est.

Dubai
Est: 06/06/1988
Trade License No.: 217030

27. Juma Al Majid Est (Middle East Training
Center Hyundai) Est.

Dubai
Est: 15/07/1998
Trade License No.: 506681

28. Motor Agencies Center
Dubai
Est.: 11/06/2000
Trade License No.: 518628
29. Samsung C & T Corporation (Representative
Office)
Dubai
Telephone: (971 4) 715 599
Est: 20/05/1993
Trade License No.: 231040
Agent
30. Al Khaleej Metal Coat LLC
Dubai
Est: 21/04/1994
Trade License No.: 300810
31. Al Majid Express Lift Co. LLC
Dubai
Est: 10/09/1977
Trade License No.: 207198
32. Al Nisr Publishing LLC
Dubai
Est: 24/11/1979
Trade License No.: 300468
33. Brocot International Trading Co LLC
Dubai
Est: 27/02/1999
Trade Licenses No.: 510540
34. Arabia Insurance Co S.L.A
Dubai
Est: 01/01/1967
Trade License No.: 201756
Agent
35. Shamel International LLC
Dubai
Est: 03/01/2006
Trade License No.: 575850
36. Mixture LLC
Dubai
Est: 20/12/2004
Trade License No.: 564034

37. Al Asas Advertising LLC
Dubai
Est: 14/12/1983
Trade License No.: 102986
38. Juma Al Majid Group LLC
Dubai
Est: 08/12/2003
Trade License No.: 551357
39. Bondell Assets LLC
Dubai
Est: 01/11/2007
Trade License No.: 602508
40. Juma Al Majid Curtains Supply Est.
Dubai
Est: 17/10/1991
Trade License No.: 123373
41. Petra Advertising
Dubai
Est: 13/10/1990
Trade License No.: 223766
42. Al Majid Property Co. LLC
Dubai
Est: 01/10/1992
Trade License No.: 229162
43. The Business Center
Dubai
Est: 01/10/1997
Trade License No.: 501522
44. Capital Assets LLC
Dubai
Est.: 26/08/2008
Trade License No.: 615656
45. Triangle Shipping Agencies LLC
Dubai
Est: 29/07/1996
Trade License No.: 242846
46. Juma Al Amjid Culture & Heritage Center
Dubai
Est: 27/07/1991
Trade License No.: 122976

47. Allied Electronics
Dubai
UAE
48. Aljadeed Bakery / Dubai Automatic Bakery
Dubai
UAE
49. Freon Products Dubai
UAE
50. Al Hana Jewellery
UAE
51. Arabian European Lighting Co
UAE
52. Intesticides Middle East Co
UAE
53. Hammam Trading Co WLL
UAE
54. Gulf Development And Construction Co WLL
(Inma)
UAE
55. Al Shaya & Juma Al Majid Trading Co - Kuwait
Kuwait

PAYMENT RECORDS

CREDIT OPINION

We consider it is acceptable to deal with subject

SPECIAL REMARKS

INTERVIEWED COMMENTS

Mr. Jalal (Accountant).
You enquired on: AWAFI FOODSTUFFS IN CO LLC. Please note that
subject's correct registered name is as per heading.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 69.47
UK Pound	1	INR 88.63
Euro	1	INR 79.19
UAE Dh	1	INR 19.13

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	PRA
Report Prepared by :	SYL

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)