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## COMPANY PROFILE

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səfewərə  
GENERAL TRADING



سيفوير  
للتجارة العامة



# The edible culture!

**Address:**

Mohd. Abdulrahman Al Bahar Bldg.  
Salah Al Din St. Entrance III, 2<sup>nd</sup> Floor, 206-C05  
Hor Al Anz, POB 52206, Dubai, UAE

**Contact:**

✉ [Safeware.trading@gmail.com](mailto:Safeware.trading@gmail.com)  
[www.safewaretrading.com](http://www.safewaretrading.com)  
☎ +971 4 2256267

## About Us

### “LOCAL TRADE, GLOBAL BUSINESS”

We would like to take the privilege to introduce ourselves as a growing general trading company based in the wholesale business hub of Dubai, UAE. With a history of diversified business in the GCC and Indian subcontinent, we have made our market presence in a short period of time with our commitment to quality and competitive pricing.

Our General Trading division started operations in 2014, primarily focusing on FMCG wholesale imports, exports and distribution. With loyal customer network in the GCC & African markets, we are consistently expanding our range of products for the region. Supported by strong fundamentals and privileged with a stable financial background that contributes to our growth. Anchored by transparent and ethical business practices, we strive to grow and make business influence in both established and emerging markets. The team has their roots from modest corporate beginnings and unparalleled hard work. Strategically headquartered in Dubai, UAE the shareholders have multidimensional and versatile business interests in the region that command trust and respect from the business network.

Our partners & direct network of suppliers and manufactures across the world help us source competitive prices for in demand quality products, for the wholesale as well as retail market. We are open to partnerships and joint ventures that will create a mutually beneficial business propositions. We believe that people networking is the key to a strong and lasting businesses. Most of our trusted partners and suppliers/ manufacturer have solid expertise and years of experience in the FMCG industry.

We would like to identify our exclusivity as corporate facilitators, connecting and bridging the gap between manufacturers, wholesalers, retailers and supply chain. We manufacture and distribute our own FMCG products, under the brand name FESTIVA. The brand has multiple product portfolios like tea, coffee, spices, rice, pulses and others. Our specialization lies in private labelling of FMCG products under your brand name. With FESTIVA the Group envisions to bring magic, redefining traditional FMCG retail & wholesale business models, by incorporating latest innovative customer centric approach and sales channels.



**Business to Business (B2B) or Business to Consumer (B2C) we facilitate, your requirements**

## FESTIVA – The Brand

We are an effervescent brand echoing the celebratory spirit of good life and good food underlined by the global culture. **FESTIVA** is the vitalizing fusion of elements that treat your



senses. Boundless with energy to bring you the best, we would like you to be delighted in our products with the belief of our utmost commitment to superior standards and a deep send of edible refinement.

The intrinsic values of any culture is defined by evolved patterns that are repeated in the form of traditions and rituals that bring together people year after year. These celebrations are expansive onto various mediums such as song, dance, attire, gifts, and above all food and flavor.

A vibrant brand targeted at the Global family, with UAE as our intro market. Catering to the middle to upper middle income class of consumers.

**I AM** *Festival*

**I AM** Flavour

**I AM** Young

A graphic featuring the word "FESTIVA" in a bold, white, sans-serif font. The letters are set against a dark, multi-colored, angular shape that resembles a stylized envelope or a piece of paper. This dark shape is centered on a vibrant, multi-colored background composed of numerous small, overlapping triangles in shades of green, orange, purple, and red.

**I AM** Social

**I AM** *Celebration*

**I AM** *Indulgence*

**I AM** Joy

**I AM** Culture

**“Celebrating the culture of food”**



## **Vision Statement**

To be a reliable and credible global partner in manufacturing and distribution of quality consumer products, with unmatched Value and service.

## **Mission Statement**

To be able to consistently exceed consumer and market demands in product, supply & service standards.

To be an enterprise that profits the stakeholders to expand, enhance, emulate back to the society responsibly.

To be the bridge connecting businesses that aim to grow locally and internationally.

## **Core Values**

- Integrity & Ethics
- Accountability
- Perseverance
- Discipline
- Teamwork
- Responsibility
- Diversity
- Honesty
- Professionalism
- Commitment

## **Company Philosophy**

Our company philosophy lies on the foundations of fair trade, respect and trust.

We believe in building and maintaining long term relationships with our suppliers and consumers, complimenting and harnessing mutually beneficial growth. Being valued by our customers for our contribution to society, and achieving sustainable prosperity for all the stakeholders involved.



## Wholesale

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Our wholesale division is engaged in bulk imports, exports and distribution of FMCG products to GCC region and other international markets. Through a network of independent supply chain partnerships we are able to cover large geographical areas locally and internationally, reaching the retail and wholesale vendors. We are fully equipped to meet any kind of volume required by the consumers.

We specialize in providing products under your corporate brand or label without compromising on quality and service. Catering to all segments of the B2B businesses through our extended partnerships of wholesale network.

Working directly with the principles and suppliers to bring products of demand avoiding the middle channels of sourcing and supply. At Safeware General Trading LLC we believe in walking together and growing together. We are happy to seek and also extent mutual support by joining hands in achieving beneficial business partnerships and/ or joint ventures.

Our expertise predominantly lies in the wholesale supply of superior tea blends selectively sourced from the finest gardens of the world, mainly Assam and south India. With over 20+ years of experience and expertise in tea, we can tailor to your Import/ Export requirements without compromising on quality, reliability and consistency in continues volume supply.

## Retail

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Retailing with responsibility, a motto which we adhere to bring our customers, products rich in quality and price competitiveness. Rewarding ourselves through customer service and satisfaction, we are continually adding superior brands to our retail product segment. We consider providing reliable and quality consumer products with competitiveness in price consistency and product satisfaction as our strong selling point.

Our retail division caters to supplying in demand products to supermarkets, local supply chains, groceries, convenience stores and institutions.

**“Corporate facilitators, bridging the gap and connecting businesses”**

## FMCG

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We source and fulfil market requirements for the most common commodities through our direct partnership with manufactures and suppliers, worldwide. Bridging the boundaries between the consumer and the supplier, from production, shipping and distribution, ensuring transparent transition of goods to the customer.

We focus on sourcing fast moving consumer products to serve buyers who are looking for quality products. Our aim is to help every local producer and exporter to find the right market and extend their sales worldwide.

## Other products

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We are always reinventing and renovating our product range from Electronics, Apparels, Food stuff, Leather goods, and so on. Distributing customer centric products for the wholesale market, we are striving to contribute to the challenging market demands with innovative and fast moving goods.

Associate with us to simplify your product sourcing, branding, and distribution requirements by using our network of direct partnerships with principles owners

## Private Labeling

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**Our products, your brand, your design – Customized to your requirements**

We undertake private labelling of products under your brand or label for retail, wholesale or, exports. From sourcing to your warehouse, we can undertake any volume of export requirements for the markets of your choice.

**“Simplifying consumer reach”**

**Sourcing in-demand products for the ever demanding markets**

## Tea Portfolio

“A blend for every Taste ....”

Wholesale & Catering Blends							
Sr.No	Product code	Item / Product Description	Category /Type	Origin	Weight	Packing	Customer Segment
1	FT999	CTC black Tea - Granules	Special- Catering Blend	Assam / South India	2kg	Non Woven Bag/PP Laminated bag	Small/Medium Cafeterias and Restaurants
2	FT999	CTC black Tea - Granules	Special- Catering Blend	Assam / South India	5kg	Non Woven Bag/PP Laminated bag	Small/Medium Cafeterias and Restaurants
3	FT888	CTC black Tea - Dust / Samovar Tea	Special- Catering Blend	Assam / South India	2kg	Non Woven Bag/PP Laminated bag	Small/Medium Cafeterias and Restaurants
4	FT888	CTC black Tea - Dust / Samovar Tea	Special- Catering Blend	Assam / South India	5kg	Non Woven Bag/PP Laminated bag	Small/Medium Cafeterias and Restaurants
5	FT111	CTC black Tea - Granules	standard - Catering Blend	Assam / South India	5kg	Non Woven Bag/PP Laminated bag	Small/Medium Cafeterias and Restaurants
6	FT555	CTC Black Tea- Granules	Supreme-Catering Blend	Assam / South India	2kg	Non Woven Bag/PP Laminated bag	Boutique and Fine dining Restaurants
7	FT555	CTC Black Tea- Granules	Supreme-Catering Blend	Assam / South India	5kg	Non Woven Bag/PP Laminated bag	Boutique and Fine dining Restaurants
8	FT777	orthodox Long leaf	STD (OP/FOP)	Assam / South India	5kg	Paper Bag	Export/ re-export
9	FT444	orthodox Broken leaf	STD( GBOP/BOP/FBOP)	Assam / South India	5kg	Paper Bag	Export/ re-export

**Versatile varieties of tea for the  
B2B and B2C consumption**

Retail Blends							
Sr.No	Product Code	Item / Product Description	Category	Origin	Weight	Packing	Customer segment
1	RB101	CTC black Tea - Granules	Supreme - Retail Blend	Assam/south India	225 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
2	RB102	CTC black Tea - Granules	Supreme - Retail Blend	Assam/south India	450 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
3	RB103	CTC black Tea - Granules	Supreme - Retail Blend	Assam/south India	900 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
4	RB104	Tea Bags	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
5	RB105	Orthodox OP	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
6	RB106	Ginger Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
7	RB107	Cinnamon Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
8	RB108	Assam CTC Leaf Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
9	RB109	Tulsi Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
10	RB110	Cardamom Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
11	RB111	Masal Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
12	RB112	Green tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
13	RB113	Darjeeling Tea	Supreme - Retail Blend	Darjeeling/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
14	RB114	White Tea	Supreme - Retail Blend	Assam/south India	50/100/200	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
15	RB115	Black tea-Dust	Black tea dust	South India	225 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
16	RB116	Black tea-Dust	Black tea dust	South India	450 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets
17	RB117	Black tea-Dust	Black tea dust	South India	900 gm	Food Grade - Box Packing	Small/Medium Supermarkets and Hypermarkets

Note:-

**Carton Details:** Packaging options are available in 5kg x 5bags/ 5kg x 6bags/ 5kg x 8bags

Please feel free to divert any of your business enquires to +971 4 2256267 or email [safeware.trading@gmail.com](mailto:safeware.trading@gmail.com) and one of our management team will get in touch with you within 24hours.



## Few of Our Major Customers/ Wholesale Distributers

- ▶ Moideen General Trading Co, Dubai, UAE
- ▶ CTC General Trading, Dubai, UAE
- ▶ Panoor Group, Dubai, UAE
- ▶ Sambath Café's and restaurant, Dubai, UAE
- ▶ Abdulla Essa Group, Dubai, UAE
- ▶ Gulfar Group. Alain, UAE
- ▶ Tradebay, Trading Qatar, UAE
- ▶ Teejan Trading , Dubai, UAE

## Highlights.

- ▶ We are currently supply Black tea catering blend 5 kg bag to over 400 local cafeteria and restaurants in the UAE. We have the uniqueness of supplying tea dust blend, specifically targeted at cafeterias using fresh milk or samovar to make tea.
- ▶ Our consultant Mr. Koshy lidikulla, is an expert and professional in the FMCG industry. An ex-employee of Uniliver, his 25yrs wealth of local market knowledge has added great value to our business model.
- ▶ We are one of the very few suppliers of TEA DUST, a special 5kg catering blend used to brew tea using fresh milk.
- ▶ We have the exclusivity of three types of catering blends (refer to tea portfolio chart), each blend catering to the price & quality requirements' of the customers

### Special Catering Blend

### Supreme Catering Blend

### Standard Catering Blend

- ▶ The blends are specially made targeting the Hotel, Restaurants & Cafeterias (HORECA) Businesses. These lose tea granular blends will undoubtedly match your tea taste loved by your customers, It's guaranteed to retain the taste, strength and flavor, whether prepared singly or mixed with other blends of your choice. We are currently supplying to over 400 plus customers and growing.

## Infusions and Special Blends to Revitalize Your Body and Mind

**The  
edible  
culture!**



**Black TEA**

Strong Tea blend for Cafeterias & Restaurants



Product: CTC Black Tea  
Type: Dust (For Samovar Tea\*)  
Origin: Assam/ South India  
Blend: Special Catering Blend  
Weight: 5 kg  
Packaging: Non Woven Bag

\* Used for tea made with fresh milk



Product: CTC Black Tea  
Type: Granules (For Kadak tea\*)  
Origin: Assam/ South India  
Blend: Special Catering Blend  
Weight: 5 kg  
Packaging: Non Woven Bag

\* Used for Tea made with evaporated milk

For Enquiries please contact

☎ +971 4 2256267, 📞 +971 52 2453215, ✉ safeware.trading@gmail.com