

# CO-CREATING VALUE

MHD LLC is committed to furthering the larger socio-economic goals of Oman through its newly created ITICS and ACERE clusters

**M**HD LLC has been a strong contributor to the economy of Oman over four and a half decades and with new opportunities opening up across sectors the Group has the strength of legacy and a spirit of ambition to leverage these opportunities. The operations of MHD LLC were recently bifurcated into two clusters - Infrastructure, Technology, Industrial & Consumer Solutions (ITICS) and Automotive, Construction Equipment and Renewable Energy (ACERE).

## MHD-ITICS

Led by Honourable Lujaina Mohsin Darwish (FRSA) as the chairperson, the MHD-ITICS cluster has embarked on an ambitious growth plan that consists of three thrust areas: focus on growth of existing business verticals, strategic diversification through acquisitions locally and overseas, and expansion into adjacencies and similar businesses. Hon. Lujaina's vision for MHD-ITICS is to make the business cluster grow rapidly, achieving dominance through gaining market share, while at the same time creating employment opportunities for the Omani workforce, and contributing to Oman's economic growth.

ITICS is made up of multiple business units placed within five large business divisions - Infrastructure & Building Systems, Technology & Communications, Industrial Products, Office Products, and Consumer. Together they represent well over sixty international brands, the cluster has a presence in almost all key areas of business - residential, commercial or industrial.



**Honourable Lujaina Mohsin Darwish (FRSA)**  
Chairperson, MHD-ITICS

The Infrastructure & Building Systems Division is a large player in commercial air conditioning, commercial kitchen and laundry equipment, commercial and industrial refrigeration and services related to these businesses.

Growing from humble beginnings just a few years back, the Technology & Communications Division is now one of the most significant players in the communications and technology fields in Oman, providing products and services such as network passive and active infrastructure to telecom service providers, as well as security establishments, ministries, industries like oil and gas, finance, aviation and construction. It has recently diversified into new areas of Telecom As A Service (TAAS) options, Internet of Things

(IoT), etc.

The Industrial Products Division services the oil & gas, manufacturing and construction sectors with international brands of switchgear, wiring devices and accessories, indoor and outdoor lighting, as well as UPS systems, protective relays and lightning protection systems. The Division is also the leading player in the area of physical security systems such as blockers, bollards, barriers, high-tech fences and gates.

Catering to the ever-growing demand for efficient and modern office equipment, the Office Products Division provides modern offices with multi-function printers, scanning systems and services, document management and print management services, robotic process automation, office furniture, etc. The printing industry is serviced with high-speed, high-performance production printers.

The Consumer Division is the largest distributor of mobile phones and tabs, accessories and laptops in Oman. In addition, it is also one of the largest distributors of home appliances, residential air conditioners and consumer electronics. The Division also has a significant presence in cosmetics through its multi-level marketing and channel sales operations.

With its stated aim of doubling revenues within next four years, and aggressive growth strategy chalked out, MHD-ITICS will be a business powerhouse to be watched out for over the next few years.

## MHD-ACERE

Areej Mohsin Darwish holds the position of chairperson of MHD-ACERE and the cluster has embarked on a new phase of growth under her leadership. The company is on its way to enhance and support its business and commercial activities in an effort to take ahead the strategic transformation of the organisation. This will in turn enable ACERE to capitalise on the various emerging opportunities in the market. ACERE was created by merging the automotive division with the other departments such as construction equipment and renewable energy. The cluster has been successful in bringing many well-known international brands to the Sultanate including McLaren, which was successfully launched at a state-of-the-art showroom in Al-Athaiba in 2020.

Today, MHD-ACERE is the sole distributor of Jaguar, Land Rover, McLaren and Volvo, MG Motor, Ashok Leyland, Ford Trucks, CMC, Michelin, BF Good Reach, Riken, Terex Finlay, XCMG, Mitsubishi, Opus and Drager cranes in Oman.

MHD ACERE has witnessed 310% growth in the overall sales for MG Motors, this was a steep climb where they have risen to 3rd place as per MEAC Report, behind Toyota and Nissan in terms of local sales volume in comparison with 2019 where MG motors was 15th in terms of local sales volume for passenger cars. This necessitated a change in consumer perception towards Chinese products



**Areej Mohsin Darwish**  
Chairperson, MHD-ACERE

and highlighting of their various advantages. ACERE has regained leadership in the commercial car market with Ashok Leyland. Moreover, the Group is constantly working on enhancing its after-sales service experience in order to retain customers all over the Sultanate. This will also help in creating more job opportunities for young Omanis.

Given the threat of global warming and climate change, ACERE is committed to sustainable business practices. ACERE plans to be a vital player in leading the private sector towards implementing sustainable energy solutions. In pursuance it has established the Renewable Energy and Electric Vehicles Division, which is the first of its kind in Oman, to drive technological innovation

that is powered by clean energy. The cluster has recently signed a contract with ABB, a pioneering technology leader focused on digital industries, for the supply of High-Power electric vehicle (EV) chargers that will be installed across Oman.

As E-mobility solutions grow across the globe and ACERE aims to be pioneers in providing the best green and sustainable solutions in Oman.

MHD ACERE, has setup 7 new sales facilities for the business across different locations in Oman and for After Sales it has expanded from just 3 facilities in 2019 to 12 after sales facilities in 2021 which has in turn created a number of job opportunities for the local population, leading by example and setting new standards among the business organizations in Oman.

Serving customers through digital means is the way forward and ACERE is focusing on enhancing its digital platforms. The Covid-19 experience has seen the cluster investing in digital solutions to stay connected with customers 24x7.

ACERE is looking forward to newer opportunities, enhanced performance and bringing in new found efficiencies to the business. It is also evaluating multiple options to push the business forward towards growth and development.

Overall, the ACERE and ITICS clusters will enhance and embellish the path-breaking legacy of MHD LLC.