

Fakhruddin
TRADING

Fakhruddin
General Trading Co LLC

Profile

www.fakhruddinsouq.com

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Fakhruddin
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About Company

Fakhruddin General Trading LLC is a leading wholesale trading company based in Dubai, United Arab Emirates. Established in 1963 by Fakhruddin Ebrahimji, the company has grown from a small shop in Murshid Bazaar into a multimillion-dollar organization under the umbrella of Fakhruddin Holdings.

Our Mission

To deliver one of the most diverse product portfolios globally-featuring over 21 owned brands alongside international leaders like Unilever, P&G, and Bajaj-while ensuring competitive pricing, consistent quality, and lasting customer relationships across regional and global markets.

Our Values

Fakhruddin TRADING



Integrity

Upholding the highest ethical standards in all our dealings. We are committed to building trust with our stakeholders through responsible and principled actions.



Excellence

Dedicate to continuous improvement and innovation. We strive to deliver superior products and services that exceed expectations.



Collaboration

Believe in open, clear, and effective communication; fostering a culture of collaboration and mutual understanding to achieve shared success.

Our Goals

To ensure our continued success and expansion in the merket,
Fakhruddin General Trading has established the following strategic goals

01

Establish strategic distribution channels to penetrate new markets within Africa, United States, and European Union.
Increase market share within the next three years.

02

Optimize our supply chain and logistics networking to reduce delivery times and lower operational costs.
Implement a new warehouse management system.

03

Expand our portfolio by partnering with top brands, securing more exclusive distribution deals, and growing our range of products and private label brands

Our Management Team



Husainy Fakhruddin
(Group Chief Executive Officer)

Husainy Fakhruddin has been a principal architect of Fakhruddin Holdings' growth, playing a key role in its expansion.
He is responsible for setting the strategic direction for the group, ensuring its continued success and market leadership.



Mohammed Fakhruddin
(Chief Executive Officer)

Mohammed Fakhruddin, alongside his brothers, was a key figure in transforming Fakhruddin Trading in 1972.
His contributions were pivotal in shaping the company's growth and establishing its strong presence in the regional wholesale market.



Zainab Fakhruddin
(Chief Operation Officer)

Zainab Fakhruddin has been instrumental in carrying forward the business ethos of Fakhruddin General Trading.
With over 20 years of experience, she has played a key role in aligning the company with modern market demands, blending tradition with innovation.

Our Registered Brands

Fakhruddin
TRADING

ORGANIC PRIME

Comfy

CORONEX

SOLO

KW KAWASHI

FEAH ACTIVE

Timmy
House Hold Division

CREATION

Lady Diana

Durasonic

FEAH COLOURS

NAPOLEON

FEAH FRAGRANCE DIVISION

Feah ARABIA
بنت المريم
Bint Al Maryam

EXCEL POWER

FEAH SMOOTH

FEAH ARABIA

FEAH

EasyClean

SMOOTH
PETROLEUM JELLY
اسموث

FEAH
Smart

International Brands
Under Fakhruddin General Trading

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Infrastructure

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Warehouse

Efficiently designed for bulk storage and fast inventory turnover, our warehouse enabling seamless supply chain operations and product availability at scale.

Logistics

Our dedicated logistics network ensures timely and secure delivery across regional and international markets, supported by state-of-the-art tracking and distribution systems.

Shop

Our product showrooms are designed to offer customers a hands-on experience with our diverse product range. These spaces allow visitors to explore,
test, and understand the quality and value of our offerings-without the pressure of purchase

Milestone

Fakhruddin
TRADING

1963

Fakhruddin Ebrahimji arrives in Dubai and establishes a small trading shop in Murshid Bazaar, marking the beginning of Fakhruddin General Trading.

1999

The company expands its portfolio, venturing into new product categories and strengthening its position in the wholesale market.

2012

We launched our Private Label Brands, establishing a strong identity in the market and offering exclusive product lines tailored to diverse customer needs

2015

Fakhruddin General Trading initiates online marketing and B2B online sales, entering the e-commerce space.

2022

Fakhruddin General Trading continues to expand its retail footprint, establishing more retail outlets.

2025

Fakhruddin General Trading is poised for further expansion, building on its legacy of growth and adaptation.







66 Al Sabkha St Deira - Dubai



Ras Al Khor Industial Area 2 - Dubai



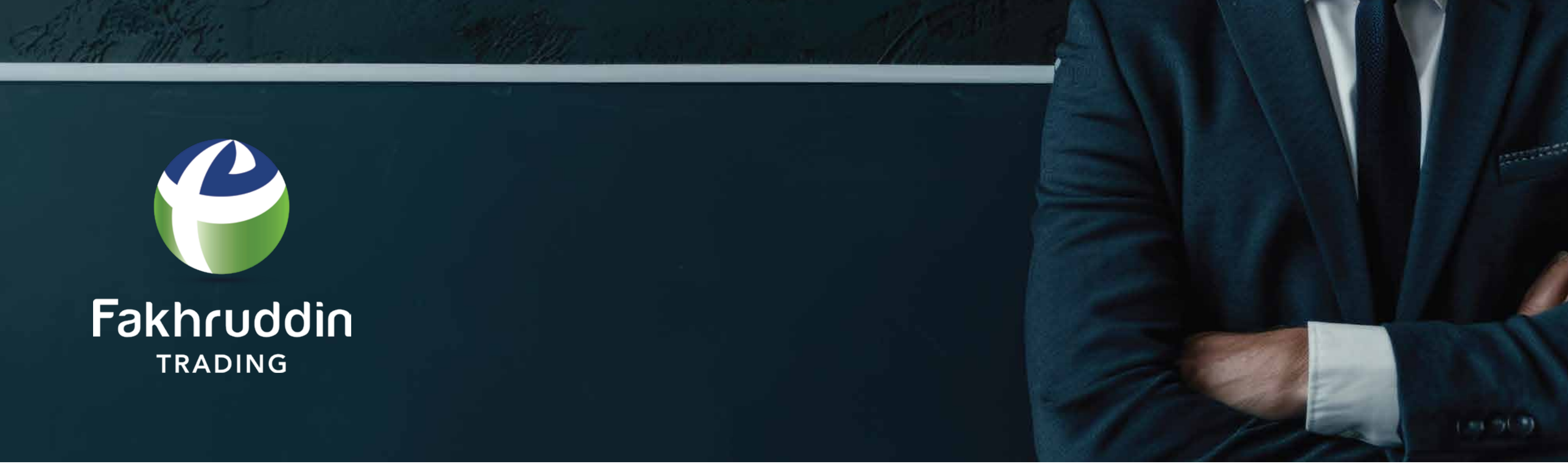
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Muladdah Oman



Thank You!

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