

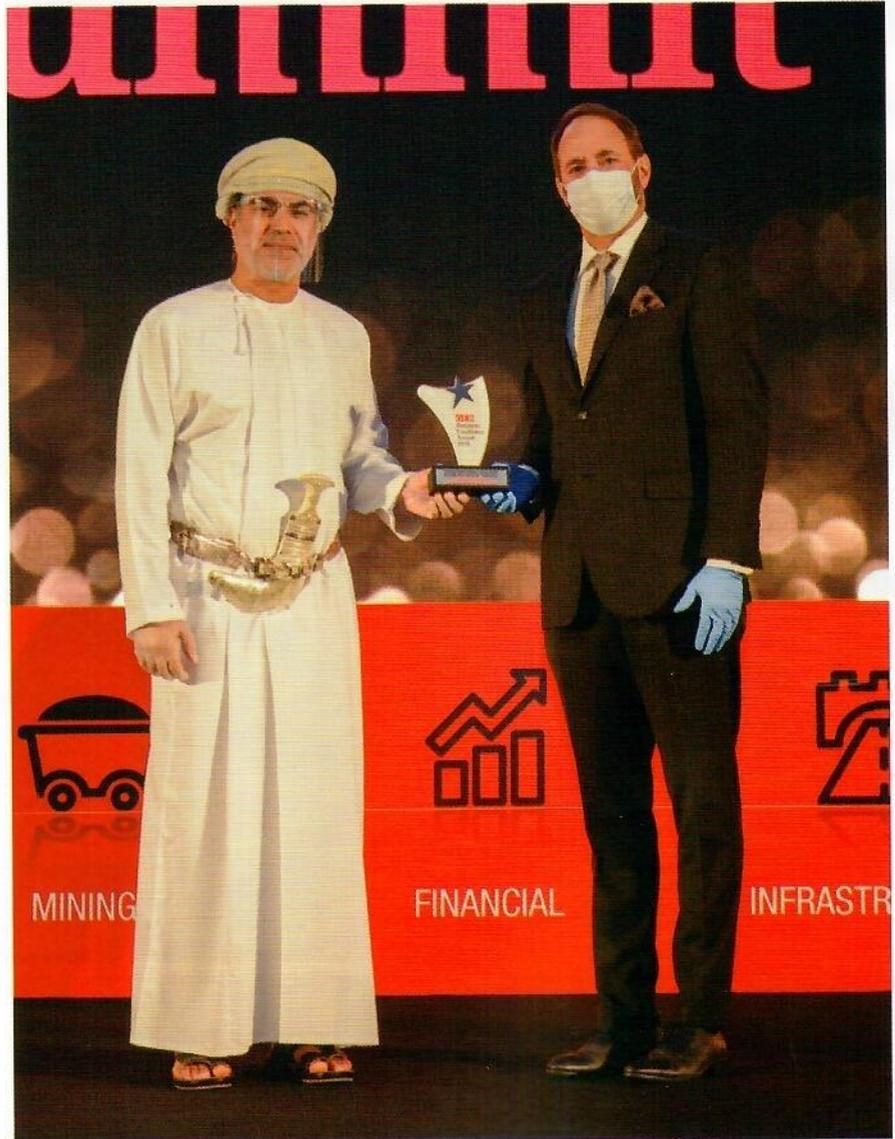
BRAND BUILDING

National Detergent Company has developed diverse products catering to the market needs and is constantly evolving to meet changing consumer needs and market trends

The National Detergent Company SAOG (NDC), one of the leading FMCG companies in the Sultanate has made significant investments in brand development and broadening product range following considerable market research.

NDC has evolved from a detergent powder manufacturer in the early 1980s to a marketing company with a wide portfolio of brands offering complete household cleaning solutions. The company's contribution to Oman's drive for exports growth has been impressive considering the fact that its exports have penetrated a large number of countries in the Middle East, Africa and Asia. In the past, NDC has exported to more than 50 countries across the world. NDC has also developed different products catering to different market needs and segments and above all making it a point to constantly evolve to meet changing consumer needs and market trends. Currently, NDC enjoys a strong presence and good share of the market in the GCC.

NDC manufactures and distributes a wide range of highly reputed and successful brands covering various segments like laundry detergents powders and liquid, dish washing liquids, Antiseptic liquid, sanitisers, disinfectants, fabric softeners, soaps, shampoos, laundry aids and other household cleaners. It also has a Sulphonation division engaged in the business of manufacturing and selling LABSA. The I&I division caters to mainly the oil and gas and construction industry.



NDC began manufacturing and marketing of soaps and detergents in 1981. The major promoters of the company are the BSJ Group, Omzest Group (Omar Zawawi Establishment)

and Al Anwar Holding, three prominent corporate establishments in Oman.

NDC believes in giving the best quality



products at an affordable price to the consumers. Over the years, this very philosophy has helped the company build an expanding customer base and strong brand equity. NDC is the first ISO certified soap and detergent company in the region and currently has ISO 9001 – 2015 Quality Management System and NDC also has GMP certifications.

NDC has won the prestigious His Majesty's Cup for the "Best Industrial Company," His Majesty's certificate for "Best Factory," His Majesty's shield for "Best Industrial Factory," several times in the past. The company's flagship brand BAHAR was voted as the "Greatest Brand" in the country, "Super Brand", "The Most Trusted Brand," in various consumer surveys conducted by independent bodies in the past.

Quality offerings from NDC includes Bahar Fresh Blossom detergent powder, Bahar Automatic Low foam detergent, Bahar Fresh Flowers detergent powder, Bahar Advanced Matic Gel, Bahar Premium Antiseptic Liquid, Bahar Premium Dish washing

liquid, Bahar Ultra Dish washing liquid, Bahar Fabric Softener, Bahar Abaya, Bahar Clean disinfectant, Farah Hand Sanitizer, Farah Pocket Sanitiser Spray, Farah Antibacterial Hand Wash Liquid, Pinex Disinfectant, No.1 detergent powder, No.1 Abaya, No.1 disinfectant, Gentil Fabric softener, Dzire Ultra-premium soaps, Luv and Farah luxury soap.

Excellence and quality

NDC is committed to the pursuit of excellence and adherence to the highest quality standards in all its core activities. NDC has five manufacturing units located in Sohar Industrial Area, Ghala and Rusayl Industrial area. Bahar is the leading brand in the Omani detergent market, enjoying a decent market share against leading MNC's. Though Bahar remains the top priority for NDC, the other brands in the portfolio have also helped NDC's successful foray into the new export markets.

NDC has been at the forefront of developing COVID-19 fighting products and introduced many new products to

keep the country safe. In fact, the CEO of NDC, William Hunt was honoured at the OER Business Summit for Transformational Leadership during the COVID-19 crisis.

One of the reasons for NDC's success in the home turf is the continuous patronage extended by Omani consumers who take pride in buying homegrown brands. A homegrown, native brand is a strong purchase driver in the Omani marketplace. Bahar has helped strengthen this national pride in a big way. This ingredient — the emotional bonding — of the Bahar brand is something that no international brand can ever replicate and forms the basis of NDC's sustainable competitive advantage. One of the key focus areas for NDC is the development of local talent by stepping up the Omani workforce percentage, which has resulted in achieving over 45 per cent Omanisation as of date and is growing day by day. NDC also supports local suppliers and service providers in all possible ways to showcase its commitment towards the society.