



Sardar
GROUP



Ancient Assyrians in a horse-drawn carriage

ABOUT US

Sardar Group's history dates back to the 1960's in Kirkuk city when Al-Haj Hussien Al-Bebany, the founder of the business, had a vision far ahead of his time.

During the early 1980s, the business shifted to auto-trading; Sardar cars became an established name throughout Iraq after the company moved to Baghdad in the 1990s and built the first car-covered showroom in the country.

With more than 30 years of rich experience in the field, Sardar Group became the leading group in the Automotive Sector in Iraq.

"Since 2003, our multiple companies have excelled in keeping a renowned reputation, track record, and credibility throughout the years."

Since 2005 with a desire to move from Automobile Trading to providing its customers with all-round Automotive Solutions, Sardar Group started utilizing the synergies of its existing operations to diversify its automotive business activities to include Trading, Equipment & Machinery and most importantly Aftersales Service Support.

Today, Sardar Group represents world-renowned automotive brands and heavy construction equipment & machinery exemplified in the worldwide brands.



Baghdad 1950



Erbil 1950



Kirkuk 1962

BOARD MEMBERS



Al-Haj Hussien Al-Bebany
Founder & Honorary Chairman



Sardar Al-Bebany
SG Chairman & CEO
President, Toyota Iraq



Salar Al-Bebany
SG Board member



Saman Al-Bebany
SG Board member



Shamal Al-Bebany
SG Board member



Sarwar Al-Bebany
SG Board member

MEMBERS OF BOD MEETINGS



Abdulhameed A. Hardan
SG General Attorney and
Legal Advisor



Masahiko Taniguchi
SG General Manager and
Assistant CEO



Vijay Kondepudi
SG Chief Financial Officer
Head of Shared Services



Hayman Sardar Al-Bebany
SG Corporate
Planning Manager

KEY PERSONNEL



Amjad Saeed
SAS
General Manager



Ranajit Senqupta
STA
General Manager



Waleed Al-Hakeem
SAM, TAQ, BH
General Manager



Rawand Khaled
SAM Deputy
General Manager



Zeyad Al-Shawi
SAT Deputy
General Manager

KEY PERSONNEL



Naseer Sadeq
SG Business
Development Manager



Michael Bramley
STA National Aftersales
Manager



Madalina Shareef
STA National Sales
Operations Manager



Gopal V.L.V
SG Deputy CFO



Sarhang Sabir
SG Marketing Manager



Leena Zeyad
SG BOD Administration
Manager



Saman Bakhtiar
SG HR Manager



Mohammed Al-Ghaithi
SG IT & DMS Manager



Maria Vibal
SG Senior HR Officer



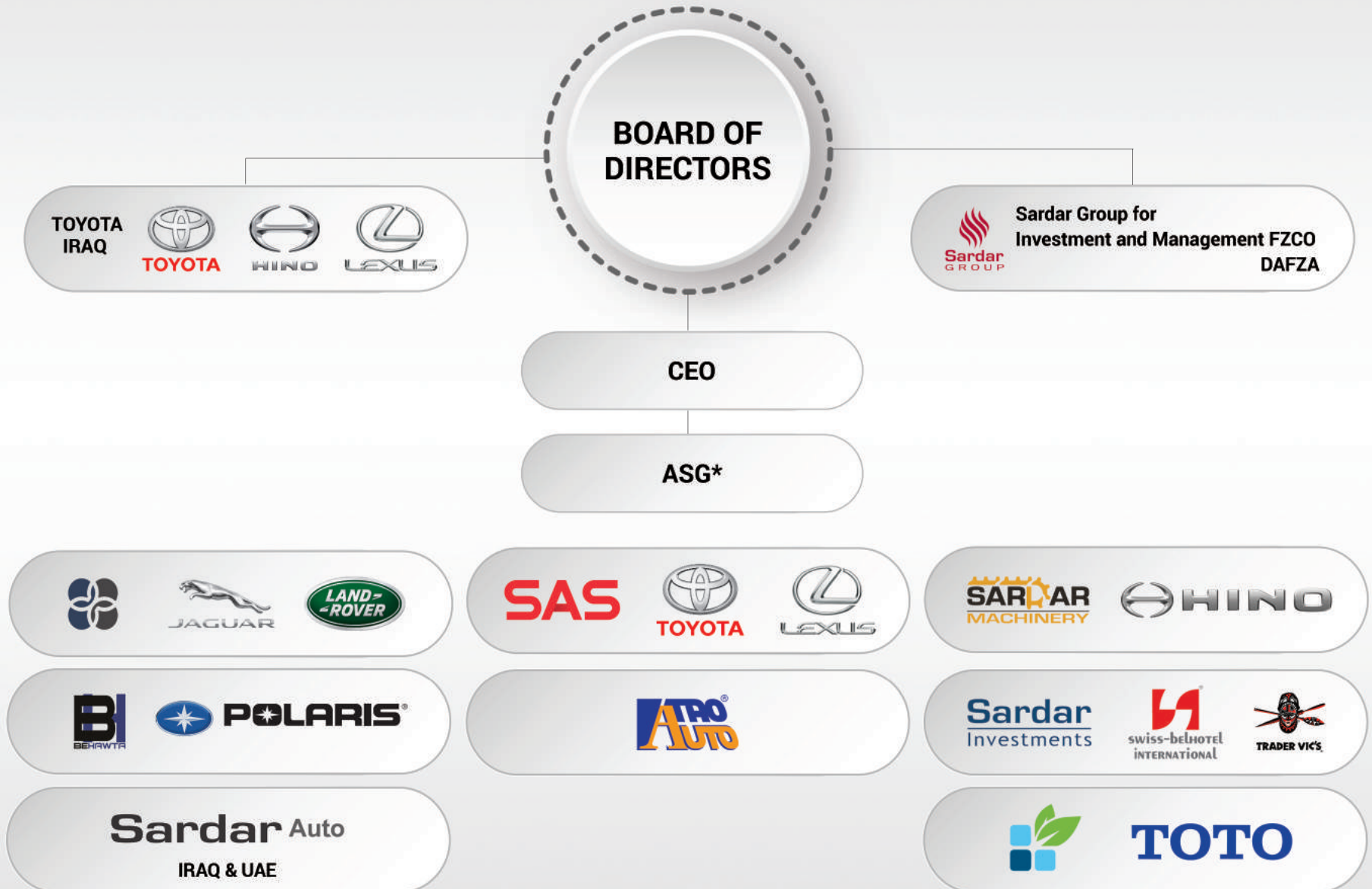
Pamela Parreno
SAT Dubai Executive
Assistant

"Born with an inspiration to constantly innovate, I strive to blend our local expertise with international functionality as I believe that things can and will only get better. Our mission is to serve Iraq and to always introduce international products that will contribute positively towards the advancement of the people's lives and their way of living."

Chairman & CEO
Sardar Al-Bebany



CORPORATE ORGANIZATION CHART



* Al Sardar Group : providing the functions of Accounting, Financing, Legal, HR, IT, Marketing, business development, control to group companies.

CORPORATE VISION

Sardar Group strives to build a sustainable growth conducive to be the leading company in the Iraqi market.

Sardar Group observes the laws and legislations of the Republic of Iraq and KRG through carrying out world-class business practices and will do its best to satisfy its stakeholders.

Sardar Group believes in contributing to the Iraqi society at large through its continuous business development.

Sardar Group strives to blend its local expertise with international approaches.

Sardar Group will always deal humanely with all people from all backgrounds and communities.

Sardar Group respects its employees and provides them the opportunity to build up their skills through the corporate business, training and education.

OUR GLOBAL NETWORK

Sardar Group's Global Network spans Across Iraq, Japan, Jordan and UAE with plans of expanding to additional markets in the near future.



IRAQ



JORDAN



UAE



JAPAN
Under Preparation



AL SARDAR GROUP FOR INVESTMENT TRADING AND GENERAL CONTRACTING

Sardar Group for Investment and Management FZCO (SIM) and Al Sardar Group for Trading and General Contracting Company (ASG) have the key role of functioning as the Head Office of all Sardar Group Companies.

Global strategy, business plans, budget control, Corporate Governance, Legal, Accounting, Finance, HR, and IT are controlled by these two companies.

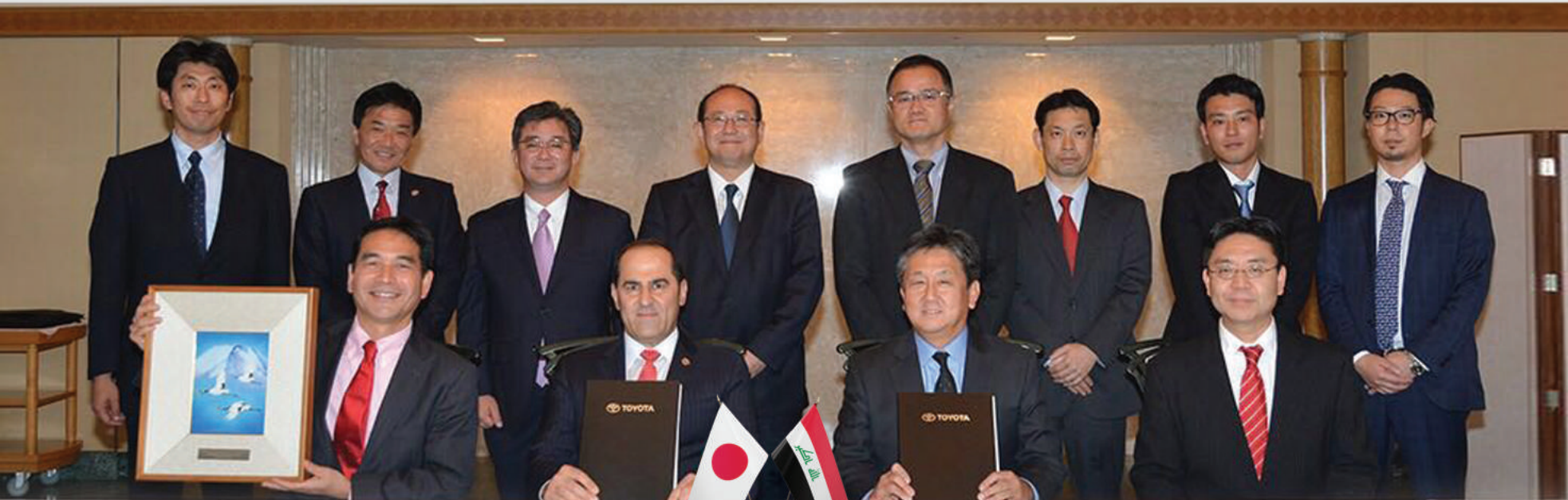
Al Sardar Group situates in Iraq and mainly takes care of internal managements and SIM situates in UAE and mainly takes care of external managements.



O MO TE NA SHI COMPLEX

Our future project called O Mo Te Na Shi Complex or “sincere hospitality to all” will be one of the largest projects in Kirkuk that will include Toyota and HINO Facilities offering 400 employment opportunities to the people of the city.





In Commemoration of the First Distributor Agreement Toyota Al Iraq Company for Trading and Services of Vehicles Ltd. – Toyota Motor Corporation May 16, 2016

On March 2016, the Toyota Motor Corporation appointed Toyota Iraq as the exclusive distributor of Toyota products in Iraq. Toyota Iraq was formed as a joint venture between Sardar Group and Sumitomo Corporation, one of the leading companies in Japan and the World.

Vision

We aim to make as many Iraqi people feel happiness and enjoyment by driving life through Toyota vehicles by growing to be the "leading company in Iraq automotive industry, we contribute for a sound and sustainable development of motorization in Iraq through our corporate activity.



**Exclusive Distributor Agreement for Iraqi
market signed between
HINO MOTOR JAPAN & TOYOTA IRAQ
October 14, 2016
At HML Head Office**

SAS

ساز لخدمات المركبات
AUTOMOTIVE SERVICES



TOYOTA

Experience the Difference!



National Network

SAS is the only Authorized Toyota Dealer with a National Network of branches spanning from the North to South of Iraq in most major cities

Toyota **Hybrid Technology**

SAS was established in 2012
as part of Sardar Group, a company
that has over 30 years experience
in the Automotive Industry.

Since 2012 SAS has sold over 30,000
Official Toyota Vehicles in Iraq

Current SAS Network comprises
of +90% of local Iraqi employees

All vehicles come with Toyota Factory Warranty of
3 years or 100,000km or whichever comes first.

SAS has performed over 300,000 services to include General
Repair, Periodic Maintenance, Official Toyota Recalls and
Armored Refurbishments



BAGHDAD

BASRA

ERBIL

SULAIMANI

DOHUK



50,000+
CUSTOMERS



+90%
LOCAL IRAQI
EMPLOYEES



Warranty
3 Years or 100,000km



300,000
Services Completed



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ToyotaSASIraq   

Sardar Trading Agencies (STA) is one of the core companies of “Sardar Group”, with more than 50 years of experience in the automotive segment.

In 2010, STA signed an agreement with Jaguar Land Rover Ltd, paving a way for modernizing the automobile distribution network.

STA has developed a very strong retailer network with state-of-the-art facilities in Baghdad, Erbil, Sulemania and Duhok, with over \$50 million in investments and a vast workforce comprising mostly of Iraqi nationals.

STA strives to build sustainable growth conducive to being the leading company in the Iraqi market. With this as our vision, we plan on building two new Green Field facilities in Baghdad and Erbil which would become landmarks in these cities.





STA offers a range of Jaguar and Land Rover vehicles to all citizens of Iraq, while Land Rover is currently the market leader in Luxury sports utility vehicles, Jaguar is renowned for building sports cars and saloons that epitomize performance and bold designs.

For individuals who wish to drive a used Jaguar or Land Rover vehicle, STA offers the reassurance that all pre-owned cars are authenticated and rejuvenated to deliver the most exhilarating driving experience with full peace of mind, which comes as standard when choosing one of the Approved Used Vehicles .

When it comes to servicing a Jaguar or Land Rover vehicle, being the official and exclusive dealer, no one does the job better than STA. Offering a full service of repair and maintenance solutions with the expertise that you simply demand when it comes to your luxury vehicle .







Sardar Automobile & Machinery Trading Co. Ltd. (SAM) was founded in 2008 as part of Sardar Group. Sardar Machinery is the Official HINO Truck Dealer appointed by Toyota Iraq, Hino Division. Sardar Machinery provides Hino Quality Service (HQS) and Special Purpose Vehicles SPVs.





SAM concluded partnership agreement with the Japanese Sumitomo Corporation from 2018 to promote several types of Construction Equipment the in Iraqi Market such as Cranes, Truck Mounted Cranes, Forklifts, Aerial Work Platforms, and Certified Secondhand Construction Equipments in the Iraqi Market.

Highlight of Supply Record

- 166 units of Komatsu Construction Equipment to Iraqi Ministry (Supplied by Sumitomo, 2006-2013).
- 4 units of Tadano Track Mounted and 1 units of Tadano Truck Crane to Iraqi Customer (Supplied by SAM, 2019).
- 15 units of Toyota Forklift to Iraqi Beverage Company (Supplied by SAM, 2019).
- We are taking care of variety of inquiries of Construction and Industrial Machineries for various customers. We are aiming to be a global supplier of first-class goods and services in this area together with Sumitomo Corporation.



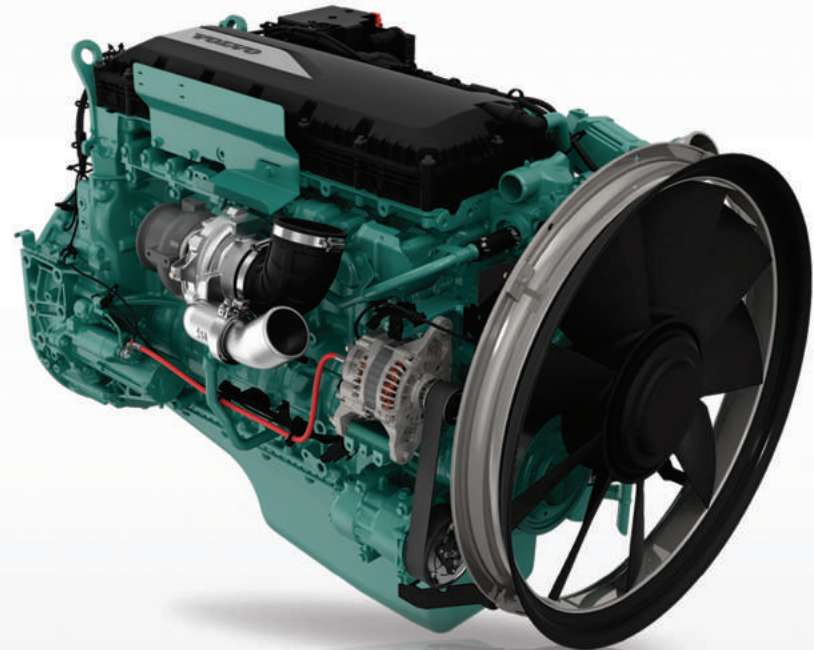
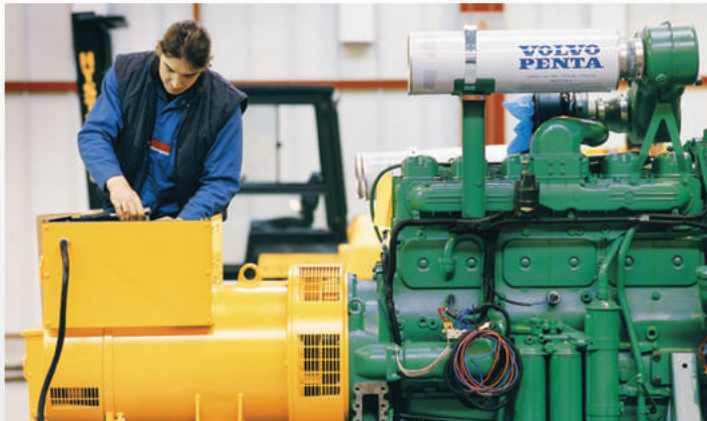


**VOLVO
PENTA**



Tao Auto was appointed as the dealer in Iraq for Volvo Penta. The Swedish Company is a world leading supplier of engines and power systems for marine and industrial applications.

All Volvo Penta teams strive to give customers the right product with high quality. They work with a deep commitment to safety and environmental care.



* SARDAR GROUP'S CONTRIBUTION THROUGH TOTO PRODUCTS

We, Sardar Group would like to contribute to Iraqi society by improving the situation of sanitary standard in Iraq through introducing the most advanced Japanese technology and concepts To. do this, we became a distributor of TOTO Japan and we would like to introduce the most advanced technology, in order for Iraqi people to touch and feel the technology at a world class level At the same time, we are focusing on the persons who are aged, sick, pregnant women, handicap and to support their easier and healthier daily life through the products of "Washlet.

We would like to create new sanitary standards that are human and environmentally friendly. This synergy effect between man and nature will help to improve the global-social standards in Iraq.



AI Sardar Group
Trading & General Contracting



TOTO



Erbil Branch

AUTHORIZED DISTRIBUTOR IN IRAQ

Be-Hawta Company for General Trading, is one of the core companies of Sardar Group, is the official distributor of Polaris (USA) products in the whole of Iraq. Polaris Iraq has been doing business in the country since 2013, and has since then achieved rapid growth.

Worldwide the Polaris brand is associated with premium off-road vehicles that have become synonymous with adventure and passion, fueling a drive to experience exhilarating performance in the freedom of nature. Polaris has however adapted to the change of times and has heeded to the needs of an ever growing customer base. Its entrepreneurial flair and 450 men strong engineering team see it constantly develop and launch ground breaking products. It expanded from a primarily leisure offering into the commercial and military worlds with great success. Polaris products are sold and represented in more than 100 countries and served by a work force of more than 8,000 people.

Following internal development and international acquisitions, Polaris Industries currently offers a range of vehicles in the categories of off-road vehicles (RZR, Ranger, Sportsman, General), On-road vehicles (Indian Motorcycles, Victory Motorcycles, Slingshot), Snowmobiles, Generators, Electric vehicles (GEM & Goupil) as well as Commercial and government (MRZR, Sportsman MV and Brutus). In addition it sports a wide range of apparel and accessories for all of the above products.





Be-Hawta Polaris Iraq has its headquarters in Erbil - KRG, with branches in Baghdad and Sulaymaniyah. It also has representation in Duhok and Basrah through its sister companies. It currently sells and maintains mainly all-terrain vehicles, ie Outlaw for the youth, RZR, Ranger and Sportsman models, as well as military vehicles (MRZR & Sportsman MV) and electric vehicles GEM & Goupil.

**Life's out there...
go and grab it in a Polaris of choice!**



Sardar Auto

LONG EXPERIENCE IN AUTOMOBILE MARKET

Sardar Auto was established in 1970's. Since then, Sardar Auto has been a leading trader in the Automotive Industry by providing multiple functions in the Automobile Trading Sector. Today, Sardar Auto is migrating from its traditional business model of New Car Trading to "Value Chain" and will continue to play an essential part of Sardar Group.



Sardar Investments Pty. Ltd, a part of Sardar Group is pleased to announce the signing of a management agreement with Swiss-Belhotel International for the management of a 4 star international hotel in Erbil.

Erbil, a historical city (6000 BC) and the capital of Kurdistan - Iraq, is home to a large number of international companies, government departments and the landmark "Citadel of Erbil" as well as Iraq's most luxurious shopping malls and other shopping areas which makes the city appealing to both business and leisure travellers.

Swiss-Belhotel Erbil is located less than 5 minute drive from Erbil International Airport and in close proximity to the Central Business District, Erbil International Fair Ground, Martyr Sami Abdul Rahman Park, Citadel of Erbil as well as Majidi Mall and other major shopping areas.

The hotel offers 108 well-appointed deluxe guestrooms and suites as well as an all-day-dining restaurants, indoor and poolside bars, lobby and roof-top shisha lounge, deli, 300 sqm meeting room space, business centre with internet access, boutique and travel agency

Recreational facilities include a swimming pool and state of the art 285sqm spa and fitness centre including treatment rooms, hammam and sauna.

Also Swiss-Belhotel offers Trader Vic's Worldwide an international established restaurants and lounges. Trader Vic's Worldwide is an internationally established family of restaurants & lounges and Home of the Original Mai Tai.



Under Construction

ACTIVITIES AND SOCIAL CONTRIBUTION



Japanese Ambassadors Visit Sakura Park



US Consulate visits Polaris



Netherland Consulate Visit Sardar Group



Toyota Iraq and UNDP - IDP Training Program Agreement



46th Tokyo Motor Show



Baghdad International Fair

ACTIVITIES AND SOCIAL CONTRIBUTION



USA Independence Day Celebration



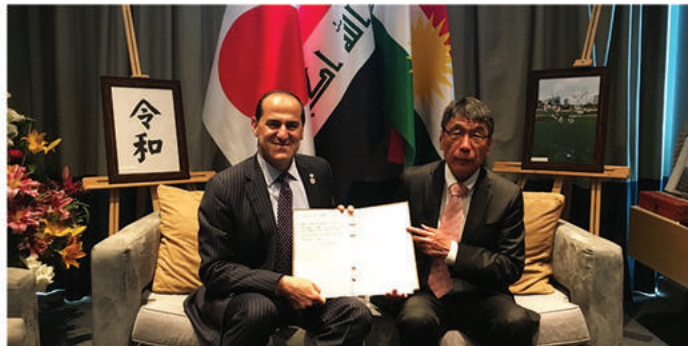
The Queens Birthday



Garden Party at Buckingham Palace



Iraqi Britain Business Council



Japanese New Era of REIWA



Iraqi Britain Business Council

ACTIVITIES AND SOCIAL CONTRIBUTION



Toyota Dream Car Art Contest



President Akio Toyota Holding Iraqi Global Winner Drawing



Fukushima Sakuramori Planting



Dont Drink and Drive



Erbil International Equestrian Club



TOTO Washlet Donation to Medes High School

SAKURA PARK



As a social contribution from Sardar Group, for the 2nd year in a row, 200 Sakura trees have been brought from Japan to Iraq. This year, the Sakura trees came from the ancient capital of Japan known as Kyoto in hopes to be planted in public areas for the people to enjoy. From the 200 Sakura trees, 50 of them will be planted in Sakura Park which covers an area of 10,000 m² and is located on the Airport Street near the Toyota SAS Showroom.

This act of friendship between Japan and Iraq began last year in December 2015, by bringing the first 200 Sakura trees to Iraq for the very first time. Sakura Park will be opened in resemblance to the friendship tie and in memory of our noble Peshmerga fighters, as the Sakura Tree is nationally tied to brave Samurai spirit of Japan.



CONTACT US



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