Footprints on the sands of time are not made by sitting down.
This is the story of a journey...

It began with a simple step. Slow and cautious at first but determined about conquering the road ahead. The path it took revealed its purpose: it was about seeking challenges, seizing initiative, exploring opportunities and pressing ahead with clear strategies and goals to be accomplished.

This is a story that narrates the processes that crowned every accomplishment. It celebrates the power of single-minded determination to succeed against all odds.
Dadabhai Group began its journey as a modest trading house more than fifty years ago in the Kingdom of Bahrain. With a firm belief in our ability to achieve higher we started to venture into unknown territories. New business opportunities opened up and inspired us to diversify. Bahrain’s economic environment turned vibrant and compelled us to capitalise on the changing market dynamic while satisfying our rapidly increasing customer base became the motivating factor for all our efforts.

These transformed landscapes shaped the direction of our business strategies. They became the gateway to our success, and the doorways to our growth. Accomplishing unparallel benchmarks in our endeavors, we continually look at future expansions with great optimism and anticipation.

Mohammed Dadabhai
Chairman
Every journey has a beginning and every beginning is a preamble to new opportunities waiting to be explored.

The story of the Dadabhai Group begins on the island of Bahrain, a place where History and Geography converged to create one of the most centrally located countries in the world, making it an ideal place for the organisation to have its birth.

A heritage of openness, a culture of hospitality, and a tradition of close interaction with the outside world have given Bahrain its entrepreneurial energy, its tolerant climate and its hunger for opportunities.

As home to the ancient Dilmun civilisation, Bahrain has had trading links with the Mesopotamian and Indus Valley civilizations and even today, five thousand years later, the tradition continues. Bahrain has strong economic ties with the markets of Europe and Asia as well as its neighbours in the GCC and the wider Middle East. Recently, it signed a free trade agreement with the United States and thereby extended its reach to a wider territory.
Oil was discovered in Bahrain, and two years later, it became the first country in the Arabian Gulf to begin the export of crude oil.

Bahrain has also been one of the first countries in the Gulf to diversify its economy, and reduce its dependence on oil. A wise move since it enabled the country to develop one of the world’s biggest aluminium smelters, convert the country into the financial hub of the Middle East, develop a thriving tourism industry and be part of one of the world’s biggest real estate projects.

However, in the early fifties, for Ahmed Ali Dadabhai, the patriarch of Dadabhai Group, it was a world quite unlike the vibrancy one has come to associate with Bahrain and the rest of the Gulf countries. Pearl diving, which epitomized much of the socio-cultural and trading activities in Bahrain and the Gulf for centuries, was slowly being eclipsed by the rising tide of industrialization and modernization spurred by the strong revenue generating oil industry.
The fifties was an era of transition, and Bahrain was at the forefront of the transformation taking place in the rest of the Gulf. The country’s leadership had already invested in modern education at the turn of the 20th century, long before the discovery of oil. This wise investment proved useful as the country moved from being a primarily fishing and sea-faring community to a more urban and industrial society.

For entrepreneurs with foresight and vision, it was the perfect opportunity to start or even expand their commercial operations.

Ahmed Ali Dadabhai opened a modest trading outlet in the heart of the souq in Manama, and was assisted by his sons in strengthening this enterprise and making it grow by serving generations of customers. The trading outlet encompassed toys, stationary, electronics to household articles, and was a forerunner to Dadabhai success story.

The souq, where the trading outlet was located, used to be the nerve centre of Bahrain’s commercial activities. It was the place to work, a place to shop, a place to meet. It was the place where business transactions were made and lifelong relationships forged. It was the place that embodied the Arabian tradition of hospitality and provided a more personalized way of conducting business.
Dadabhai capitalized on the opportunities presented by these changing dynamics and took the first step in the diversification of their business activities.
However, the idyllic charm of the simple life in the souq couldn’t last forever, and as the seventies approached, the rise in oil prices precipitated far-reaching changes that are felt even today. The oil boom saw massive investments in infrastructure, unprecedented growth in diverse business activities, influx of expatriates in the labour market and the reclamation of the shore-line to create housing, retail and commercial complexes.

The demand for quality real estate projects in the 1970’s saw the group enter the construction industry and become leaders in this sector as they began handling projects of varying size and magnitude.

At each step of this journey, Dadabhai Group remained aware of the opportunities ahead, and took the initiative in capturing a slice of new markets and increasing their customer base.

Today the group has made its foray in the hospitality sector, construction, travel & tourism, real estate, communication & advertising and continues to look at upcoming opportunities with great anticipation.
The story of Dadabhai Group’s foray into the construction sector was based on a committed principle of offering quality real estate. This visionary approach and the willingness to seize initiative became the driving formula, eventually defining the policy of the entire group.
A professional team of planners, architects, designers, spearhead this division, which has evolved into a multi-faceted company specialising in designing, building and operating spaces that are spread across prime locations.
In the mid-seventies, the Dadabhai family began work on constructing their own house in Bahrain. The experience proved to be an eye-opener in many ways and challenged them to consider a new business opportunity in the construction sector.

Mohammed Dadabhai, felt it was the right time to enter the construction business because the real estate market in Bahrain at the time was at its infancy and required the input of quality minded professionals to make an impact. He was convinced that the Dadabhai’s possessed the required dynamic energy, visionary zeal and necessary efficiency to be leaders in this sector.

His instincts proved right because soon after its inception in 1977, Dadabhai Construction acquired a reputation for excellence and became a benchmark for quality construction. Investment in state-of-the-art technology was another crucial step in ensuring high quality remained a priority, right from planning to execution.
Today, numerous buildings in Bahrain such as The Elite Luxury residential apartments and hotels, Abraj Al Lulu (Pearl Towers), Platinum Tower, private villas & compounds, gated communities and many more stand as a testament to the architectural and engineering prowess of this dynamic organisation that refuses to compromise on service or quality.

The success of Dadabhai Construction was not enough for the Dadabhai Group to rest on their laurels. They were soon compelled to look at new opportunities that presented themselves.
Platinum Tower
Best Commercial Tower Development Award
Arabian Commercial Property Awards, CNBC Arabia 2009
The world of hospitality is punctuated with little touches that makes a huge difference. It opens fresh avenues that help in fostering greater interaction, strengthening relationships and developing a better understanding of one another.
The Elite Groups' portfolio encompasses three well-known brands, namely the Elite Luxury Apartments, the Elite Luxury Hotels and Elite Luxury Hotels and Spa.
Bahrain has a tradition of hospitality that goes back five thousand years and since then, the country has always kept its doors open to visitors from around the world. People have been drawn to the country’s easy-going lifestyle, tolerance, and friendliness of its people, business possibilities and the quality of life that’s unlike any other.

1985 was the year when the King Fahd Causeway between Bahrain and Saudi Arabia was inaugurated, and it was a historically transformational event since it finally linked the island of Bahrain to the Arabian Peninsula. But more importantly, it gave a huge boost to Bahrain’s burgeoning tourism industry as visitors from Saudi Arabia and other Gulf countries began finding Bahrain to be the ideal destination for their weekend break.

However, the huge influx of visitors required accommodation and there weren’t many hotels that catered to the specific requirements of families.

Mohammed Dadabhai discovered the concept of furnished apartments during one of his business trips abroad. Adapting the idea to Bahrain, the Dadabhai Group was the first to introduce this concept when they established Bait Al Hoora (Hoora Home) in 1991.

It was a huge success and it soon led to the development of the Elite Group of hotels and serviced apartments that cater to different budgetary requirements.
As the largest accommodation provider in Bahrain, Elite Hospitality offers over 1200 rooms and apartments that encompass 4 fully furnished serviced apartments and 3 luxury hotels.

Led by a team of award-winning professionals, The Elite Groups’ portfolio encompasses three well-known brands, namely the Elite Luxury Apartments, Elite Luxury Hotels and Elite Luxury Hotel and Spa.

As Bahrain continues to open its doors to tourists and business visitors alike, the hospitality sector is bound to experience rapid growth in style and structure. Apart from the Bahrain International Circuit, there are already plans to open new malls, theme parks, hotels, restaurants that are bound to generate visitors and revenue.

Dadabhai Group is committed to providing these visitors with quality accommodation when they choose to visit Bahrain.
Elite Hospitality is committed to providing visitors with quality accommodation when they choose to visit Bahrain.
A stylish, functional and affordable range of domestic appliances enables the contemporary household to optimize their family, leisure and business time. Optima has an impressive range of desirable, user friendly and serviceable items which would grace any home.
Considerable research and development has gone in the design and production of Optima products, and they are supported by a highly skilled and responsive marketing department and after-sales service.
In the modern households developed by Dadabhai Group, pure functionality was not enough. Consistency in design, quality and operation inspired to revisit their roots in retail. Dadabhai Group embarked on a venture to nurture and promote its own range of electrical home appliances and ancillaries, under the Optima brand.

Moving away from its conventional trading business, Dadabhai group began to nurture and promote its very own range of electrical home appliances. The groups experience coupled with its vision, led to the global distribution of a vast and growing range of household products.

With its centralized office and warehouse in Dubai (U.A.E.), and a well defined network of agents, Optima has succeeded in becoming a household name and a brand to trust. From toasters to microwave ovens, ladles to cookware, Optima boast’s over 120 items under its label. The corporate discipline has ensured a liner rise in brand recognition, associated with quality and durability, despite a growing and diverse product offering, and a comprehensive after sales service.
Optima is committed to supplying products whose prime purpose is to enrich the lives of consumers, incorporating the latest developments in technology and design.

Considerable research and development has gone into the design and production of Optima products, and they are supported by a highly skilled and responsive marketing department and after-sales service.
Offering a truly unique service to its suppliers while extending the same to the end users, Optima promises a "one-year replacement guarantee scheme" on all its products.
The world is a vast open territory that is yet to be fully explored. Wandering across countries and continents provide the narrative for our memories, and inspiration for stories that need to be written. The travel and tourism industry is in a privileged position to turn this idea into reality. It provides the practical means to push open the portals of the world, and allow travelers new avenues to explore.
Dadabhai Travel's growth has been the result of a tireless commitment in meeting the retail and corporate travellers’ requirement, being responsive to their needs, and exploring new possibilities to enhance the range and scope of services provided.
In 1981, the Dadabhai Group saw a growth opportunity in this sector and opened their first travel agency in downtown Manama. It was a risky decision because of the presence of nearly 44 travel agencies already entrenched in the market but the Group pressed on ahead with a single-minded vision to succeed and achieve greater heights.

Today, that determination has reaped dividends and Dadabhai Travel is recognised as the most comprehensive travel agency in the Kingdom.

As general sales agent for Air Arabia, Jet Airways, Yemenia, SOTC, Bahrain Air, to name a few, Dadabhai Travel has earned the trust and confidence of these airlines whose partnership has yielded positive results for all. The excellent relationship with the airlines has had the benefit of providing competitive pricing to all retail customers.
2011 saw Dadabhai travel cross the border to Saudi Arabia and establish its first agency in the city of AlKhobar located in the eastern region of the Kingdom.

Already servicing many clients travelling from Saudi Arabia to Bahrain, this was always a natural progression for Dadabhai travel. Having established its presence in Alkhobar, Dadabhai travels aims to set up offices in both Riyadh and Jeddah in the near future, and continue to increase its footprint in the region.

Bahrain’s emergence as a major tourist destination in the Gulf, inspired Dadabhai Travel to develop package tours that open up Bahrain’s historical, cultural, leisure, recreational hotspots to both Bahrain residents and tourists. With a dedicated hub set up to serve corporate customers with a cost-effective, professional and personalized service, the sector is managed by professional travel executives and supported by an enthusiastic sales team. A fully computerised reservation system enables provision of immediate confirmation of flights, hotels and other requirements at the most economical rates and fares.
One key growth area has been the development of both inbound and outbound tourism, and Dadabhai Travel is at the forefront in devising various holiday packages that meet diverse customer requirements.
Outdoor advertising signage’s, billboards and neon’s are one of the tools that businesses use in promoting their brands and conveying their message to the audience. Arabian Neon have been pioneers in this field since its inception in 1989.
Outdoor advertising, signage, billboards and neons are one of the tools that businesses use in promoting their brands and conveying their message to their target audience.
As Bahrain’s economy opened up and a more vibrant business environment began taking shape, there emerged a diversity of industries, products, services and brands. Their single goal was to make an impact on their desired target audience, create a loyal customer base and generate profits.

However, in an increasingly cluttered economic environment where competing for attention remains a priority for most businesses, the necessity of getting their core message not just heard but also seen becomes crucial.

In 1989, Arabian Neon entered this field, and began introducing new technology in developing eye-catching signage that makes an impact. Today they are seen as a pioneer in the field of signage development.
Continued development, centered on new technology and global trends, has cemented Arabian Neon’s position as the premier provider of dedicated signage, billboards and neon.

Arabian Neon has expanded its operation to cater to a diverse clientele in Bahrain and Saudi Arabia including many corporations, educational institutions, health care institutes, commercial, private and offshore banks, auto dealers, electronic distributors and governmental organizations amongst others.

With modern manufacturing facilities in Hidd (Industrial Area), Arabian Neon has the added advantage of having a highly skilled workforce and a professional management team at the helm of its affairs.

Arabian Neon has two subsidiaries: Arabian Outdoors, which handles all outdoor media comprising front-lit, backlit billboards of various dimensions, unipoles, tri-visions and double sided illuminated megacommms and, Vintage Décor, which provides architectural and interior design services.
Today, this innovative and diversified sign company has achieved prominence in Bahrain for the manufacture, supply and installation of all types of signage, billboards and neons.
Pegasus’ remit, is to continually enhance the lives of its clients by astutely advising them in their property requirements. Already a leading property services consultancy in the kingdom of Bahrain, Pegasus’ vision is to expand its unique brand into other countries, making Pegasus the ideal partner in realizing the dream of property ownership, management.
In the 1990s, Bahrain experienced major social, political and economic reforms that energised the business sector. One particular edict issued by His Majesty King Hamad bin Isa Al Khalifa encouraged the Dadabhai Group to look into a sector that promised immense growth potential. The edict allowing freehold properties for expatriates and other GCC nationals opened up the real estate market, which led to the birth of Pegasus Real Estate in 2005.
Pegasus has the enviable accolade of being cited in the Bloomberg property awards as “The Best real estate agency in Bahrain”, “The Best property consultancy and marketing agency Arabia and World” in 2010. Furthermore, WORLDCOB (World confederation of businesses) with the BIZZ award in 2011.

Offering a vast range of services, including and not limited to complete property management, exclusive representation, market research, development advisory, financial consultation, interior consultation, relocation services, etc. Pegasus is the optimum partner of choice.

As a professional consultative and real estate marketing company, Pegasus has been the force behind the hugely successful Abraj Al Lulu (Pearl Towers), Platinum Tower, Juffair Skyview among others. A combination of sound business acumen and strategy remain at the core of these projects, and are singularly responsible for enabling Pegasus to be a name that customers trust.
New opportunities are a constant in today’s business world. As the market continues to open up, the development and real estate sector is poised for growth in the coming decades. Pegasus Real Estate will be there to assist and seize new initiatives where needed, and make an impact.
Challenge + Knowledge = Solution

Creativity is as much a science as art; it is based on research and knowledge. When presented with an objective, team Idendesign prepares the right balance of marketing concepts, combining them for optimum presentation ensuring maximum impact.

Idendesign, empirically proven to boost your brand.
Idendesign is a creative agency, whose focus is on brand recognition, and campaign management.

A recent establishment of the hugely successful Dadabhai Group, Idendesign is a mutually beneficial addition to their expanding portfolio.

Every identity, be it corporate, brand or service, is unique, and requires a personal design. This mantra is the foundation of Idendesign, the symbiotic relationship between ‘identity’ and ‘design’.

Not a believer in templates, the team at Idendesign approaches every project as a first. A full understanding of the client, the brand and objectives thorough continued and detailed dialog is essential to the team before the commencement of any strategic thinking and design.

Understanding the challenge, meeting it with our creative abilities, is our blueprint for a successful solution. With a world-class creative and marketing team in house, Idendesign is a contradiction in as much as it is a cogent team of individuals. Not stifling individual creativity; creative flair is always kept ‘on message’, as defined in the client’s brief.
Idendesign offers a complete range of marketing solutions to meet a variety of needs, and to see how best they can position their clients’ services and products. This includes embracing new opportunities such as, digital, social media, and smart phone technology, as well as established conduits of communication. Having strategic partnerships with internationally renowned creative and consultative agencies, Idendesign at will, can call upon their services when required to meet client’s objectives. These are not limited to and include strategic positioning, brand centricity, media buying, print & production, environment design, event & exhibition management.
Servicing clients in Bahrain and Saudi Arabia, the team at Idendesign has been able to conceptualize impactful ideas, benefiting its clients achieve higher outputs and improve revenue streams.
Elite Facility Management Company (EFMC) looks after non-core, property assets with a comprehensive management and maintenance service, thus offering the client peace of mind, and freedom to concentrate on the prime focus of their investment.
EFMC seeks to benefit its clients with a strategic approach based around the understanding of its clients’ short, medium and long-term objectives.
The Elite Facility Management Company was established in 2009, with a focused goal of offering key management and maintenance services, towards the upkeep of a property, ensuring an appreciation in real estate value, and allowing the owner to maximize their potential.

As an integral part of the diverse Dadabhai Group, and affiliated to Elite Hospitality, EFMC has a unique understanding of the complexities of their service.

Experience has demonstrated that success is rarely achieved in isolation, so EFMC believe in an open partnership in offering Owners Associations, a consulting and management services, which is integrated and holistic. This ensures the upkeep and improvement of the core functioning environment.
EFMC’s bespoke systems & processes and flexible organizational structure ensure the provision of a tailored service delivery model that adapts and evolves with clients’ needs.

EFMC’s collaborative working style, continuous improvement and innovation, are embedded within its business practice. EFMC’s bespoke systems, procedures and flexible organizational structure, ensure the provision of a tailored, service delivery model that adapts and evolves with clients’ current, and expansion needs.

Managing some of the largest freehold developments in the Kingdom, including the iconic Abraj Al Lulu Towers (Pearl Towers), EFMC ensures the provision of basic, add on, and strategic services, indirectly playing a major role in the overall appreciation of the property for its owners and investors.
EFMC believes in a value model where customer centricity, integrity, performance, people and innovation is the fundamental guideline for its business.
Regent Rent a Car offers ultimate freedom, comprehensive choice and individual flexibility, to the corporate, domestic and leisure-seeking driver.
Adding another service model to its growing business expanse, the Dadabhai Group ventured into the car leasing operation in early 2011.

Service has always been a core element in the Dadabhai Group’s mantra, and service is the engine driving Regent Rent a Car’s policy, a policy of offering nothing but the best.

Regent Rent a Car has made an unparalleled commitment to its patrons and clients, delivering above expectations, providing hotel guests, business travelers, and tourists, a point-of-need, stress-free service.
Hotel guests can avail themselves of a vehicle delivered to reception, and international travelers can book ahead, or on arrival, hassle free.
One of the very unique services offered is the car on-demand service which promises to provide the car as required by its clients.
Reacting to ever more demanding market trends, which demand choice and flexibility, Regent Rent a Car has a vast and varied range of vehicles which it offers to its corporate clients on a daily, weekly, monthly or annual rental.

Hotel guests can avail themselves of a vehicle delivered to reception, and international travelers can book ahead, or on arrival, hassle free.

For that special treatment, Regent offers a luxury, chauffeur driven service, and for the group, there are air-conditioned busses.

One unique service offered, is the car-on-demand service, which promises to provide a very specific car as required by the client.
The future is a story yet to be written. Its unformed contours provide the substance of all our hopes, ideas and goals. It’s the pivot from where all new journeys begin, and new projects receive their inspiration.

Dadabhai Group, today, stands at the threshold of new opportunities, and is committed to continue with the core values that have defined our operations.