



Paras Shahdadpuri receiving the Superbrand award.

Nikai Group bags Superbrand title

DUBAI — The Nikai Group, a global conglomerate with business interests in home appliances and consumer electronics, general trading, food distribution, staffing and outsourcing, has been recognised as a Superbrand by the UAE Superbrands Council.

The coveted award was conferred to the Nikai Group management at the Superbrands 2016 award ceremony held recently at Intercontinental Hotel, Dubai Festival City. The award recognises the excellence in quality and innovation offered by Nikai. It also emphasises the conglomerate's contribution to the consumer technology and retail sectors, and the overall economy of the UAE.

The Superbrand organisation is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding.

Ranked among the top Indian business leaders in the UAE, Paras Shahdadpuri has consistently delivered excellence and raised

benchmarks in the region's business world. The diplomat-turned-entrepreneur hailing from India spearheads the growth of successful home appliances and electronics brand in the UAE. Nikai Group has emerged as one of the most successful UAE-based enterprises in operation today, with its impact reaching far across the GCC.

Commenting on the award, Paras Shahdadpuri said: "We are extremely proud on receiving the Superbrands award for the second time. I take humble pride in this prestigious recognition, knowing that our best-practice and commitment to quality and business excellence are acknowledged. We will continue to offer the best products in our domain, focusing strongly on the philosophy of quality and innovation, for our customers in the region. The recognition comes as a result of my team's seamless efforts and the vision we have set for the company. We're in a strong market position, carving out a reputation of delivering solutions that matter to the consumers."