



Mr. Dhanajay Datar - CMD

AL ADIL GROUP

Masala King

WHAT ARE AL ADIL GROUP CORE VALUES?

Honesty, Integrity, Customer Service & Customer Satisfaction.

HOW DOES AL ADIL GROUP DIFFERENTIATE ITSELF FROM THE COMPETITION?

Our core values are the key differentiating factors. In addition, we always believe that we should provide what our customers want in the best price with no compromise on quality.

WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION AND GROWTH?

We have a well thought and structured expansion plan. Our plan is based on market requirements. I have a dedicated team that is constantly studying the market in order to identify the retail gaps where our stores will fit in.

Based on this input, we decide on the locations where we want to establish or enhance our retail presence. The whole process is done in a systematic and strategic manner.

I also strongly believe that Al Adil outlets should be within the easy reach of our customers. We believe in customer convenience and this determines the choice of our store locations. For customers convenience is good location and proximity to where they are living and this has been our focus while opening our retail stores. All our stores are easily accessible

Based on this principle, we will be opening more outlets in the UAE as well as other GCC countries.

WHAT STRATEGIES DOES AL ADIL GROUP HAVE IN PLACE TO IMPROVE YOUR SUPPLY CHAIN AND BUILD LONG TERM RELATIONSHIPS WITH KEY SUPPLIERS?

We are self-dependent to a very large extent. We produce masalas, spices, pickles, flours, pulses and other Indian food items under the Peacock brand name in our own factories. In each of our outlets where we sell packed flours we have attached grinding mills. In Dubai Investment Park we have set up a massive 150 thousand sq ft factory to manufacture and package spices as well as flour. We also have 2 flour mills and 2 spices factories in Dubai, Abu Dhabi, Sharjah and Ajman and also a branch of Mumbai Export Division in the name of Masala King Exports (India) Pvt. Ltd in Mumbai, India. This ensures that for most of the products that we sell I do not have to depend on a third party supplier. This also ensures that my supply chain is within my control. For the other brands that we sell, we have an on-going long term relationship with key suppliers which ensures that there is no compromise at any stage, be it in price or quality.

WHAT ARE SOME OF THE KEY GOALS MR. DHANAJAY DATAR AND AL ADIL GROUP HAVE ACHIEVED SINCE THEY'VE BEEN THERE?

Ever since we opened our first outlet in Bur Dubai to cater to the needs of Indian housewife, in 1984, we have grown in a major way from our modest beginning. Today, thanks to the ever growing support base we have 48 branches – a

strong testimony to our hard work as well as identifying the needs of the customers and providing them with products that meet this need.

Our online store provides convenience to those who want to shop from the comforts of their homes.

We have won various awards that provide a strong testimony to our leadership position as well as consumer and market acceptance.

Having stated this, my goal is very simple. Provide customers what they want, in the right place at the right cost in a quality that exceeds their expectations.

WHEN THIS IS TAKEN CARE OF NOTHING ELSE MATTERS.

Every day myself and my team work in surpassing our customer expectations and that is our main goal.

HOW IMPORTANT IS CULTURE TO THE BUSINESS?

How do you instil this in your employees? The culture of a corporation is an integral part of the productivity of the employees and therefore its growth as well. A toxic climate and needlessly political can hamper the growth of the

employee and can negatively impact his work as well as his mental health. The best way to impact hard-working employees and make them contribute positively to their work is by leading by example of their bosses and managers and taking pre-emptive actions and decisions in order for the culture of the business to always encourage personal as well as professional growth.

KEY AREAS THAT YOU WOULD LIKE TO FOCUS ON?

My goal is very simple. Provide customers what they want, in the right place at the right cost in a quality that exceeds their expectations. When this is taken care of nothing else matters. Every day myself and my team work in surpassing our customer expectations and that is our main goal. The customer is king and their satisfaction and happiness is the key to success. By providing the customer with the best of quality and exceeding their expectation, we ensure customer loyalty and the growth of the brand.

WHAT ARE ALL THE KEY BUSINESS MESSAGES THAT YOU WOULD LIKE TO SHARE WITH US?

Always aim to keep your costs low and always focus on improving profitability and not just revenue. Just because the turnover of a company increases by a certain percentage, doesn't mean that the

business has become more stable. In Fact it could possibly even mean the opposite if the costs of the business have outpaced its turnover.

PLEASE TELL US ABOUT THE AL ADIL GROUP BRAND AND RICH CULTURE?

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Our goal is to serve Indians and never make them miss their homes, this feeling of being homesick is faced by all expatriates and the culture of Al Adil is rooted in the indian expatriate experience.

CURRENT RETAIL SECTOR SITUATION AMIDST PANDEMIC AND STEPS TO MOVE FORWARD ?

E-commerce and delivery partners have not just helped the retail industry, but it has helped all food electronics, healthcare, and other non-food categories. The pandemic has forced all businesses to take the next big step and finally embrace online shopping. However, the future and present of the food industry is relatively always stable due it being a necessity, not just a commodity. Compared to other industries, the food retail market has seen growth.

