

DECEMBER 2022

33 **STORIES**

 www.33holdings.global

Hi!

2023

good
bye!

2022

It is time to celebrate as our geographic boundaries are getting expanded to all sides, with ABM4 going beyond Kerala and healthcare business setting new to create new benchmarks in Africa.

THE FUTURE IS EXCITING



I'm here to give you an update on the company's business prospects. We've accomplished a lot in the last month, and there are incredible opportunities on the horizon that we're excited to explore. First and foremost, I'd want to like congratulate the team on their achievement of our primary targets over the last month. This was a tremendous achievement that created a solid platform for future progress.

Our staff has worked relentlessly to establish and expand our company's presence, and I am glad to see that their efforts are beginning to bear fruit. Furthermore, we have observed positive signs in several critical sectors of our business. These accomplishments confirm our position as a provider of premium services and solutions. Looking ahead, we see enormous growth potential.

Customers are increasingly seeking creative and differentiated services as the market evolves swiftly. To stay ahead of the curve and capitalize on these opportunities, we must continue to invest in our brands. Thank you for your continued support, and I look forward to working together with you to achieve even greater success in the months and years ahead.

With Love

Mohammed Miandad VP
Chairman and Managing Director
33 Holdings

MIANDAD & HIS VISION OF CREATING A DIVERSIFIED BUSINESS WORLD



Mohammed Miandad on his vision of creating a diversified business world

Dubai: There are brand-driven purposes and purpose-driven brands. Mohammed Miandad V P, driven solely by purpose, has recently turned his world upside down, surprising many of those around him. For them, he was not like this. But those who are close to him are not surprised. This young businessman, with a handful of great companies and initiatives, has a clear plan for the future. Prior to the launch of 33 Holdings, a business acceleration company that stands for his business activities, ideas, thoughts, and representations, Mr. Miandad has always been a face behind the curtain, despite his immense success as an entrepreneur with a deep portfolio of business initiatives ranging from healthcare, trading, real estate, logistics, IT, fashion, mining, and

education, spread across 7 countries on the Asian, African, and European continents.

The success of a business is rarely determined by what we see right away. It happens behind, Miandad begins his response to a question about starting a business acceleration company to drive all of his investments, efforts, and thoughts with a deep eye. We are a purpose-driven brand. And the purpose of different markets is not the same. It varies hugely from place to place and culture to culture. It demands new products and services at much lesser cost or qualitytime. To meet the purpose, we need adaptability, which creates scalability. Diversification fascinates me because it gives me the opportunity to learn new things and

experiment with new things. 33 Holdings is an organizational system to analyse, predict, and perfect diversification through proper and timely investments and operational analyze, he says. Created around the motto diversifying values, 33 Holdings is now grabbing attention for its unique positioning as one of the few business-augmentation companies that creates sustainable businesses from successful ideas through funding and mentoring.

Mohammed Miandad V. P., the Chairman and Managing Director of 33 Holdings, is a multi-faceted entrepreneur with various product and service line companies to his credit as a founder, investor, executive head, and many more. Throughout his business career, the 36-year-old Kerala-born businessman has positioned diversifying businesses at the core of his focus. This resulted in the positive scalability of 33 companies in different industries, operating from seven countries and reaching over 20 countries. With over 1500 employees and an annual payout of USD 30 million, his business network is rapidly expanding, with new expansion plans for the UK, Africa, Dubai, and India. Becoming an entrepreneur was never an easy task for me, he said as he began discussing his business career. I always try to look at every business from the perspective of its customers and how to add value to their lives and work. Miandad began his entrepreneurial journey immediately after receiving a master's degree from Middlesex University in London with ABM4 Trades, a leading trading company based in India and Qatar. He speaks passionately about his vision of geographical and industry diversification through collaborations and associations.

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With these results, Mr. Miandad started getting the energy he needed to focus and drive business across various industries. And then there was Naseem Healthcare. Naseem started with a challenge, Miandad recalls of joining his family's business when it was only a single dental clinic. Immediately after my joining, the clinic had to shift to a new location due to legal hiccups, and I had to go to a 500-times bigger facility in a few days. It was so risky. But it proved futile, and that paved the platform for the next phase of

growth with 7 centres in Qatar, which will see the addition of 2 more in 2023 and is now expanding to Africa under the brand Medinova. Naseem is now known for its comprehensive care and quality, with a new surgical centre recently added to the service list and a plan to launch a CSR-driven free surgery campaign early next year with a vision of giving a painless life to millions in Qatar.

33 Holdings has the potential to grow globally and locally with alignments and projects that have

transformational potential. Miandad is making himself the next big face in the global

business fraternity, and he seems confident for the next big leap with strategically aligned plans in place.

MEETING OSMAN ABDUL RAZZAK – THE MAGICAL FASHION DESIGNER



A meeting does not have to be endless to be eternal. Something similar happened at our MD's meeting with Mr. Osman Abdul Razzak. Mr. Osman is a fashion entrepreneur and men's fashion expert recognized for "dressing to impress." His company tailors custom suits for customers, increasing their style level from a 7 to an 11.5.

Mr. Osman also promised our MD a bespoke suit, which he is anticipated to wear at one of his personal gatherings.

ABM4 AND GREENLAM WATCHES WORLD CUP



AMB4 Trades and Greenlam giving away tickets to the latest world cup was the topic of discussion for the last couple of months. Getting to see your favorite team in live action is no small feat. Well, they kept their promise by rewarding World Cup tickets to their top-performing channel partners. But that wasn't all. They also

made certain to bring their hospitality and a great experience for the channel partners, so that they could experience the actual spirit of the game without worry. Not only in the games, but Qatar also displayed great quality in every realm, and the magical world created by the country for the World Cup is worth cherishing.

EMBRACE ALL

THE WORLD CUP FERVOUR IN NASEEM HEALTHCARE

Naseem Healthcare, too, did not fail to uphold the spirit of the game. And when it takes place at their home, this time they wanted to make it special. Mr. Miandad, V.P., invited Mr. Shafi Parambil, MLA, Government of Kerala, India, to the Naseem Town Hall Meet. The event culminated with the cutting of a World Cup-themed cake to celebrate the #EmbraceAll campaign by Naseem Healthcare and the presentation of a personalized Argentina jersey to Mr. Shafi Parambil. Something that every true Argentine

would want for themselves.

Later that day, Mr. Basheer P. K., MLA, Government of Kerala, India, paid a visit to the center. He accompanied the Managing Director and the full Naseem team for the award ceremony for the internal football tournament, which was organized as part of the World Cup celebrations. Joining the celebrations, the Naseem Medical Centre at C-Ring lit up in every nation's colors as the team arrived in Qatar.





33 HOLDINGS GLOBAL AND NASEEM HEALTHCARE HOST DELEGATES AHEAD OF 2022 WORLD CUP IN QATAR



33 Holdings Global and Naseem Healthcare recently hosted delegates from different spheres of society who were visiting Qatar for the upcoming World Cup in 2022. Visionaries Mr. Najeeb Kanthapuram and Mr. Anwar Sadath MLA were among the visitors.

The delegates were given a tour of 33 Holdings Global and Naseem Healthcare's facilities, where they learned about the companies' innovative approaches to healthcare and technology. They also had the opportunity to meet with the leadership teams and learn more

about the companies' vision for the future.

Mr. Najeeb Kanthapuram and Mr. Anwar Sadath MLA both expressed their admiration for the work being done at 33 Holdings Global and Naseem Healthcare.

MEDICAL TEAM AT NASEEM MEDICAL CENTRE SAVES A KENYAN MOTHER AND HER BABY



Last month, we had something to be proud of. The Medical Team at Naseem Medical Centre was able to save a mother and her baby because of their rapid action.

This Kenyan lady reached Naseem Medical Centre with Abdomen pain and she was immediately taken to the OPD of Gynaecologist, Dr. Reshma Joy. When the pain became unbearable, Dr. Reshma asked her to lie down for examination, only to find out that it was an emergency labor situation. The doctor couldn't wait for the ambulance, so she took the labor on the OPD table itself since it was an emergency Labour. The patient could not be even shifted to the Emergency Room. Without anesthesia, or without moving her to the operation Theatre, Dr. Reshma and the Team saved the mother and the baby. All thanks to this quick thinking, both the mother and the baby are doing good now.

Later, they were both taken to Hamad Hospital in Rayyan. DR Reshma was joined by Nurses Sujamol (the head nurse), Priya Varghese, Shemy Ashim, Nishana Sudheer, and Anju Augustine in this heroic act. Mr. Mohammed Miandad, VP and Managing Director of Naseem Healthcare recognized Dr. Reshma and the nurses' Team for their lifesaving efforts. He said, "Naseem Healthcare is proud to have such a medical team that acts quickly to save lives."

ABM4 CENTRAL LAUNCHING SOON



ABM4

CENTRAL

Greenlam Laminates' distribution in South Chennai has been taken up by ABM4 Trades. Greenlam is the third-largest laminate producer in the world and the first in Asia. This new venture will be a feather in ABM4's cap.

The brand will be known by the trade name ABM4 Central. The back-end operations, godown, and display are to be set up in Chennai's Choolai Area, the business is aiming for great success in the coming years.



You dream.
We build.
You operate.

Share your project ideas with us projects@33holdingsglobal.com