


JANUARY 2023

33 *STORIES*

 www.33holdings.global

OPENING

A NEW WAY TO PAINLESS LIVING

 **Naseem**
Surgical Centre

THE FUTURE IS EXCITING



As we welcome the new year, we at 33 Holdings are filled with hope and excitement for what's to come. A heartfelt happy new year to all of you!

Last month's successful webinar was just the beginning. We have many more exciting events in store. In the upcoming months, we'll be bringing you even more inspiring entrepreneurial minds to learn from.

I am thrilled to announce the exciting developments and projects that 33 Holdings has in store for 2023. Our team has been working tirelessly to bring new and innovative solutions to our clients and we are excited to share them with you.

In February, Medinova Medical Centre in Tanzania will officially open its doors to the public, bringing unparalleled care to the community. 33 Properties has also entered into an agreement with Xylem Learning App for the designing and constructing of Student Accommodation Facilities on the campus to create a welcoming and supportive environment for learning.

ABM4 Central has recently opened its doors in Chennai and will serve as the "super stockiest" of Greenlam Laminates and Urban Clad Fittings in the South Chennai region. Additionally, we are thrilled to announce our entry into the agro-trading industry with a brand that is expected to launch in the middle of 2023, becoming one of the largest agro-traders in the market.

Our team is dedicated to providing top-quality products and services to our customers and we look forward to continuing to grow and innovate in the coming year.

With Love

Mohammed Miandad VP
Chairman and Managing Director
33 Holdings

METHODS OF REACHING INVESTORS, FINDING FUND.

LEARN HOW TO RAISE FUNDING FOR START UP SCALING

Speaker

Pradeep P S
FOUNDER, CEO
FARMERS FRESH ZONE



To A Different Scale held with Kerala's most successful AGRI Startup Founder

On a mission to help small businesses grow and expand, 33 Holdings recently hosted the first session of their online webinar series "To a Different Scale," featuring Pradeep PS, CEO of Farmers Fresh Zone. The topic of discussion was "funding for scaling," and was moderated by Joby Joseph, CEO of Brand Swamy. After a quick welcome note from host Meenu Nandakumar, the event began. 33 Holdings CFO Hisham addressed

the audience.

Mr. Pradeep shared the story of how his business, which began as a small start-up, grew into a successful company that delivers fresh produce to our doorsteps. He discussed the challenges he faced in the early stages of his business and how he overcame them.

What are the different types of investors and how small business owners can secure funding from them?

There are many different types of

investors that small business owners can potentially secure funding from. The first one is Angel investors. These are individuals who invest their own money in start-ups or small businesses in exchange for ownership equity. Angel investors can be a good source of funding for small businesses that are just starting out, as they often have a high-risk tolerance and may be willing to take a chance on a new venture. Moving on we have Venture capital firms, which are firms that invest money in exchange for ownership equity in companies that have the potential for high returns. Venture capital firms

METHODS OF REACHING INVESTORS, FINDING FUND.



Key Highlights

- Researching and figuring out the amount
- How to create a pitch deck
- When to approach an investor
- How to utilize the fund

typically invest in more established businesses that have a proven track record of growth. Furthermore, there is something called Crowdfunding. This is a way for small businesses to raise money by soliciting small investments from a large number of people, typically through an online platform. Crowdfunding can be a good option for businesses that have a product or service that resonates with a large audience.

He also stressed the value of saying "no" to opportunities that may not align with the company's goals. Joby, who himself knows the importance of having a solid core team.

What are your thoughts on your team and do you have a team of that can drive you for the next 10 years?

At present we have a team confident enough to drive Farmers Fresh Zone for the next 10 years. But initially, it was not the case. We had some issues while building a suitable team. But over, these years, we have been able to find a team that includes, 3 co-founders.

What was the motive that led to this decision of acquiring AM Needs?

Hailing from a family with an agricultural background, the back-end process was safe with me. What I was looking for was someone with experience in handling the front end. AM Needs is Kerala's no 1 app-based milk delivery system and has expertise in everything, including logistics, that a delivery system would ask for

How Pradeep would present your company to the investors?

Here I am emphasizing the importance of having a unique selling point. This is what makes investors think that investing in your company is going to be a safe bet.

Is it the fund that drives you to the investors, or growth that drives you to them?

Well, that really depends. If the company is in profit the investors will come or if it is not the case, we should find ways to reach out to them.

How to Decide the Number of Funds Required for Our Business?

I found funds to drive my business from the investors for the next 18 months when I was on my scaling journey. However, in the current scenario, it is always best to find funds for the next 2 years.

The seminar concluded with the CFO of 33 Holdings sharing his thoughts on the webinar. "The inaugural session of our 'To a Different Scale' webinar series was a resounding success, thanks in no small part of the insights and experiences shared by Pradeep. As CFO of 33 Holdings, I found the discussion on the various types of investors and the process of securing funding for small businesses to be incredibly valuable. I'm thrilled that we were able to provide such a valuable opportunity for business owners looking to grow and expand their ventures. Many thanks to our moderator, Joby Joseph of Brand Swamy, for expertly guiding the conversation. Until next time!"

33 HOLDINGS TAKES THE CENTRE STAGE IN TIECON 2022 CONFERENCE



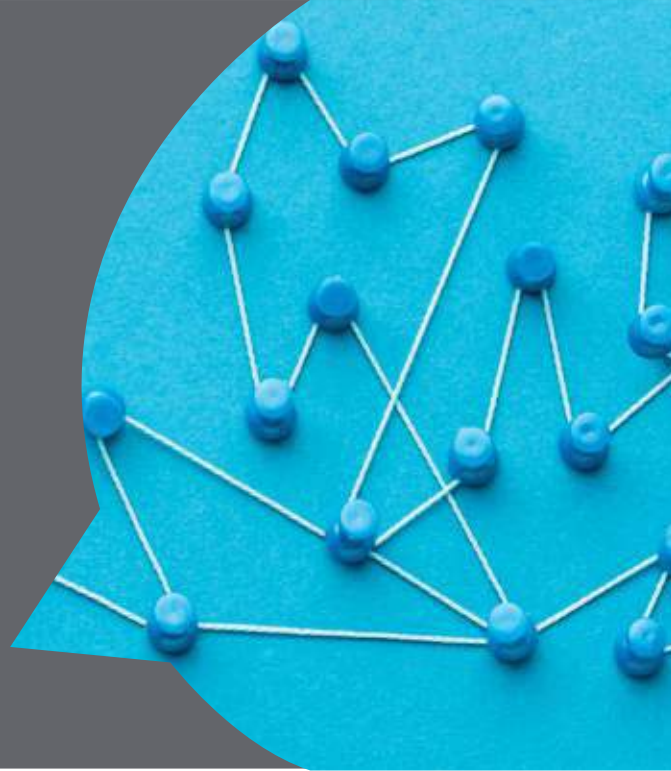
TiE Kerala, the largest entrepreneur community in the state, recently hosted a two-day conference at Le Meridian in Kochi, bringing together over 1500 entrepreneurs from the region. The event, better known as TiECon 2022, featured over 30 key speakers and provided a platform for

entrepreneurs to share their business visions and ideas with attendees. Moreover, the event provided a unique opportunity for professionals to network and learn from one another. 33 Holdings, played a major role in the conference, highlighting their success stories, sharing

insights and knowledge, and engaging with attendees throughout the event. It was a great platform for 33 Holdings to showcase its innovative ideas and connect with potential business partners and clients.

GEARING UP FOR 2023

**Exciting news!
We're expanding in 2023
as we continue to grow
and diversify our business.**



33 Holdings is gearing up for the year 2023 with amazing new projects in the pipeline.

This February, Medinova Medical Centre in Tanzania, will officially open its doors to the public. This fully-functional multi-specialty center has the potential to transform into a hospital in the future and is dedicated to providing unparalleled care to the community. The team at Medinova is currently in the final stages of preparation for the launch and is excited to begin serving the people of Tanzania.

33 Properties has entered into

an agreement with Xylem Learning App for the designing and constructing of their Student Accommodation Facilities on the campus to create a welcoming and supportive environment for learning. The facilities will be fully functional by the mid of 2023.

ABM4 Central has recently opened its doors in Chennai, where it will serve as the "super stockiest" of Greenlam Laminates and Urban Clad Fittings in the South Chennai region. This means that ABM4 Central will be responsible for distributing and supplying large quantities of these products to customers in the area. The

company is excited to begin operating in Chennai and looks forward to providing high-quality laminates and fittings to customers in the region.

33 Holdings is blissful to announce its entry into the agro-trading industry. The brand, which is currently unnamed, is expected to launch in the middle of 2023 and will become one of the largest agro-traders in the market. The team at 33 Holdings is dedicated to providing top-quality products and services to its customers and is looking forward to this new venture.

YOUNG ACTIVIST MUHAMMED AZIM INSPIRES CHANGE AT QISH DURING FIFA WORLD CUP 2022

During the ongoing waves of the FIFA World Cup 2022, the young activist Muhammed Azim, an inspirational child behind the educational movement, makes his first visit to the Qatar Institute of Speech and Hearing. He is a fifteen-year-old born with a 90% physical disability who has been nominated for the 2021 International Children's Peace Prize by 169 people from 39 countries for

his educational initiatives. Citing his social services, the government of Kerala honored him with the Ujjwala Balyam Award for 2017. He has also won the UNICEF Child Achiever Award 2014 and the APJ Abdul Kalam Foundation's inspiring Indian award. He was awarded the Indian Book of Records as he swam across the Periyar River and covered 800 metres in 61 minutes. During his

visit, he called on our prominent institutions, QISH, QRC, and QISH Medicals. He loved spending time with the kids in QRC. QISH group chairman and sponsor Sheikh Abdulla Sultan H A Al Thani, along with QISH Director Mr. Niyas Kavungal, QISH Director Mr. Mohammed Miandad V P, and Dr. Munir Ali Ibrahim, enlightened the occasion with their honorable presence.



BRINGING THE TEAM SPIRIT OF ARGENTINA AND FRANCE TO THE WORKPLACE: LESSONS FROM THE FIFA WORLD CUP 2023



CMD shares his World Cup Finale Experience from Lusail

I am sharing my experience sitting on the stance with 90000 fellow football lovers. The best of the 32 teams makes it into the big day. Yes, I said it. I am not confused about this statement. The best performs when it matters the most. Argentina and France did the same. Both failed once in this tournament – to the minnows. They came back when they met the big shots. They outperformed their big rivals, riding on their ability to maneuver like a well-oiled machine. They are super individuals, coordinated among themselves for the benefit of a nation. Messi is Argentina and Mbappe is France. And, both are not. That is called team spirit. In 90

or 130 minutes, the big fight. That is the rule of the game. Witnessing many of the games from the stance and some of them at my office a few kilometers away from the beautiful stadiums, I am curious about bringing the smartness of Argentina and France to my work. Every match was teamwork - from one post to the other without losing the hold on the most important task and not losing the goal from the mind. Individual performances of Leo Messi, Kylian Mbappé, Antoine Griezmann, and Di Maria got aligned with others in the team. And, the final result often goes to the team. Why don't we bring football to our operational process and metrics? Can we adapt the sportsman spirit to our everyday job? It is possible to adapt methods of football into our work culture.

MOHAMMED MIANDAD V P, CMD 33 HOLDINGS HAILS QATAR'S SUCCESS HOSTING A HISTORIC WORLD CUP



[Read more](#)



[Read more](#)

In a recent conversation with Gulf Times and The Peninsula, Qatar, Mr. Mohammed Miandad V P praised Qatar for successfully hosting the World Cup and highlighted how the country broke all the cultural barriers and established itself as a destination for the world. He also shared Naseem Healthcare's plans to further invest in Qatar's growing market, including the expansion of our surgical centre and the launch of a new centre next year. Mr. Miandad emphasized the importance of pace and coordination in the fast-growing country and encouraged everyone to apply these values. Read the full interview to learn more about Qatar's success and Naseem Healthcare's plans for the future.

33 HOLDINGS IS THE BEST WORKPLACE WE COULD ASK FOR; THE EMPLOYEE'S QUOTE

We recognize that a happy and healthy workforce is essential for its success, so it goes above and beyond to ensure that its employees are well-cared for.

One of the ways that 33 Holdings takes care of its employees is by providing them with comprehensive financial stability and career-building opportunities. The organization understands that employees who feel secure in their financial situation and have opportunities to grow in their careers are more likely to be satisfied and engaged in their work. To that end, the company offers competitive compensation packages, opportunities for advancement, and professional development programs.

Moreover, we also care about the personal achievements and happiness of their team. The company encourages employees to take care of their mental, physical, and emotional well-being. We also foster a culture of work-life balance, with flexible work arrangements and an emphasis on employee self-care.

The management also conducts regular check-ins with the employees and takes feedback on how they can improve the work-life balance and welfare of the team. 33 Holdings also ensure to create an inclusive and supportive environment where the employees can bring their full selves to work, free from discrimination and bias.

Let's here from the team



Ajin Babu

Excited to share that I'm successfully completed 1 year of my new position as Senior Associate, Corporate Finance - at 33 Holdings Global.

First of all, thanks to the management to give the opportunity to set up a Finance Team in Cochin Office, and Special thanks to our Qatar team for giving the information & Guidelines for management reporting and SOP.

Last but not least, thanks to my team members to support me in achieving my KPIs and Duties.

Proud to be part of the 33 Holdings Global family.



Hari Jose J

It's been a year since I started this rollercoaster. So much has changed since then. It was never a smooth ride. Learned, implemented, failed, re-learned again implemented...

The ups and downs I had in here molded my better version. So grateful for the support and guidance of my colleagues and my superiors. Your encouragement and belief in me have been invaluable, and I couldn't have come this far without you. Thank you 33 family for believing in me...



Kiran. O

It's been a year already! Time flies when you're having fun. #1yearanniversary



Siddique

As I look back on the past year, it's incredible to see all that i've accomplished with my team. The hard work, dedication, and perseverance that each and every one of us has put in have been truly remarkable. I'm grateful to you guys (33 family) for bringing my best self out.

Hoping to reflect what I've learned so far...



Ansal

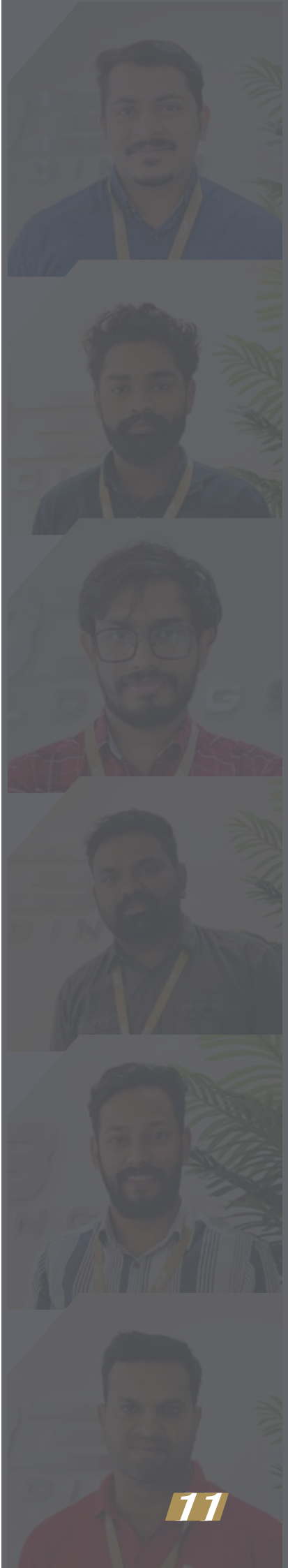
To be frank I wasn't confident when I was sitting here for the interview. It was never my professionalism that the company saw in me. Maybe my honesty and enthusiasm paved the way. I'm glad that I could prove myself worthy. Today a year ago I was only a contact center associate, but I'm proud to represent my company as a contact center Team Leader. Thank you 33 family for believing in me, you made me whole.



Muhammed Sadiq

Every new place gives us with new experience. Here am doing a reconciliation work and I have learned more about it and also about how medical industry function.

I always wanted to learn more and excited to learn new things. I expect all of your continuous support to go further



33 HOLDINGS IS THE BEST WORKPLACE WE COULD ASK FOR



The daughter of Ms. Remya Rajendran, one of the senior employees of ABM4t demonstrated exceptional talent and secured A grades for displaying her best potential in various dance forms at the District Youth Festivals. The fact that a member of the family has stopped the state's biggest talent festival has filled the team with joy. 33 Holdings never misses celebrating the happiness of its employees. As a family, we are proud of our employees personal achievements as well.

It was a refreshingly pleasant evening and what a way to wind up the year 2022. The team dinner arrangement by 33 Holdings was exquisite, and the dinner was delectable. 33 Holdings is a great company to work with and the leadership is some of the greatest minds to work for. It was such a positive experience and a platform for the team to interact outside the workspace. Such activities bring encouragement and motivation for the team to perform better with dedication and commitment.

**QATAR DAY
POST**

اليوم الوطني

HAPPY

QATAR

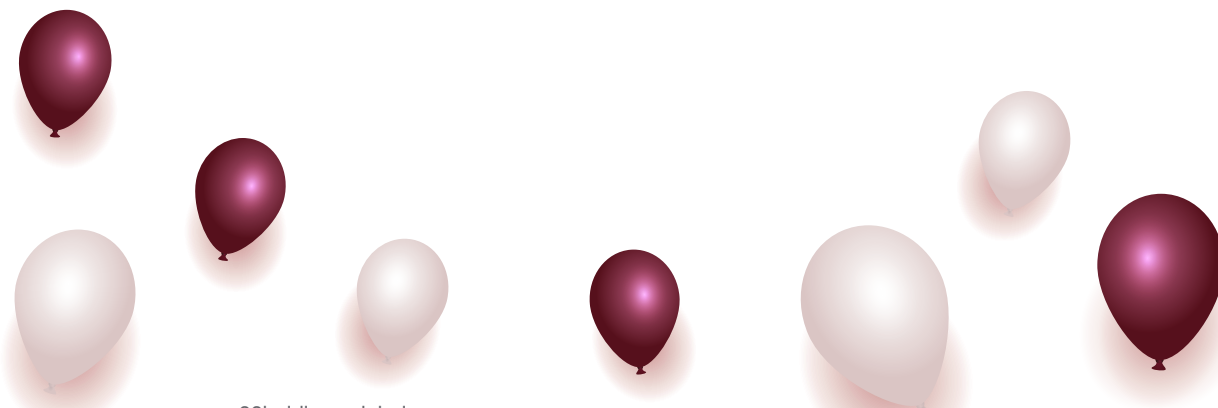
NATIONAL DAY

33
HOLDINGS

33 Holdings Celebrates Qatar National Day and Reflects on its Growth

As we celebrate Qatar National Day, we at 33 Holdings reflect on our journey in this great nation. Qatar has been a strong supporter of our growth, providing a stable and conducive business environment for us to thrive.

We are proud to be a part of the Qatari community and look forward to continuing to contribute to the country's development.



www.33holdings.global



You dream.
We build.
You operate.

33
properties

Share your project ideas with us
[*projects@33holdingsglobal.com*](mailto:projects@33holdingsglobal.com)

www.33holdings.global