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33
HOLDINGS

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THE AGE OF AI





MESSAGE FROM CMD

I am excited about this new era of AI and the positive change that we are introducing internally in our processes to adapt and embrace this rapidly changing environment in the near future. As you all are aware, we are living in an era where technology is advancing at an unprecedented pace, and AI is at the forefront of this revolution.

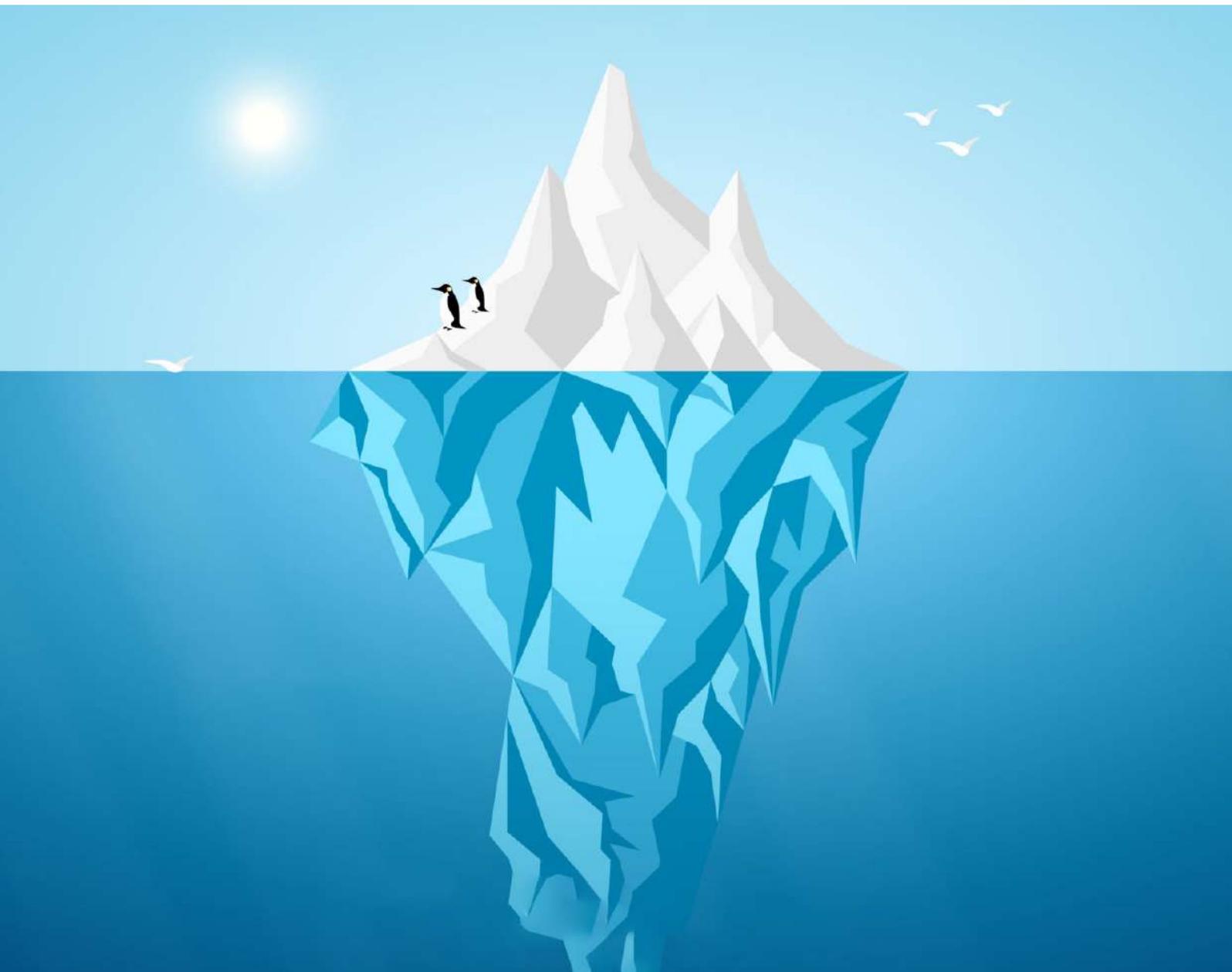
Across my businesses, it is recognized that AI is a powerful tool that has the potential to transform the way we work and interact with our customers. From automating routine tasks to enhancing decision making, an integration is happening that I believe shapes the future of our organizations.

I am confident that we will continue to build on this momentum for the betterment of our years to come. We can harness the power of technology to drive positive change that creates values for our organization and the world.

BUILD A STRONG BRAND BUILD A STRONG CULTURE.

Building a strong brand have significant impact on the culture of the organization. A strong brand communicates the vision, mission and core values, personality and a sense of identity and purpose of the organization. This, in turn fosters the organization's commitment to deliver that purpose to the world it serves.

Many often branding professionals are interviewed or chosen in an organization based on the kinds of branding activities they propose for the external communications. The value that a brand creates among its employees or within the organization's processes are not considered and given importance. A strong brand is not just about external branding and messaging. It is also about how the organization treats its employees and in turn how the employees treat its end customers. When the brand values are reflected in the way the organization operates, it reinforces the brand culture positively among the target customers.





Feel At Home

STUDENT HOUSING FAIR HELD FOR UK & CANADA

Feel at Home group held a Housing Fair on 26-April-2023 at their Corporate Office in Kochi, Kerala. The fair saw excellent footfalls and the group has a good reputation in the community for providing excellent accommodations for the last 7 years. The group has presence in UK, Canada, Ireland and Australia. The agents guide the students and families chose the best options of accommodations in UK & Canada. They support to introduce them to the groups and communities of respective intake which is a stress reliever for the students and families from the ambiguities of travelling and settling in another country.



EXPANDING HORIZONS

ABM4 Trades, Qatar hosted the key members of the Two Gulf Cooperation Forum. The meeting had a participation of key officials of ABM4 and one of the most valuable vendor from Cotisen Dental Products from China. The meeting was focused on the future business opportunities and collaborations in Qatar.

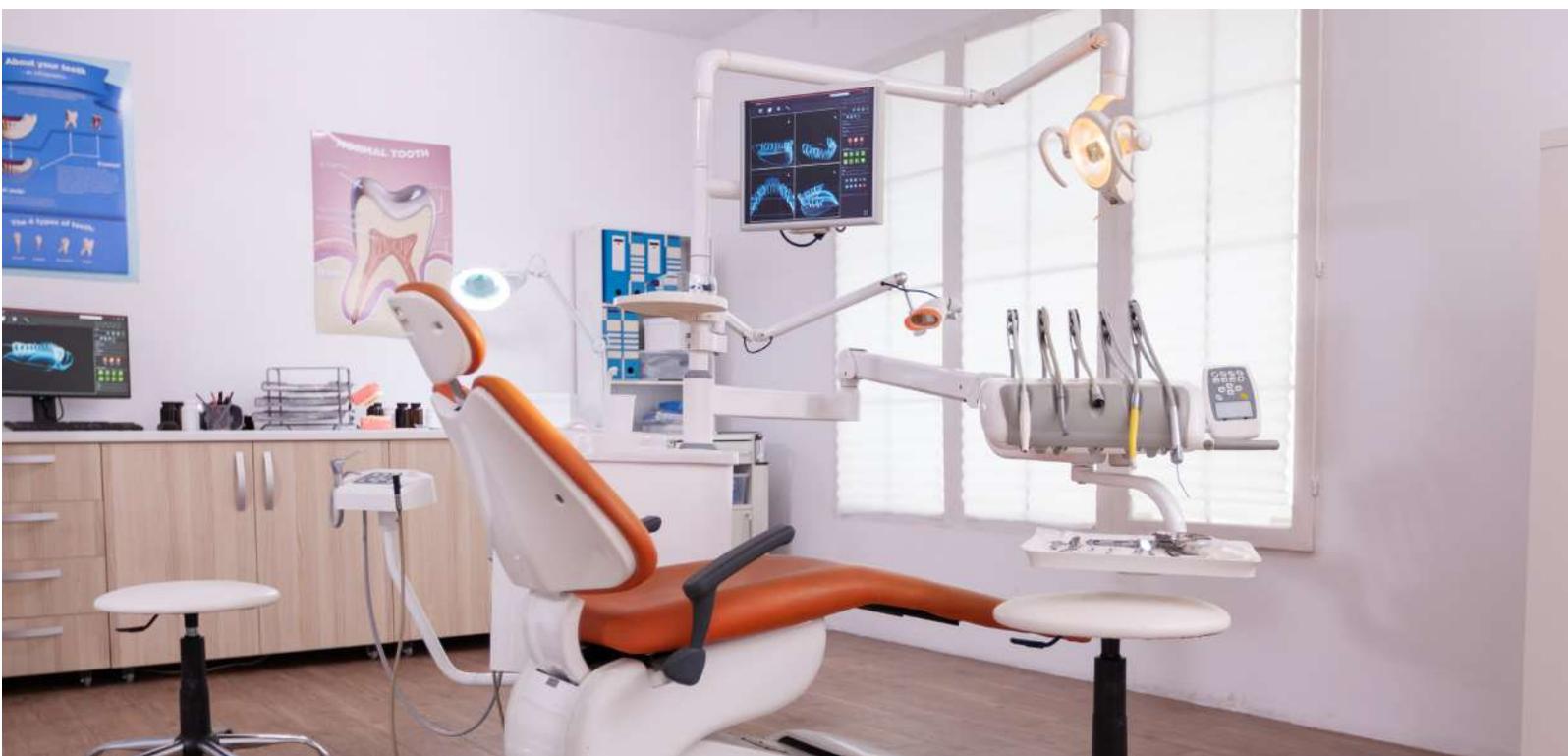
ABM4 Trades is leading manufacturer, importer, and distributor of medical equipment and accessories, especially dental supplies in Qatar. ABM4 is an established name in the international dental care market and focuses on Dental materials and equipment of the highest quality in Qatar.

SERVICE HIGHLIGHTS

- Top manufacturer and dealer of dental and medical equipment in Qatar
- High-quality products that meet healthcare professionals' evolving needs
- Specialized in customized solutions for clients
- The Efficient R&D team and our productive teamwork of skilled and highly qualified technicians ensure reliability and efficient service

SALES HIGHLIGHTS

- All Kinds of Dental Products
- Dental Lab Equipment
- Dental Instruments
- Clinical Installation and Designing assistance



KEY EMPLOYEES AND THEIR RETIREMENT

It is a bittersweet moment when the first employees of 33 Holdings are retiring. They turned 60 this year and it's time for a well-deserved break from 12 years of service. Over the years, they have taken time to know every aspect of the job and their dedication will not be forgotten. 33 Holdings and ABM4 Trades express gratitude to the retiring team, for their honesty, hard work, and commitment to this organization. They worked tirelessly to build our business, always putting the needs of our clients first.

Any organization must be strategic in managing the retirement of key team members.

1. CONDUCT A KNOWLEDGE TRANSFER

Before your employees retire, make sure you schedule time and provide a platform for them to share their knowledge, insights, and advise with colleagues, regarding the job process, documentation, work discipline, the company's vision and mission, and more.

2. PLAN FOR SUCCESSION

An organization must identify potential successors or successors who can take up the roles of the retiring employees. The knowledge transfer training sessions must be conducted for them as a part of handing over.

3. MAINTAIN GOOD RELATIONSHIPS

A positive relationship with the retiring employees is important as their insights and inputs would be of great value. We can consider their future participation on a consulting basis as well. It would spread the message of encouragement among the existing employees and allow them to root for the organization.



AUTISM AWARENESS DAY OBSERVED

Qatar Institute of Speech & Hearing (QISH) observed World Autism Day by hosting an awareness program in Qatar. The event showcased the vision it stands for. People with autism behave, interact, and learn differently and that difference makes them distinctly capable of achieving greater roles in society. Their inclusivity without a need to change themselves is the awareness our community needs now. We are trying to change histories in all realms and the inclusion of all living kinds is significant for a sustainable world.

Special applauds and appreciation for QISH especially Mr.Niyas Kavungal, Director who is doing a brilliant job leading the organization on the path of a greater cause.



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