

Eros spreads wings with new warehouse

KEEN TO ADD MORE BRANDS TO PORTFOLIO

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Staff Reporter

Dubai Eros Group, distributor of international electronic and home appliance brands has invested Dh35 million in a new warehouse facility in Jebel Ali.

Known for its Hitachi and Samsung brands, the group will soon launch its 140,000-square-foot facility which will provide 180,000 cubic metres of product storage space, enough for almost 300 containers.

Located in the Jebel Ali Free Zone Authority (Jafza), the warehouse will be the second storage facility of the company and will facilitate easier distribution of products to stores across the

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Deepak Babani
Chief Executive, Eros Group

UAE. "We may have a recession now, but we are looking at this to meet our requirements for the next five- to ten-year period," Deepak Babani, group chief executive said.

In the coming months, the group is looking to add a few more brands to its portfolio, with two of them in the information technology segment and two in the home appliances segment.

The company is also eyeing expansion plans. "While we focus on our base in the UAE, we continue to take a serious view on the potential that's available in the regional markets," Babani said.

Eros is currently in the initial stages of planning to build a warehouse facility in Kenya's free zone, to reach the African markets.

Last year, the group saw a growth of 34 per cent and touched Dh1.6 billion in revenues.