

لطفى التجارية ش.ذ.م.م.

LUTFI ^{Since 1971} TRADING L.L.C

Building A Legacy Of
Excellence
Innovation and
Enduring Success



Our Journey

1971

Company founded by Mr. Shafiullah

1973

Entered electronics trade with flagship Deira store

1978

Devastating fire resets the company

1998

Becomes Bompani's official UAE distributor

1983

Brand Nobel launched

1979

Record sale of 10,000+ VCRs in 25 days revives business

2008

Lutfi expands with 7 showrooms across UAE

2015

Lutfi Projects furnishes 15,000+ homes

2021

Celebrated 50th year, recognized by Dubai's Economic Department

2024

Launch of Jafza Operations, 100,000+ sqft warehouse, expanding to 35+ countries

2023

Lutfi branches out into the sink and mixers industry

2022

Furnished 25,000+ Homes



Who We Are

Since our inception in 1971, we've been pioneers in the UAE business landscape, proudly standing as one of the first registered companies. **As a family-run business entering its third generation, we've evolved from our trading roots to become esteemed brand owners specializing in cutting-edge appliances and transformative projects.**

Driven by a legacy of commitment, we aim to be leaders and innovators within the industry. Our solid distribution network spans the entire gulf region, ensuring the prompt delivery of top-quality products, reflecting our dedication to meeting and exceeding customer expectations.

At the core of our success is a genuine commitment to customer satisfaction, a principle instilled by our founders. Our family-run ethos, now in its third generation, ensures that every customer not only receives exceptional products but experiences a level of service that leaves them genuinely satisfied at the end of the day.

Join us on this journey where tradition meets innovation, and where excellence is not just a promise, but a legacy we're proud to carry forward.



Our Vision

Empowering kitchens, we aspire to be the premier specialists in innovative solutions. Our vision is to provide top-notch appliances, redefining excellence and setting industry standards.



Our Mission

Committed to delivering top-notch appliances, we strive to enrich lifestyles, setting new industry standards and ensuring customer satisfaction with every product we offer. Our mission is to be the trusted partner, transforming kitchens into inspired spaces where functionality meets innovation.

Our Divisions



TRADING



RETAIL



MANUFACTURING



REAL ESTATE



SERVICE INDUSTRY

Our Brands



Our Pillars Of Strength

Proven Experience:

53

Years of Success

Strength In Numbers:

250+

Committed Personnel

World-Class Infrastructure:

8+

Extensive Showrooms

200,000+

Sqft. Warehousing Space

40+

Delivery Vehicles

500+

Supplier Network

Specialized

Training Centres

Comprehensive

QA Management Systems



Strategic Retail & E-Commerce Partnerships:



Awards & Recognitions



Segments Served:



Power Retailers



Semi Power Retailers



E Commerce



Projects



Showrooms



Service AMCs



Warehouses



35+ International Markets



100+ Market Dealers

Lutfi Kitchen Solutions

Elevate your culinary space with Lutfi Kitchen Solutions – an industry leader in elevating kitchen experiences. Having seamlessly equipped **25,000+** homes with over a staggering **100,000+** appliances, we exemplify excellence. Our commitment to world-class brands spans from sophisticated built-in solutions to a comprehensive range of appliances. Backed by an impressive track record, we cater to esteemed clients and projects, establishing Lutfi as the epitome of premier kitchen solutions in the region.

Lutfi Service Centre

Our commitment to excellence extends beyond just delivering premium kitchen appliances. Through Lutfi Service Centre we also provide comprehensive service and maintenance, setting a new quality benchmark in the industry. Our cutting-edge facility features specialized chambers, ensuring precision across various appliance categories.

Driven by a seasoned team of **25+ technical experts** and a fleet of **25+ vehicles**, we bring convenience to your doorstep. Currently managing **15+ Annual Maintenance Contracts (AMCs)**, Lutfi Service Centre stands as your reliable partner, delivering unparalleled service quality with every interaction.



Outstanding Commitment To White-Westinghouse




Outstanding Sales Performance




Excellent Sales Contribution

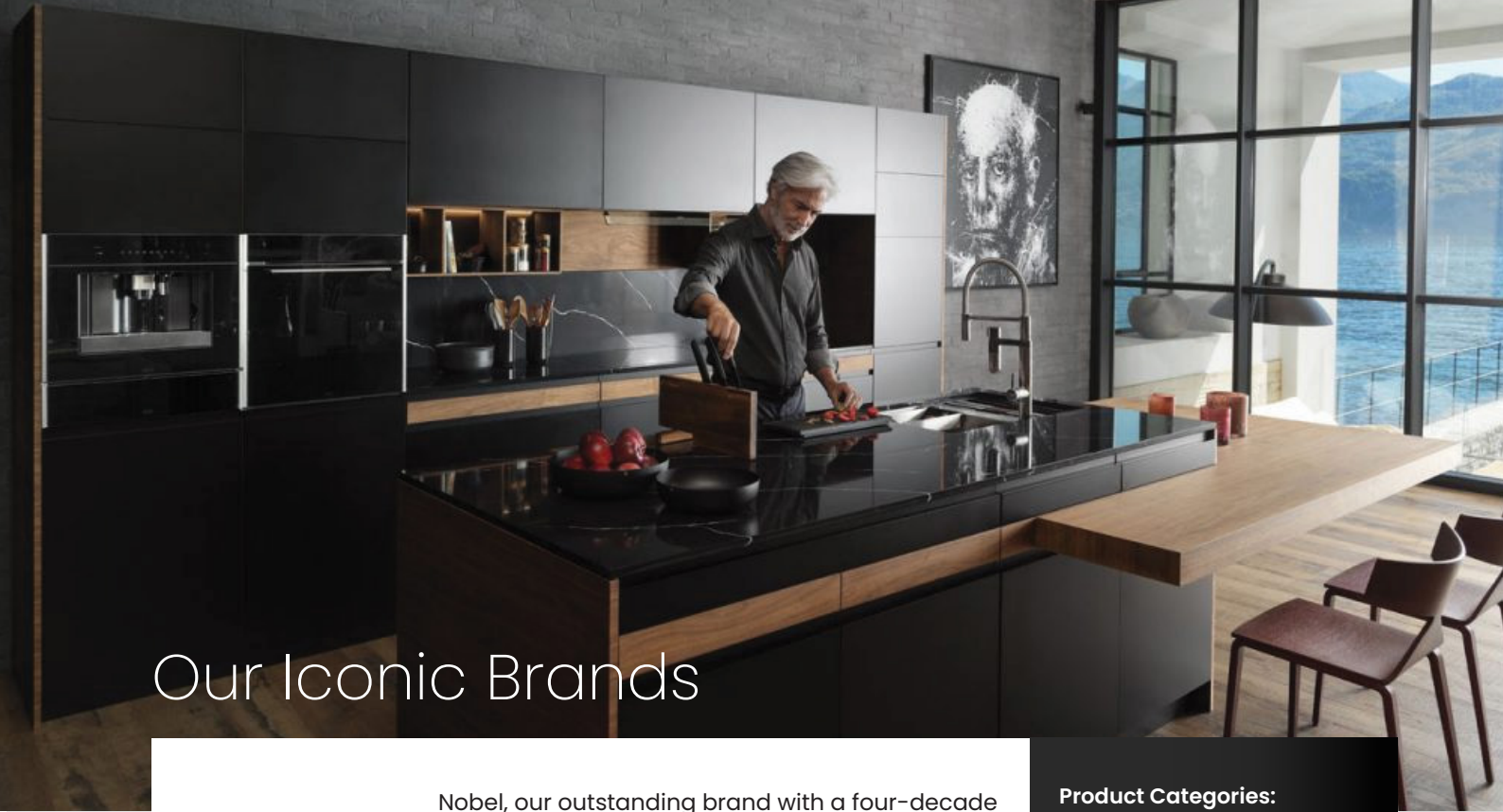



Outstanding Partner




Preferred Partner





Our Iconic Brands



Nobel, our outstanding brand with a four-decade legacy, strikes the perfect balance between superior quality and competitiveness. Tailored for a wide spectrum of consumers, Nobel provides a comprehensive range of appliances sourced from renowned locations such as Italy, Turkey, China, and more. With a commitment to delivering value for money and reliability, Nobel is synonymous with dependable excellence, making it the smart and trustworthy choice for your home.

Product Categories:

- ▶ Entire Built-In Appliance Cooking Solutions
- ▶ TV & Audio
- ▶ Air Conditioning & Cooling
- ▶ Chillers, Refrigerators & Freezers
- ▶ Washers & Dryers
- ▶ Dishwashers
- ▶ Cooking range
- ▶ 30+ Categories of Small Domestic Appliances



Founded in 1954 by Renzo Bompani in Modena, Bompani stands as a leading Italian manufacturer specializing in free-standing cookers, built-in ovens, and hobs - offering a range from gas and electric to ceramic. With a vision to be the world-class reference for appliances embodying the distinctive touch of the Italian way of life.

Product Categories:

- ▶ Entire Built-In Appliance Cooking Solutions
- ▶ Air Conditioning & Cooling
- ▶ Refrigerators & Freezers
- ▶ Washers & Dryers
- ▶ Cooking Range
- ▶ Dishwashers



Immerse yourself in unrivaled sophistication with La Modano, our exclusive Italian line meticulously designed for cooking and built-in items. La Modano's distinctive range not only elevates kitchens with timeless style but also delivers exceptional functionality. Explore the culinary realm where each La Modano appliance is a testament to enduring elegance, seamlessly fused with cutting-edge functionality for an unparalleled home experience.

Product Categories:

- ▶ Built-In Hobs
- ▶ Built-In Hoods
- ▶ Built-In Microwave
- ▶ Built-In Ovens
- ▶ Cooking Range
- ▶ Refrigerators & Freezers
- ▶ Washers & Dryers



EGNRL is a leading Air Conditioning Specialist, presenting elegant designs tailored for the modern appliance era. Beyond cooling solutions, EGNRL expands its expertise to deliver top-notch refrigerators and washing machines. Trust EGNRL for a seamless blend of style and functionality in every appliance. Welcome to a world where sophistication meets innovation.

Product Categories:

- ▶ Air Conditioning & Cooling
- ▶ Refrigerators & Freezers
- ▶ Washers & Dryers

BRACKET PRO

Renowned for strength, reliability and quality, Bracket Pro offers the pinnacle of mounting solutions with a specialized range of TV and monitor mounts. Whether it's on the wall or the floor, trust Bracket Pro to provide unparalleled strength and uncompromising quality. Elevate your viewing experience with Bracket Pro's secure and durable mounts – because your entertainment displays deserve the best.

Product Categories:

- ▶ TV Wall Mounts
- ▶ TV Floor Standing Mounts



Esteemed Clients

Lutfi Kitchen Solutions, a pinnacle of comprehensive kitchen excellence, provides an extensive range from cutting-edge appliances to sinks, taps and mixers. With a remarkable track record, we've supplied over **25,000** homes with more than **100,000** top-tier appliances, setting a standard of sophistication and functionality in every kitchen we touch.

	The Emirates Group				
			EMAAR		
	Al Seeb				



Testimonials

We would like to express our honest opinion regarding Lutfi Trading with whom we are working from the last 15 years. Lutfi Trading has been a valuable partner for our business. Their professionalism and commitment to excellence are unparalleled. We greatly appreciate their outstanding services they have provided for our Prestigious Projects of Wafi Group; they supplied complete set of Appliances for our Newly built 5 Star Hotels, Sofitel Dubai The Obelisk and Rotana Al Jaddaf including all our Staff Accommodations, Residential Apartments, Private Villas etc.

Wafi properties

I have had a fantastic experience working with Lutfi Trading. Their dedication, reliability, and exceptional service have significantly contributed to the success of our projects. Highly recommended!

ASGC Construction

Lutfi Trading has been an invaluable partner for our business. Their professionalism and commitment to excellence are unparalleled. We greatly appreciate their outstanding services

Mario Real Estate Development



Distinguished Projects



Nobel Studios

95 Residential Units
With Fully Equipped Kitchen
4 Commercial Units

A Fully Designed &
Developed Project By
Lutfi Group with
Nobel Appliances



Springs Emaar Properties

4000 Villas

Villa Nova

2062 Apts



Distinguished Projects



«
Arada
1200 Apts

»
Obaidullah Building
1200 Apts



«
Emirates Hills
646 Apts

»
Al Murooj Complex
575 Apts



⤴ **Blue Tower, Shk Zayed**
456 Apts



⤴ **Rotana Al Jaddaf**
421 Apts



⤴ **Bright Start Tower**
407 Apts

21st Century Tower ⤵
400 Apts

Millennium Tower ⤵
400 Apts

Chelsea Tower ⤵
280 Apts





⤴ **Plaza Building, Oud Metha**
246 Apts



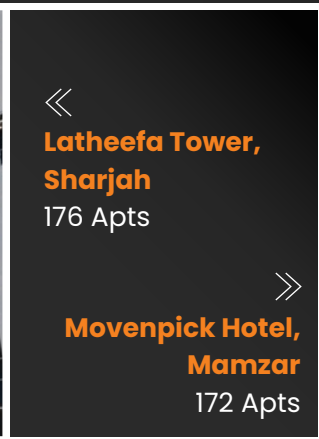
⤴ **Sofitel - Dubai**
202 Apts



⤴ **UP Tower**
187 Apts



⤴ **Latheefa Tower, Sharjah**
176 Apts



⤴ **Movenpick Hotel, Mamzar**
172 Apts



⤴ **Mattar Plaza**
147 Apts



⤴ **Royal Regency**
137 Apts

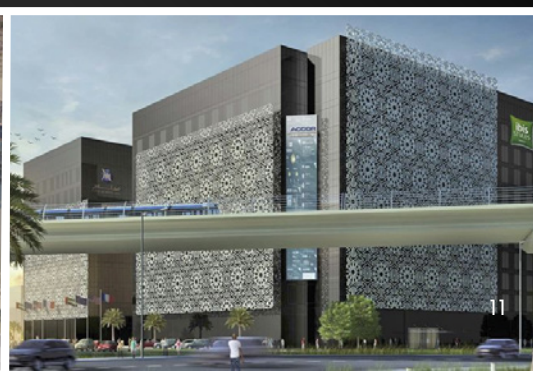
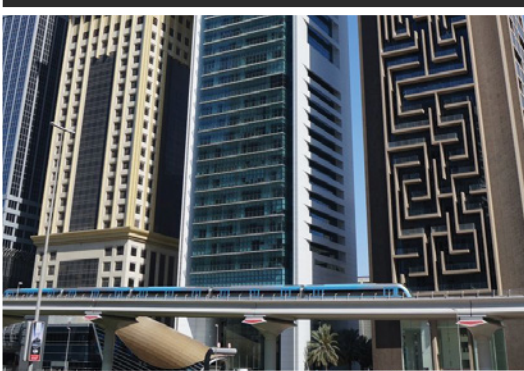


⤴ **Lotus Grand Hotel**
130 Apts

Capricorn Tower ⤵
90 Apts

Park Zabeel ⤵
600 Apts

Garhoud towers ⤵
470 Apts





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