






PAKSHOMA | Group

PORT FOLIO

2022 EDITION

   pakshomagroup



**WE ARE,
WHAT
WE MADE**

COMMIT

06

OUR STORY

10

OUR DNA

14

GLANCE

ENTIS

20

FACILITIES &
ABILITIES

24

PRODUCTION
FACILITIES

28

BRAND
PORTFOLIO



OUR STORY

PAKSHOMA GROUP consists of several noble brands that step towards raising and improving the lifestyle standard of families. this process began about half a century ago with the production of the semi-automatic washing machine called Lady Wash and the introduction of the first refrigerator-freezer compressors in Iran and gradually peaked through cooperations with brands such as Philips, Italy's Ocean and LG in the following decades. The result of these developments was the beginning of other major collaborations with world-renowned leader home appliances manufacture such as Midea Group, Delonghi Group, and Haier Europe in a production factory with more than 2250 direct employees and up to 10000 indirect employees in an area of over 300,000 square meters. Notable achievements of this process include achieving the highest level of awareness among Iranian brands and very high consumer satisfaction in the home appliances industry (washing machine, dishwasher, refrigerator, freezer, vacuum cleaner, air conditioner, ...) in the Middle east market.

OUR JOURNEY



1975-2000

Brand Buildup

- . Production of the first laundry product called Lady wash.
- . Creating the PAKSHOMA brand.
- . Production of the first Pakshoma automatic washing machine in collaboration with the Philips brand.
- . Cooperation with the Ocean brand and adding this brand's product portfolio (automatic washing machine, refrigerator-freezer and stove).

2000-2020

Diversification

- . Starting cooperation with LG brand for the design and production of automatic washing machines, dishwashers, vacuum cleaners and refrigerators and freezers and establishing PAKSHOMA Group as the largest manufacturer and distributor of the LG brand OEM in the world.
- . Starting cooperation with Candy Hoover Group and becoming the company's exclusive representative for the production and supply of its product portfolio (washing machine, dishwasher and vacuum cleaner).
- . Cooperation with the Sanyo brand in the production of automatic washing products.
- . Upgrading the factory area from 5,000 square meters to 40,000 square meters.
- . The beginning of extensive cooperation with Midea company.
- . Cooperation with AUX brand in the production of air conditioners.
- . Expansion of the factory area from 40,000 square meters to 200,000 square meters.
- . Addition of the refrigerator and side by side robotic production line.

2020-2025

Consolidation & Networking

- . cooperation with Delonghi Group in order to add Kenwood brand to Pakshoma collection.
- . Expansion of the factory area from 200,000 square meters to 300,000 square meters.
- . Establishment of R&D center in Iran and China for industrial design of large and small home appliances.
- . Establishment Dubai office for overseas purpose.
- . Establishment of Residential Air Conditioner facilities.
- . Build up PAKSHOMA GROUP brand portfolio during current years.

at some point in the future

Global Branding

...

OUR DNA

Pakshoma's DNA based
on hedgehog & fox story



A fox knows many things, but a hedgehog knows one important thing.

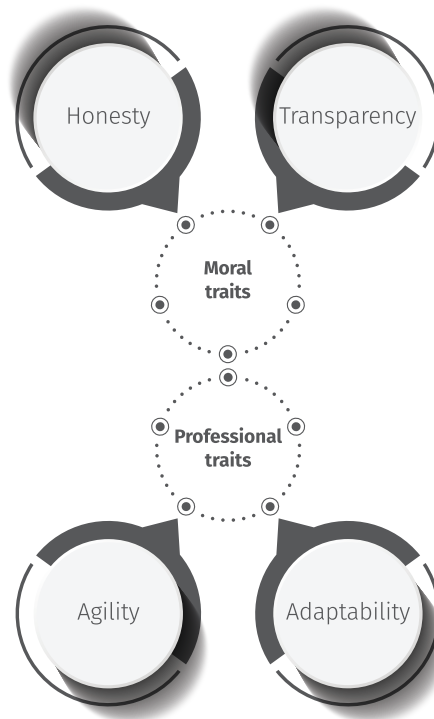
When the fox is trying all possible methods to attack its hunt, the hedgehog does just one thing; it retracts itself and hides under its spines. Therefore, it's always the winner and nobody has ever seen a hedgehog hunted by a fox.

Archilochus, greek writer and poet



OUR [®] *1/6 8/6 6/6*
CULTURE

The elements of PAKSHOMA organizational culture are defined based on the duality of organizational ethical and professional traits in the following components.

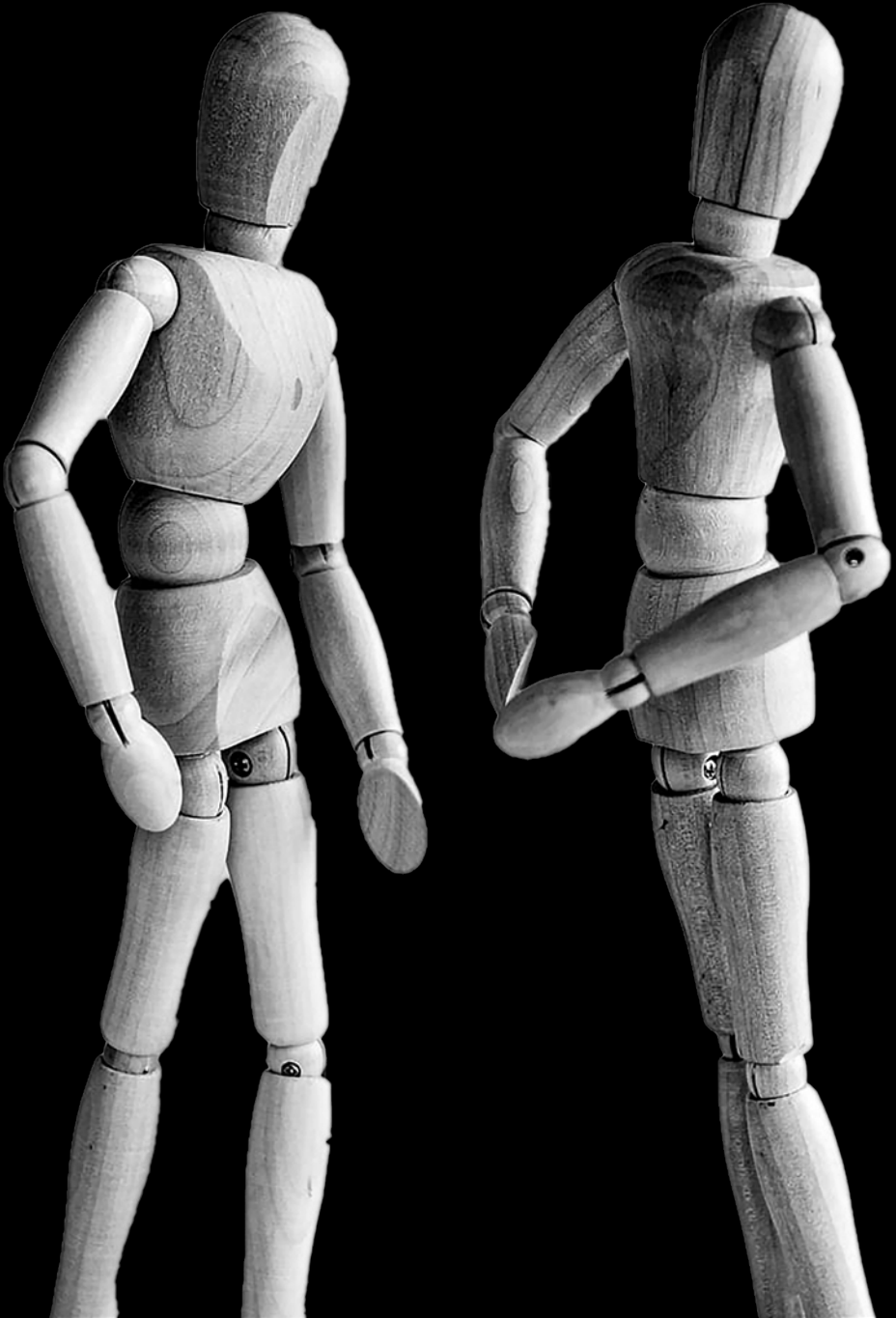


GLANCE



- PAKSHOMA GROUP owns the most advanced refrigerator production factory in the Middle East.
- PAKSHOMA GROUP is the first and only domestic dishwasher production factory in Iran.
- Pakshoma Group is currently the largest manufacturer of washing machines in the Middle East.
- PAKSHOMA GROUP is the largest residential air conditioner factory in Iran.
- In 2019, PAKSHOMA GROUP has established design and R&D center in Shanghai, which is exclusively design and develop new products for PAKSHOMA brand.
- In 2021, we established the first international branch office for PAKSHOMA GROUP in DUBAI, UAE. to expand our overseas market for PAKSHOMA brand.

OUR PEOPLE





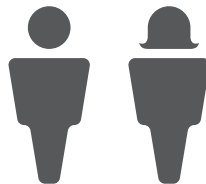
2,250

DIRECT JOB



10,000

INDIRECT JOB



77%

MALE

23%

FEMALE



**LET'S
SEE
SOME
COLOR**

**THAT'S ENOUGH
BLACK IS ALWAYS LUXURY.**

FACILITIES



& ABILITIES

Our factories and headoffice are located in Iran, Nearby Tehran, and we have two international branches located in Dubai, UAE and Shanghai, China which is our R&D Center.



ASIA Map

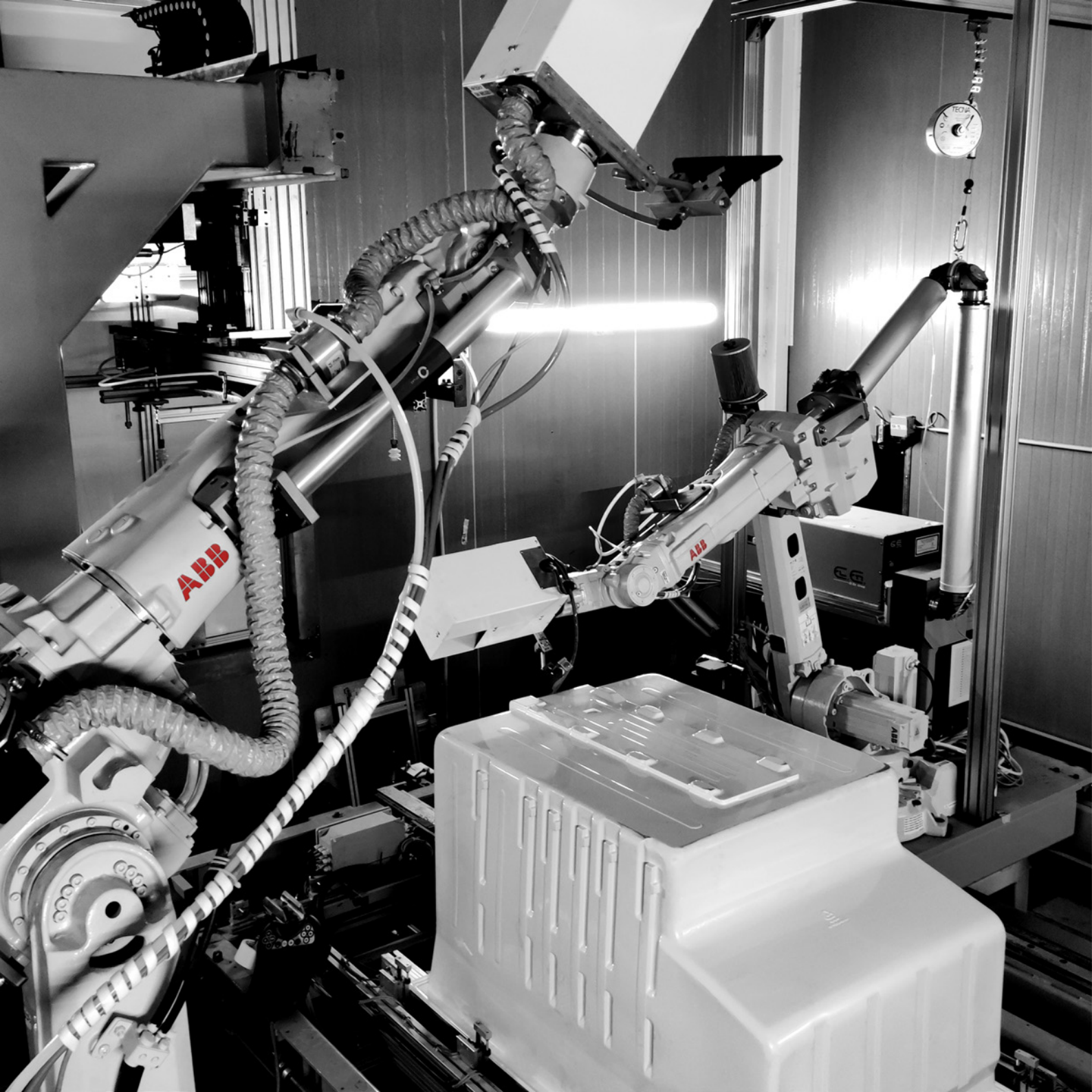
In 2021 we established our new international branch office in Dubai, UAE which will focused on developing overseas market in middle east and africa and eastern europe.

This branch is located in 6000 square meter space which included office and warehouse.



This branch is PAKSHOMA GROUP's research and development center. we invest 5.6 % of its annual turnover profit in the field of innovation, design and development of new products. This R&D center has designed and developed more than ten different products in different categories until the end of 2020 and many designs will come in future.





Production Facilities

At PAKSHOMA GROUP, our vision has never wavered. We continue as the Middle East leading kitchen, laundry and air treatment appliance company.

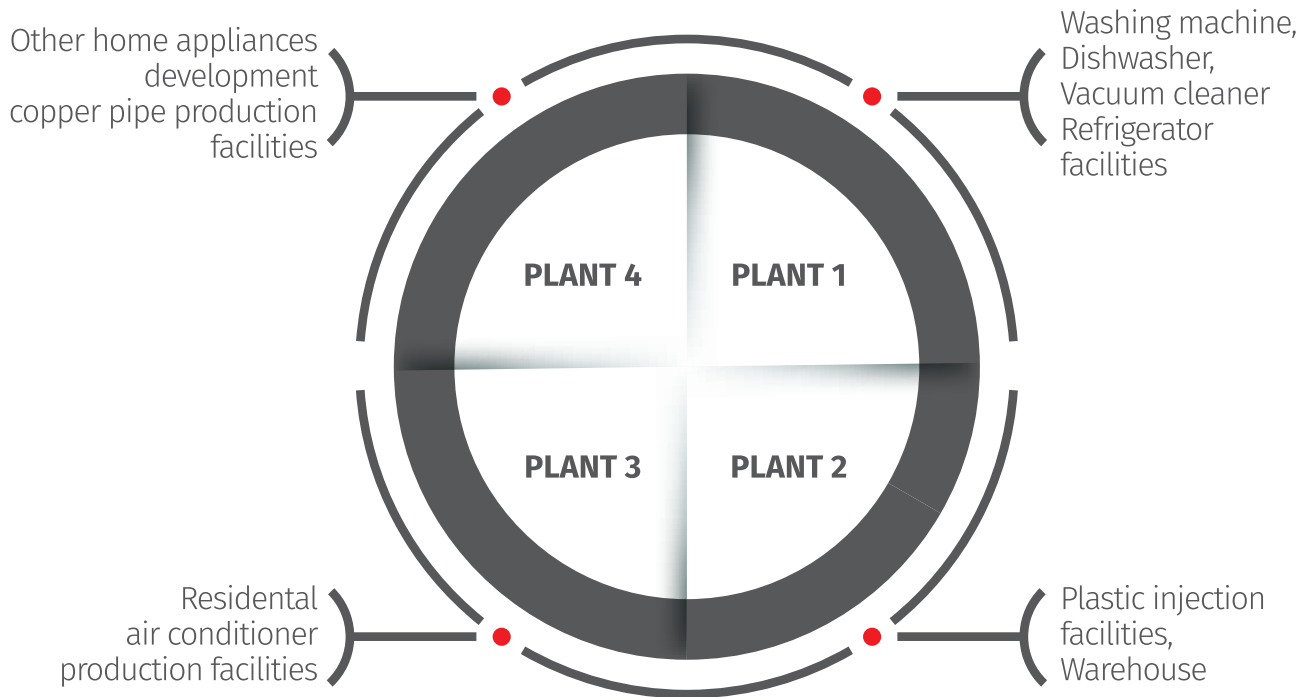
To achieve this vision, we take advantage of highest technology in all of our production facilities.


Using high technology equipments make us fast and accurate in production. in particular, we can produce a washing machine in 35 seconds.

In PAKSHOMA GROUP, we use the best raw material and components to get the high quality products.

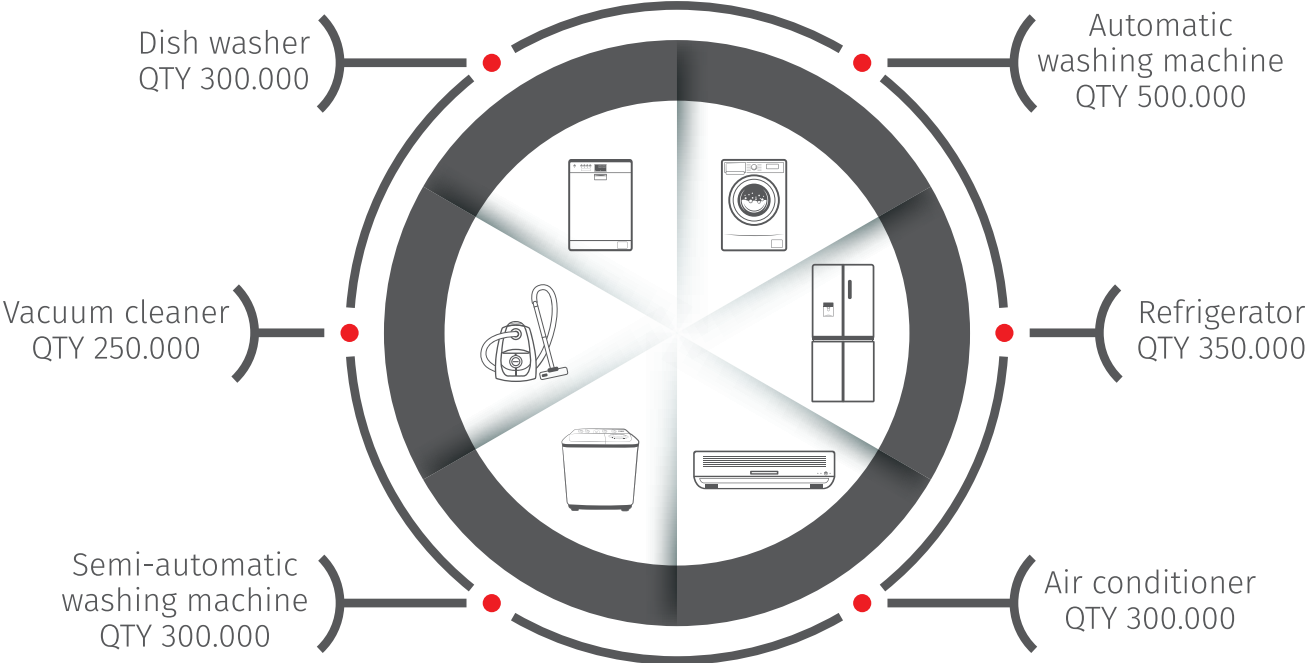
Our facilities are equipped with large number of high-tech machineries. we have more than 30 plastic injection machines and more than 35 press machine.

Production Area




300,000
Square meter

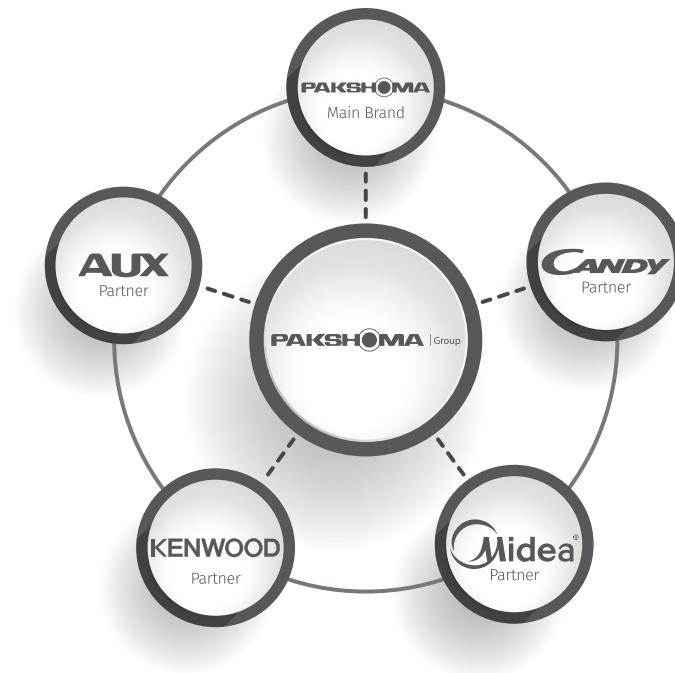
Annual Production

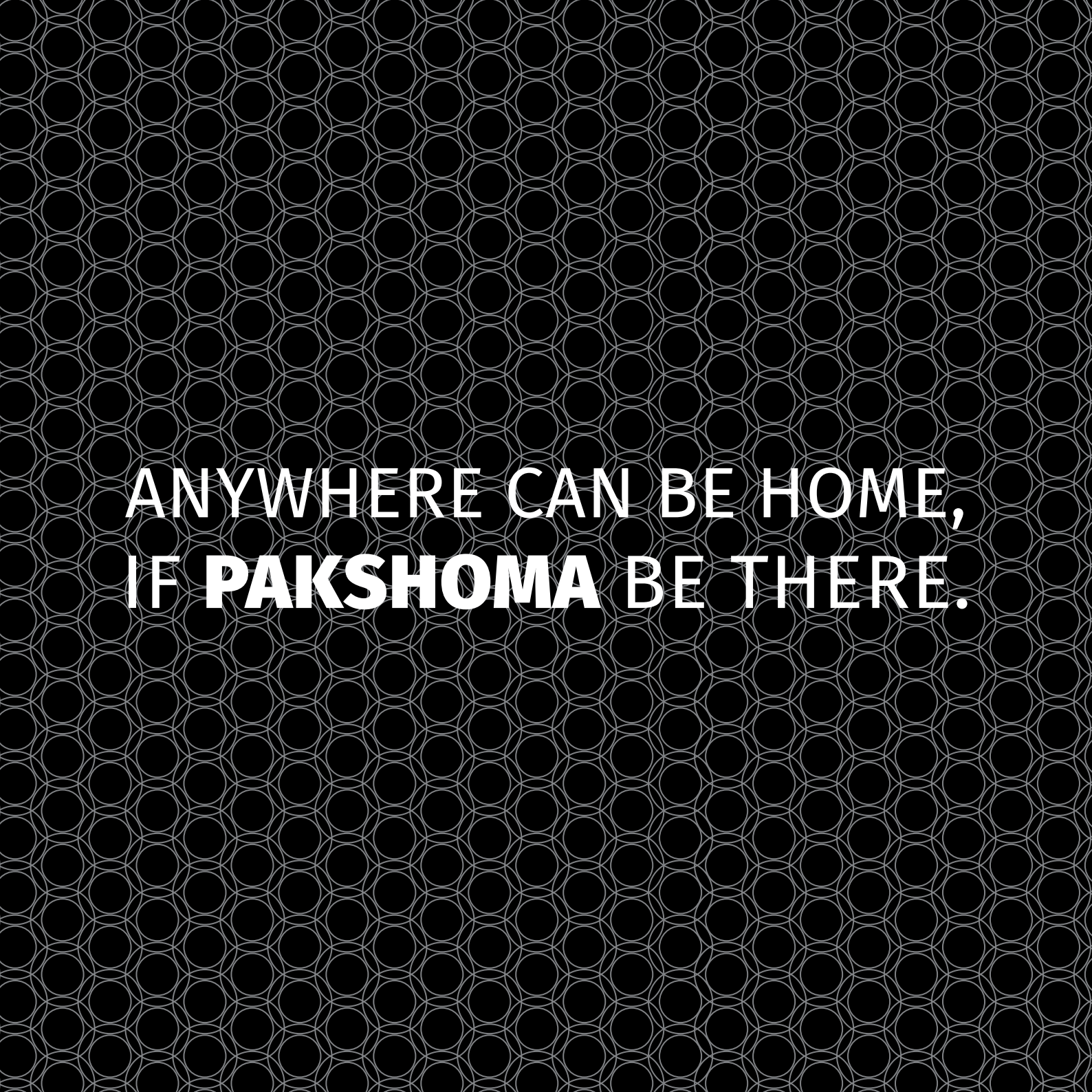


Brand Portfolio



One of our main strategy in PAKSHOMA GROUP is multi brand strategy and our great vision is to build a strong brand portfolio with collaborating with international brands so we are always looking forward to develop your business with international brands for Middle east markets.





ANYWHERE CAN BE HOME,
IF **PAKSHOMA** BE THERE.

