

Al Adil's Indian Outlet Inaugurated

Indian Actress Karishma Kapoor and Dr. Dhananjay Datar jointly inaugurated its new Indian Outlet.



Karishma Kapoor, the leading film star from Bollywood and Dr. Dhananjay Datar, popularly known as Masala King jointly inaugurated Al Adil's first outlet in India. Dr. Datar in a span of two and a half decades has turned Al Adil into a huge Business Administration, has been ranked No. 14 in the Arabian Business ranking covering the entire Gulf Countries and has been ranked No. 44 in the Forbes Middle East in the Arab World.

"India has a special place in my heart and I am proud to be an Indian," says Dhananjay 'Masala King' Datar, Managing Director of the Million Dollar Al Adil Group, now entering the home market with Masala King Supermarket that was launched in Khargar by actress Karishma Kapoor. Says Dhananjay Datar, "Karishma Kapoor was chosen to be the face of our inauguration as she represented the Indian woman of today, who is a perfect homemaker and yet is career-oriented. She is a perfect brand fit."

Interestingly, all of Datar's supermarkets including those in the Gulf boast of a 100 percent vegetarian product range includes all kinds of spices and masalas, pulses, rice and flour, oils and

ghee, pickles and chutneys, tea and coffee, canned and instant foods, ayurvedic herbs, cosmetics, dry fruits, mouth fresheners and savories, confectionary items and sweetmeats. The range is sourced directly from the manufactures to ensure the best variety.

The quality, the expertise and the range of products and pricing is laudable. For example, the variety of rice itself is so much that you can get almost everything here. "Masala King Supermarket has offered a 50 percent off on rice to pulses to a range of essential products for 15 days from the launch to ensure customer sampling. The range and pricing here is amazing. And I am glad to be inaugurating his store, "avers Karishma Kapoor.

Al Adil not only has its legion of loyal customers but also some of the most prestigious names in the business as part of their client roster. The company has 27 stores, 2 mills, 2 spice factories and 4 manufacturing plants across the UAE, Oman, Bahrain and Saudi Arabia and has completed 31 years of service to the rapidly growing customer base. The company has also diversified into import and export under the special class establishment with trade lines in the US, Canada, Tanzania, Kenya, Switzerland, Italy and Eritrea as well as Kuwait, Oman and the UAE.

Dr. Datar's innovative idea has enabled Al Adil to figure prominently in the books of history where it is registered in Limca books of record and Guinness World Record for its midair Silver Jubilee Celebrations. "I wanted to celebrate Al Adil's 25 years of celebration in a life time experience in a unique style on board a Royal Jet Airways Boeing 737. On 22 March 2009, my wife Vandana and I along with close business associates took off for a grand celebration at 40,000 ft. from the sea level. I also gifted my wife, a bespoke edition customized Rolls Royce, which was specially made by Rolls Royce for her, at a whopping cost of Rs. 8 crores (approx. USD 2 million). There are only 17 such Phantom editions. It is actually the first Rolls Royce Phantom in Dubai.

Dhananjay Datar keeps adding feathers to an overcrowded cap, thanks to his innovations. He is the Forbes-Best Indian CEO Award, Arabian Business - Indian Innovator CEO Award, Entrepreneur Magazine - Best Indian Retailer Award, Dubai Duty Free Best Supplier Award for Quality, Technology and Strategic Partnership, Distinguished Supplier / Partners Award, Environment Award, International Lifetime Achievement Award by Maharishis Mahesh Yogi

Foundation, Commercial Prestigious Award Madrid Spain, Bizz Award Frankfurt (Germany), Rastriya Udhyou Ratna Award, India, Quality Brand Award in India, Emirate Flight Catering "Certificate of Appreciation," Dubai and Dubai Airport and Dubai Duty Free "10th Supplier Dubai", The peak of Success Award Texas, USA, Global Award for Perfection, Quality and Ideal performance, Geneva (Switzerland), International Star for Leadership in Quality Award, Paris France, 20 Best Enterprises Award Oxford, UK and Bharat Vikas Ratan Award, New Delhi, India among others.

But apart from his innovations and his entrepreneurial skills, Dhananjay Datar has also regularly extended his support to the Indian Community through various CSR activities, making notable contributions towards his community and the Marathi language. All of Al Adil's supermarkets employ Indian workforce.

"The Indian employees made me prosper, as they increased my business 400 percent in the last 2 years," says Datar, expressing his gratitude towards his employees. The aim is to create huge opportunities for the Indian youth to go abroad for jobs. No wonder then, this able entrepreneur, an Indian by birth and at heart, aims to take the Indian market seriously.