

## Al Adil Celebrates its 30th anniversary in grand style

Records 200% growth, opens 19 superstores in just five years



Dubai - Al Adil Trading Co. UAE's leading name for Indian foodstuff, spearheaded by Masala King Dhananjay Datar, CMD of the group, celebrated its 30th anniversary celebrations really special, the Datar Family, along with their team, came up with the concept of doing a Press Conference on a bateaux, which is a French boat. The only one of its kind in Dubai. Research showed that such a feat had never been done before by anybody in the world, and Limca Book of the World Records acknowledged this by presenting a certificate of this record created by Al Adil to Dhananjay Datar, on the bateaux itself. This is the second time that Al Adil has created a unique world record. During the silver jubilee celebrations, the Press conference was held on a Royal Jet 737 Boeing Business Jet, which hovered 30,000 feet in the skies for three hours over UAE.

Five years ago, when Al Adil celebrated its silver jubilee, it had six superstores in the UAE. Today, as it completes 30 years, Al Adil has as many as 25 superstores, two flour mills, two spice mills across the UAE. The addition has been 19 supermarkets in just five years, which is almost double the number of superstores AL Adil setup in the first 25 years - a massive jump of 200 percent growth. Five years back, its company in Navi Mumbai, Masala King Exports had an export of Rs. 50 crores, which has grown more than 500 percent.

"I started Al Adil as concept to help Indians in all their day to day requirements, whether it be Punjabis and Sindhis from North India, Gujaratis and Maharastrians from Western India, or Indians from the East and South. Not only do they get authentic food stuffs, masalas, dals, dry fruits, namkeens, pickles, oils, shampoos, etc., which they are used to, but also every festival gives them their special requirements like, tilgul for Sankrant, Gudis for Gudi Padwa, Diyas for Durgapuja, Diwali etc.," Said Datar.

"We also opened a few days ago our 25th outlet at Discovery Gardens, Dubai. The new outlet will meet the increasing demand of people for high quality Indian foodstuff in and around Discovery Gardens. As a special gesture we have 40 percent discounted inaugural prices for more than 70 foodstuff items only in the Discovery Garden outlet," said Vandana Datar.

Datar held a grand and electrifying live concert by Bollywood singer Sonu Nigam at Hotel Crowne Plaza for them.