



MANSOUR

**Brochure**



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The Mansour Manufacturing & Distribution Group was created in 1992, building on the Mansour Group's industrial experience going back to 1975. The Mansour Group is one of the largest family-owned businesses in the Middle East, employing over 60,000 people, all of whom we consider part of our extended family. We have a presence in more than 100 countries and total annual revenues exceeding \$7.5 billion.

The Mansour Manufacturing & Distribution Group (MMD) is part of the Mansour Group conglomerate, boasts a diverse product portfolio that includes the manufacture, marketing, and distribution of a variety of our own-label products in tobacco, tuna, dairy, water, and frozen food. Additionally, we distribute products for some of the world most renowned brands. MMD also established a strong foothold in the retail food business by introducing three supermarket chains with over 250 stores nationwide.

In total, we have 23 distribution centers across the country with a combined capacity of over 70,000 square meters, and we rely on these to serve our nationwide distribution network that reaches more than 150,000 outlets, covering the vast majority of governorates in Egypt.



لبنيٲا  
Labanita



## SECLAM

Through Al Mansour Dairy & Food Company, known as SECLAM, we manufacture high quality dairy products for distribution across Egypt, Africa, and the Middle East. It was SECLAM that took the initiative of re-launching pasteurized milk in Egypt under the brand name “Labanita”, then followed that up with the Labanita range of UHT milk, yoghurt, rayeb fermented milk, flavored drinkable yoghurt, and spreadable processed cheese products. SECLAM produces juice under the brand name “YES!” and introduced the Belhana Dairy brand to cater to lower-income segments of the population.

Additionally, we produce ghee under the trade name “Alexandria”.

The SECLAM factory, located in Alexandria and originally purchased in 1998, has since been modernized. The facilities are equipped with state of the art equipment and chemical & microbiological testing laboratories that ensure the delivery of the highest quality products to customers. These products carry comprehensive ISO certifications (ISO 22000:2018, ISO 9001:2015, ISO 45000:2018, ISO 14000:2015 and FSSC 22000 V.5.1).

MMD aims to make SECLAM the primary provider of an entire range of top-quality food products at an affordable price structure, exceeding customer needs and aspirations.





## HAYAT

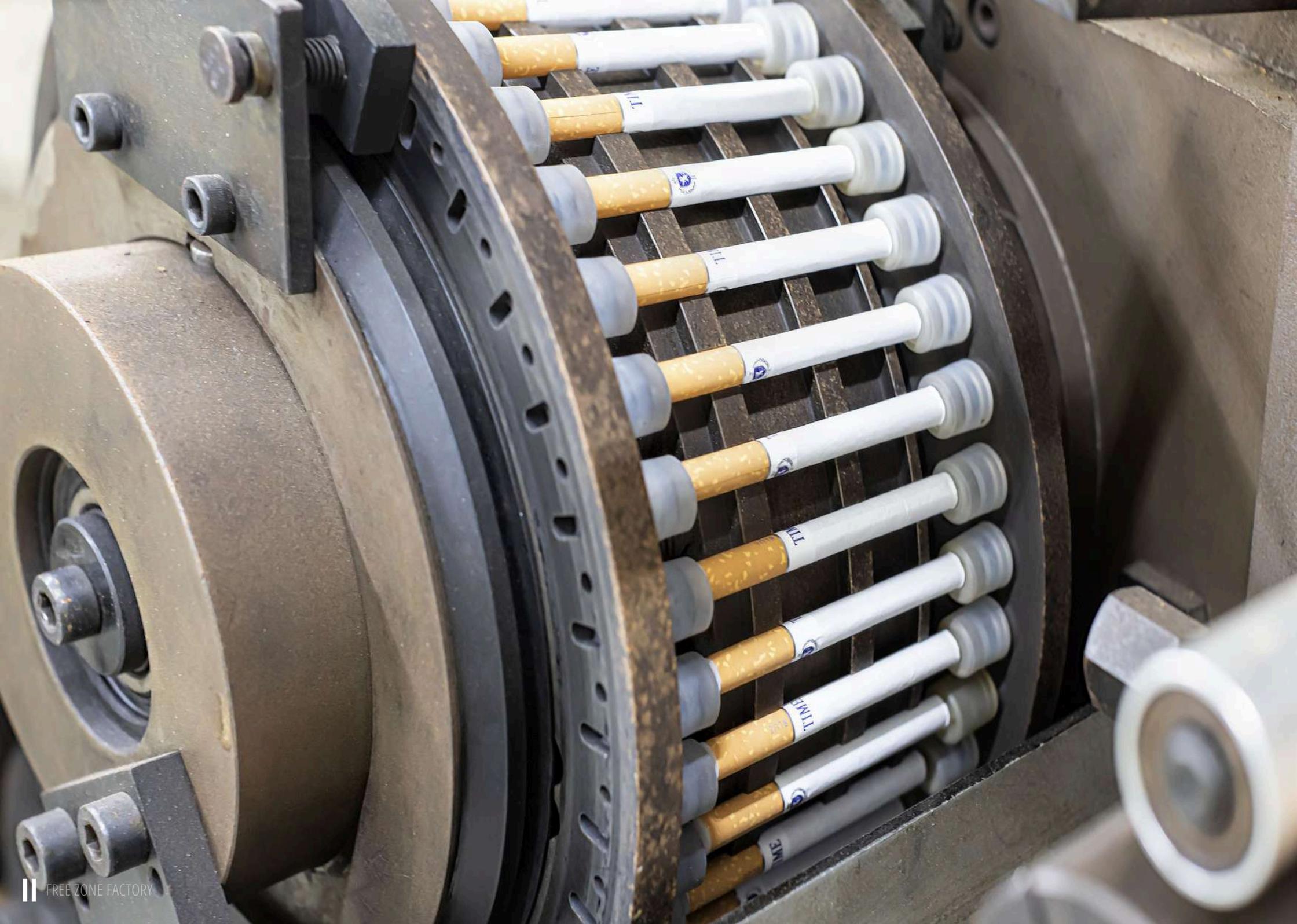
Siwa, the beautiful oasis that lies 750 km away from Cairo, is where we located one of the deepest water springs in the region for our own brand of bottled water; Hayat.

The Hayat Company for Industrialization and Development bottles water from a reservoir that is over 1,000 meters deep, providing water that is not only perfectly balanced in dissolved salts but has also been naturally protected from pollution and contamination. Hayat is dedicated to delivering high-quality water to our customers while safeguarding the environment.

With a focus on the finest quality, Hayat is committed to providing nothing less than pure, natural water meticulously delivered under a stringent Quality Assurance system. Hayat applies the HACCP requirements and has been awarded the ISO 9001 and ISO 22000 certificates, and National Food Safety (NFS) approvals.

MMD aims to make Hayat a market leader in the natural drinking water market and the best distributed bottled water brand all across Egypt.





## FREE ZONE

At the Mansour Manufacturing Free Zone Factory, located in Alexandria, we produce both third-party cigarettes “Manchester”, and “Captain Black” and our branded international brands, namely “Time,” “Time Super Slims”, “Time Select,” and “Target.”

The factory is equipped with the most advanced technologies; with five complete production lines producing up to 50 million cigarettes per day.

The factory lab facilities ensure quality control for our products in accordance to international specifications.

As part of our commitment to minimize waste, central air conditioners control temperature and humidity levels. The machines treat the dust resulting from tobacco manufacturing by separating the dust particles through carefully maintained air filtration and distillation units.

Currently, the Mansour Free Zone factory exports products through Mansour Free Zone Distribution Company to various countries, such as Libya, the United Arab Emirates, Türkiye, Jordan, Cyprus, Nigeria, Russia, Gaza, and Iraq.

We continuously focus on discovering new markets and opportunities for growth and expansion and develop our portfolio by introducing new brands and SKUs to meet the consumer’s preference worldwide.



*Davidoff*  
CIGARETTES

# A UNIQUE PERSPECTIVE ON QUALITY



Made in  GERMANY

## INTERNATIONAL DISTRIBUTION

Our tobacco distribution is handled through Al Mansour International Distribution Company. In the two decades since it began, AMIDC has grown its market share from 3.5% in 1991 to almost 25% in 2014.

In July 2014, Al Mansour partnered with the Imperial Tobacco Group to distribute Davidoff cigarettes and ITG's top-selling loose tobacco brand Golden Virginia. By the end of 2017, Davidoff made the top 15 markets and was second in sales growth worldwide.

In 2017, AMIDC launched two of its own brands of cigarettes under the names TIME, and TARGET . Today they have gained more than 6% market share.

In 2020, AMIDC broadened its product range by entering into a distribution agreement with "BIC" to market and distribute their well-known French lighters worldwide, leveraging our extensive tobacco distribution network.

In 2021, AMIDC partnered with Fine, one of the world's leading public health companies, specialized in the manufacture of sterilized tissue products and diapers.

In 2022, AMIDC launched its third cigarette brand, "TIME Select," and introduced "Davidoff Evolve," an Imperial Tobacco brand.

Finally, in 2023, we established a distribution agreement with "RELX" International, the world's leading vape brand.

These strategic alliances enable us to enhance our product offerings and better meet the needs of our customers across Egypt.



## TRADING & DISTRIBUTION

In the early 90s, Egyptian consumer behavior started to shift to more westernized preferences. This transformation prompted Al Mansour to penetrate the field of fast-moving consumer goods (FMCG). They established AMTDC - Al Mansour For Trading & Distribution.

Our distribution network is a core strength of our business, allowing us to distribute our range of products, both manufactured and licensed, to more than 30,000 retailers, 200 supermarkets, and more than 1,500 wholesalers, providing us with an incremental reach extending to more than 150,000 retailers nationwide.



## TRADING & DISTRIBUTION PARTNERSHIPS

In 1995, AMTDC first introduced SUNSHINE, our own brand specialized in Canned Fish Products such as Tuna, Sardines, & Mackerel. Over time we expanded our portfolio with more brands: Xpress, Mario & Blanco to fulfill needs of different consumer segments. Al Mansour are now the Key Tuna player in Egypt and expanding to other African countries.

In 2004, we joined forces with a local manufacturer to launch Bonjorno, the first instant coffee in a sachet format in Egypt. Growing at exponential rate, Bonjorno became the market leader and is currently acquired by Nestlé.

In 2008, driven by a vision of bringing new global trends to Egypt, AMTDC partnered with RED Bull. Nowadays, Red Bull has become Egypt's leading energy drink, with the nation ranking among the top 25 markets worldwide in terms of volume.

In 2010, after two decades of food product distribution expertise, AMTDC decided to enter the non-food sector by distributing multinational personal care brands. It all started with L'Oreal, then the business expanded to partner with the Indian giants Marico, Dabur, Vini & Cybel with more to come in the pipeline.

In 2017, we partnered with Ferrero, the iconic Italian chocolate and confectionery company, becoming their sole distributor in Egypt. Over the first 4 years, we achieved a threefold increase in sales volume.

In 2019, AMTDC laid the first stone in Commodities Trading Operations via Frozen meat trading. By 2024, this business entity evolved to be our B2B distribution arm dealing in meat, coffee beans and additional commodities.

In 2024, as part of its pursuit expansion, AMTDC established the Mansour Logistics Division, a freight forwarding entity dedicated to providing reliable and efficient logistics solutions to our customers. Mansour Logistics proudly embrace the slogan: "Your Logistics Master".

At AMTDC, our success is founded on our most valuable assets: our Partners, our Diverse People, and our Infrastructures. We remain committed to growth and innovation, always staying true to our values and guiding principles.



**YOUR LOGISTICS MASTER**



Cut fresh daily for you  
قطع طازج لك يوميا

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## METRO

Metro started establishing a presence in the retail market in the Late '90s, when MMD launched the Metro Markets Company to fulfill the need for a better shopping experience. It is now one of the largest food retail chains in the market.

Today, Metro operates 38 stores covering seven different governorates: Cairo, Giza, Alexandria, North Coast, Mansoura, Port said, Hurghada, and Sharm El-Sheikh.

Building on the success of Metro in 2017 and inspired by renovated spaces that stimulated consumer interest, the company continued renovating. Metro's revamped stores have shown significant boosts. Capitalizing on the brand, Metro began producing high-quality private label products in 2020.

In 2020, the Metro Markets company established a Central Kitchen, which covers an area of 4,500 square meters and employs more than 300 specialized chefs.

The Central Kitchen produces more than 1,700 food products and prepares more than 25,000 items per day, subject to the strictest quality standards and manufactured under ISO 22000. It contains 22 secondary kitchens in five main divisions - bakery, butchery, meals, desserts, and fish.

Our goal is to provide better nutritional value to our customers, and the Central Kitchen is a crucial part of our efforts to achieve this. We remain committed to providing our customers with the highest quality products and services available.



# افتتاح فرع The Address في الشيخ زايد



## KHEIR ZAMAN

Under the umbrella of Metro Market, MMD started the Kheir Zaman chain in 2006, which offers various food products at affordable prices to satisfy the lower-income consistent budget segment of the consumers.

The chain has now expanded to over 200 outlets across 23 governorates in Egypt, with further growth anticipated in the near future.

Kheir Zaman introduced a new concept aimed at gaining a competitive advantage in the market through substantial discounts. In 2018, they launched their hard soft discount stores, offering essential goods at significantly reduced prices while maintaining product quality and the standards customers expect. Each outlet features local products that cater to up to 90% of consumer needs, all available at competitive prices.

Since consumers are always looking for high-quality items at cut-rate prices, Kheir Zaman started producing private label food products that cover more than 10% of any household's necessities and is expected to increase their variety of products over the years.



FRESH  
FOOD  
MARKET

FRESH  
FOOD  
MARKET



## FRESH FOOD MARKET

Fresh Food Market came to life in 2014 when MMD saw a gap in the market for an upscale luxurious supermarket. Thus came the idea of Fresh Food Market, a niche supermarket offering customers a premium shopping experience and unique culinary eateries. Fresh Food Market is the first of its kind in Egypt and the Middle East, it challenges the idea that household shopping must be tedious and reframes it as an enjoyable experience.

Despite the rapid growth of food retailers and eateries, we are committed to keeping Fresh Food Market as true to its entrepreneurial and customer-focused roots as possible. Fresh Food Market is the latest addition to MMD's food retail business and legacy.

Our eateries include a Cafe, Salad, Sushi, Italian, and our fresh bakery corner. Fresh Food Market also introduced a variety of own labeled products in 2019.

In 2024, Fresh Food Market operates in 3 governorates serving Cairo, Giza, and Alexandria.



## COURIER SERVICE

In 1998 MMD became the sole authorized service contractor for UPS in Egypt and acquired the technology associated with vast and time sensitive distribution and logistics management.

Under MMD's management, Mansour Courier Service was able not only to increase import package business, but also to introduce the export services that were previously unavailable to businesses in the country. Mansour Courier Service enhances the services offered to business clients, through the use of modern Internet- based tracking systems.



Awarded Best Country Overall Service for 2004, 2006 & 2008, and recently in 2021 was awarded Best Country of Visibility.

## INTERNATIONAL TRADE

The Mansour Manufacturing & Distribution Group, through its diverse operations encompassing food, retail, and tobacco manufacturing and trading, strategically leveraged its capabilities. In 2000, it established a dedicated Exports Department to enhance its international trade endeavors.

MMD capitalizes on its experienced manufacturing capabilities and extensive networking to export products such as frozen fruits and vegetables, drinks and nectars, tuna, processed cheese, and various dairy products.

In recent years, MMD has expanded its international trade to include commodities like coffee, milk powder, butter, and other bulk items.

In 2009, the Exports Department launched a promotion campaign for its range of tobacco products manufactured at its Tobacco Free Zone Factory in Amreya. Today, the factory produces and exports various cigarette brands, including Target, Forum, Time, and Time Select.

In 2020, MMD collaborated with Metro Market to export its diverse range of 350 private-label food products to international markets.

Today, our International Trade Department trades in a diverse range of food and non-food products through its extensive international network spanning over 47 countries worldwide.



Minced Molokhia

الوزن الصافي ٤٠٠ جرام  
NET WT. 400 G  
(14 oz)





## MESSAGE FROM THE CHAIRMAN ON CSR

We believe in giving back to the community as part of being responsible and as being an asset to the development of our country. We also believe that the private sector and the civil society have to cooperate with the government in order to solve all the country's social issues and economical problems. It is not only the government's responsibility; rather is a shared one between all of us in the community.

Like paying taxes to us, Corporate Social Responsibility is a duty and, we, at Mansour Group, believe the major benefits of CSR should not reach only the businesses, but society as a whole. The day CSR is no longer a duty will be a day to celebrate; as this would signify that we have met our obligations towards our community.

Youssef L. Mansour

Please visit our website: [mmd.mansourgroup.com](http://mmd.mansourgroup.com) to learn about our CSR projects in detail.



# SISTER COMPANIES



MANTRAC &  
UNATRAC GROUP

Founded in 1977 by Mr. Youssef Mansour, the Mantrac Group is the authorized dealer of Caterpillar in twelve countries across three continents. The Group is one of the largest global Caterpillar dealers distributing and supporting Caterpillar construction machines, power systems and material-handling equipment. Mantrac provides customers with comprehensive solutions, backed by technical know-how, experience and in-depth knowledge of their local markets.



MMID

El Mansour & El Maghraby Investment & Development was established in April 1996 as a joint stock company owned by both the Mansour & Maghraby group. The Egypt- focused company makes investments in financial services, tourism, real estate, information technology and other sectors, with the goal of maximizing shareholders' equity.



AL MANSOUR  
AUTOMOTIVE

Mansour Group entered the automotive sector in 1975, when it was appointed as the official General Motors (GM) dealer in Egypt. In a joint venture with GM it also manufactures cars, trucks and pickups for the Egyptian and Middle Eastern markets. It also owns franchises for Opel, MG, Chevrolet, Isuzu and Peugeot.

*For more than half a century, the Mansour name has continued to be known and trusted as a leader in business. Today, we are proud to carry on that tradition, and proud of our accomplishments, both commercial and social. Mansour Manufacturing & Distribution Group is not just a business, but a family, and we continue to forge ahead as a family business, embracing not only what's good for business, but what's good for our larger family of employees, and ultimately, what's good for the generations of Egyptians to come.*



Banana

DAIRY SHOPPING AVAILABLE

Apple

Pears

Kiwi

## HEADQUARTERS

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