



Aroma Group of Companies

## Corporate Profile



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## CEO's Message

### *Greetings from Aroma Group of Companies...*



It gives me great pleasure to say a few words about our esteemed organization, Aroma Group of Companies (AGC). We are one of the leading players in our domain and take pride in our work. We have been fortunate to operate successfully in the field of Travel and other related areas.

We have been active for over 35 years and we have been providing professional services. Over the past few decades, AGC has successfully managed to fulfill expectations of our customers by looking for and introducing innovative travel products in the Pakistani market that keep us at par with the international markets.

My team and I are dedicated towards servicing our valuable clients and Companies, and helping them meet each other's requirements and goals - short-term and long-term. Our aim is to get the maximum value for all travel related services for our cliental which is tailored to their budget.

What's more, our ultra-modern offices, well-qualified team, extensive database of professionals and smart selection criteria, all contribute in making us best in the Travel industry, reason why our customers take pride in being associated with us. They know we will provide them with only the right personal for the required assignment, whatever the constraint maybe.

I am also grateful to Almighty Allah and all my team members, because without them this feat would not have been possible. Hope you all will continue to support us in our passion to change the travel world.

At Aroma Group, as a customer centric organization, we value your interests and thank you for your valuable time. We assure you of our best services as always and we will strive to implement your suggestion.

Mohammed Nadeem Sharif,

Chief Executive Officer,

Aroma Travel Service (PVT) LTD



## Introduction

### Overview

Operating since 1980, **Aroma Group of Companies (AGC)** is one of the largest travel business groups in Pakistan with stronghold in travel sector along with other diversified businesses. AGC is an unconventional travel services provider which offers innovative and cost effective travel management solutions to the market!

Our experience and proven business strategy combines excellence in client services, advanced technologies and global buying power to guarantee client-driven solutions. Our company prides itself on professional and experienced staff, with a nationwide representation.

The directors of the company are dedicated professionals in the industry and hold influential positions in some of the key travel and business regulatory authorities. They are supported by over 150 qualified and experienced industry professionals, who are well educated and have extensive exposures to various training courses and workshops.

### Group Companies

<b>AROMA TRAVEL SERVICE (PVT) LTD</b> (Head Office in Karachi with five sales outlet in different areas and branches in major cities of Pakistan)	IATA APPROVED AGENCY
<b>AROMA AVIATION</b>	IATA APPROVED AGENCY
<b>AROMA ASSOCIATES</b>	MANPOWER MANAGEMENT CONSULTANTS
<b>AROMA INTERNATIONAL</b>	Passenger Sales Agent - P.I.A.
<b>AROMA EXPRESS</b>	LICENSED COURIER
<b>AROMA FUEL SERVICES</b>	OGDC LICENSED
<b>AROMA RENT A CAR &amp; AUTO SERVICES</b>	KCDG - NATIONWIDE
<b>AL-SYED TRAVEL (PVT) LTD</b>	IATA APPROVED AGENCY
<b>AL-TAYABA TRAVEL</b>	IATA APPROVED AGENCY

## Other Areas of Investment

While the group specializes in travel, it has diversified investment portfolio:-

- **Property Assets:** The group has nationwide Investments in various properties. The net worth of company assets is around \$ 7 Million at current market value.
- **Farm Houses:** Aroma owns a poultry farm Known as Super spread across 50 acre and Vegetable farm of 10 acre
- **Other Assets & Investments:** The group has direct investments amounting to nearly \$ 1 Million in Pharmaceutical and electronics Industry.

## Director's Key Position in Industry

1. The **Group Chairman, Mohammad Naeem Sharif** is currently serving as the

- **Chairman** of Maqbool Co-operative Housing Society Ltd
- **Director** of Karachi Co-Operative Housing Society Union Ltd
- **Vice President** of Karachi Chamber of Commerce
- Previously: He was elected twice as the Chairman of Travel Agents Association of Pakistan (TAAP). He was also elected as a Managing Committee member of Karachi Chamber of Commerce & Industry (KCCI).



2. The **Group Chief Executive, Muhammad Nadeem Sharif**, is currently serving as the,

- **Chairman of HOAP** (Hajj Organizers Association of Pakistan),
- **Vice Chairman** of TAAP and **Chairman** of TAAP South
- **Executive Committee Member** of Federal Chamber of Commerce.
- Previously: He was elected thrice as a Chairman of TAAP. He has also served as a Chairman of Umrah & Hajj Committee of TAAP for the years 04/05, 07/08, 09/11, 12/13, which overseas more than 400,000 passengers for Umrah & Hajj Visas on an annual basis.

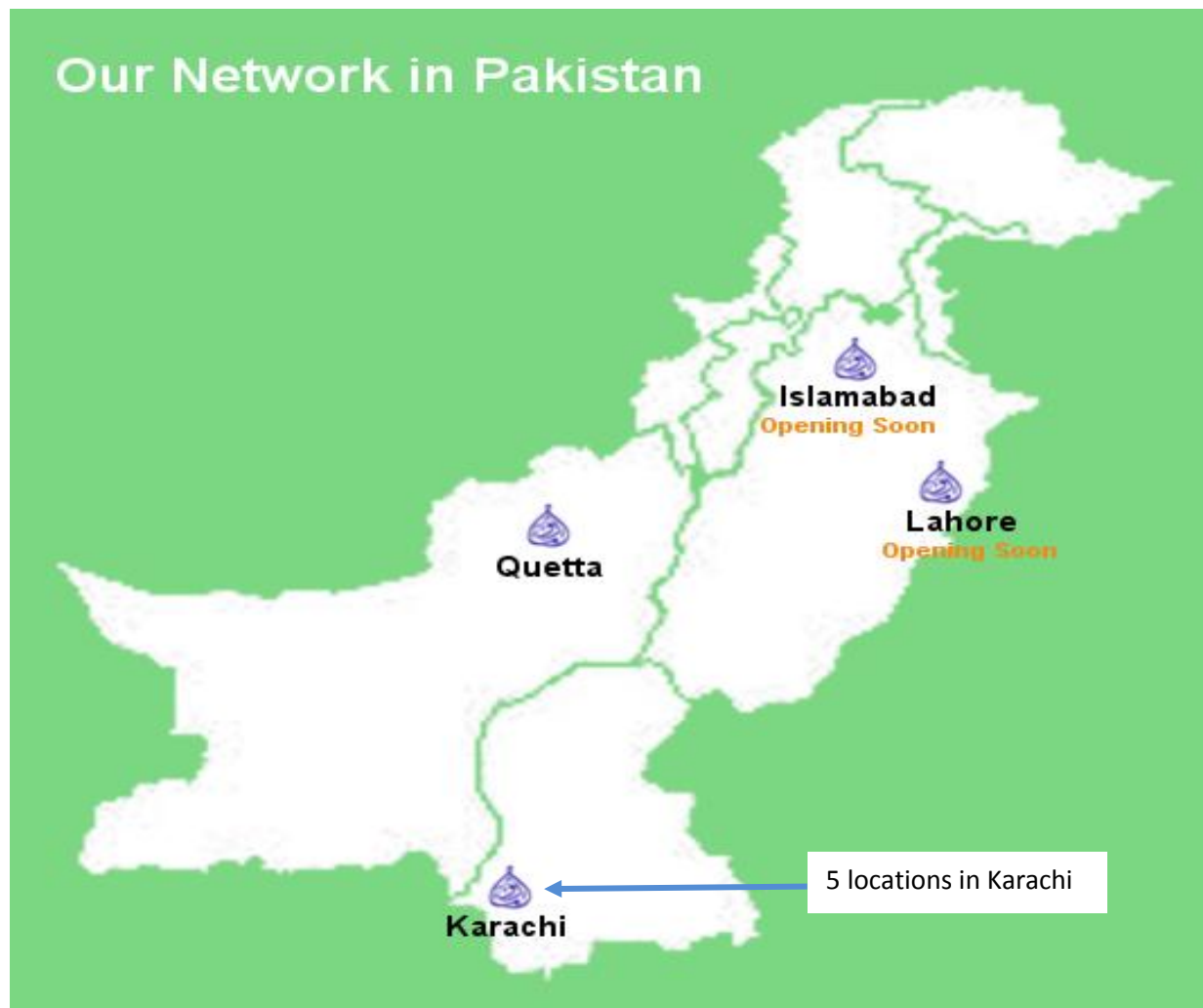


## Our Mission & Philosophy

**Our Mission:** is to exceed our client's expectations and earn their loyalty. We accomplish this by providing **highest level of customer service and competitive prices**, ensuring that our quality and growth goals are met.

**Philosophy:** We understand the challenges of the modern tourism industry and know that planning, developing and adapting resources in accordance with the evolving needs of the market is key to success. We take latest trends in tourism business into consideration, invest in new infrastructure and offer both leisure and business travel solutions through state of the art technology. This is how we are able to keep up with market demands and secure a better future for our company.

## Our Branch Network in Pakistan



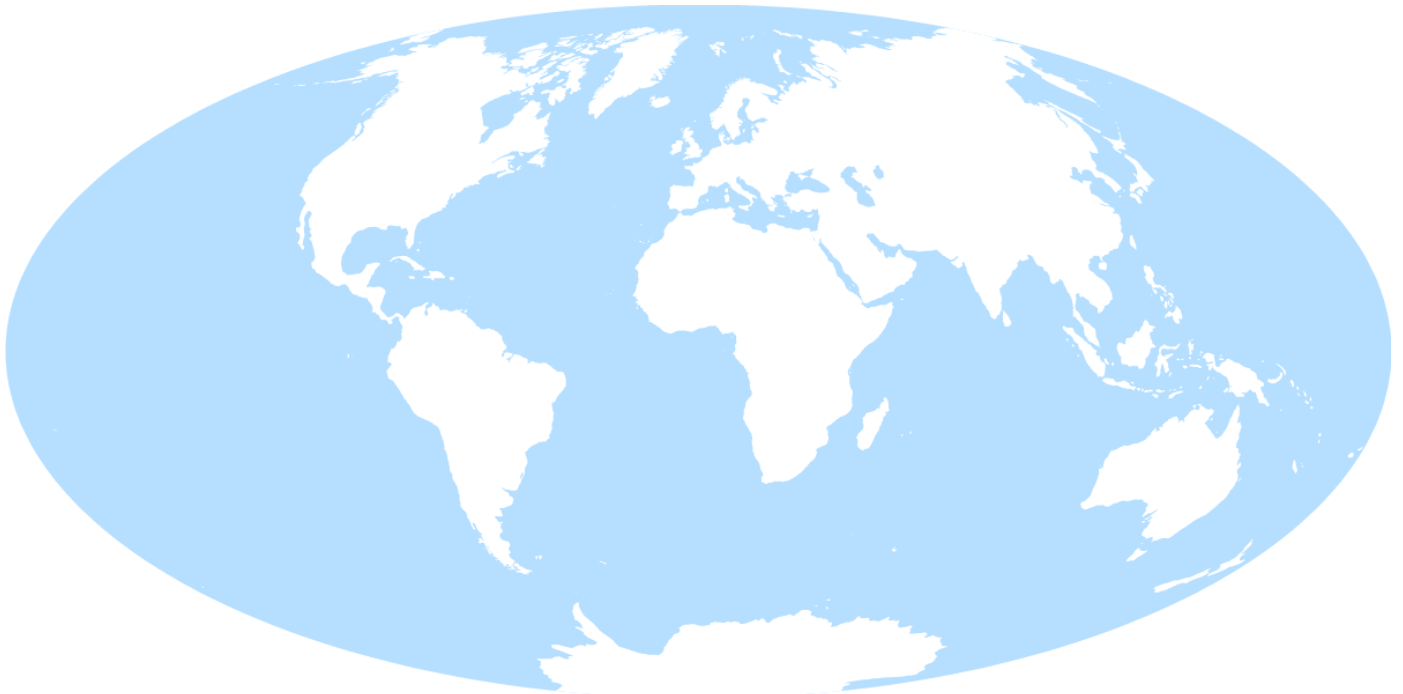
## Group Travel Trade Business Activities

Aroma group was established in 1980. It now stands as one of the leading group, handling a major portion of almost all airline and related business originating from Pakistan. Services of our travel companies consist of the following:

Services by Aroma Group of Companies	
Airline Ticketing	Hajj & Umrah Organizer
Tour Operators	Business travel center
Corporate Tour Management	Islamic Tourism
Airport Lounges	Ziarat
Overseas Migration Consultancy	Tourism Promoter (Inbound/Outbound)
Manpower Management	Destination Management
Conference Management	Fuel Servicing & Trading
24 Hours assistance	Global assistance
Holiday packages& Leisure products	Worldwide hotel reservations
Worldwide car hire reservations	Rent A Car Network in Pakistan
Train tickets	Charter flights and private jets
Cruises	Travel insurance
Implant Services	Takaful (Hajj and Umrah)
Medical travel and spas	Incentive travel consultancy
Study travel	Airport meet and assistance, VIP lounge
Credit line for Corporate Customers	Customer Relationship Management



# Global Affiliation



## Global Travel Network Partner

Aroma has global affiliation with International Travel Partnership (ITP). This means that it is globally supported by ITP's network of partner companies. Being part of a global travel network makes it easier for Aroma Group to service its customers worldwide.

## Overview of International Travel Partnership (ITP)

Established in 1985, ITP – International Travel Partnership, is one of the world's most experienced networked alliances of independent travel management companies.

## ITP Network overview

ITP's Travel Management network spans over fifty countries around the world.

 Kuwait	 Argentina	 Ghana
 Latvia	 Australia	 Greenland
 Lebanon	 Azerbaijan	 Hungary
 Malaysia	 Bahrain	 India
 Netherlands	 Brazil	 Indonesia
 Nigeria	 Bulgaria	 Iran
 Oman	 Canada	 Ireland
 Pakistan	 China, Hong Kong	 Israel
 Peru	 Colombia	 Italy
 Philippines	 Denmark	 Kenya
 Poland	 Switzerland	 Ecuador
 Portugal	 Turkey	 France
 Qatar	 United Arab Emirates	 Germany
 Romania	 United Kingdom	 South Africa
 Russia	 United States	 Spain
 Saudi Arabia		 Sri Lanka
 Singapore		

## Travel Services by ITP

### Partner network

A locally managed - globally supported enterprise, all of our ITP partners are appointed for their standard of service, quality, performance, financial stability and innovation. Their commitment and ability to cooperate with other **ITP partners worldwide** benefits their international and local customer base.

### Business Travel Management

Based upon today's corporate travel management cost objectives, ITP partner travel management companies are on hand 24 hours a day to assist corporate clients with travel management planning, corporate travel policy development, benchmarking and consolidated management reporting.

### Collectively we offer an extensive range of Global Travel Management services

Our overall aim is to help monitor travel compliance, measure quantifiable successes and ultimately achieve our clients' desired and stipulated objectives as they relate to global business travel. We are specialists in travel planning; policy developments & benchmarking.

### Travel management services

ITP partner travel management companies collectively offer an extensive range of travel management services which are often tailor-made to their client's specific requirements. ITP offers you a comprehensive travel management service through established and independent market leaders, working together to provide quality and value.

### Services include but are not limited to:

- Traveler Tracking
- Account management & consultancy services
- Global consolidated MI
- Global expense management tools
- Online booking tools and systems
- Groups, events, incentives and meetings management
- International and domestic air booking services and program management including low cost carriers
- International and domestic accommodation booking and program management including budget hotels
- Passport/Visa and consulate services
- Special events tickets and transportation
- Global risk and corporate responsibility systems and management support
- Car Rental, international, domestic and worldwide
- Medical and travel insurance
- Foreign currency exchange and traveler cheques/cards
- Travel documentation delivery and management
- Private jet charter

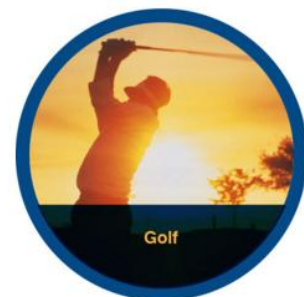
- Dedicated personal travel executives
- Bespoke leisure and holiday services
- Chauffeured limousines bookings and services
- Airport services including meet & greet and ground transportation services

### Leisure Travel

Working together to make your business and leisure trips both enjoyable and trouble free. Our Partners can provide for all travel leisure and holiday needs.

Even though ITP is a network of business travel management companies, our ITP partners are also ideally placed to arrange tailor-made holidays for their customers. These may be a simple weekend break, an extension to a business trip or a dream holiday.

**ITP Partners are well-positioned to utilize each other's local expertise for:**



### Ground Services

By the virtue of ITP, the following Ground Service Solutions are at Aroma Group's disposal.

#### Ground Services Solutions

##### Ferries

ITP's preferred supplier is AFerry.com which is the world's largest online ferry ticket distribution network providing the ability to book over 60 major European ferry operators, and over 1700 ferry routes throughout: France, Holland, Ireland , Mediterranean and the rest of Europe, Spain , United Kingdom.

### *Car Rental*

Avis, ITP's preferred car rental company, is a trusted brand with a long history of innovation in the car rental industry, and is one of the world's top brands for customer loyalty, with a commitment to true convenience and exceptional service. Today, Avis operate from over 5,750 locations in 165 countries worldwide.

### *VIP Limousine Services*

ITP have teamed up with Carey, the world's premier chauffeured service, to provide airport transfers to all airports. Serving more than 650 cities in 75 countries, local service expertise and 90 years of experience make Carey uniquely qualified to provide a comprehensive solution to meet your chauffeur and all ground transportation needs.



### *Travel Insurance*

In buying travel insurance, you're not only buying something that can assist greatly should you find yourself in need, you're also buying some peace of mind — both for you, while you travel, but also for your family and friends back home. ITP have teamed up with Columbus Direct to offer a range of flexible single-trip and annual policies covering worldwide destinations.

Other type of policies is also available such as: sports; adventure travel; business travel; backpacker; cruises and trip cancellation.

Columbus Direct is an online specialist in international travel insurance, established more than 25 years ago.

By selling directly to the customer, they can offer you travel insurance at great prices without compromising cover. Their international travel insurance policies are developed according to the highest international standards and are often more affordable than local products and provide excellent cover levels.





# General Sales Agent / Preferred Agent



Today Aroma Group enjoys an enviable position in the market by the virtue of being appointed as the preferred sales agent for reputed travel companies.



### Emirates Holidays

Emirates Holidays and Aroma Travel have signed a Memorandum of Understanding (MOU), under which Aroma Pakistan will be the Preferred Agent for Emirates Holidays in Pakistan. Aroma Group will be responsible for the distribution of Emirate's holiday products with in Pakistan.

The MOU aims to provide competitively-priced, quality holiday experience. To support the Emirates Holidays products, Aroma will leverage its experience and connections to further promote Emirates Holidays across Pakistan. With a focus on collaboration and innovation to drive the development of outbound tourism in the country, the partnership is the initial phase of a strategy aimed at exploring supply and distribution opportunities between the two companies.

"Our partnership with Emirates Holidays will combine the knowledge and expertise of both the companies to deliver quality holidays to Pakistani customers. This partnership will further drive the outbound industry in the country and we envisage setting new standards of quality products and services for the Pakistani traveler," said Faisal Naeem, Head of Projects at Aroma Group.



### Pakistan International Airlines

Aroma International has been appointed as the PSA of Pakistan International Airlines, with the aim of distributing PIA's services in Karachi.

Pakistan International Airlines is the national flag carrier of Pakistan and is the strongest domestic player in the Market. It also enjoys unparalleled international connections and has landing rights to the top destinations around the globe.

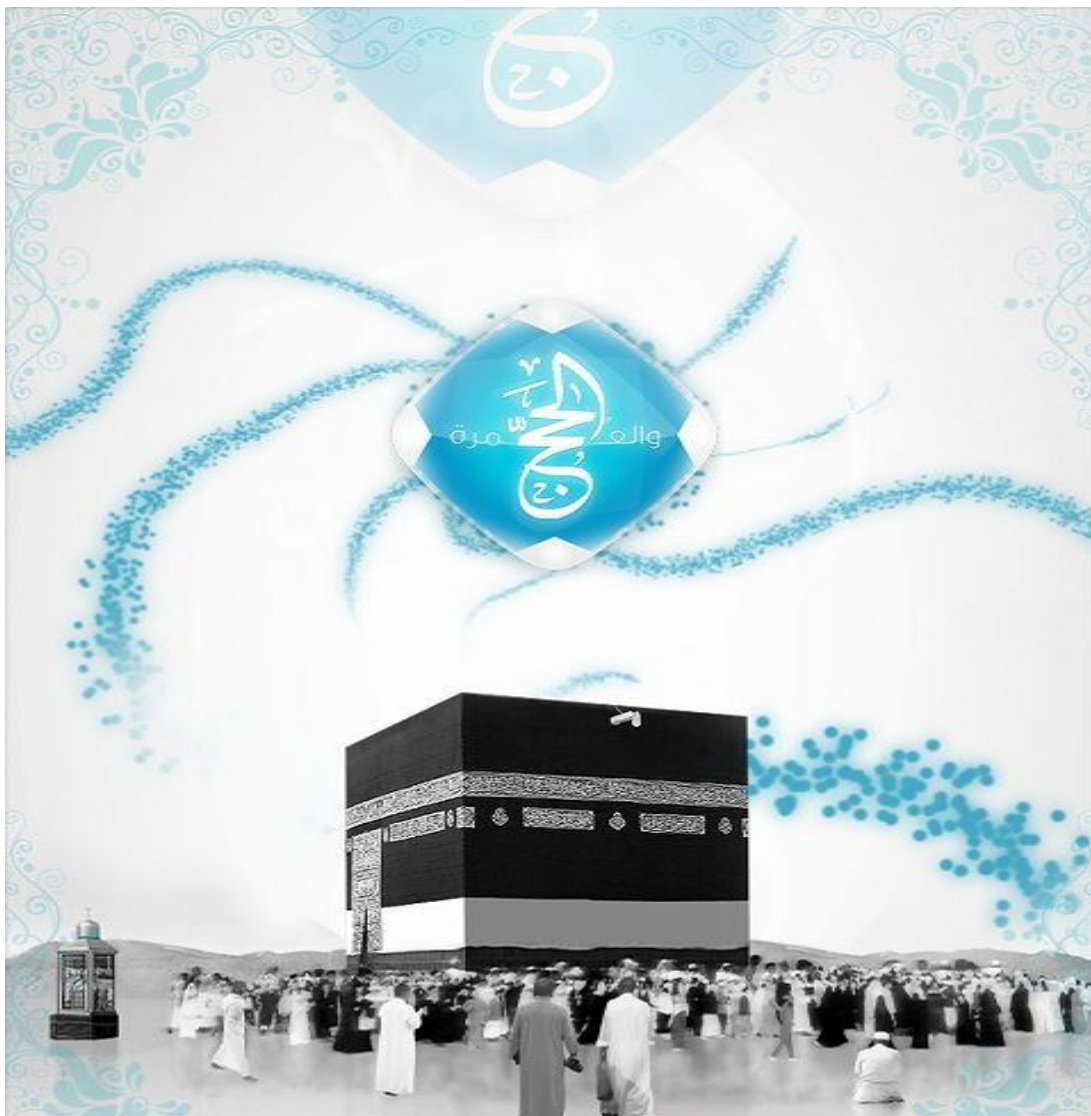


## Mobily Sims

Mobily is the trade name launched in May 2005 by Saudi Arabia's second largest Telecommunications Company, Etihad-Etisalat consortium. Stay connected with your family and friends back home while visiting Saudi Arabia for Hajj and Umrah and enjoy the best local and international rates in the Kingdom.



Aroma, being the official distributor of Mobily Sims in Pakistan, offers free mobile SIMs for religious travelers of Pakistan to the Kingdom. Free SIMs for Umrah / Hajj Pilgrims, a deed done by Aroma Group of companies to facilitate the Hajjis to ensure their travelling remain "tension free" even before they leave for pilgrimage. The initiative was taken by the company solely for the convenience of the pilgrims. Each sim contains a balance of SAR 10.





# Travel Services by Aroma



## Aroma Corporate Travel Management

We have invested in our staff and systems that allow us to provide an unparalleled corporate travel services. Our experienced Travel Consultants offer a one-stop-shop solution for all your corporate travel needs including:

- Best fare guarantee on airfares
- Accommodation
- Ground transportation
- Travel insurance
- Visas

Through our [Global affiliations](#) we guarantee you the best possible rates and savings on your business travel spend. Aroma also offers a range of services that add value to your travel management [experience](#):

- Comprehensive and fully integrated travel booking platform across a range of products
- Dedicated and personalized travel support team
- Specific seat reservations for Business and first Class travel
- In-house E-ticketing for fast and efficient travel
- 24-hour after Hours emergency contact

Our valuable corporate clientele includes various government ministries, international development agencies, multinationals and national companies, pharmaceutical companies, industrialists, traders and businessmen. In Corporate Travel Business – we focus on keeping financial management **Happy**, the travelers **Happy** and the administrative staff **Happy**.

## Meeting Incentive Conference Events

Aroma Holidays organizes events, finding **the most suitable destinations for your group**; from **Sin City Las Vegas** to the wonderful beach in **Rio** or maybe the fascinating city of **Santiago, Chile**. Our team will manage corporate attendance to tradeshow, conferences or any events. Just provide us with the information and we will arrange all accommodation, transportation or any other requests you may have.

**INCENTIVE:** Is there a better way to reward someone important for your business or an excellent employee than a wonderful trip to a beautiful destination? We do offer amazing getaways memories of which will last a lifetime; and you don't have to worry about a thing. **We'll do it all. That's our job.**

**FLIGHTS** Transfers Ski Holidays  
**ACCOMMODATION**  
**GUIDED TOURS** VISAS CRUISES  
**INSURANCE** Coach & Trains Tours  
 And many more...



## Aroma Holidays

Planning a quick getaway or a Family Vacation? Let our holiday experts help you. Our customer service staff is well equipped with the knowledge and the tools to help you get the right holiday products; at a price that suits your BUDGET.

We have the ability to create customized tailored packages across the Globe. Our strong relationship with global stakeholders / vendors enables us to offer you great savings on your holidays travel.

Aroma Holidays specializes in providing our corporate and leisure clients with exceptional value holidays. From worldwide tours to weekend breaks, our extensive global alliances with airlines, accommodation, transportation and insurance providers means great value for money on all your personal travel needs.



## Official Partners of Aroma Holidays

Aroma Holidays is able to deliver the best response to its customers by the virtue of its tie up with several well known international travel companies and vendors. Some key partners are highlighted below:

### Cruise Master

Aroma Holidays is the official distributor of Cruise Master in Pakistan. Cruise Master is the only B2B cruise specialist in the Middle East. Strategically located in Dubai, United Arab Emirates, Cruise Master specializes in wholesale cruise vacations serving the travel trade. Some of the popular cruise lines offered by Cruise Master are:



- Princess Cruises
- Norwegian Cruise Line
- Star Cruises
- Disney Cruise Line
- Costa Cruises
- Cunard Cruise Line



Provided below are some of the popular destinations that are covered:

- Arabian Gulf Cruises
- Alaska Cruises
- Asia Cruises
- Greek Isles Cruises
- Mediterranean Cruises
- North Europe Cruises
- Bahamas Cruises
- Caribbean Cruises



## Room Book Pro

Aroma Holidays is the official partner of Room Book Pro.

RoomBookPro.com is a Hotel search and booking engine that makes looking for your domestic and international accommodation requirements, both quick and easy. When you use RoomBookPro.com, the site searches inventories of several hotel chains and major consolidator sites for real-time prices.



## Aroma Visa Services

Aroma Visa Services is our specialized division that provides the worldwide visa facilitation. We have a team of well informed & well connected visa service agents, who will guide you through the whole process of acquiring visas of any country around the world. We offer end to end visa services for travelers to countries all around the globe. We are the authorized as a visa drop box agent for several foreign missions namely Malaysian, Thai and Saudi Arabia Visa.

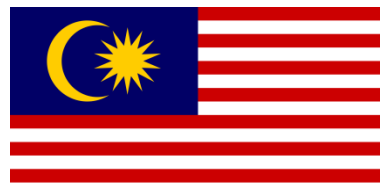


## Visa Drop Box Services



We have experience in dealing with Diplomatic crops/major organizations, multinational companies, NGO's and other valued clients.

Aroma Travel is an IATA approved Travel Agent, with infrastructure, financial background and creditability required to act on behalf of diplomatic missions. By the virtue of our extensive high standards, efficient services to Diplomatic Missions in Pakistan and business community, we have been appointed as Visa Drop Box Agent on behalf of the esteemed Royal Thai Embassy and Malaysian Embassy.



## Aroma Rent A Car



We have a rapidly expanding Rent-a-Car division which caters to both, corporate clients and walk-in customers. Our fleet has a range of vehicles to suit your needs and our long-term renting contracts are cost efficient. Currently, our nationwide and overseas network is available to our clientele, which comprises of all types of passenger vehicle.



## Aroma Online (Aroma Web Portal Services)



Travel Technology Adaptation – We have recently embarked on automating our front-mid-back office processes using best-in-class web 2.0 travel technology applications. This technology enables us to connect with our travel suppliers using XML interfaces and allows to better manage our workflows while offering ultimate convenience to our customers.

Aroma online is our prime division that will offer online travel solutions to all market segments precisely. A comprehensive support of call center will allow our customer nationwide support and assistance.

Aroma Online is a one stop solution for people researching travel online. The best match the aspirations of any travel booker who is looking for solution, booking and assistance to finalize a travel transaction.

As our customer, you will have significant advantages over others, due to our modern approach, secure and flexible solutions, professional staff and extended experience in travel market.

We will provide saving maximizing solutions via our travel analytics consulting practice, extending spend management services to travel buyers all over the Pakistan. We have a complete capability model with execution in place for online travel solutions. We believe, the key to succeed in online travel solutions are quick adaptability, rapid execution & a lot of high end expertise to meet the ever changing business climate and adjusting our response for our clients.

In addition to more Travel service outlets, we have launched a 24/7 customer care unit that will further extend our customer reach across the country.

## Aroma Religious Tourism Services



Our aim is to have the honor of serving visitors of the HOLY places, and to spare no effort to assist them in attaining a comfortable and safe religious Journey. Aroma Group is one of the largest Hajj group organizers in the country, handling over 700 Hajji every year.

A pilgrimage is a SPIRITUAL journey to which the pilgrim joyfully responds "yes" to Allah invitation. The pilgrim must embark on this journey with religious anticipation, willingness to temporarily separate him or herself from the world.

We pride ourselves in being specialists in the fields of Hajj and Umrah. We believe we are different from others in the service quality provided. Our main difference is that we genuinely endeavor to keep our promises and strictly comply with and respect our pledges.

In addition we firmly believe and are clearly able to express the fact that our primary objective in this business is to serve the guests of Allah, not profit.

## Accreditations & Memberships

Aroma is a member and/or accredited by the following bodies:

- **IATA** International Air Transport Association
- **KCCI** Karachi Chamber of Commerce & Industry
- **PSA** Pakistan International Airline
- **TAAP** Travel Agent Association of Pakistan
- **POEPA** Pakistan Overseas Employment Promoters Association
- **OGDC** Oil & Gas Development Company
- **KCDG** Karachi City District Government
- **HOAP** Hajj Organizers Association of Pakistan

## Why Aroma

Aroma Group is a well-established name in Pakistan's travel industry and stand amongst the **top five travel agents** of Pakistan. We have has been awarded with the "Top Agents" honor by all major airlines operating from Pakistan numerous times. These airlines include Pakistan International Airline, Saudi Arabian Airline, Emirates, Etihad, Turkish Airline, Gulf Air, Thai Airways, Swiss International, Oman Air, Cathay pacific, to name a few. Our **GOAL** has always been to provide comprehensive high quality travel services to our client & companies, while also maximizing the value of their travel. In short, we are easy to do business with – we have proven it over the last few **DECADES!**

We work with **you and your management** to develop and enforce policies & negotiated rates that very effectively reduce unnecessary or wasteful travel spend. We work to customize a program that gives you the control it requires, with minimal impact on you travel. We have **INVESTED** wisely in our staff and technologies that enable us to deliver the services and saving that you require. Our travel managers have the resources and experience to provide you with the best options and comparison quotes within minutes!

## How we do it



## Our Partners

Some of our international associates shown below demonstrate the diversity in our travel network. Tell us where you want to go and we're sure to know someone there to make your trip comfortable.



Enjoy Europe  
Travel by Train!







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*Aroma Group of Companies* Since 1980

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[www.aromatravel.com](http://www.aromatravel.com)

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