Welcome to

HONEST GROUP

of Companies
Since 1993

+9714 880 9050

ABOUT OUR COMPANY

A BRIEF STORY ABOUT HONEST GROUP

Integrity has been the cornerstone of Honest Group's operations in the UAE since its establishment. Founded in 1993 as Honest Textiles Trading , the company began its journey with a focus on import, export, and wholesale in textiles. Building upon its initial success, Honest Group transitioned into a Limited Liability Company in 1997. Over the years, Honest Group has experienced substantial growth and diversification, expanding its portfolio to include interests in fashion, infrastructure, steel, perfumes, real estate investment, and development. Led by Mr. Jaykumar Dadlani, the group has always pursued a bold vision, striving for excellence in every endeavor. From its humble beginnings, Honest Group has evolved into a promising enterprise with a relentless commitment to achieving greatness. Today, the spirit of determination and dedication continues to drive the group forward, shaping its agenda and guiding its future endeavors.

DRIVEN BY INTEGRITY, POWERED BY EXCELLENCE SINCE 1993



VISION

To be a transformative force driving positive change and innovation across sectors, guided by integrity, excellence, and sustainability, while creating a legacy of trust and lasting impact.

MISSION

01 Build long-term relationships rooted in trust and integrity, fostering a dynamic and result-oriented work environment focused on mutual growth.

02 Deliver exceptional customer service by offering innovative and tailored solutions that meet the evolving needs of our clients and stakeholders.

03 Expand our global presence through strategic partnerships while staying deeply connected to our local communities and promoting sustainable practices.

04 Set new standards of excellence by embracing continuous improvement, inspiring innovation, and driving positive change across all our endeavors.

OUR CEO & FOUNDER

ARCHITECT OF EXCELLENCE AND VISIONARY LEADERSHIP

Mr. Jaykumar Dadlani, the visionary founder and CEO behind the remarkable success of Honest Group of Companies who began his career in Dubai on 21st April 1983 with a salary of 600 Dhs. With a career spanning over three decades in the Gulf textile market, Mr. Dadlani's journey embodies a relentless pursuit of excellence and a deep-rooted commitment to realizing ambitious goals.



JAYKUMAR DADLANI

Starting his career in 1983 with a Textiles Company, Mr. Dadlani swiftly ascended the ranks, showcasing exceptional marketing skills and unwavering dedication. By 1993, fueled by his passion for entrepreneurship and driven by a bold vision, he founded the Honest Group of Companies in the UAE. Under his astute leadership, the group has flourished, expanding its portfolio to encompass textile, steel, electronics, perfumes and real estate.

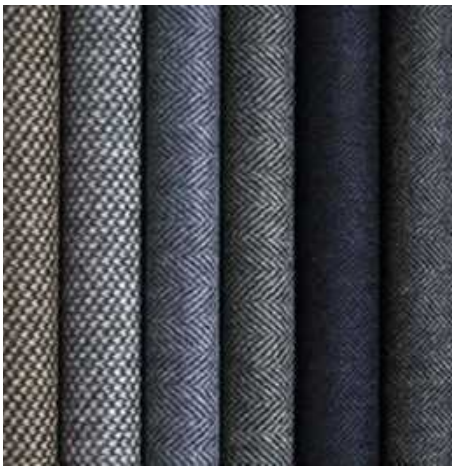
Mr. Dadlani's unparalleled industry expertise and extensive network have been instrumental in establishing the group as a key player in the region's business landscape. His foresight and strategic acumen have led to the acquisition of prestigious real estate projects, earning him a reputation as one of Dubai's most respected business investors. Beyond his entrepreneurial pursuits, Mr. Dadlani is deeply committed to serving the board and investment committee, guiding the overall development, investment, and risk assessment strategies of the group. His leadership and dedication have been pivotal in steering the company towards unprecedented growth and success.

As a visionary leader, Mr. Dadlani continues to inspire and drive innovation, propelling Honest Group of Companies towards new heights of achievement. With a steadfast commitment to integrity, excellence, and visionary leadership, he remains a driving force behind the group's continued success and expansion.

HONEST INTERNATIONAL GENERAL TRADING

The legacy of Honest Group's enviable growth began with the Textiles Trading in Wholesale textiles Market, Bur Dubai, UAE. The activity of the company since inception is importing in textiles, cloth materials and ready-made garments and wholesaling to the local market and exporting to other GCC & CIS countries and East Europe. Honest Textiles importing directly from China, Korea, Thailand, Taiwan, India, Indonesia, and Japan. Over the period of time the company diversified into steel and business and foreseeing better future prospectus and focused more on steel division.

BUILDING A LEGACY OF TRADE AND GROWTH







HONEST STEEL FZCO

Established in 2004 with a steadfast determination to build on past successes, Honest Steel FZCO has emerged as a leading player in the steel trading industry. With a focus on customer satisfaction and quality, we are proud to be an ISO 9001:2008 certified company.







Our core activities encompass trading, import, and export of high-quality MS & steels, as well as GI coils, sheets, and products across the UAE, GCC, and Africa. In 2006, we expanded our operations with the establishment of a processing unit at Jebel Ali, marking the beginning of our journey towards diversified business ventures in the steel industry. Equipped with state-of-the-art facilities including wire rod cutting/straightening, cut-to-length machines, and perforation machines, we ensure precision and efficiency in our operations.

KEY STANDOUTS:

- Vast range of quality products holding international standards and certifications.
- Regular supply of quality materials from the best mills in India, UAE, China, South Korea, and Europe.
- In-house transportation division enabling timely delivery and added value to customer satisfaction.
- Maintaining the highest reliable supplier position in customer books.

HONEST STEEL INDUSTRIES

Honest Steel Industries, a subsidiary of the Honest Group of Companies, has experienced remarkable success in the steel business. Established in 2008 within the Jebel Ali Free Zone, our processing factory operates under trading and industrial licenses.





Our primary objective is to establish a steel cut-to-length line factory and facilitate steel trading. Over time, we have expanded our capabilities to include facilities for wire rod coils, wire rod straightening, and cutting machines, with the production of round bars. Our target market comprises major customers from the UAE and GCC regions.

In 2018, we diversified our business portfolio by introducing a new line of Galvanised Iron products and other specialized steel and aluminum products, catering to emerging market demands and regional requirements.

Our facility was conceived with a forward-thinking vision of diversifying our steel-related businesses, including semi-manufacturing and processing facilities, to meet evolving market needs and ensure long-term sustainability.

At Honest Steel Industries, we remain committed to delivering quality products and innovative solutions to our customers while contributing to the growth and development of the steel industry in the region.

SIX SCENTS PERFUME TRADING

Six Scents Perfume Trading is a distinguished authorized reseller of a wide range of branded perfumes in the UAE, serving customers worldwide since our establishment in 2018. In a remarkably short time frame, we have established ourselves as a leading, competitive, and reputable organization within the perfume industry.

Operating from strategically located warehouses in Dubai and Jebel Ali Free Zone, we efficiently cater to the GCC market and international markets respectively. Our commitment goes beyond merely supplying perfumes and beauty products; we pride ourselves on being valued partners, offering a comprehensive range of services to meet our clients' diverse needs. With an unwavering dedication to service excellence and product quality, we have become synonymous with reliability and competitiveness in meeting the region's perfume demands.



KEY HIGHLIGHTS:

- Our Unique Selling Points include dealing with all major brands, offering 100% genuine products sourced directly from manufacturers or authorized distributors, competitive pricing, and a proven track record of reliability and excellence.
- We maintain direct partnerships with major perfumery houses, ensuring the supply of beauty products to various exclusive markets worldwide.

At Six Scents Perfume Trading, we are committed to delivering unparalleled quality, authenticity, and value to our clients, solidifying our position as a trusted partner in the global perfume industry.

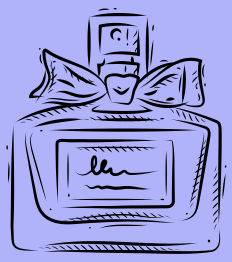
VEEJAY VENTURES FZCO

Veejay Venture serves as the invaluable extension of Six Scents Perfume Trading, operating from the strategic location of Jebel Ali Free Zone. Specializing in managing all imports and exports of perfumery products, Veejay Venture plays a pivotal role in ensuring the seamless flow of goods for Six Scents Perfume Trading



Six Scents Perfume

DRIVING SEAMLESS GLOBAL LOGISTICS FOR SIX SCENTS PERFUME TRADING





With a focus on efficiency and reliability, Veejay Venture oversees the intricate logistics involved in sourcing and distributing perfumery products to and from various international markets. Leveraging its expertise and resources, Veejay Venture ensures that Six Scents Perfume Trading maintains a competitive edge in the industry by facilitating timely and cost-effective transportation solutions.

As a vital component of Six Scents Perfume Trading's supply chain, Veejay Venture upholds the same commitment to excellence and customer satisfaction. By streamlining import and export processes and navigating complex regulatory requirements, Veejay Venture contributes to the success and growth of Six Scents Perfume Trading, allowing the company to continue delivering high-quality perfumes to customers worldwide.

FORTUNE 5



Fortune 5 is a dynamic firm specializing in development and investments, committed to seizing new business opportunities worldwide. With a strong global presence and a loyal client base spanning Europe, Russia, China, India, and beyond, Fortune 5 has earned a reputation as a trusted partner in the industry

Leveraging our expertise, we have successfully collaborated with renowned brands such as Marriott, Hilton, Ellie Saab, Missoni, and more. Some of our notable recent projects include the iconic Marriott Marquis Hotel, Marriott Residences, Hilton Hotel & Residences, and Moonstone - featuring interiors by Missoni.

Upcoming projects with MAG Property Development include a landmark development spanning over 1 million square feet in Meydan District 11. Another prestigious residential master community covering more than 750,000 square feet on Hamra Island, Ras Al Khaimah.


Elie Saab Vie


Moonstone, Interiors by Missoni


Marriott Marquis Dubai, Marriott Residences, Hilton Dubai Creek Hotel & Residences


Marriott Residences Business Bay

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Thank You