



REEFSIDE®

Innovating Lifestyles

# COMPANY PROFILE





## BOARD OF DIRECTORS

**Mr. Hassan Zahir**  
Managing Director

**Mr. Anas Hassan**  
Executive Director

**Mr. Salmaan Hassan**  
Executive Director

**Mr. Ismail Fayez**  
Director

## MISSION AND PHYLOSOPHY

- Our mission is to offer value to our customers by improving the quality of life at affordable prices.
- Our philosophy revolves around the idea that a satisfied customer is the most valuable asset and hence, the task of customer satisfaction is our highest priority.  
No stone is left unturned when achieving this goal.
- To further seek and adopt to modern management techniques and the changing information technologies within the well-defined organizational structure to ensure long term survival.

## VALUE STATEMENT

- **Customers** – We live up to the expectation of a responsible organization contributing to the improvement in the quality of life of our customers.
- **Employees** – We respect each other as individuals and encourage team work while providing opportunities for personal development.
- **Shareholders** – We provide a reasonable return while safeguarding their interests.
- **Principals** – We develop our principals to be partners in progress.
- **Community** – We conduct business by conforming to the ethics of our country.

## BRIEF HISTORY

In 1976, Mr. Hassan Zahir – son of a prominent Maldivian businessman, Mr. Ibrahim Gasim (Kalhuhokko Kudadhon Maniku) opened Shop No. 18 on Chandanee Magu to sell tourism souvenirs. In 1980, with a shift to the present premises at 03 Orchid Magu, Shop No. 18 became Reefside Company Pvt. Ltd.

With complementary merchandise like branded diving watches and electronics, the event signified much more than a name change.

This was a time when the general merchandise in Maldives consisted of mixed items and this exclusiveness was something unique and extravagant.

It was this dedicated effort that brought out the growth of the company to many outlets that trade only leading branded products.



Reefside Company still leads the way for exclusive selling of watches and electronics of reputed brands in the Maldives.

We have further gained the trust of our customers by establishing the first full-fledged Watch Service Centre and reputed Sony, Nikon and Bose

Authorized Electronics Service Centre for quality after-sales service in the Maldives.

Now, with more than 35 years of “Customer First” attitude and high level of after-sale customer service, the name “Reefside” itself has become a brand to reckon with.

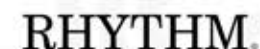




## APPOINTMENTS AND DEALERSHIPS

Since then, the company has received brand appointments and dealerships in watches and electronics:

- RADO Authorized Dealership in 1982
- TISSOT Authorized Dealership in 1985
- BOSE Appointed Authorized Dealer in 1990
- KENWOOD Appointed Authorized in 1994
- SONY Appointed Authorized Dealer and established Exclusive Sony Showroom in 1995
- SEA LIFE Appointed Authorized Dealer 1999
- SONY & BOSE Authorized Service Center in 2004
- APPLE (iPod) Authorized Reseller IN 2005
- POLICE & FCUK Appointed Authorized Dealer in 2009
- NIKON Appointed Authorized Dealer in 2009
- AUSTRALIAN MONITOR Appointed and Authorized Distributer and Service Centre in 2010
- AUDIO-TECHNICA Authorized Dealer in 2010
- OTRUM Hospitality Solutions Appointed Official Business Partner and Distributer in 2011
- JK-SCREEN Projectors Authorized Dealer in 2011
- BITTEL IP-TELEPHONY Appointed Authorized Dealer and Hospitality Partner 2011
- MONSTER BEATS Appointed Dealer in 2012
- SAMSUNG HOTEL TV Appointed Business Solution Partner in 2012
- CRESTRON Automation Control Solutions Appointed Authorized Dealer in 2012
- PIONEER Hi-Fi and DJ Solutions Appointed Authorized Dealer in 2012
- HISENSE Appointed as Authorized Agent in 2012
- BLUE STAR Appointed as Authorized Dealer in June 2013
- WHIRLPOOL Home Appliances Appointed as Authorized Distributor in 2014
- LG Electronics Home Appliance Appointed as Authorised Distributor in 2016



## OUR ACHIEVEMENTS

- 1987 to 1991 - Operated the only Duty Free Shop at Male' International Airport.
- 1994 - Opened a new retail outlet in Majeedhee Magu, Male' to deal in watches, electronics, cameras etc.
- December 1995 - Tied up with Sony Electronics Singapore and opened up an exclusive Sony showroom in Orchid Magu, Male'
- December 1998 - Opened an exquisite sales outlet in Sun Island Resort to deal in watches, electronics, cameras etc. Sun Island resort has ultra-modern facilities and is biggest in Asia
- February 2000 - Opened a sales outlet in Paradise Island Resort to deal in watches, electronics, cameras etc. Paradise Resort is very picturesque and has the attraction of being proximate to Male'
- February 2001 - Opened a sales outlet in Royal Island Resort to deal in watches, electronics, cameras etc.
- April 2003 - Opened a new sales outlet at Majeedhee Magu, Male' named Reefside Electronics dealing in Electronics and games etc.
- 2003 - Appointed Z-Electronics (affiliate of Reefside Co. Pvt. Ltd) as SONY AUTHORIZED SERVICE CENTRE for Maldives
- 2003 - Reefside Co. Pvt. Ltd was authorized to issue International Warranty acceptable throughout the world for Sony products
- 2003 - Reefside Co. Pvt. Ltd. Signed an agreement with State Trading Organization, Maldives to issue Local Warranty for Sony Products sold by them.
- February 2011 - Opened a first state-of-the-art Sony Centre in Maldives at Orchid Magu, Male'.
- November 2011 - Opened a special show room for Digital imaging, personal audio, and solution with NIKON, APPLE & BOSE in Maldives at Chandhanee Magu Male'.
- November 2011 - Opened a high end watch show room Reefside Timeline in Maldives at Orchid Magu Male'.
- 2012 Partnered with Samsung India for IPTV system.
- 2013 Partnered with HISENSE electronics.
- June 2013 Partnered with BLUESTAR India.
- 2014 Partnered with WHIRLPOOL home appliances.
- November 2014 – Moved Reefside Electronics Shop to new and bigger location in Faredhee Magu.
- **2016 Partnered with LG electronics**
- **2018 Partnered with MIDEA Airconditioner**



## RETAIL OPERATIONS

Since 1976, from a single shop in Orchid Magu, Reefside has evolved to operate 6 retail shops in the capital Male and 2 shops in outskirt resorts encompassing many prestigious consumer brands in watches and electronics.



 **REEFSIDE**  
TIMELINE



The only exclusive shop for  
High-end watches in Male'...



## RETAIL OPERATIONS

Specially For Electronics & Home Appliance . . .





## AFTER-SALES SERVICE

With the strong belief that after-sales service is the backbone of retail operations, Reefside has embarked to established high standard service centers forelectronics, watches, and cooling systems employing the highest qualified technicians in these lines. The service center facilities are of world-class standards as basic requirement from its principals.





## AFTER-SALES SERVICE

Electronics service centre . . . .





## DEALER NETWORK

- **HAVANA SHOP**  
Lh. Naifaru
- **GOADHI SHOP**  
Addu City
- **SHORE LINK**  
Gdh. Thinadhoo
- **WHITE WALL**  
BAA. Eydhafushi
- **CHANDHANEE STORE**  
Sh. Milandhoo
- **SAFAYA**  
HDh. Kulhudhufushi
- **ELECTRO CHILL SOLUTION**  
Gn. Fuvahmulah
- **SANAY GARAGE**  
AA. Thohdoo





## HOSPITALITY SOLUTIONS

The Hospitality Industry comes as the biggest industry in the Maldives. Reefside has been quite active in providing the needs of the hotels and tourists alike through quality products and services. As technology seems to have a world of its own, it continues to evolve every now and then. It is not always about bringing in something new but also about spicing up the things that we already have. This is why Reefside brought out operations such as AVIS Tech, Innovation, and Eco Cool to answer for these needs.



With its continued commitment towards providing unique and specialized solutions for the hospitality industry, Reefside Company Pvt. Ltd. through its division – AVIS Tech objectively sets out the benchmarks for the audio/visual integration solution in the Maldives. AVIS Tech has partnered with well trusted brands in the industry which includes Bose, Sony, Samsung HTV, Australian Monitor, and JK Screens.

A dedicated team of professionals and technical enthusiasts joined together with common interest towards quality sound solution. AVIS-Tech was established to cater for the growing demand of customized audio-visual integration solution for hospitality use and corporate businesses.

Technology has been the prime focus of the team when it comes to creating solutions and designs for each unique requirement.

AVIS-Tech services includes; providing of design solution, technical assistance, installation and commissioning, product supply and procurement and after-sales service maintenance of all represented brands in the market. We provide site assistance and technical support for all a/v needs from design stage up till implementation and maintaining the whole solution.



FreeSpace® DS 16S, DS 16SE & DS 16F



FreeSpace® DS 40F & 40 SE



FreeSpace® DS 100SE & DS 100F



FreeSpace® 360P Series II loudspeaker



Panaray® 302" A loudspeaker



Panaray® 402" A loudspeaker



## **Partial List of Satisfied Hospitality Clientele:**

- **Helengeli Resort Maldives** – F&B background music system
- **Kurumba Maldives** – F&B background music system
- **Huvafen Fushi Resort** - F&B background music system and Guest in-room home theater system
- **Bandos Island Resort Maldives** – F&B background music system
- **Sheraton Full Moon Resort and Spa Maldives** – F&B music system
- **Gili Lankanfushi Resort Maldives** – Guest in-room entertainment solution and F&B background music system and Sony LCD TV
- **Soneva Fushi Resort Maldives** – Guest in-room entertainment solution, F&B background music system and Sony LCD TV
- **Kanuhura Resort Maldives** – F&B background music system
- **W Retreat and Spa Maldives** – Guest in-room home theater system and F&B background music system
- **Anantara Kihavah Resorts Maldives** – Guest in-room music system and F&B background music system
- **Paradise Island Resort** – Guest in-room music system and outdoor cinema
- **Park Hyatt Maldives (formerly Alila Villas Hadahaa)** – Guest in-room entertainment solution, F&B background music system and Sony LCD TV
- **Shangri-La Vilingili Resort and Spa Maldives** – F&B background music system
- **Hilton Maldives Iruafushi Resort and Spa** – Guest in-room entertainment system, F&B background music system and Sony LCD TV
- **Zitali Kudafunfaru Maldives** – F&B background music system
- **Maafushivaaru Maldives** – F&B background music system
- **Constance Halaveli Resorts** – Guest in-room entertainment system, F&B background music system and Sony LCD TV
- **Centara Grand Hotel & Resorts Maldives** – F&B background music system
- **Jumeirah Devanafushi** – Guest in-room entertainment system and F&B background music system
- **Six Senses Laamu** – Guest in-room entertainment system, F&B background music system and outdoor jungle cinema
- **Niyama Maldives** – Guest in-room entertainment system, F&B background music system, LED TV
- **Amilla Fushi Maldives** – Guest in-room entertainment system
- **Club Med Finolhu Villas** – Guest in-room audio system
- **Club Med Kani** – F&B background music system
- **Lux Maldives** – Guest in-room entertainment system
- **Mirihi Island Resort** – Guest in-room entertainment system, F&B background music system
- **Kandolhu Maldives** – F&B background music system
- **Champa Group of Hotels** – All properties' F&B background music system
- **Coco Palm Kudahithi** – Guest in-room entertainment system, F&B background music system
- **Gili Lankanfushi** – Entire resort Audio system installation / Guest room and Public area
- **Cinnamon Velifushi** – Background music system installation



## **OUR CLIENTS**

We have been engaged with affiliated businesses for either hospitality, network infrastructure and guest entertainment solution with the following resorts , corporate customers & government institutions (partial listing):

### **Resort Clients**

- Universal Enterprises
- Sun Travels
- Villa Resorts
- Gilli Lankan Fushi
- Sonevafushi
- Bandos Island Resort
- Champa Resorts
- Meedupparu
- W-Recreation Maldives
- Kureddu
- Bandos
- Coco Palm Kudahithi Resorts
- Coco Palm Boduhithi Resorts
- Baros Island resorts
- One & Only Reethirah Resort
- Viceroy Vagaaaru Resort
- Niyama Resort Maldives
- Per Aguum Resorts
- Dusit Thani Maldives
- Ayada Maldives
- Jumeriah Vataveli Resort Maldives
- Jumeirah Devanafushi Resort Maldives
- Centra Grand Maldives
- Six Senses Laamu Resort
- Anantara Kihava Maldives
- Sheraton Full Moon

### **Government Institutions & Corporate Clients**

- Maldives Police Service
- Dhiraagu Telecommunication
- Maldives Airport Company
- UN Council
- American Red Cross
- Ooredoo
- Maldives Supreme Court
- Maldia Pvt Ltd
- EON Resorts Group
- Criminal Court Of Maldives
- Universal Resorts Enterprises Pvt Ltd
- Sun Travels & Tours Co.
- Sunland Group
- Villa Pvt Ltd
- Crown and Champa Group
- O+E Holdings
- Berthold & Kottoff Associates
- Empower GYM
- Extreme Fitness GYM
- VB Brothers
- Villa Air
- Band of Maldives Pvt Ltd
- Sea House Maldives
- Oxygen Café
- City Investments Group
- Blue Bay Café
- Kozina Restaurant





**KKM Building, 03 Orchid Magu, Malé, Rep. of Maldives**  
**T\ +960 3323545, F\ +960 3324995 E\ [reefside@reefsidemaldives.com](mailto:reefside@reefsidemaldives.com)**  
**W\ [www.reefsidemaldives.com](http://www.reefsidemaldives.com)**