



MOHAMMED RASOOL  
KHOORY & SONS

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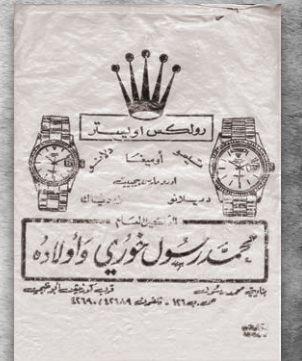
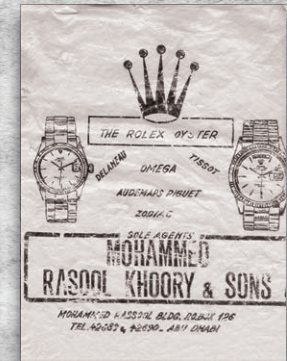
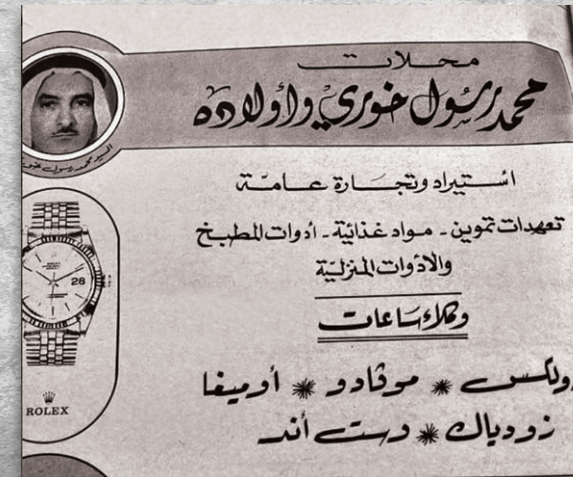




MOHAMED RASOOL KHOORY  
LATE FOUNDER



MOHAMMED RASOOL  
KHOORY & SONS



1924-2005



MOHAMMED RASOOL KHOORY & SONS. The legend that narrates the story of ancestors and successors, the past and present, the future and the success. It is the limitless ambition, the continuous work to achieve the anticipated goals to provide the best and the most beautiful of the creators of the elegance at the finest and the most reputed international trademarks of watch and the jewelry makers where the name MOHAMMED RASOOL KHOORY & SONS.

Since the middle of the 20th Century has been connected with the crown of Swiss watches industry (Rolex and Tudor), followed through years of contracts and transactions with other manufacturers when joined with Omega and Parmigiani. This masterpiece modeled by Parmigiani House and formulated and made by Michele Parmigiani, one of the world leading specialists in restoration of very high valuable old watches and masterpieces. Parmigiani introduced to Abu Dhabi, through MOHAMMED RASOOL KHOORY & SONS, the highest levels of technology and sophistication along with elegance and beauty in the world of watches. Furthermore, it added another piece to this beautiful chain through contracting with Frederique Constant and Alpina where it mixed sport watches of special qualities with everyday watches, ladies and gents special occasion watches.

Since MOHAMMED RASOOL KHOORY & SONS is a family company met with the deep-rooted Swiss family whose members - men and women- are specialized in the study of watch engineering and all generations of this family inherited production of RSW watches, and they won with distinction manufacturing of the French Azzaro Watches Brand in order to have a genuine French touch product with the Swiss quality. As a desire to diversify products and options, we made constant search to contract with the best makers, our Company contracted with the unique Milus and its introduction of well reputed international ambassadors in different sports and contracting with the very unique Ellicotte Brand for the fans of distinguished watches with

mechanism in shape with the emphasis on uniqueness and symbols of its own to be distinguished from other watches.

On diversity of international trade marks, among which some have spent centuries and others are newborn, where the world's richest people look for an invention or creativity wearing a global name rendering fame since money by itself is not enough. Hence, that German family was lucky to meet one of the most genius Swiss watch manufacturer, such meeting resulted in the production of Magellan watches- the sailor, voyager and discoverer who never someday dreamt of, though so well reputed all over the world, to immortalize his name through the ticking of seconds, minutes and hours of human age via making a watch bearing his name and his earth planet. Some intellectuals and researchers about the depth of the secrets of industry do not let pass whatever is happening around of natural phenomena without extracting his inspiration as thunderbolts and lightning were behind the inspiration of the designer and the maker of the Swiss Artya watch where he transformed all these natural phenomena into a scientific and practical reality through transformation of metals into electric shock of over one million volts and engraved and sculpted those Artya watch cases in a beautiful and unique models, each one consists of a unique unrepeated version. Furthermore, innovators of Artya designed those cases with shapes that really contain spiders and butterflies and others of natural insects treated with the secrets of industry to be maintained in watch cases which contained complex movements for special customers who like to own such watches as well.

The decision makers at MOHAMMED RASOOL KHOORY & SONS will never forget the role of fashion and brand houses who produce multi lines to satisfy the customers, who desire their outfit and elegance perfection, as our Company has contracted with Philippe Charriol with whom our branches are full of his artistic colors of watches, jewels and accessories.

# THE STORY

For the same reason and in culmination of this path, came the contract with Hermes Brand demonstrated at present at various branches of our Company at the finest trade centers in Abu Dhabi and Al-Ain where we work to introduce these distinguished brands by means of special show windows which ensure for each brand its special style of decors, colors and display. Furthermore, we at MOHAMMED RASOOL KHOORY & SONS did not forget our clients rights who like to have medium-value watches and jewels with high quality either for personal use or for presenting gifts, where our Company made available many competitor Swiss made brands of shape, quality and value which came at the top of this collection G.P.R and Murex, Optima, Giovanni, Faros and Vogue. As for jewels representing the other side of MOHAMMED RASOOL KHOORY & SONS. where it was exclusive from the beginning to introduce the most beautiful and most refined Indian designs proved to be the most famous and most demanding at that time, and later, one of the most famous Italian brands was added at that time under the name of B.R.M until we started our own products

through an integrated workshop where we introduced to our clients the most beautiful classic and modern designs for all ages from childhood, young ladies and society ladies and for all special events and everyday use, as well, where our designers drew jewel models and discussed with manufacturers in terms of technical and manufacturing aspects to complete the matrix in shape and substantial comfort of users. All these issues of products are engraved in the name of AL KHOORY Diamonds in support of our belief in our products credibility and our liability towards our clients. Due to our clients versatile and different tastes, we mixed the jewel collection in our stores with some famous European brands where we contracted with Spanish Candame Watches and jewels which the owner represents one of the most important watches and jewel leaders in Spain. Furthermore, Italian Da Lago was added, that family company run for three successive generations since founded. Members of this family were specialized and were exclusive in producing their own special lines full of beauty and taste. These are some lines of the tale and will continue.





## THE SENIOR MANAGEMENT



**Ahmed Mohamed Rasool Alkhoori**  
Chairman



**Yousef Mohamed Rasool Alkhoori**  
CEO

## CEO'S MESSAGE

The journey towards success is an endless one, built on determination and the persistence to achieve goals. In our group, we consider success the result of steadfastness to the vision and the continuous development of our present, based on clear and defined foundations.

From our beginnings as an entity operating in one sector to our transformation into a group of companies striving in significant and diverse sectors such as exclusive agencies for luxury Swiss watches and jewelry, real estate development, and high-end Swiss chocolate agencies, we continue to strive for excellence and improve our performance.

We believe in the importance of applying the latest management and technological systems to enhance our efficiency and productivity. This commitment leads us to explore new opportunities for expansion and participation in major projects, contributing to the creation of new job opportunities and the training of personnel to effectively contribute to business development.

At MOHAMMED RASOOL KHOORY & SONS Group, we are excited about what the future holds and work hard to ensure that we are always at the forefront of innovation and excellence in everything we do. We invite all our employees to join this exciting journey, armed with determination and persistence, to achieve together the highest levels of success and excellence.

# THE MANAGEMENT TEAM



**Bilal Mostafa Al Khaled**  
General Manager  
Head Office, Penthouse  
Extension No. 201  
bilal@mrkhoory.ae



**Abdu Sakeer Hussain**  
Commercial Manager  
Head Office, Penthouse  
Extension No. 204  
sakeer@mrkhoory.ae



**Mohammad Nabhan**  
Brand Manager - ROLEX  
Head Office, Penthouse  
Extension No. 224  
mnabhan@mrkhoory.ae



**Ahmed El Dadamouni**  
CPO Watches Manager  
Head Office, No. 104  
Extension No. 227  
ahmeddada@mrkhoory.ae



**Mohammad Furqan**  
Watches Brand Manager  
Head Office, No. 1701  
Extension No. 311  
furqan@mrkhoory.ae



**Abdallah Ammar**  
Brand Manager - Läderach  
Head Office, No. 1701  
Extension No. 302  
a.ammar@laderach.ae



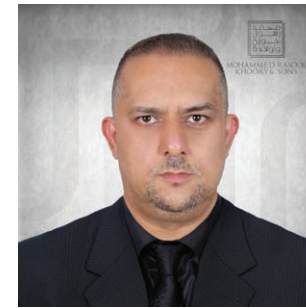
**Nabil El Dadamouni**  
CEO Office Manager & Media Manager  
Head Office, Penthouse  
Extension No. 223  
nabil@mrkhoory.ae



**Riyas Malappil**  
Finance Manager  
Head Office, Penthouse  
Extension No. 215  
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**Manu Stephen**  
IT Manager  
Head Office, Penthouse  
Extension No. 205  
manu@mrkhoory.ae



**Samer Kmeira**  
Public Relations Manager  
Head Office, No. 1701  
Extension No. 312  
samer@mrkhoory.ae



**Ali Kakhi**  
Logistics & Inventory Manager  
Head Office, No. 303  
Extension No. 230  
ali@mrkhoory.ae



MOHAMMED RASOOL  
KHOORY & SONS



## BUSINESS FIELDS

01

WATCHES &amp; JEWELRY

FOOD &amp; BEVERAGE

02

03

REAL ESTATE



MOHAMMED RASOOL  
KHOORY & SONS

## FACTS & FIGURES



+55

Business Years



03

Business Fields



235

Total Staff



17

Point Of Sales



## EMPLOYMENT & TRAINING



MOHAMMED RASOOL  
KHOORY & SONS



MOHAMMED RASOOL KHOORY & SONS seeks always to improve the skills and abilities of their employees through the regional and marketing managers and directors of manufacturing of the companies presented by MOHAMMED RASOOL KHOORY & SONS in Abu Dhabi, where they are hosting for one time or twice a year to meet with the sales staff and provide them with the latest information and techniques for display methods, sale and after-sale services, to achieve the goals associated with the development to win the satisfaction of all customers, dealers with our company, sales staff and technicians working under the umbrella of MOHAMMED RASOOL KHOORY & SONS.





# ANNUAL CELEBRATION

MOHAMMED RASOOL KHOORY & SONS celebrates every year during the holy month of Ramadan with a slogan of "Award - Development - Uniqueness". Awarding fields:

1. First and second retail best seller.
2. Best organized retail.
3. Employees who completed +10 years.
4. Media and Press selected team members in UAE.



MOHAMMED RASOOL  
KHOORY & SONS







MOHAMMED RASOOL  
KHOORY & SONS





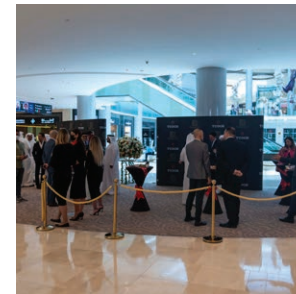
# GALLERY



MOHAMMED RASOOL  
KHOORY & SONS







MOHAMMED RASOOL  
KHOORY & SONS





# APPRECIATIONS







LATE MOHAMED RASOOL KHOORY  
SWISS AMBASSADOR'S AWARD 2010



MOHAMMED RASOOL  
KHOORY & SONS







MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY

## ABOUT

Business flag and landmark is Watches and Jewellery business with many outlets spreaded around the city in Abu Dhabi and Al Ain mainly in the major shopping malls.

On top of our brands the crown of Swiss watches industry ROLEX and TUDOR to one of the most famous watches movements complications manufacturers PARMIGIANI. We are presenting as well FREDERIQUE CONSTANT the sign of classic watches and ALPINA the stamp of sports watches. And the fashion elegancy brand VDB, VAN DER BAUWEDE and many other Swiss brands considered as upper level brands.

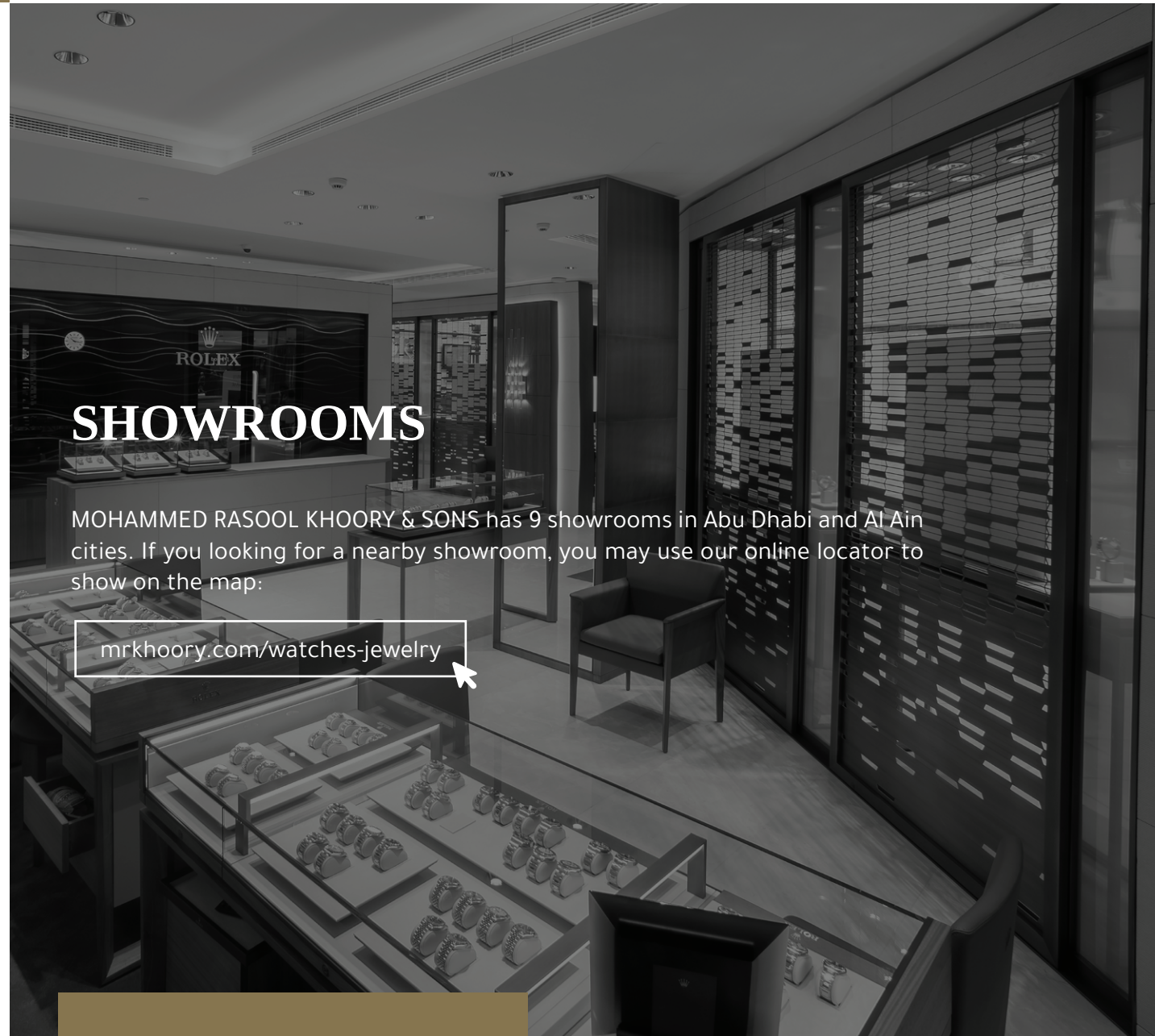


MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY







## SHOWROOMS

MOHAMMED RASOOL KHOORY & SONS has 9 showrooms in Abu Dhabi and Al Ain cities. If you looking for a nearby showroom, you may use our online locator to show on the map:

[mrkhoory.com/watches-jewelry](http://mrkhoory.com/watches-jewelry)



MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY

01

World Trade Center (Multi Brands)  
Abu Dhabi  
+971 2 6313030

02

Marina Mall (ROLEX & TUDOR)  
Abu Dhabi  
+971 2 6818188

03

The Galleria Al Maryah Island  
(ROLEX) Abu Dhabi  
+971 2 5462200

04

Yas Mall (ROLEX)  
Abu Dhabi  
+971 2 5650586

05

Yas Mall (TUDOR)  
Abu Dhabi  
+971 2 5650586

06

Emirates Palace (Multi Brands)  
Abu Dhabi  
+971 2 6812112

07

ICAD3 (Multi Brands - Outlet)  
Abu Dhabi  
+971 2 6587643

08

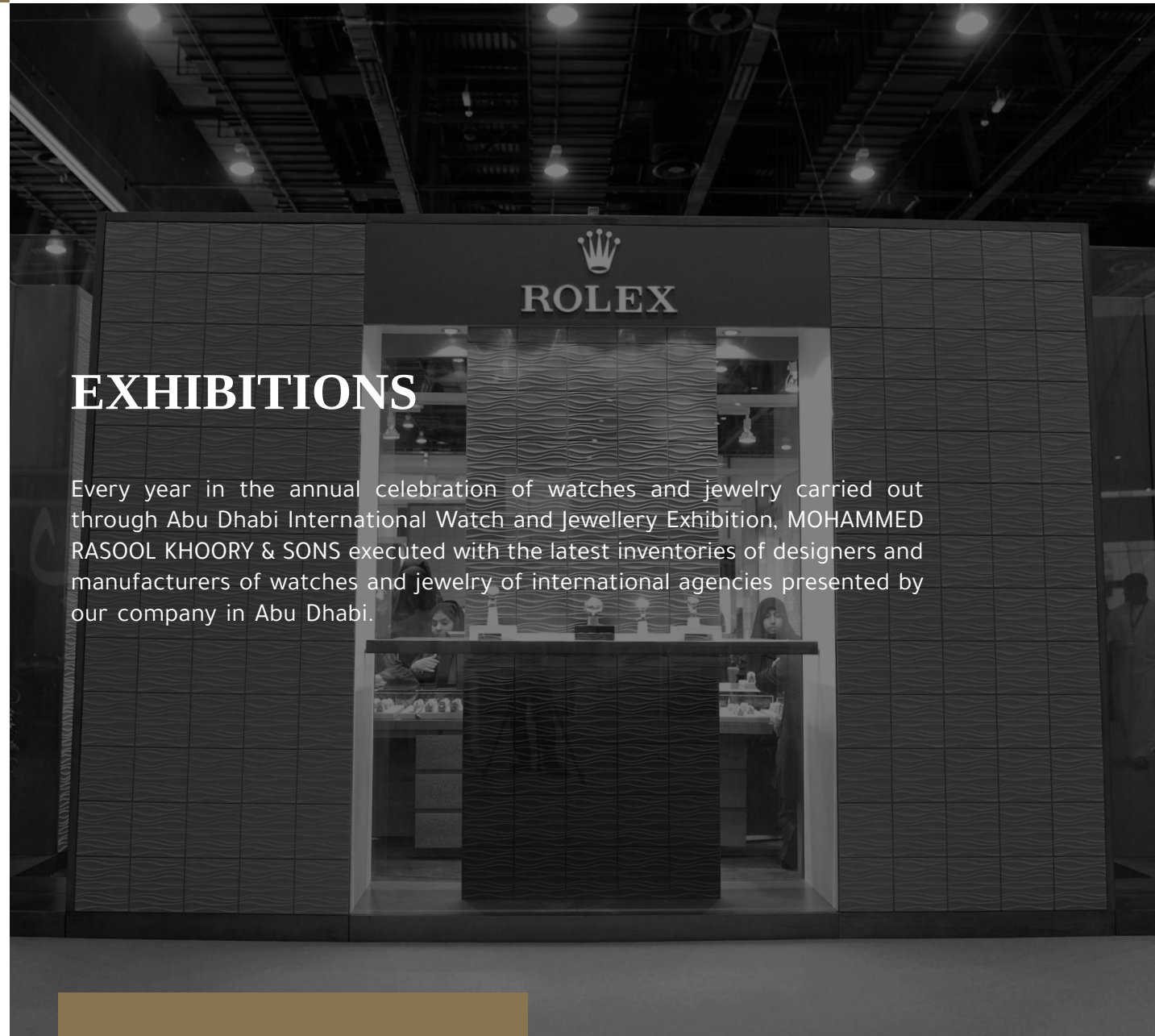
Al Ain Mall (Multi Brands)  
Al Ain  
+971 3 7513800

09

Khalifa Street (Multi Brands)  
Al Ain  
+971 3 7666614







## EXHIBITIONS

Every year in the annual celebration of watches and jewelry carried out through Abu Dhabi International Watch and Jewellery Exhibition, MOHAMMED RASOOL KHOORY & SONS executed with the latest inventories of designers and manufacturers of watches and jewelry of international agencies presented by our company in Abu Dhabi.



MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY







# INDOOR & OUTDOOR CLOCKS

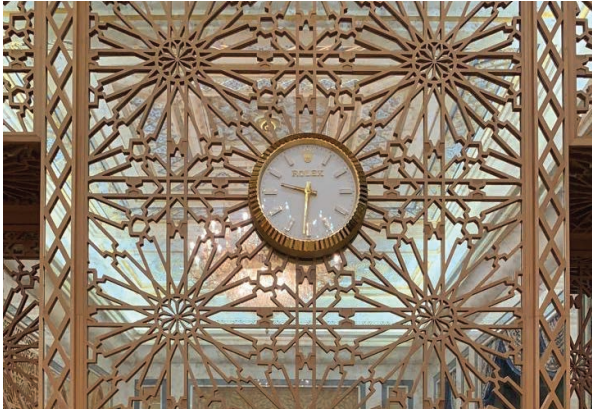
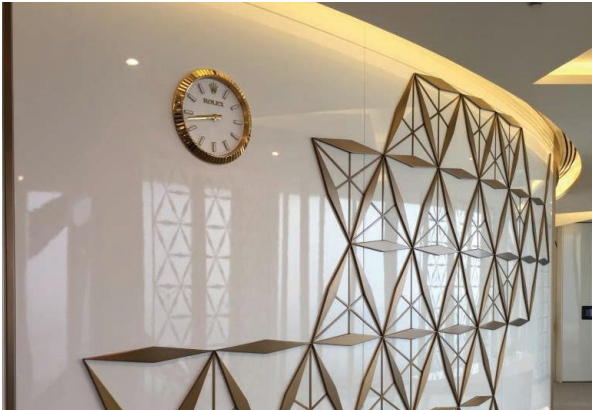
MOHAMMED RASOOL KHOORY & SONS has clocks on mutiple locations:

Abu Dhabi Civil Aviation (Navigation Centre)	Qasr Al Watan
Abu Dhabi Golf Club	Sea Palace
Yas Links Golf Club	Al-Ain Stadium
Saadiyat Beach Golf Club	Emirates Palace Hotel
Abu Dhabi City Golf Club	Intercontinental Hotel
Abu Dhabi Investment Council (Al Bahar Tower)	Arjaan Rotana Hotel
Abu Dhabi Stock Exchange (Financial Centre)	Beach Rotana Hotel
ADNEC (Exhibition Center)	Park Rotana Hotel
ADNOC (Abu Dhabi National Oil Company)	Sofitel Hotel
National Archives	WTC Mall Abu Dhabi
H H Presidential Flight	In all MRK showrooms and workshops
H H Crown Prince Palace, Al Buteen	



MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY





## WARRANTY & SERVICING

MOHAMMED RASOOL KHOORY & SONS is proud of its distinctive services after sale through the specialized workshop in the watches maintenance. The design, processing and implementation of this workshop done by designers and technicians certified by the most famous Swiss brands of watches. Moreover, this workshop equipped with the latest equipment and tools needed for maintenance works in a professional way. We have a team of technicians working in this workshop have been trained in the Rolex factories in Geneva. They re-sent for training in Switzerland on a regular basis to keep up with the latest developments and techniques in the world of watches maintenance, all these efforts certified our beliefs that the after-sale maintenance services is the backbone for the success of our business and to confirm our credibility with our customers.

Warranty periods given to the customers differ from manufacturer to another, some of them give customers one year warranty and the other gives more. Our role in the respect and implement the world wide guarantees, whether the watches that have been purchased from our showrooms or from any other agents or distributors around the world. We are always keen to have a stock of spare parts for all brands that we represent to ensure the continuity of the implementation of our obligations during the warranty period and beyond.



MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY





## ROLEX CERTIFIED PRE-OWNED

MOHAMMED RASOOL KHOORY & SONS is proud to be part of the network of Official Rolex Retailers, authorized to sell Rolex Certified Pre-Owned timepieces. Each of the second-hand watches from our selection has been fully verified by Rolex and comes with a two-year international guarantee.

For more information, kindly visit:

[cpo.mrkhoory.com](http://cpo.mrkhoory.com)



MOHAMMED RASOOL  
KHOORY & SONS

WATCHES & JEWELRY





MOHAMMED RASOOL  
KHOORY & SONS

FOOD & BEVERAGE



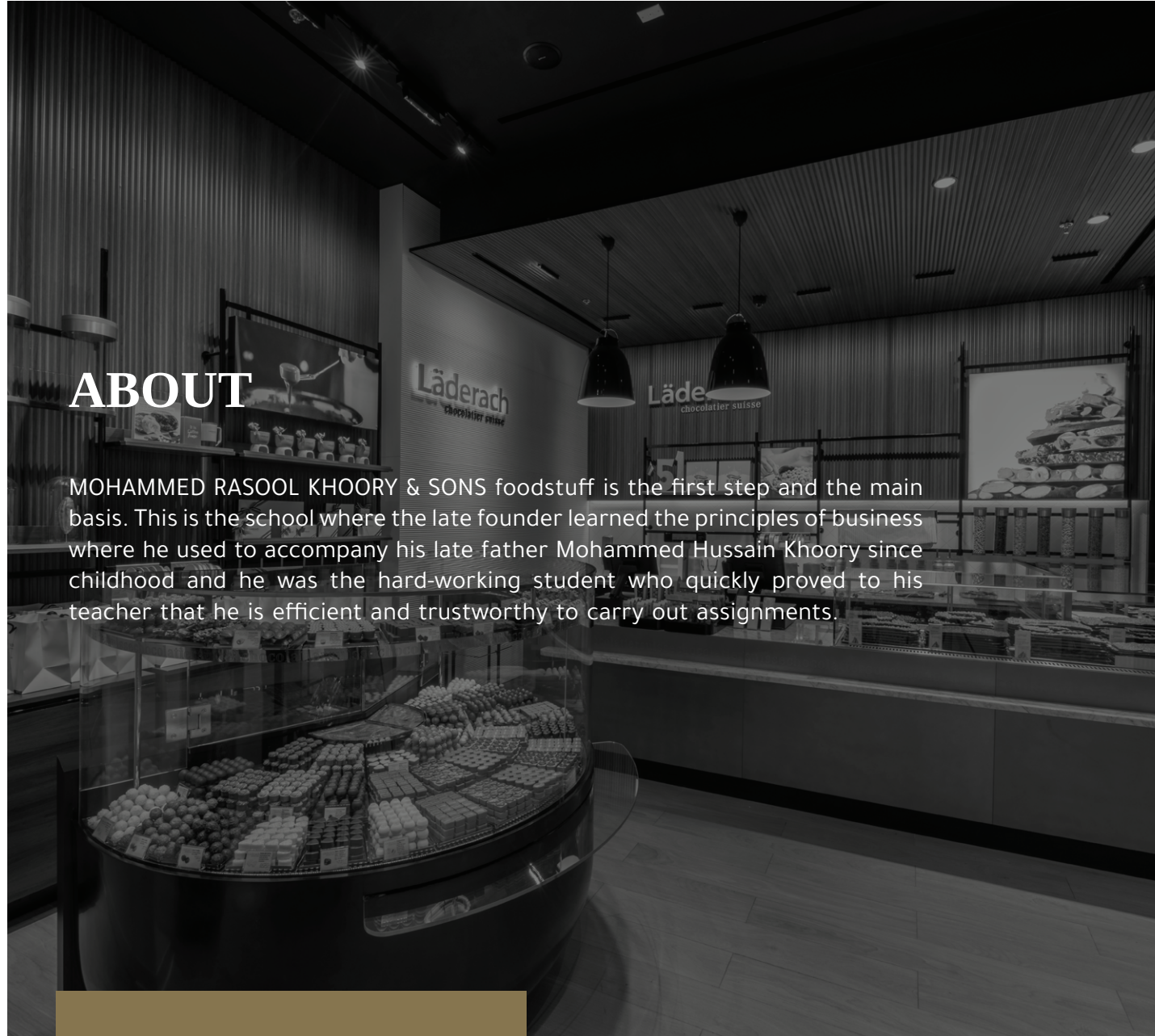
## ABOUT

MOHAMMED RASOOL KHOORY & SONS foodstuff is the first step and the main basis. This is the school where the late founder learned the principles of business where he used to accompany his late father Mohammed Hussain Khoory since childhood and he was the hard-working student who quickly proved to his teacher that he is efficient and trustworthy to carry out assignments.



MOHAMMED RASOOL  
KHOORY & SONS

FOOD & BEVERAGE



## LÄDERACH

SWITZERLAND

Läderach - the chocolate family has stood for top-quality handcrafted Swiss chocolate since 1962. The family company has more than 1000 employees and is headquartered in the canton of Glarus in Switzerland. Since September 2012, Läderach has been producing its own chocolate mass. This means that they are one of the few premium producers that can guarantee sustainable quality from the cocoa bean to the end product.

The company produces exclusively in Switzerland. Their artisanal products are currently sold in over 130 Läderach chocolateries in Switzerland, Germany, the UK, the USA, Austria, China and Canada, as through sales partners in the Middle East and Asia.

For more informaton, kindly visit:

[laderach.ae](http://laderach.ae)







MOHAMMED RASOOL  
KHOORY & SONS

FOOD & BEVERAGE

# LÄDERACH

SWITZERLAND

## Chocolate Stores & Café

- 01 Yas Mall  
Abu Dhabi  
+971 2 5627188
- 02 Bawabat Al Sharq Mall  
Abu Dhabi  
+971 2 5864708
- 03 Mall Of The Emirates  
Dubai  
+971 4 2982298



## Chocolate Stores

- 04 World Trade Centre  
Abu Dhabi  
+971 2 2222155
- 05 The Galleria Al Maryah Island  
Abu Dhabi  
+971 2 6417894
- 06 Zayed International Airport  
Abu Dhabi  
+971 2 8058478
- 07 The Dubai Mall  
Dubai  
+971 4 3344000
- 08 City Centre Mirdif  
Dubai  
+971 4 2888996
- 09 City Centre Al Zahia  
Sharjah  
+971 6 5340882





# LÄDERACH

SWITZERLAND

## Läderach Café

Läderach Café is another prototype of our chocolate business, where we combine retail selling and café service; specializing mainly in exotic hot and cold drinks, light meals, selection of desserts from around the Globe.

Many of our drinks and sweets include Läderach FrischSchoggi as an ingredient, giving another way to enjoy the fantastic flavor of our hand crafted chocolate.

Currently in Yas Mall (Abu Dhabi), Bawabat Al Sharq Mall (Abu Dhabi) and Mall Of The Emirates (Dubai).

For Café menu, kindly visit:

[cafe.laderach.ae](http://cafe.laderach.ae)







MOHAMMED RASOOL  
KHOORY & SONS

REAL ESTATE





ورثة محمد رسول محمد حسين خوري  
HEIRS OF MOHD RASOOL M H KHOORY

## ABOUT

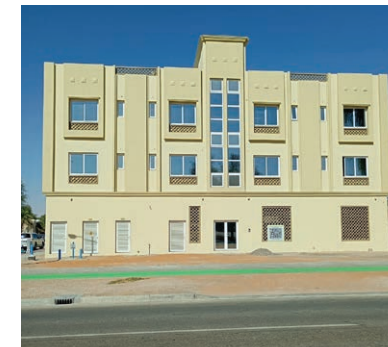
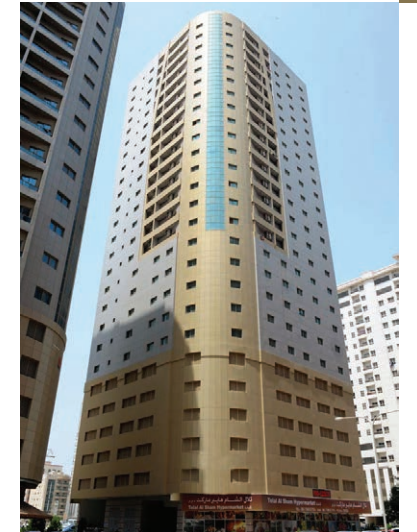
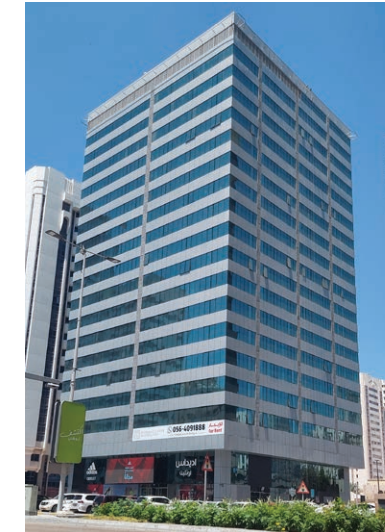
HEIRS OF MOHD RASOOL M H KHOORY is a privately held real estate development and service related company, headquartered in Abu Dhabi, United Arab Emirates. The company is a sister concern of MOHAMMED RASOOL KHOORY & SONS, a part of a group of companies.

Our experience in real estate management was successfully implemented though out our many projects that have given a clear landmark in Abu Dhabi, Al Ain, Dubai, Sharjah and Ajman.



MOHAMMED RASOOL  
KHOORY & SONS

REAL ESTATE







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[MRKhoory.com](http://MRKhoory.com)



MRKhoory



Penthouse, Rolex Building, Sh. Rashid Bin Saeed Al Maktoum Street.