



CERTITUDES

- Sahni General Trading is a leading importer of all sizes of tyres along with tubes and batteries from the Far East and the Indian Subcontinent.
- It has a turnaround of about 300 containers of tyres per month.

BEACON OF TOMORROW

- Sahni General Trading has enhanced its reputation to the point where it is regarded by many suppliers and sole traders as the recommended choice.
- It has emerged as a customer-driven company, and endeavors to provide the best and the most cost-effective products available anywhere in the world.

Sahni General Trading is one of the leading importers for tyres in the passenger car radial (pcr), truck and bus radial (tbr) and off-the-road (otr) categories, along with tubes and batteries. It was established and registered in Dubai in 1991 as a limited liabilities company, and since then it has created numerous success stories.

It deals with pcr, tbr and otr tyres with its own private label under various names including Singa, Bellagio, Falcon, Stallion, Imperium (made in Indonesia) and Supergt (made in China). In addition, it is also the distributor for various leading brands such as Corsa, Silverstone, Roadstone and Nexen. It doesn't stop here, and has private labels for batteries as well, namely Singa, Bellagio, Hexa and Stallion (made in Korea).

Sahni General Trading is based on strong fundamentals, and continuously strives to introduce products in the market which are technically sound, meet global standards, and are in line with the latest and state-of-the-art technology in the market. The company endeavors to provide the best to its customers by getting the product introduced after constant feedback from the market, then using that feedback to do continued innovation through R&D. Thus, it is able to meet its overall objectives of satisfying the market segment that demands innovation and products which are cost-effective and durable.

The success of Sahni General Trading becomes more admirable considering the humble beginning by its owner, Surinder Pal Singh Sahni. He started his business as a retailer in 1972, dealing in German and American spare parts in Kuwait. In 1978, building on the slow-yet-steady

growth his business had started making by then, he ventured into wholesale business. Though it was the time when Iran-Iraq war took place, and US attacked Iraq occupied Kuwait, Sahni Corp held its own. Thus, in 1990, Sahni Corp Kuwait acquired agencies for Silverstone, and later included General Tires, Uniroyal and Sempirit of Continental Group in its kitty.

In 1991, Sahni Auto Spare Parts came into existence in Dubai and grew with time until it proved its own worth. In 1996, Sahni General Trading acquired the agency for Corsa tire and Strada Tire. This was the time when the pace of growth for Sahni General Trading increased under the leadership of Mr. Sahni and in 1998, a total of 10 agencies were acquired by Sahni Corp including Triangle Tire, Ling Long and Silverstar.

In 2006, Sahni General Trading started a new brand of tyres and batteries under the name of Singa, and in 2007, Sahni General Trading launched Stallion Tyres.

Sahni General Trading has improved year-after-year and decade-after-decade. Today, it has made a proud name for itself in the international arena.





Sahni General Trading

Top Runner in the Industry

Sahni General Trading has made a name for itself among the top runners in the industry. It has created a strong foundation for itself because of its strong financial base and because it operates through its own properties and warehouses

