



POWERFUL



Dana Group

PROVING ITS METTLE IN THE STEEL INDUSTRY

Aspiring to achieve a global steel industry benchmark of world's most reliable and innovative steel manufacturer, service and solution provider in the steel industry, Dana Group has been consistently supplying high-quality steel products, and related services & solutions.

Under the leadership of Dr. Birbal Singh Dana, the Owner, Chairman and Managing Director of Dana Group, it has focused for over 20 years on maximizing value for its worldwide client base, by utilizing innovative technologies and a team of motivated employees. Dr. Dana's philosophy and policies have led the Dana Group grow with a focus on continuous improvement, highest business standards, work ethics and corporate citizenship.

LONG-TERM VISION

The Group has been making consistent concerted efforts towards moving up the steel value chain, diversifying the product base and expanding geographically. Depending strongly on its core competitive advantage of over 2

decades of deep industry experience of its management team, the company's strategic vision is being executed throughout the organization through the Management by committed and effective recruiting, training and retaining of talented employees.

PROFESSIONALISM TO THE CORE

Dana Group works on the sound and lofty principles of honesty, hard work and patience following the professionalism of its owner Dr. Dana, who left 20 years of distinguished & qualified successful surgical practice in Libya and moved to the UAE to establish a successful entrepreneurship. Never looking back, he has set challenging goals for himself, and with an unparalleled entrepreneurial vision and business acumen he has set up one of the top companies in the UAE with diversified manufacturing.

The operation area of Dana Group of Companies is spread over a vast range



of products and services both within and outside the UAE. Consequently, it has been prospering and progressing as a successful organization, with strategic plans and dreams for future accomplishments.

CONSTRUCTIVE POLICIES AND PRACTICES

What started with the establishment of the first company is still being followed: the Group has been endeavouring to best cater to the needs of its valued customers. The feedback and expectations of customers is immediately considered, and high quality of products and services with delivery at reasonable rates is maintained.

The lofty principles followed by Dr. Dana are religiously emulated by all manufacturing units, showrooms and

the corporate office in Dubai, India and all associate offices in West and South Africa. The Japanese Style of Management, where ideas initiate on the shop floor and then move up to the top management's desk, is employed by the Management, with great success.

Dana Group has started a novel way to promote talent and ideas of the young generation. It volunteers to finance innovative research projects by providing all means and resources to the young guns. It invites all people with indigenous ideas for new and upcoming business modules, to make their dreams a reality at agreed price, partnership and profit-sharing basis. They are definitely professional in their

approach and yet practice an open door policy for entrepreneurs and their own employees to freely express their views. The Management goes out of its way to always accept, or respect suggestions and makes itself accessible to all enterprising talent.

It strategically plans to start several rural low-cost projects with far-reaching impact to help rural masses create a comfortable life and better living conditions.

QUANTUM LEAPS

- The Group has Corporate Office and Showrooms in Dubai, and Associate Offices in Qatar, West Africa and South Africa.
- The Group has diversified into Retail – Dana Mart – and Lubricants and Oil Manufacturing – Dana Lubricants Factory LLC.

TOUR DE FORCE

- Dana Group is renowned in the UAE as a very strong brand with a sharp marketing edge, and has built strong partner relationships with major steel mills around the world.
- It is one of the largest international trading companies of steel, stainless steel, aluminium and other metals.