

NIKAI®



PRODUCT CATALOGUE

www.nikai.com



The Evolution of the Nikai Group

Brand Nikai was started by Mr. Paras Shahdarpuri, an ex-diplomat who served the Indian government. He is the man behind the success of the brand and is today fondly referred to as not only one of the most well-known businessmen in the region but also a revered philanthropist.

The Nikai Group, with a task force of over 5000 employees across the region, has created a brand that stands tall on a foundation of trust. Its loyal customers believe in the strength and reliability of the products that Nikai as a group is associated with.

Crescent General Trading was the first company set up by the Group. The company's initial foray was into general trading and bulk movement of commodities: such as tea, coffee, rice and fertilizers, to various destinations across the world. Later Crescent General Trading tied-up with FMCG giants, like Unilever plc, to stock, market and distribute the vast portfolio of Unilever products in designated countries. Later, the group further diversified its activities into the retail food business by associating itself as a franchisee for leading brands like SUBWAY & TGIF.

Nikai Electronics, was the next company to be set up. What started with a humble offering of a small line of kitchen-appliances and electronics, has today grown into an

enviable line up of over 400 products spanning all home requirements like TVs, Refrigerators, small and large home appliances and electronics. The unprecedented success of the brand can be attributed to the superior quality of products sold at an affordable price.

TASC, another company in the group was set up to meet staffing needs within the IT sector. It specializes in outsourcing and staffing services to large companies in the region. On their roster are some of the most reputed corporates in the city.

As the world evolves digitally, Nikai in partnership announced the launch of Spotnik Technologies: a firm that specializes in providing solutions in the field of Digital Transformation.

The one common thread that connects all companies within the group is the ethos of trust wherein 'reliability' is listed as a core value. And it is this foundational word that has found its way to every relationship, product and service that the group offers. This explains the endless accolades the group has earned like: the Dubai quality Award, ISO Excellence award, Dubai Service Excellence Award, and the prestigious Sheikh Khalifa Excellence Award in 2014 and again in 2016

The Unprecedented Growth of NIKAI Electronics

Today, Nikai has established itself as one of the leading electronic brands in the region. It offers a wide range of over 400 home appliances and electronic products across all categories, in 60 countries with over 60 million satisfied consumers. From air conditioners to televisions, from washing machines to microwave ovens, all your household requirements can be found under one roof with Nikai.

Brand Nikai was set up in 1995. The primary years are usually the tough ones for any budding company. Nikai entered an already saturated-electronic-goods market where it was far from easy to be visible and known. It was a market where every brand, from all corners the world was available. However, there was a gap between the high-end players and the unknown low-price entrants. Nikai had the foresight to bridge that gap. So right from inception, Nikai pegged itself as an international brand when it came to quality but sold on the premise of Innovation being made affordable. That has been the secret for its success.

Manufactured to stringent quality control standards and guided by a philosophy of excellence in quality, Nikai is known for its superior product. In years 2011, 2016, and 2017, Nikai was labeled as a 'Super brand' in the region, thus creating a formidable name in the world of electronics. The brand has been built on a single word core-value: 'reliability'. The aim was to become synonymous with the word itself. So whether it was quality-commitment, service-integrity, or technological development, the customer could rely on Nikai to deliver.

The founder was often heard in the haloed corridors, re-iterating "When you are reliable, it simply translates as honesty. It means you are dependable and trustworthy in every way". He wanted to build a brand that delivers what it promises, which explains why it was the first local brand to set up a large service facility like the international brands did way back in the early 90s.

Keeping abreast with the latest advancements in technology, Nikai constantly introduces new products, thus gaining a competitive edge over other players in the category, on an on-going basis.

Aside from key benefits like affordability and high-quality, Nikai has made its mark in related services that mean a lot to customers like: installation, meeting delivery schedule, and committed after sales service. All of which can be attributed to Nikai having their own sprawling logistic facilities and infrastructure in every market.

UAE has 2 huge facilities in Jebel Ali Free Zone and Dubai Investment Park. Saudi has 3 in Riyadh, Jeddah, and Dammam. Georgia and Oman also have their own warehouse in Zahesi Terminal and Barka respectively. Aside from that, Nikai has a huge fleet of delivery vehicles that include trailers in the UAE and KSA working around the clock to guarantee prompt service to all dealers.

Nikai's Expansion to Egypt: the next big story.

The company's mission is to build a diversified global business that provides reliable products, exceptional service and superior value to all its customers. Nikai constantly introduces new products to expand its reach across different borders.

After setting up direct operations in Georgia, Oman, Saudi, and UAE, the most recent name to be added to the list is Egypt.

With a swarming population of 90 million, Egypt is emerging as one of the fastest growing entrepreneurial hubs in the globe. For eons, Egypt has been known as "The Motherland of the World", "The Greatest Power in Human History," "Land of Civilizations" and is regarded globally for its discrete 7,000-year-old record of civilization. This has made the country an expert in the field of science, architecture, culture, art as well as aspects in human knowledge.

Egypt borders Palestine to the northeast, Libya to the west, and Sudan to the south. On the east and north are the Red Sea and the Mediterranean Sea, respectively. Its economy is the most diverse compared to all Middle East economies. It is picking up progress at increasing rates based on a climate

attracting investments represented in convenient policy, proper legislation, trade and market liberalization, and internal stability.

Aside from that, the country also possesses skilled manpower, communication infrastructure, developed transportation, modern industrial communities, a mature stock market, and banking system. Currently Egypt is on the growth path and its stock market is among the best performers in 2019 according to Bloomberg.

Egypt owns an industrial wealth constantly enhanced by government efforts. According to recent statistics, three new factories are established daily and 75 industrial zones spread around the country. There are also thousands of workshops that manufacture products using highly advanced technologies.

Also according to its slogan 'Egypt: Open for Business', the country is open to investments and new products. Nikai is all set to make waves in the land of the Nile with its vast offering of Electronics and Home Appliances. Propelled by strong economic growth, constant increase in consumer demand, Egypt offers the ideal destination for Brand Nikai to expand its footprint within the region.



A+PANEL



NE55SUHD-M 55" UHD Smart TV

| | | | |
|----------------------|-----------------|--------------|---|
| Android | 7.0 | AV IN | 2 |
| RAM/ROM | 1G/8G | USB (2.0) | 1 |
| Aspect ratio | 16:09 | USB (3.0) | 1 |
| Resolution | 3840x2160 | HDMI | 3 |
| Brightness | 280cd/m2 | EARPHONE OUT | 1 |
| Contrast | 3000:1 | RJ45 | 1 |
| Viewing angle | 176°X 176° | TV | 1 |
| Maximum colors | 16.7M | TF CARD | 1 |
| Response time | 8ms | | |
| Maximum Audio Output | 2x10W | | |
| Equalizers | YES(4 Modes) | | |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



A+PANEL



METAL STAND



UHDLED TV

HDMI



LED BACKLIGHTING 4K

NE50SUHD 50" UHD Smart TV

| | | | |
|----------------------|-----------------|------------------|---|
| Android | 7.0 | AV IN | 2 |
| RAM/ROM | 1G/8G | USB (2.0) | 1 |
| Aspect ratio | 16:09 | USB (3.0) | 1 |
| Resolution | 3840x2160 | VGA(D-Sub 15pin) | 1 |
| Brightness | 280cd/m2 | PC Audio In | 1 |
| Contrast | 3000:1 | HDMI | 3 |
| Viewing angle | 176°X 176° | (Mini)LINE OUT | 1 |
| Maximum colors | 16.7M | RJ45 | 1 |
| Response time | 8ms | TV | 1 |
| Maximum Audio Output | 2x10W | | |
| Equalizers | YES (4 Modes) | | |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



A+PANEL



METAL STAND



HDMI



NE43SLED 43" Smart LED TV

| | | | |
|----------------------|-----------------|-----------------|---|
| Android | 5.1 | TV | 1 |
| RAM/ROM | 1G/8G | USB | 2 |
| Display type | 43" | CVBS1/AUDIO IN1 | 1 |
| Aspect ratio | 16:9 | CVBS2/AUDIO IN2 | 1 |
| Resolution | 1920x1080 | HDMI | 2 |
| Brightness | 280cd/m2 | RJ45 | 1 |
| Contrast | 3000:1 | EARPHONE OUT | 1 |
| Viewing angle | 178°X 178° | COAX | 1 |
| Maximum colors | 16.7M | | |
| Response time | 5.8ms | | |
| Maximum Audio Output | 2x10W | | |
| Equalizers | YES (4 Modes) | | |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



A+PANEL



METAL STAND



HDMI



NE32SLED

32" Smart LED TV

| | | | |
|----------------------|-----------------|------------------|---|
| Android | 5.1 | AV IN | 2 |
| RAM/ROM | 1G/8G | COAX | 1 |
| Aspect ratio | 16:09 | USB | 2 |
| Resolution | 1366x768 | VGA(D-Sub 15pin) | 1 |
| Brightness | 230cd/m2 | PC Audio In | 1 |
| Contrast | 1200:1 | HDMI | 2 |
| Viewing angle | 178°X 178° | EARPHONE OUT | 1 |
| Maximum colors | 16.7M | ATV | 1 |
| Response time | 8ms | | |
| Maximum Audio Output | 2×10W | | |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



A+PANEL



METAL STAND

HDMI



USB Movie Play



NE43LED 43" LED TV

| | | | |
|----------------------|-----------------|------------------|---|
| Aspect ratio | 16:9 | AV IN | 2 |
| Resolution | 1920x1080 | COAX | 1 |
| Brightness | 280cd/m2 | USB | 2 |
| Contrast | 3000:1 | VGA(D-Sub 15pin) | 1 |
| Viewing angle | 178°X 178° | PC Audio In | 1 |
| Maximum colors | 16.7M | HDMI | 2 |
| Response time | 5.8ms | EARPHONE OUT | 1 |
| Maximum Audio Output | 2x10W | ATV | 1 |
| Equalizers | YES(4 Modes) | | |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



A+PANEL



METAL STAND

HDMI



USB Movie Play



NE32LED 32" LED TV

| | | | |
|----------------------|-----------------|------------------|---|
| Aspect ratio | 16:9 | AV IN | 2 |
| Resolution | 1366x768 | COAX | 1 |
| Brightness | 230cd/m2 | USB | 2 |
| Contrast | 1200:1 | VGA(D-Sub 15pin) | 1 |
| Viewing angle | 178°X 178° | PC Audio In | 1 |
| Maximum colors | 16.7M | HDMI | 2 |
| Response time | 8ms | EARPHONE OUT | 1 |
| Maximum Audio Output | 2x10W | ATV | 1 |
| Video system | PAL,SECAM | | |
| Video IN | PAL,SECAM, NTSC | | |



E966PL

FREE STANDING GAS COOKERS

**5 GAS
BURNERS**

**4 ELECTRIC
BUTTON**

88.88

DIGITAL TIMER

**FULL
SAFETY**

**GRILL /
OVEN**

**AUTO
IGNITION**

**SS
304
GRADE**

Full Stainless Matt

Surface 304 stainless type

Thermostat

Grill motor chrome tray

Chrome tray

2 metal trays for oven

Italian door hinges

Double glass oven door

Printed glass cover and printed glass door

5 matt Italian burners

4 electric button

Italian oven burners

Stainless steel handle

Digital timer

Square circular bakelite knobs

CAST Iron grids

Oven fan

Grill motor

Adjustable legs

Ignition for burners

Brown carton box



E666PL

FREE STANDING GAS COOKERS

**4 GAS
BURNERS**

**4 ELECTRIC
BUTTON**

**FULL
SAFETY**

**GRILL /
OVEN**

**AUTO
IGNITION**

**SS
430
GRADE**

Stainless Matt

Silver sides

Surface 430 stainless type

2 trays for oven

Italian door hinges

Double glass oven door

Printed glass cover and printed glass door

4 Italian burners

4 electric button

Italian oven burners

Aluminum handle

Square Circular bakalaitte knobs

CAST Iron grids

Oven fan

Grill motor

Adjustable legs

Ignition for burners

Brown carton box



E6060EL FREE STANDING GAS COOKERS

**4 GAS
BURNERS**

**4 ELECTRIC
BUTTON**

**FULL
SAFETY**

**GRILL /
OVEN**

**AUTO
IGNITION**

**SS
430
GRADE**

Stainless Matt

Silver sides

Surface 430 stainless type

2 trays for oven

Italian door hinges

Double glass oven door

Printed glass cover and printed glass door

4 cup local burners

4 electric button

Local oven burners

Aluminum handle

Square shape bakelite knobs

Enameled Iron grids

Oven fan

Grill motor

Adjustable legs

Ignition for burners

Brown carton box



NET46RC

Kitchen Oven with Rotisserie

☺☺☺
BAKE TRAY

☺
ROUND
TRAY

↔
ROTISSERIE

Capacity: 46 Liters

With rotisserie

With convection fan

With inner lamp

100oC to 250oC adjustable temperature range

4 knob control

Accessories: Bake tray 1pc, Rotisserie 1set,

Wire rack 1pc, Tray handle 1pc,

Rotisserie handle 1pc, Round tray 1pc

AC 220-240V, 50-60Hz, 1800W




BAKE TRAY


ROUND TRAY


ROTISSERIE

NET36RC

Kitchen Oven with Rotisserie

Capacity: 36 Liters

With rotisserie

With convection fan

With inner lamp

100°C to 250°C adjustable temperature range

Accessories: Bake tray 1pc, Rotisserie 1set,

Wire rack 1pc, Tray handle 1pc,

Rotisserie handle 1pc, Round tray 1pc

AC 220-240V, 50-60Hz, 1500W




**STEAM & SPRAY
FUNCTION**


**TEMPERATURE
CONTROL**

**NANO
CERAMIC
SOLEPLATE** 

NESI700C

Steam Iron

With nano ceramic soleplate

Steam/Dry/Spray iron

Vertical steam function

Anti-drip function

Easy regulator to adjust temperature

Self cleaning unit

Big 330ml water tank

Steam burst

AC 220-240V, 50-60Hz, 2200W




STEAM & SPRAY
FUNCTION


SELF
CLEAN


NANO
CERAMIC
SOLEPLATE

NESI600AC

Steam Iron

Steam / dry / spray iron

Variable steam control

Nano-Ceramic soleplate

Steam burst

Self-clean

Anti-Drip

With auto shut-off

Water tank capacity : 450ml

Over-heat protection

AC 220-240V, 50-60Hz, 3000W




STEAM & SPRAY
FUNCTION


TEMPERATURE
CONTROL


NON-STICK
TEFLON
SOLEPLATE

NESI500T

Steam Iron

Non-stick Teflon soleplate

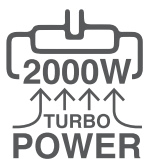
Steam / Dry / Spray iron

Vertical steam function

Easy regulator to adjust temperature

Revolving power cord for easy use

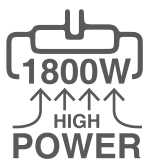
AC 220-240V, 50-60Hz, 1600W



NEVC20B

Vacuum Cleaner

- 2000W turbo power
- With metal telescopic tube
- With metal brush
- With HEPA filter
- With stepless speed control
- Auto cord rewinding function
- Dust full indicator
- Multi stage filtration
- With accessory storage
- 3.0L cloth bag



NEVC18B

Vacuum Cleaner

- 1800W high power
- With metal telescopic tube
- With stepless speed control
- Auto cord rewinding function
- Soft wheel design
- Dust full indicator
- With accessory storage
- Multi stage filtration
- 3.5L cloth bag

