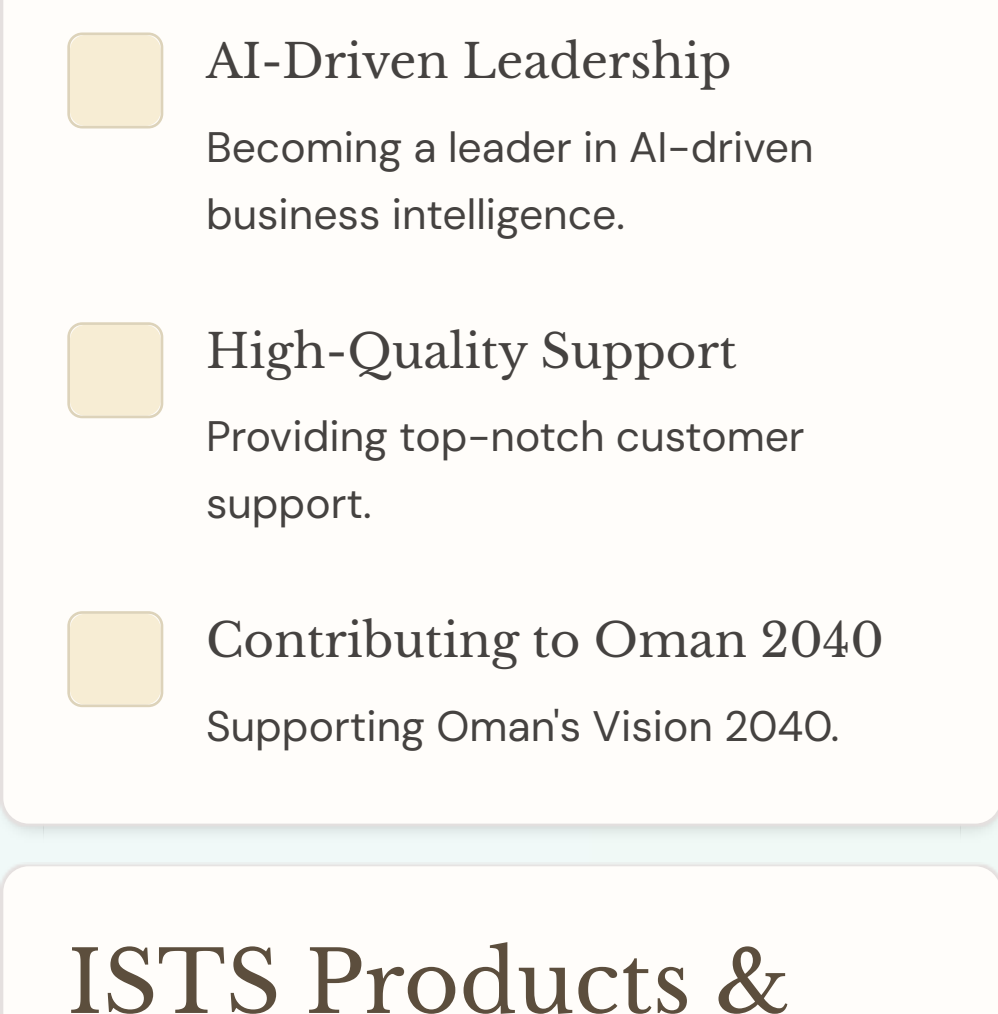


# Al Aamria International Investment

Al Aamria International Investment, established in 2016 by Badria Sultan Al Rashid Al Aamria, is registered under Riyadh. ISTS – Industrial Safety Equipment Service division. Headquartered in Muscat, with offices in UAE, Thailand, and Turkey.

**by Jami M**

Last edited 2 days ago



## Our Mission & Vision

**Prioritizing Safety Excellence**  
Empowering businesses with technology solutions in Oman.

**AI-Driven Leadership**  
Becoming a leader in AI-driven business intelligence.

**High-Quality Support**  
Providing top-notch customer support.

**Contributing to Oman 2040**  
Supporting Oman's Vision 2040.

## ISTS Products & Services

### Safety Equipment

- PPE and workwear sales
- Lifting equipment supply
- Life safety equipment

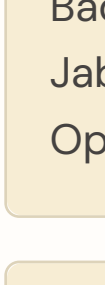
### Fire Safety

- Fire alarm installation
- Firefighting equipment

### Other Services

- Road safety solutions
- Explosion-proof lighting
- Welding accessories

## Market Analysis



### HSE Budget

5% budget allocation



### Market Trends

Increasing demand for AMC and ARC.



### Oman Vision 2039

Upcoming flagship projects.



### Positioning

Market share and position.



## Our Team

### Leadership

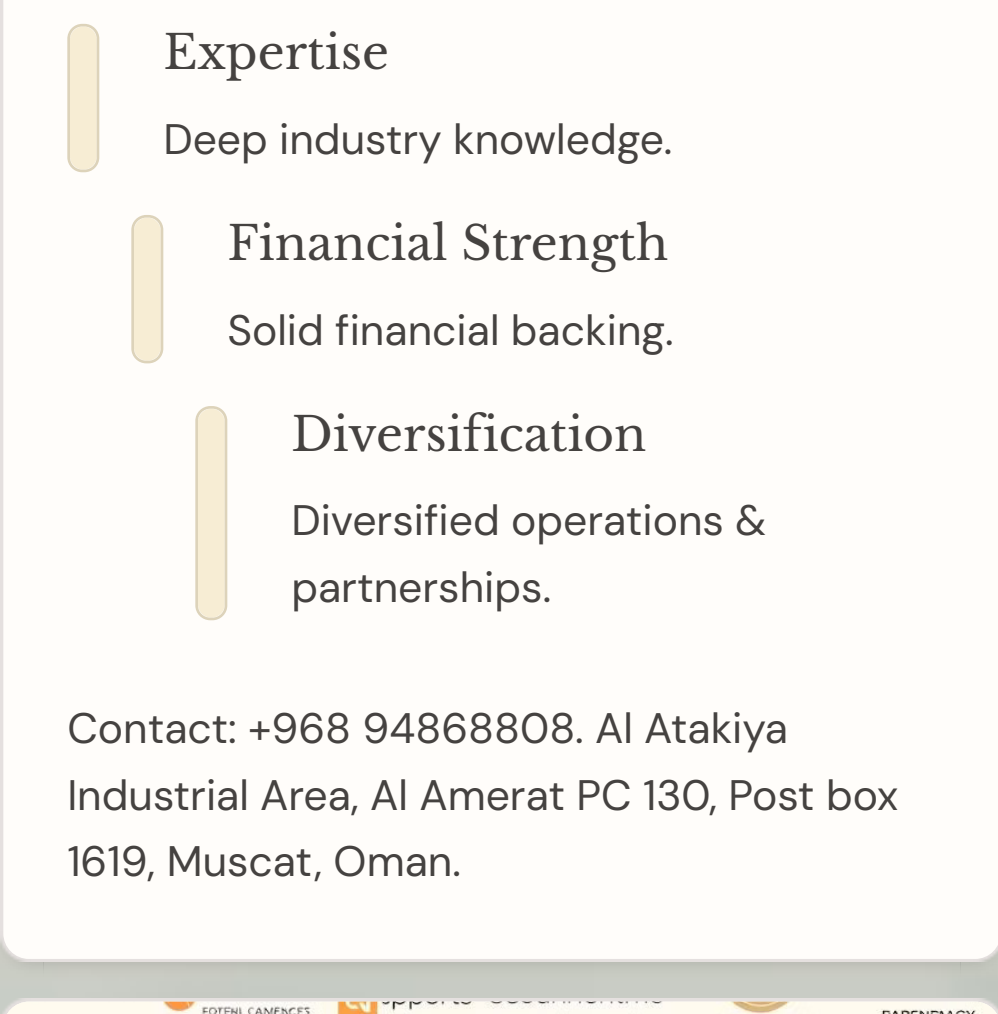
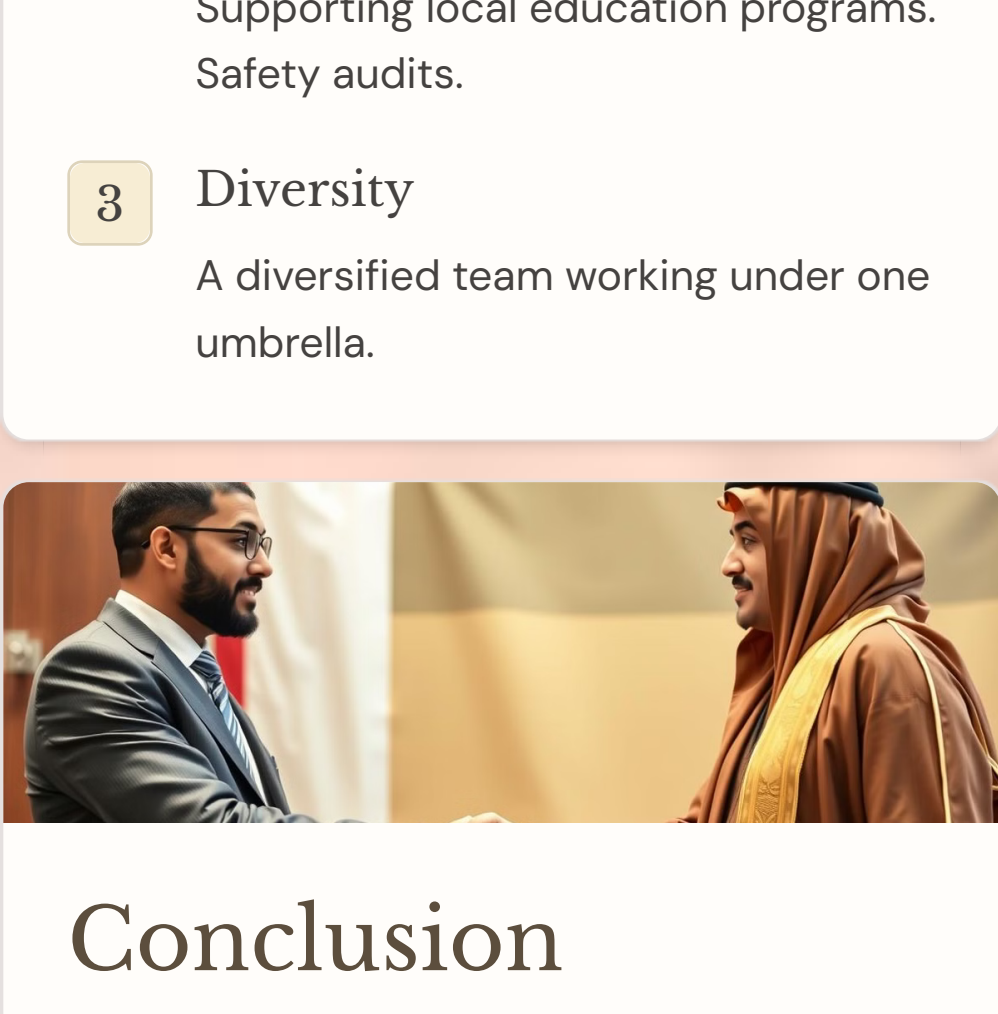
Badria Sultan Rashida al Aamria (CEO).  
Jabir Muthuvadan (Head of Operations).

### Reporting

Jabir reports to Fahiz PK, who reports to Badria. Decisions to Akbar Pala.

### Team Structure

Jabir leads sales and service. Reports from sales, logistics, admin, accounts, technician.



## Key Achievements

**1 — Production Unit**  
Launched [Aureusjewels.com](https://www.aureusjewels.com) in 2022.

**2 — Recognition**  
Promising woman entrepreneur contributing to Vision 2040.

**3 — Partnerships**  
Bharat Wire Ropes, DROMEX, DICKIES, CRESSA, STARK Safety, Accura UAE, Safety & Beyond, BSS Technology.



## Growth Strategy

**1 — Expansion**  
Strategic MENA market entry in 2026.

**2 — Product**  
100% Oman-owned STARK Middle East unit in Duqm 2027-2028.

**3 — Marketing**  
Increasing marketing spend by 40% in 2025.

**4 — Partnerships**  
Promoting strategic partnerships in Oman operations.

## Corporate Social Responsibility

**1 — Sustainability**  
ISO 14001, Opal standards, NFPA 10, NFPA 12.

**2 — Community**  
Supporting local education programs. Safety audits.

**3 — Diversity**  
A diversified team working under one umbrella.



## Conclusion

**Expertise**  
Deep industry knowledge.

**Financial Strength**  
Solid financial backing.

**Diversification**  
Diversified operations & partnerships.

Contact: +968 94868808. Al Atakiya Industrial Area, Al Amerat PC 130, Post box 1619, Muscat, Oman.



## Client List

Ministry of Defence UK Kellogg

Engie Stomo Swiss

Saipam SPA Oman Branch Duqm

Hadco Petroleum Services Gulf E

Strabag Oman Oman

Port of Duqm SGS

Fisheries Development of Oman Masira

Ofsat Agreeko Marm

PROFAB Fahiz E

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