



COMPANY
PROFILE

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Managing Director



“Fine Food, Beautiful Beaches and Supreme Service is the secret recipe of a memorable Maldivian holiday”

– Amir Mansoor, Managing Director, Lily International Pvt., Ltd.

An Accountant and professional tennis player turned businessman. Amir Mansoor is a pioneering entrepreneur who has made Lily International one of the leading businesses in the Maldives.

Amir started his career early with part time jobs during his school days. His enthusiasm and hard work paints the picture of Lily International today; over a decade, well received and trusted by all. Amir’s business acumen leads the popularity and continued growth of Lily International.

He holds advanced academic credentials on several management programs including a higher diploma in Directorship from Singapore Management University.

With the leadership of Amir, today, Lily International stand with integrity and dedication in meeting the needs of its valued stakeholders.

He rises to the challenge and encourages healthy competition. Good governance, ethical management and calculated risk taking are at the heart of his management style.

Amir nourishes Lily International to its true motto of “Feeding the Nation” delivering quality global products at affordable prices to its customers across the nation.

About us



Lily International was established on 10 October 2000 and is a privately owned, importer and distributor of high quality internationally prominent brands of food and beverage, personal care, hygiene and cosmetics products.

Lily International (popularly known as Lily F&B Suppliers) is a subsidiary company of the “Lily Group”. Lily Group was established 35 years ago and is a significant market player in the wholesale, shipping, tourism and many other sectors.

Over the past decade, we have built Lily International with the vision to provide high quality brands at affordable prices with personalized service and reliability. We have harnessed nation-wide catering through the establishment of wholesale and retail outlets, single largest cold storage facility in the Maldives (with 500 MT capacity) and dry warehouses, land and sea distribution vehicles and a cutting edge IT infrastructure.

Lily International works with companies in over 40 countries around the world. 2011 was another landmark year for Lily International when it opened up the first international franchise food outlet; the internationally popular “Marry Brown” in the Capital city Male’. Same year, “Grape Expectation” was established as a separate business entity to streamline and further strengthen its business in marketing and sales of alcoholic beverages and cigars to the resort industry. Some of the major international brands represented by Lily International includes, Fonterra, Nestlé, Evian, San Pellegrino, Perrier, Diversey and many more..

Lily International stays true to its epitome of “Feeding the Nation”. While Lily International grows from day to day, it is also a company that considers corporate responsibility as a serious part of its activities. As a staunch supporter of charity and other social events, Lily International believes in its contribution towards socio-economic growth of the nation.

(ISO & HACCP certification information to be given at the bottom of the page)

Key Personnels



Mr. Amir Mansoor
Managing Director



Mr. Faizel Ali
Assistant Director



Mr. Thapovan Mahesh
Chief Accountant



Ms. Aminath Hana
Company Secretary

Our Team

Over 350 strong multinational team of Lily International includes professionals and skilled personnel in their respective fields from more than 10 countries.

Our team is led by the Managing Director and shareholder, Mr Amir Mansoor; a visionary leader who firmly believes in delivering quality goods and excellent service. Mr Amir Mansoor is a pioneer in the diversification and growth of the Lily International Business. Together, we handle and act as the sole agent and distributor of the largest number of world renowned brands in the Maldives.

Our History....

Lily Group began its humble beginnings early 1984 as a single outlet named as “Lily Store” in the local business district of Maldives, wholesaling and retailing import consumer goods. The success of the outlet led to the establishment of Lily Enterprises Pvt. Ltd in 1993. The company soon became a dominant player in retail and wholesale business of food and food related products in the Maldives. Flat Management style, healthy competitive environment, common purpose of developing a business empire and the strong business relationship between founding members Mr. Ahmed Nasir, Mr. Mohamed Naseer Alias (represented by Mrs. Azuhiriya Mohamed) and Mr. Abdul Mukhsin Hussein laid the foundation of one of the largest business establishments till date in the history of Maldives.

Early on, Lily Enterprises Pvt. Ltd invested heavily on a growth strategy on its core business as a large scale operation and focused on expansion into related business industries. This growth led to the formation of the subsidiaries namely Lily Shipping and Trading Pvt. Ltd, Lily Hotels Pvt. Ltd and Lily International Pvt Ltd.



Our Mission

To be a most chosen and consistent F&B supplier in the Maldives providing progressive supply solutions with world class products through exceptional customer service.

Our Vision

Striving to achieve mission with integrity and reliability to our stakeholders & society through dynamic management

Our Values

Committed on vision
in view of mission

Our Brands, Products & Certifications

Guided by his vision of excellent service and quality food style Lily International, Managing Director, Mr. Amir Mansoor and his team handles the largest number of world renowned brands acting as the sole agent and distributor in the Maldives. Currently Lily International carry over than 2000 skus in its product portfolio. Lily International values were built on the principles of services, support, innovation, and respect for her customers. Principles of “never compromise on adherence to high quality and safety standards policy” led to certification of ISO 22000:2005 and HACCP Codex Alimentarius (HACCP) Code in December 2008.

ISO certification guarantees high safety standards commensurate with HACCP guidelines in trading, storing and supply of frozen, chilled and dry goods and transportation of these goods to meet the stringent safety standards adhered to by quality hotels and caters worldwide.



Our Products

We take pride in being the sole company-appointed agents in the country for a number of renowned brands from across the world. The companies we associate with include:



FONTERRA BRANDS, Fonterra is a global, co-operatively-owned company with its roots firmly planted in New Zealand's rich land, working to unlock every drop of goodness from the 22 billion litres of milk we collect each year and sharing it with the world. Their team of 16,000 work across



the dairy spectrum; from advising farmers on sustainable farming and milk production, to ensuring they meet exacting quality standards and deliver dairy nutrition every day in more than 100 countries around the world. New Zealand, is a global leader in the dairy industry with a number of top brands under its product portfolio, Fonterra is a market leader in the Maldives as well in the dairy segment with products like milk, milk powder, butter, cheese, and creams under the strong brand name Anchor.



NESTLÉ, begins back in 1866, when the first European condensed milk factory was opened in Cham, Switzerland, by the Anglo-Swiss Condensed Milk Company. and milk production, to ensuring they meet exacting quality standards and deliver dairy nutrition every day in more than



100 countries around the world. Today it is the biggest food company in the world who built brawny brands like Maggi, Nescafé, and Perrier needs no introduction. Nestlé has an extensive culinary heritage that has helped us to serve the professional elite of the hospitality industry in the Maldives.



MCCAIN FOODS LIMITED,

Founded by two brothers, Harrison and Wallace McCain, their first plant opened in 1957 in a tiny rural village in Canada. Over fifty years later, McCain has become the world's only truly global french fry producer. McCain Foods Limited is an international leader in the frozen food industry employing over 20,000 people and operating 57 production facilities on six continents. A privately-held company headquartered in Canada, McCain has annual sales of over C\$6 billion and is the world's largest producer of french fries and potato specialties. The company's products can be found in thousands of restaurants and supermarket freezers in more than 130 countries around the world. McCain manufacture frozen food products, such as French fries, appetizers, pizzas, vegetables, desserts, juices, entrees and oven meals.



KAWAN FOOD BERHAD,

Based in Shah Alam, Selangor, the KFB Group of Companies is Malaysia's leading exporter and largest manufacturer of frozen Asian food delicacies. They are all about providing consumers with authentic, safe and highest-quality products at affordable price, while making a difference in the lives of, consumers, business partners, employees and the community. Kawan brand represent the wholesome goodness of home prepared foods, enjoyed by families throughout the world. They take pride on using only the finest ingredients- with no transfatty acids and preservatives to contribute to a healthier lifestyle. What has enabled Kawan Food Berhad to achieve market leadership is an unwavering commitment to the values of excellence, innovation, reliability, growth, fairness and good citizenship. Kawan found place in our product list long ago and till today enjoys a dominant presence among quality conscious customers in the Maldives.





KEAN SOFT DRINKS LTD., This Cyprus juice exported worldwide for its premium quality and natural taste, was found in 1949 by Takis Christodoulou. He was a pioneer young chemist with a specialized knowledge in fruit processing. The specialized knowledge in the processing of citrus fruit soon gave the impetus for a large scale operation for manufacturing juice based drinks with high juice content. “The best we can be” was the motto of the founder which keeps the focus on quality. Today with a portfolio of 72 top of the scale quality products, KEAN has geared up to compete in the Enlarge European and Asian Market. Over 40 countries enjoys KEAN Juices and also enjoys a dominant presence among quality conscious customers in the Maldives.



KOHINOOR FOODS LIMITED, By the sheer determination and resolve of three brothers Jugal Kishore Arora, Satnam Arora and Gurnam Arora, Kohinoor Foods Ltd. embarked upon its journey from Amritsar, India in 1989. Since then it has been treating every milestone achieved as a stepping stone to go past another one. Today, in India and in over 60 countries, consumer’s lives have been touched by some of the finest basmati rice brands. There by becoming a well-known food giant with one of the most powerful brand in its stable – “Kohinoor”. At present, the company’s offerings are preferred by connoisseurs across the globe - from the USA, Canada, Australia, New Zealand and the UK to the Middle East and South East Asian countries. Through its long journey, Kohinoor Foods Ltd. has gone past numerous milestones becoming a global food giant. And it looks forward with hope and glory to scale greater heights and continue touching the world with that special authentic taste of India. Commitment to quality is the essence at Kohinoor Foods Ltd. And this is the reason why the company has access to the world’s most discerning customers. More habit than just procedures, the stringent quality specifications set by the company is what makes it stand apart. No wonder Kohinoor Foods has all the necessary certifications both in basmati rice and foods manufacturing.





SOLAREC, Located in the heart of Europe, in the Belgian Ardennes, the SOLAREC corporation, a subsidiary of the “LAITERIE DES ARDENNES” cooperative, processes each year more than 900 million liters of milk. With modern and functional facilities, SOLAREC provides its customers with high quality Dairy products. The company packages UHT milk. Specialist of retailer brands, SOLAREC produces in its recent and efficient plant a tasty milk, worthy of its nice area. Thanks to his know-how acquired over several decades, the company supplies worldwide a large range of dry ingredients. Always paying attention to its customers, SOLAREC provides them with functional and high quality products. The company holds several certifications : ISO 9001, BRC, HACCP, Kosher, Halal, ..., evidence of the quality of its equipment, the control of its manufacturing processes, the management of its raw materials and the high qualification of its staff. Solarec quality department is composed of 15 people who are responsible for the observation of the respect of all the HACCP procedures but also for all that concern GMP and GHP. For this purpose, the quality department regularly carries out internal audits. The first plants in the site of Recogne were build in 1966. Under different company names from France and Belgium, these plants will know a quite turbulent first life period. In 2010, the two cooperatives merged to give birth to the LAITERIE DES ARDENNES (LDA Coop), the current majority stockholder. In 2012 and 2013, Solarec developed new partnerships: the GIE Avesnois-Lait (France), a new milk facilitator, becomes a stockholder; a joint-venture is concluded with Hochwald Foods (Germany) for the commercialization of UHT milk; different streams of business are finalized, for more or less long periods, with other dairy operators. In 2013, the site transformed more than 750 million liters, that is to say almost 3 times more milk than in 2000.



ORZONE, Orzone Bottle Water naturally purified through the earth, water core rock formation and is bottled at the source of a mountain well near the namunukula mountain. (6671ft above sea level), Sri Lanka. It is not chemically purified and is very pure with a low mineral content, no age and consumption limitation.





SCHAPFEN MUHLE, The “Schapfen Mühle” brand is rooted in a tradition-conscious

family business with a history dating back to the year 1452. Close customer relations, reliability and a quality-conscious approach are values the medium-sized family business has upheld since

the very beginning. The Schapfen mill is the personal partner for its customers and suppliers, and prioritises trust from the very start. The value chain as a symbol of quality and trust is unique and has become a trademark of SchapfenMühle within the bakery trade. It defines the systematic process from selection of seed, through harvest to the final product. This guarantees complete traceability back to the actual cultivation of the crop. SchapfenMühle products are an assurance of high-quality and are extremely flavoursome foods. Retailers and bakeries expect inspiration and stimuli from SchapfenMühle in the form of new products which bring success on the market. The company meets this demand with its own development department. This is where experts combine creative ideas with refined mill products to create new premixes. The department’s duties also include support for processing technology and food legislation aspects.



Nearly a century ago, two bakers opened a bakery in Jackson, Michigan. This bakery became so

famous for its donuts that bakers from around the country asked for the recipe. Instead of giving it away, the unassuming entrepreneurs blended the mix and sold it to other bakers. By 1920, they were

selling more mix than donuts, so they sold the bakery and began the nation’s first industrial bakery mix company, which they named the Dawn Donut Company after the time of day when bakers do their work. At Dawn, they understand that business is moving faster every day. Since 1920, they’ve experienced a number of changes that have refined the industry. Yet one thing remains constant—their commitment in providing the highest quality bakery products and innovative solutions to help the customers succeed in today’s marketplace. Dawn’s dedicated team, outstanding products and valued customers have made the Dawn name synonymous with excellence. American-owned and operated, but globally focused, Dawn currently supplies a complete line of quality, consistent mixes, bases, icings, glazes, fillings, frozen dough, par-baked and fully baked products and equipment to the food industry, worldwide. With distribution and manufacturing facilities around the world, supporting a comprehensive Export department, Dawn has the ability to effectively service five continents.





CERES JUICES, Tucked away in a crescent of mountains of South Africa lies a beautiful secluded valley called Ceres where fruits grow to magical fineness. From the Ceres Valley comes a crisp and refreshing range of 100% natural fruit juices. Ceres is situated at the tip of South Africa and thanks to



Mother Nature this magical valley produces fruit with an enchanting, magical taste. Since the early 1980's, Ceres Fruit Juices has been successfully exporting its brands to a great number of international markets. Currently we are exporting to more than 84 countries in Africa, Europe, the Far East, Middle East, Asia and North America. All over the world, more and more people are seeking to quench their thirst in the most nutritious and refreshing way possible. Our exotic flavors of All Natural 100% Pure Fruit Juice are filled with the wholesome goodness of vitamins and minerals found in fresh fruit. Containing no added sugars or preservatives, our nutritious and great tasting flavor range will nourish your body and delight your taste buds.



DANONE GROUP, The purest of natural mineral waters found on earth, is a brand of mineral water coming from several sources near Évian-les-Bains, on the south shore of Lake Geneva. Today, Evian is owned by Danone, a French multinational billionaire. In addition to the mineral water,



Danone Group uses the Evian name for a line of organic skin care products as well as a luxury resort in France. Also having a Gift of nature, Badoit, is a light natural sparkling mineral water. The gourmet's mineral water, seen on the tables of most restaurants in France as an accompaniment to good food and wine. Badoit emerges naturally sparkling at its spring. Badoit sources its water beneath the small town of Saint-Galmier, located in the Loire Region of Southern France, at the foot of Mount Forez. Badoit Natural Mineral Water begins its long journey 153 metres below ground through granite soil that naturally endows it with native carbon dioxide gas. As it journeys through various mineralogical strata, it acquires its sparkle, finesse and unique mineral properties.



CEYLON COLD STORES,

Established in 1866, Ceylon Cold Stores (CCS), also known

as “Elephant House”, is a Sri Lankan company which produces carbonated drinks, ice cream and processed meat products. Despite competition from global competitors such as Coca-Cola and



Pepsi, Elephant Soft Drinks remains the market leader in Sri Lanka. Elephant House beverages presently include carbonated Soft Drinks, Caffeine based beverages and Natural beverages. Elephant House also manufactures and markets a unique brand of ice cream which is the leading frozen confectionary brand both in Sri Lanka and Maldives, where many other international brands are available but humbled.



GIFFARD DEPUIS 1885,

All began during the very hot summers of 1885 by Emile Giffard.



A brand well known in Europe for its fine quality liqueurs and syrups. Giffard is a family owned liqueurs and syrups company based in Angers, Val de Loire, France. Our founder, Emile Giffard, was

a dispensing pharmacist who combined his professional skills with Gallic gourmet curiosity and in 1885 invented a pure, clear and refined white mint liqueur called Menthe Pastille. Four generations later, Giffard remains committed to quality, natural produce in all our liqueurs and syrups because we believe that flavour is always the best ingredient. Currently, we, lily international import a variety of the large range of 100% pure sugar, intense, highly flavored and colorful syrups which have been pasteurized to assure a perfect preservation. These syrups have been created for the cocktail bar or to flavor hot drinks (coffee, tea, cappuccino, milk and many more)

Lactofil

LACTOFIL, is a premium quality, sweetened cream alternative with a delicious creamy taste, smooth, even texture and light eating quality. Suitable for piping, spreading, spooning or even pouring Lactofil has all the quality performance characteristics with the added benefit of an extended ambient stability of up to seven days, after whipping, which enables bakers to display their products for longer. Lactofil is available in one litre cartons and is ready to whip. Tolerant through most conventional mixers or automatic whipping machines, Lactofil will whip up to nearly three times its own volume. Because it is freeze thaw stable when whipped, bakers can prepare a single batch for use as and when needed – with only one machine clean down necessary! Alternatively bakers can freeze finished. Lactofil can be filled or topped into various products, without fear of cream collapse, weeping or discoloration, enabling them to meet fluctuating daily demands quickly and easily. Made from a blend of skimmed milk and non-hydrogenated vegetable oils, Lactofil is suitable for vegetarians or those who simply prefer the lighter than dairy cream eating quality.



 **CSM**

CSM, with its HQ at AMSTERDAM, Netherlands is the leading player in its sectors worldwide; the largest supplier of bakery products. Their market position is driven by a powerful ambition: driving our customer's success. CSM Bakery Supplies offers a full line of the finest ingredients and bakery products available, plus all the benefits of their extensive global expertise and technology. CSM Bakery Supplies is committed to help its customers becoming even more successful in their local markets. The portfolio of products and services are aimed at making our customer's life easier and help them to sell more. By providing both front-end and back-end solutions and through working in close partnerships. CSM Bakery Supplies offer a fairly wide portfolio of products. Its customers are artisan bakers, bakery chains, in-store bakeries, industrial bakeries, food service, and out-of-home. CSM Bakery Supplies has operations in Europe, Africa, North America, Latin America and Asia.





FRUIBEL, Having production facilities throughout Europe, the Belgium based company offers a wide range of ready-to-use fruit preparations with high fruit content which delivers the excellent flavour of first-class fruits. Fruibel is one of the highly esteemed Brands of Dawn Foods Limited.



For a short introduction to the brand, Fruibel procedure makes sure that only selected fruits are processed in state-of-the-art production facilities. These preparations, available in more than 17 delicious flavours, and are ideal for baked and unbaked applications. The key features of the unquestioned high quality fruit fillings are as follows; Can work with high proportion of fruit fillings, excellent lumpiness, fast and easy to use, Wide range of flavors, Can be used as either a filling or a topping, ETC...The ready-to-use preparations are bake/freeze/thaw-stable. They have a brilliant shine, are easy to use and suitable for many different applications.

ULMER SPATZ, from the German city of Ulm, had a high impact on the development of the German bakery business since 1859. Today, it stands for constant innovation for the benefit of our clients.

Ulmer Spatz offers a wide range of products for bread, rolls and releasing agents that meet the special requirements of the most demanding clients.

They also have a variety of recipes, customizable concepts and a large package of services making them a reliable partner of the baking industry.





EGG STATION, Everyone knows that Egg is a vital source of nutrition containing proteins, vitamins and minerals. MasterBakers has led the way into processing eggs to enhance its presentation, shelf life and nutritional value. MasterBaker's whole, white or yolk liquid eggs keep amazingly well and are used in various applications by the foodservice industries. Their range of high quality egg products is created to meet every requirement of our esteemed customers. Product quality, innovations and service quality are their key strength and differentiator that they use to constantly support the customers. The reliability of these egg products is unquestioned. MasterBaker takes great care in preserving the natural functional properties of eggs to ensure products meet customer requirements. All Egg Station products are pasteurized to guarantee food safety. Their process systems and laboratory testing regimes ensure the products meet the highest specifications.



SAN PELLEGRINO, From the town of San Pellegrino Terme, Located in Italy, comes San Pellegrino water one of the jewels of the Italian Alps. The water naturally contains carbon dioxide. Since 1899 - for more than a century - Sanpellegrino Group has been a well-established name throughout the world, synonymous with the highest quality. Distributed in over 120 countries in all five continents, all its products - from non-alcoholic aperitifs to soft drinks - represent quality excellence, especially its extraordinary mineral waters. By virtue of their origins, a strong relationship with Italy, its culture and its traditions, Acqua Panna and S.Pellegrino perfectly interpret Italian style as a synthesis of conviviality, well-being and fine dining. Sommeliers, chefs and connoisseurs worldwide, from the Unites States to France, Germany to Canada, the UK to Australia, Japan to Emirates concur that these two premium waters are the quintessence of Italian lifestyle and good taste, thus gracing the world's finest dining tables. Outside of Italy, San Pellegrino is portrayed as a luxury and expensive bottled water. S.Pellegrino's sources are three deep springs which emerge at 69.8 degrees F. The waters come from an aquifer 1,300 feet below the surface, where limestone and volcanic rocks impart unique minerals and trace elements. Widely enjoyed as an accompaniment to meals, S.Pellegrino lives up to its advertising line, "lingering at tables for over 100 years."





COOL & COOL, ABC International Ltd. incorporated in the United Kingdom & based in



Dubai, UAE was founded over a decade ago in 1992 & is a part of the trading giant Shirkat Abdul Sattar Group of companies which was established in the UAE in 1964. Cool & Cool is a premium developer of complete range of Personal and Beauty Care products. Cool and Cool has been designed to deliver “value for money” and stand tall among the other popular products in the industry. Since 16 years from its inception, ABC International Ltd has strengthened its market position, brand loyalty and evolve with the changing world. They serve with cutting edge formulations, innovative ideas, impeccable customer service and ingredient driven product education to valuable clients. As a sole distributor for Cool & Cool, ABC International Ltd is one of the largest producers of personal and beauty care products in gulf region with formidable penetration and distribution in the UAE market place. It also serves to the customers in Middle East and Asia.



DIVERSEY, Diversey, has a rich legacy of businesses that were pioneers in the commercial,



cleaning and hygiene business. Its roots begin in 1886, when S.C. Johnson founded his parquet floor business in Racine, Wisconsin. Not too long after, another of our legacy businesses, Diversey Corporation, was founded in 1923 in Chicago. Both businesses continued to grow and thrive throughout the 20th century, serving customers around the world. In 2002, Johnson Wax Professional acquired the DiverseyLever business from Unilever and the combined company became JohnsonDiversey until March 2010, when the name was simplified to Diversey. In 2011, Diversey was acquired by Sealed Air Corporation, creating a new global leader in food safety and security, facility hygiene and product protection. The company Alfred W. Fielding and Marc Chavannes founded more than half a century ago is now a multinational corporation with over 25,000 employees serving 175 countries. Today, Diversey, Sealed Air protects what’s important by helping people live healthier, eat better and ship products safely around the world. We strive to be the global leaders in food safety and security, facility hygiene, and product protection.



**ACETAIA GIUSEPPE
CREMONINI**, For over 50 years,
the name Cremonini has been

synonymous with superior quality in traditional Italian food gourmet products throughout the world. The brand Giuseppe Cremonini was born from this passion, creativity and business acumen

and is a direct expression of Italian tradition being proudly placed on the international market; its products pursue the choices made by the company's founder with respect and courage.



Our Services

Lily International, as envisaged in the company vision, exists to serve our customers to the highest possible level. Our commitment to this end finds expression in the following various facets.

PRODUCT QUALITY

The companies and brands we deal with as enumerated above speak for the quality of the products we have on offer. We never compromise on adherence to high quality and safety standards by our suppliers.

OPERATION

Lily International's maneuver strategies are steered by an international team of 165 employees from multi nationalities. Currently, the company is operated throughout the country via Wholesale, retail distribution, own retail outlets & Foodservice networks. Lily is presently catering the nations demand with 6 cold stores in different ambiances with a capacity of over 500 MT and 5 dry warehouses in different locations enabling to store sufficient goods. The operation is also are met with a fleet strength of 14 distribution vehicles specially designed to transport goods in various temperatures; frozen, chilled and dry.

CORPORATE RESPONSIBILITY

In accordance with Lily F&B Suppliers corporate responsibility policies, Lily F&B Suppliers have been an avid supporter for charity events and supporter for employee privilege packages and customer event sponsorships. The companies have had in past and will continue to offer boundless support of food supply during hard times such as 2004 Tsunami thus supporting supply chain and end customers during collapse of tourist arrivals.

ISO & HACCP Certificates



Contact us

Lily International Pvt Ltd

H. Coal Field, 2nd Floor, Kalhuhuraa Magu, Male', Rep. of Maldives

Tel: +960 3332840, 3332882 , 3314747, 3337803 Fax: +960 3332839

Email: info@lily-international.com

