



مراد يوسف بهبهاني  
MORAD YOUSUF BEHBEHANI

منذ 1935 Since

# ONE MAN, ONE VISION

COMPANY PROFILE

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# OUR HERITAGE

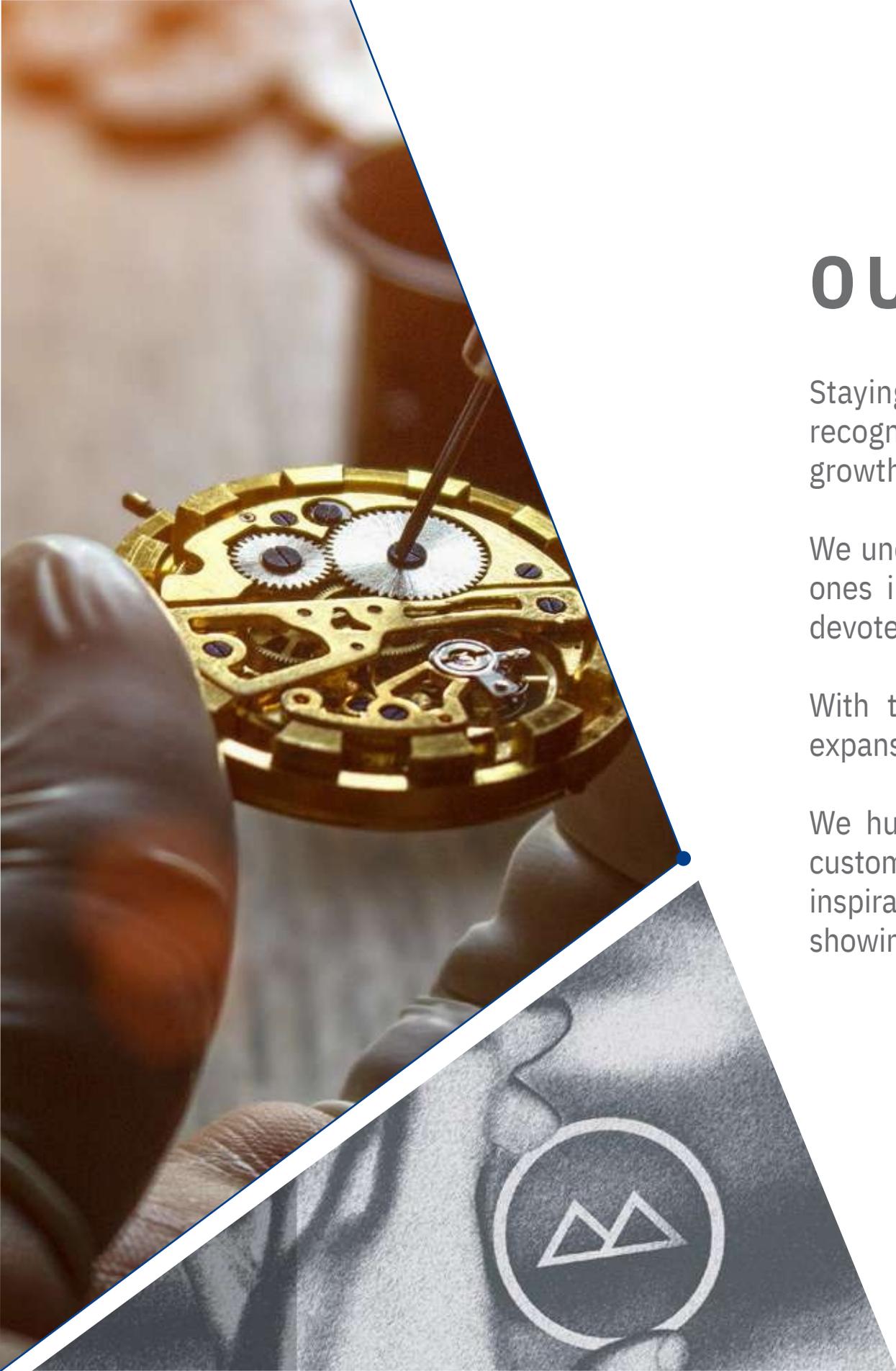
It all began nearly a century ago with one man's vision. At the tender age of 18, Morad Yousuf Behbehani was a born leader and decided that it was time to embrace his natural talents to bring his family business to life, he embarked on bringing his goal to a brighter future for all of Kuwait to life.

As 1935 turned into the 20th century, Morad Yousuf Behbehani became a renowned entrepreneur and brought forth his pioneering visions that transformed and enhanced Kuwait's very fabric. He created the standard of luxury and comfort that the country knows today, introducing many original and unique concepts to the country including the first air-conditioner via Carrier, the first private radio and television broadcasting station, and much more.

Having rightfully earned legendary status in the country, his passion for progress and innovation continues with his sons Ali Morad Behbehani (Company President) and Hussein Morad Behbehani (Company Vice President). Today, the company proudly represents a wide array of international brands and holds an impressive investment portfolio. Their business activities are diverse, desirable, and exciting, including luxury watches and jewelry, luggage and travel accessories, surveying systems, audio-visual equipment, air-conditioning, and automobile dealerships for German marques Porsche, Skoda and Volkswagen.

Guided by the past and inspired by the future, the story of Morad Yousuf Behbehani continues...





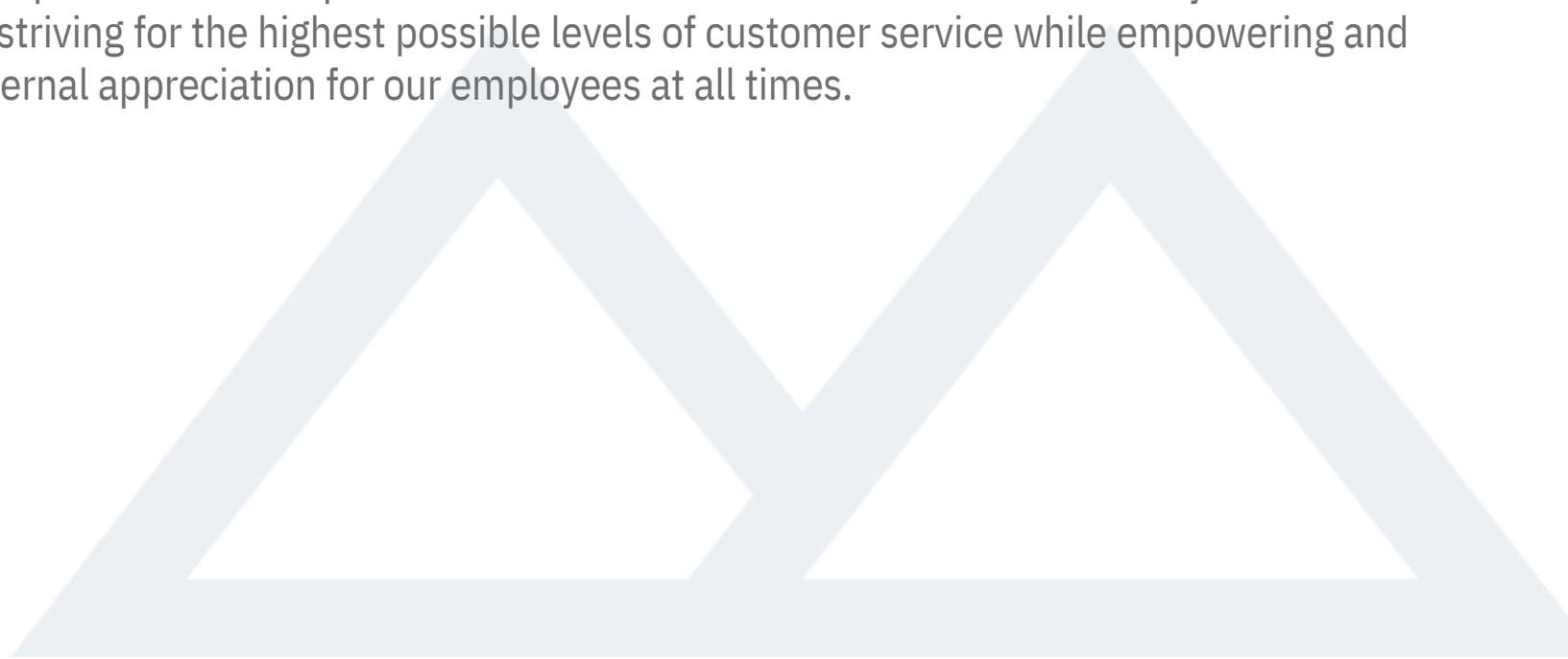
# OUR VISION

Staying true to our 1935 roots of success, we aim to remain loyal to our heritage and earn recognition as an undisputed global leader in luxury shopping, achieved via sustainable growth and utilizing our competitive strengths to increase sales and profit.

We unequivocally understand and appreciate our brands' value while eagerly welcoming new ones into our retail business to continue providing world-class quality and service to our devoted customer base.

With that, we look to the future with enthusiastic excitement for ongoing geographical expansion, creating new opportunities for unique shopping experiences.

We humbly and gratefully understand that the efforts of our team and the loyalty of our customers have placed us in the position of success that we find ourselves in today. This is our inspiration for striving for the highest possible levels of customer service while empowering and showing our eternal appreciation for our employees at all times.



# OUR BRANDS

The brands that we acquired have become part of our company's DNA.

Morad Yousuf Behbehani founded his company in 1935 as the authorized distributor for Omega watches.

This kicked off the many future milestones that indisputably made a significant positive impact on Kuwait.

With time, many brands joined the Morad Yousuf Behbehani family from various sectors, such as Carrier for air-conditioning in 1948, and the world-famous German vehicles – Volkswagen in 1955 and Porsche in 1957. The brand portfolio kept expanding with Samsonite joining in 1960 and Samsonite partnership with Morad Yousuf Behbehani was not the first in Kuwait but the first in GCC.

In the decades that followed, the business continued to flourish, making Morad Yousuf Behbehani one of the region's largest commercial enterprises.



# WATCHES

A. LANGE & SÖHNE  
GLASHÜTTE I/SA

BALMAIN  
swiss watches

Φ  
BAUME & MERCIER  
MAISON D'HORLOGERIE GENEVE 1830

JB  
1735  
BLANCPAIN

BOVET  
1822

Breguet  
Depuis 1775

CERTINA  
SWISS WATCHES SINCE 1888



FREDERIQUE CONSTANT  
GENEVE

GP  
GIRARD-PERREGAUX

Glashütte  
ORIGINAL

HAMILTON

H  
HUBLOT

IWC  
SCHAFFHAUSEN

J\*D  
JAQUET DROZ

JAEGER-LECOULTRE

LONGINES

MIDO  
SWISS WATCHES SINCE 1918

MOVADO

Ω  
OMEGA

ORIS  
HÖLSTEIN 1904

PANERAI

RADO  
SWITZERLAND

T+  
TISSOT  
SWISS WATCHES SINCE 1853

CHRONOSWISS

GREUBEL FORSEY  
ART of INVENTION

★  
ZENITH

# WATCHES

PANERAI

بانيراي



IWC  
SCHAFFHAUSEN

أي دبليو سي  
شاهاوزن

IWC  
SCHAFFHAUSEN

IWC  
TOP  
GUN.

THE  
BIG  
PILOT.

LONGINES

لونجين



# WATCHES



JAEGER-LECOULTRE



جيكر-لوكولتر



HUBLOT هوبلو



Ω OMEGA

أوميغا



# JEWELRY & WATCHES

*Cartier*

**KORLOFF**  
PARIS

**PIAGET**



Van Cleef & Arpels



# JEWELRY & WATCHES



360 Mall - Salhiya Complex - Avenues Mall

# JEWELRY & WATCHES



360 Mall - Salhiya Complex - Avenues Mall

# Chloé



## Chloé Luxury with a conscience, or in other words, “honest luxury”

Gaby Aghion designs her first collection in 1952 and the story of Chloé begins. An alternative to the stiff formality of haute couture, Chloé offers an elegant and modern wardrobe with relaxed silhouettes in high-quality fabrics and refined details. Gaby Aghion organizes Chloé’s first fashion show for the Spring-Summer 1958 collection at the renowned artist’s haunt, Café de Flore. From then on and until the mid-1960s, Chloé’s youthful and spirited fashion shows are held at other Left Bank cafés, the same venues that were the backdrop to the counter-cultural revolution of the day.

# TRAVEL BRANDS

**Samsonite**

**AMERICAN  
TOURISTER**  
SINCE 1933

Behbehani Group has the solution for every passionate traveler through Samsonite and American Tourister innovative products.

Don't forget the little things that will make your trip go that much smoother.





# PORSCHE

The history of Porsche began in 1948 with the Type 356, turning a vision of a fast, puristic and emotive sports car into a reality that still defines the brand to this day. Miles away, the late Mr. Morad Yusuf Behbehani was partnering with innovators around the world to introduce modern technology to Kuwait. He soon introduced the iconic 356 in 1956, starting a decades-long partnership between Behbehani Motors Company and Porsche, becoming the first dealership in the region and the ninth worldwide. As Porsche continues to shape the future of sportscar, Behbehani Motors Company remains committed to elevating the Porsche experience in Kuwait.

AUTOMOBILES

# PORSCHE

شركة بهبهاني للسيارات

Porsche Approved Vehicle →  
Quick Service Reception →  
Parts Department ←  
Customer Parking ←  
Service Reception ←  
New Vehicle Showroom ←



Meaning “people’s car” in German. Volkswagen is best known for its Type 1 car, the Käfer, or what the world knows it as the Beetle, which debuted in 1945. Ten years later, the famed Beetle made its way to Kuwait thanks to the forward-looking vision of Morad Yusuf Behbehani who pursued innovations to contribute to the modernization of the country. This was the beginning of a partnership that saw the establishment of Behbehani Motors Company (BMC) in 1956 and continues to this day, bringing Volkswagen’s cutting-edge solutions to local consumers.

AUTOMOBILES





# ŠKODA

ŠKODA emerged in Czech Republic and has a long-rooted history as an innovative European automotive manufacturer entrenched with the passion of being as customer-centric as possible which resonates with the standards that Behbehani Motors Company (BMC) has set. In May 2020, BMC welcomed ŠKODA to its portfolio of automotive brands, under a new partnership announcing the company's role as ŠKODA's authorized dealer in Kuwait. This partnership paves the way towards new milestones in the automotive industry in Kuwait, which are to be celebrated alongside Behbehani Motors Company.

AUTOMOBILES



# PROJECTS AND SERVICES

Surveying Systems



Joint Venture



Sound System Service Center



Audio / Video Equipments Service Center



**Extron**®



# SHOWROOMS

MORAD YOUSUF BEHBEHANI



مراد يوسف بهبهاني



# SHOWROOMS



Alkout Mall - Al-Hamra Luxury Center - Salhiya Complex - Avenues Mall  
Marina Mall - 360 Mall - The Gate Mall

# AFTER SALES

- ▶ Since quality is what we offer, it ensures that people can create a bond with their purchase and share our passion for it. We believe the beauty of relationships and understand, from our own experience, how they can take you a long way.
- ▶ One of the most important aspects of the ongoing relationship offered by Morad Yousuf Behbehani is commitment to customer where services are rendered to the customer throughout the product life cycle to the end of life. This type of support typically includes warranty, upgrade and repair services.
- ▶ Our policy is to build a relationship by offering excellent, dedicated service which engenders loyalty and satisfaction of the customer.
- ▶ It is for this reason we recognize the importance of after sales service to support and satisfy our customers and reaffirm our legacy of offering excellent, dedicated service.



# OUR STRENGTHS

- ▶ Morad Yousuuf Behbehani was founded in 1935.
- ▶ Represents Swiss watches brands and engages in diverse business activities which include trading in luxury watches & jewelers, luggage & travel accessories, surveying systems, audio-visual equipment, medical equipment, air-conditioning equipment, telecommunications equipment.
- ▶ Operates automobile dealerships for German marques Porsche, Volkswagen and Skoda and holds a multi-billion-dollar investment portfolio managed by a professionally structured family office.
- ▶ Owns 8 multi brand showrooms and 13 boutiques in Kuwait in prestigious locations and malls.
- ▶ Ranked among the Top 100 Arab Family Businesses for 2021 in Forbes Magazine.



# THANK YOU

**Behbehani United General Trading Co.**

P.O. Box 146 Safat,13002 Safat, Kuwait.

 [www.myb.com.kw](http://www.myb.com.kw)

 +965 1 820 140  +965 2496 7701 / 2496 7702  [info@moradbehbehani.com](mailto:info@moradbehbehani.com)

 @mybatches / @mybluxury  MYBatches