مـراد يـوسـف بهـبـهـاني
MORAD YOUSUF BEHBEHANI
Since 1935 مـنـذ

ONE MAN, ONE VISION

COMPANY PROFILE

- OUR HERITAGE
- OUR VISION
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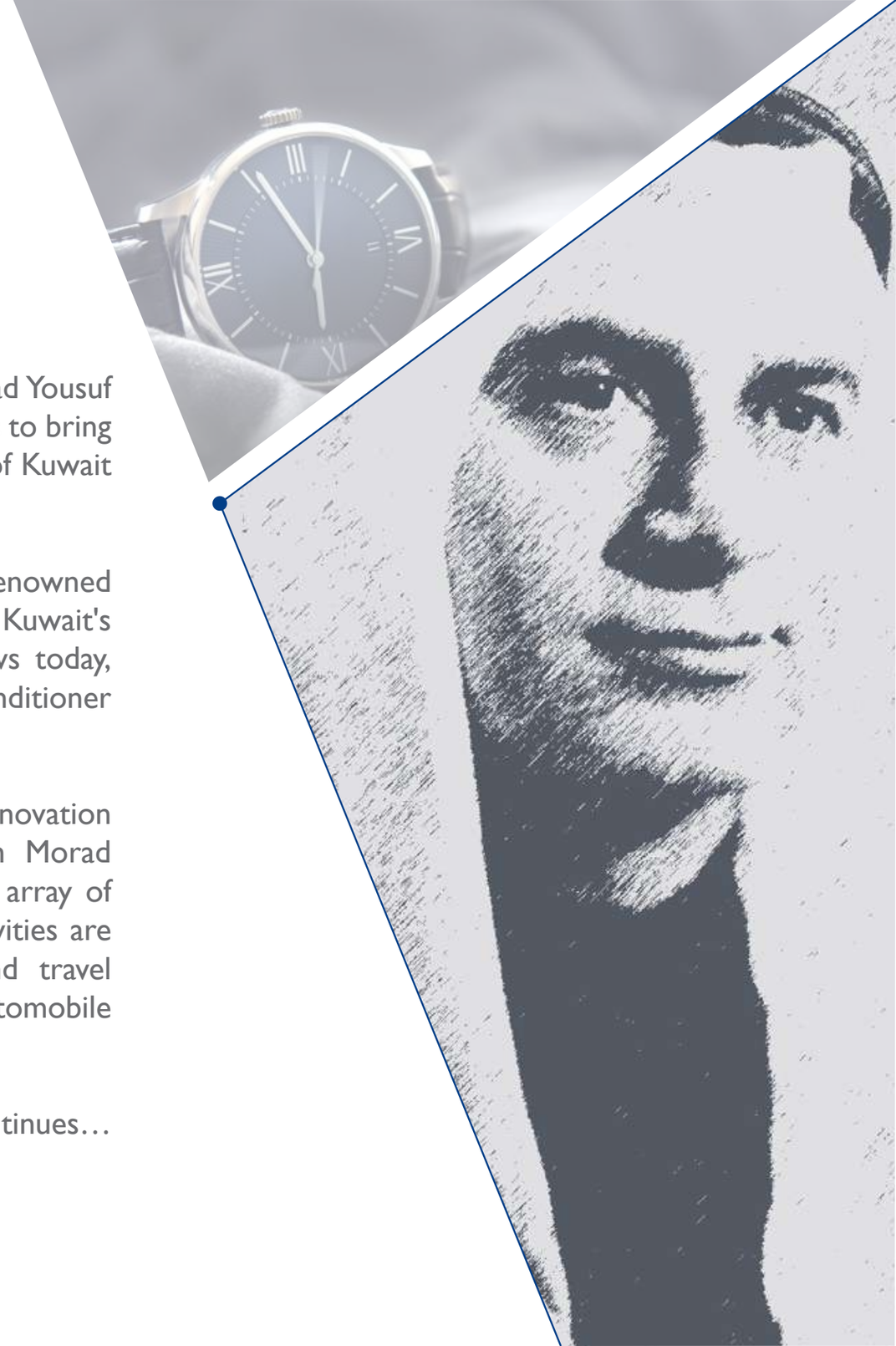
OUR HERITAGE

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 distributer 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

BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

JB 1735
BLANCPAIN

BOVET
1822

Breguet
Depuis 1775

CERTINA
SWISS WATCHES SINCE 1888
DS

FREDERIQUE CONSTANT
GENEVE

GP
GIRARD-PERREGAUX

Glashütte
ORIGINAL

HAMILTON

HUBLOT

IWC
SCHAFFHAUSEN

JAQUET DROZ

JAEGER-LECOULTRE

LONGINES

MIDO
SWISS WATCHES SINCE 1918

MOVADO

OMEGA

ORIS
HÖLSTEIN 1904

PANERAI

RADO
SWITZERLAND

TISSOT
SWISS WATCHES SINCE 1853

GREUBEL FORSEY
ART of INVENTION

ZENITH

WATCHES

PANERAI
بانيراي
ITALY
HAS NEVER
BEEN
SO CLOSE
TO YOU.

IWC
SCHAFFHAUSEN
أي دبليو سي
شافهاوزن
IWC
SCHAFFHAUSEN
IWC
TOP
GUN.
THE
BIG
PILOT.

LONGINES
لونجين
LONGINES
LONGINES

WATCHES

JAEGER-LECOULTRE
جيجر-لوكولتر

HUBLOT هوبلو

OMEGA
أوميغا
NO TIME TO DIE
ONLY IN CINEMAS

JEWELRY & WATCHES

Cartier

KORLOFF
PARIS

PIAGET

VC A
Van Cleef & Arpels

JEWELRY & WATCHES

360 Mall - Salhiya Complex - Avenues Mall

JEWELRY & WATCHES

360 Mall - Salhiya Complex - Avenues Mall

Chloé Luxury with a conscience, or in other words, "honest luxury"

Gaby Aghion designs her first collection in 1952 and the story of Chloe 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

AUTOMOBILES

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.

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

Leica

Joint Venture

Carrier

ERICSSON

Sound System Service Center

TOA

Audio / Video Equipments Service Center

EIKI

DRAPER

UNIVIEW LED

Extron®

EPSON
EXCEED YOUR VISION

TOUCH IT
TECHNOLOGIES

LEDTechvision

SHOWROOMS

MORAD YOUSUF BEHBEHANI
MORAD YOUSUF BEHBEHANI
مراد يوسف بهبهاني

Luxury
الكحري
BEHBEHANI
Luxury
Behbehani
بهبهاني
OMEGA

MORAD BEHBEHANI EST.
for WATCHES
Behbehani
مؤسسة مراد بهبهاني
للساعات
RADO
SWITZERLAND
MASTER OF MATERIALS
Behbehani
T-TISSOT
Behbehani

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

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