Constant innovations to accommodate change in needs & demands.

Fulfilling customers, communities & team requirements.

We create a better life together.

Cohesive and seamless group efforts.

Family shopping experiences elevated to higher levels.




GEEPAS

NESTO

ROYALFORD

YOUNGLIFE

CLARK
FORD

PARA JOHN

BABY PLUS

OLSENMARK

BRANDZONE

DAY N DAY

WIG me.com

GEEPAS

KRYPTON

Western International Group

Western International Group is a multifaceted holding group comprising of several verticals and businesses that are spread across half of the world. WIG owns and manages several reputed brands across numerous industries and was able to build a strong presence in the market over the years.

The Group is a diversified business conglomerate, which owns and manages several brands namely GEEPAS (Electronic Products), ROYALFORD (Household Products), YOUNGLIFE (Garments & Innerwears), PARAJOHN (Luggages and Travel Accessories), BRANDZONE (Fashion and Household Retailers) and NESTO (Retail Chain with several Hypermarkets and Department stores in the region).

WIG employs over 20,000+ personnel from over 15 nationalities across 10 countries. Headquartered in Dubai, the group has diversified over the years into multiple business enterprises. Having formed in the Kingdom of Bahrain, the group is firmly rooted in the Middle East, Africa and South East Asia with new brands and divisions being added to the portfolio.

GEEPAS is the flagship brand of the group which was introduced in the year 1984 in the country of Bahrain. The group has a wide network of offices in UAE, Bahrain, Saudi Arabia, Qatar, Kuwait, Oman, Hong Kong, China, Thailand, and India. The Group's products are exported to over 86 regions such as European Union, Africa, Middle East, CIS Countries and many others through its distributors and dealer networks. With the unwavering vision of the senior management, Western International Group's primary focus is to provide its customers with the best shopping experience and add value to their daily lives.



Message from the Chairman

I ardently believe that all success stories are a result of humble dreams and dreams are achieved through persistent hard work, dedication and devotion. As a young kid, I dreamed of making it big one day and like many others out there my beginning was indeed an amateur's modest vision.

29 years later, a dream, which started off in the Kingdom of Bahrain has become a reality through diverse businesses, thriving verticals, over 20,000+ employees and multiple investments in the pipeline. Let me thank our dedicated and committed workforce comprising of personnel from over a dozen nations for this remarkable achievement. The vision, and the dream that I once envisioned has successfully evolved into a business empire of today, WESTERN INTERNATIONAL GROUP.

At Western International Group we strongly believe that if one has a strong vision, commitment, and dedication, success will eventually follow the path. NESTO group is the largest proof of our blood, sweat and tears, one of the most inspiring success stories of Western International Group.

From a modest beginning just 16 years ago, Nesto has become one of the foremost names in retail industry across the GCC. I have had the privilege of leading an efficient and highly talented team and we are proud to be supported by the unwavering trust of hundreds and thousands of our customers.

With ambitious plans to reach out to more residential and community developments, we are entering our next phase of expansion. I would like to state that we will continue our fruitful journey among the commoners whose ideas, beliefs and desires reflect on our success story. We will strive to build on our unique offerings by providing a complete shopping experience in a seamlessly effective delivery system with exceptional quality, variety, services & value.

Thanking You

K P Basheer
Chairman
Western International Group

Built from a single vision.

''Our visionary, dynamic and hands-on leadership guides NESTO group on its every milestone.

Constant innovators, Mr. Siddique Palollathil & Mr. K. P. Jamal, has spearheaded the growth of Nesto Group across different gulf regions with their conviction and passion for excellence. They are lead by examples and inspires a culture of integrity.''



K.P. Jamal



Siddique Palollathil

Director's Message

A modest start which we initiated in the year 2004 has resulted in a reputable brand name in the retail industry after a decade of hard work and perseverance. At Nesto, we are driven by the motto "All that you need".

We offer the widest range of quality products at greater value. And we do so in thoughtfully designed retail spaces that makes shopping a relaxing & rewarding experience. "A complete shopping experience under one roof". Our products are available to the customers at the best prices while our service have emerged as the highest point of our entire business philosophy. This has led to high preferences for our brands by customers from various nationalities under wide-ranged product categories. Our journey, par excellence, was the direct result of the constant support we have revelled in from all our associates, partners and above all, our valued customers.


هايبرماركت
نستو
NESTO
HYPERMARKET

Overview

One of the most renowned names in the region's retail industry, Nesto has evolved from modest beginnings to being a diverse chain of 97 outlets across the GCC as of today. A part of the prestigious Western International Group, Nesto has set new standards for accomplishments with unique business strategies. The brand places uncompromising emphasis on convenience, accessibility and in providing top quality products at competitive prices to its customers. This has established Nesto not only across multiple countries in the GCC, but also in the hearts of hundreds and thousands of customers in just few years. Today, Nesto stands apart from its competitors by offering customers a unique shopping experience that they cherish and wishes to re-live time and again.



Nimble



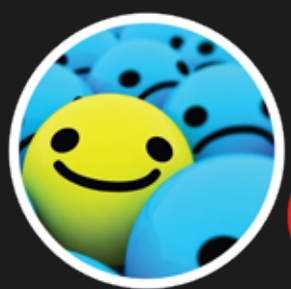
Ethical



Sturdy



Trustworthy



Optimistic

Our Soul

Our vision is "To be the leading retail brand across the GCC countries following 3D (Duty, Development & Dedication) model with exemplary leadership skills, synergy in processes & customer centric approach that delivers profitability and growth in a sustainable manner to the stakeholders."

43%
INCREASE IN CUSTOMER GROWTH,2020

97 OUTLETS ACROSS GCC
100 OUTLETS IN 2022

2 Million
HAPPY CUSTOMERS

5 Million
SQUARE FEET OF SHOPPING AREA



20,000+
WORKFORCE

FIRST
SAP
EWMS
IMPLEMENTATION IN GCC

FEATURED IN
hp Case Study
FOR SUCCESSFUL POS HARDWARE IMPLEMENTATION

FIRST
to integrate SAP with MS Dynamics in ASIA

Snapshot

Well over 5 million square feet of retail space spread across the GCC, Nesto has an average daily footfall of over 2.5 lakhs customers. With a customer-centric policy and an accomplished team, Nesto has been firmly established as the destination of choice for the new age customers who seeks value without compromising on quality. The fact that 75% of all those who walk into a Nesto outlet today are repeat customers, stands testimony to our commitment, quality, value and services. With over 500,000 SKUs covering more than 300,000 items, Nesto has emerged as the power retailer in every sense. Products are obtained directly from source through a network of buying offices all over the world and what distinguishes Nesto as a unique retailer is that we pass on the savings (Inaam) we make to our customers. With products from food to fashion and home to leisure, Nesto caters to its customers with diverse products required for a fulfilling life.

Major Outlets






NESTO HYPERMARKET





NESTO
HYPERMARKET


NESTO


NESTO
NESTO
HYPERMARKET
BN







NESTO
All that you need.


NESTO
DKG
ZARA
DIOR
PRADA
NESTO HYPERMARKET
PRADA ZARA DIOR
NESTO HYPERMARKET
PRADA ZARA




NESTO
NESTO HYPERMARKET
LOUIS VUITTON





نستو
NESTO
All that you need.



NESTO DISTRIBUTION CENTER
Technopark, Jabel Ali, Dubai.


NESTO


01
02
01

Distribution Center

Being one of the largest warehouses in UAE, the 4, 39,429 square-feet facility is a key factor in Nesto's efforts to seamlessly integrate multi-level functions and real time decision making in order to maintain optimum level of stocks at all times. Spanning for more than four hundred thousand square-feet, the state-of-the-art facility has 35 loading bays and pneumatic dock shelters that are thermally insulated for minimal heat gain and also to accommodate grocery, footwear, apparel and equipment all under one roof. Our warehouse distributes products to the brand's own retail channels. With one of the largest fleet of modern delivery vehicles the group today effectively manages the stock position in its vast network of retail stores across the region.

Apart from being one of the biggest facilities in the UAE, the warehouse also employs a large number of workers generating multiple job opportunities for thousands of people across the regions.

Upcoming Projects

Driven by the passion to extend our expertise to new horizons we have set upon an ambitious expansion plan. Our unique blend of quality, value, choice and service is set to win over customers beyond boundaries. We identify locations based on intensive researches and local insights. We plan our product and service mix based on the demographics by executing the projects in a sustainable way, giving top priority to the environment and the community. With impeccable confidence in our brand's strengths, we are ready for the next stage in our progression.



NESTO HYPERMARKET
Al Barsha, Dubai, UAE



NESTO HYPERMARKET
Al Warsan, Dubai, UAE



NESTO HYPERMARKET
Al Nahda, Sharjah, UAE



NESTO HYPERMARKET
Awqadh-Salalah, Sultanate of Oman



NESTO HYPERMARKET
Mawella, Sultanate of Oman



NESTO HYPERMARKET
Al Khuwair, Sultanate of Oman

We are planning to operate 100+ stores across the GCC shortly . There are 7 big Hypermarkets, 2 Malls and 3 Community Centers under construction in the UAE. We also have signed contract for 3 more Hypermarkets in Abu Dhabi region & 2 in RAK which will be handed over soon. 25+ projects are in pipeline across the GCC.



NESTO HYPERMARKET
Al Khail Height, UAE



NESTO HYPERMARKET
Jabel Ali 2, Dubai, UAE



NESTO HYPERMARKET
Al Saadah-SalalahSultanate of Oman



NESTO HYPERMARKET
Al Ansab, Sultanate of Oman

Market entry & Expansion in India

Diversifying our services by venturing into new markets.



NESTO HYPERMARKET
HiLITE Mall, Calicut
53500 Sq. Ft

30+ Projects are under way

Nesto in conjunction with its Indian operations takes immense pleasure in announcing the expansion plans to serve the needs of the customers in all aspects of their life by opening 30 new outlets. The organization which is already a home to various global brands specialised in food, beverages, toys, lifestyle and apparels is focusing on achieving greater customer satisfaction and customer loyalty with a target on receiving a positive response from the retail sector of India.

While our GCC markets have been positively driving its growth, we are investing in our Indian market space with a focus on diverse regions with three new hypermarkets slated to open this year in Kozhikode, Kochi, Malappuram and Thrissur.

We are aiming on strengthening our retail presence to people across the country even in remote locations. Nesto group aims to present a possibility of new beginnings for our trade partners to grow and expand their business.



NESTO HYPERMARKET
Gokulam Mall, Calicut
25000 Sq. Ft.



NESTO HYPERMARKET
Yen Square, Kuttiadi
74000 Sq. Ft.









Sister Concerns

مطعم فودبوك
FOODBOOK
RESTAURANT

سسيا
SASYA
PURE VEG.

Last Chance
WHOLESALE MARKET
Never Taste is Better

CENTRAL KITCHEN
NESTO
All that you need.

NESTO
BAKERY

NESTO
All that you need.

A commitment to our customers.

INAAM app is the new loyalty reward program from Nesto Hypermarket.

INAAM app card allows the cardholder to earn points and redeem shopping voucher which are as good as cash.

www.inaamrewards.com

INAAM app



NESTO
All that you need.


NESTO
AINA
Assembly for Innovative Nestovians Affairs


NESTO
SUPER CUP

CSR

Committed to make a difference.

As a company with strong CSR policies, Nesto has always been in the forefront when it comes to giving back to the society. We are committed to making positive changes within the organization. We're deeply aware of our responsibilities towards the environment and society. And we are constantly striving to find new ways to improve the lives of our communities, while reducing the negative impact of our activities on the environment.

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