

COMPANY **PROFILE**

2026



GLOBAL QUALITY WITH LOCAL TRUST
KAMRAB ELECTRONICS

COMPANY OVERVIEW

Kamarab Electronics is a dynamic and ambitious new player in Sudan's consumer electronics sector. Founded in 2025 and headquartered in Omdurman, the company has quickly positioned itself as a trusted importer and distributor of high-quality electronic and electrical appliances.

With a clear focus on bringing world-class technology to Sudanese homes, Kamarab Electronics bridges the gap between global innovation and local market demands. Despite being a young company, it has already established strong partnerships with internationally recognized brands and built an extensive distribution network that spans the entire country.

The company is committed to delivering modern, reliable, and affordable solutions for everyday living — from smart entertainment systems to essential home appliances. Kamarab Electronics emphasizes product quality, competitive pricing, excellent customer service, and strong after-sales support, aiming to earn the trust of Sudanese families from the very beginning.

As an authorized agent for two respected global brands — Hisense and Geepas — Kamarab Electronics offers a diverse and up-to-date product portfolio tailored to the needs of households across Sudan. Its rapid growth is driven by a customer-centric approach and a determination to make premium electronics accessible in every region of the country.

Through a robust nationwide distribution network and a solid commitment to service excellence, Kamarab Electronics is poised to become one of the leading names in Sudan's electronics market in the coming years.

BOARD OF DIRECTORS



Eng. Ahmed Yousif
CEO



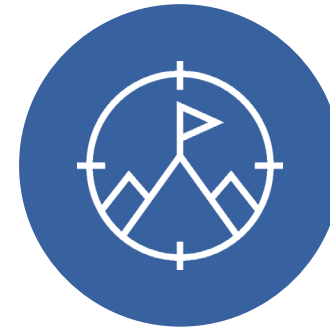
Eng. Yasir Isam
General Manager

COMPANY VISION & MISSION



VISION

To become the leading and most trusted electronics distributor in Sudan, delivering innovation, quality, and value to every Sudanese home.



MISSION

To provide high-quality, technologically advanced consumer electronics and home appliances at competitive prices, supported by excellent service and a strong nationwide distribution network that reaches every corner of Sudan.

COMPANY GOALS

Objectives	Description
Achieve Nationwide Market Leadership	Expand our distribution network to become one of the most recognized and preferred electronics suppliers across all states of Sudan within the next three years.
Deliver Exceptional Customer Satisfaction	Provide outstanding product quality, reliable warranty support, and superior after-sales service to build long-term trust and loyalty among Sudanese families.
Strengthen Brand Partnerships	Deepen our strategic collaboration with Hisense and Geepas while exploring opportunities to add more premium global brands to our portfolio.
Enhance Operational Excellence	Optimize logistics, inventory management, and technical support systems to ensure faster delivery, better product availability, and seamless service nationwide.
Drive Sustainable Growth	Achieve consistent year-on-year revenue growth while maintaining competitive pricing and expanding our reach to both urban and remote markets in Sudan.

AUTHORIZED BRANDS

Hisense

Official Agent for Hisense:

- » Global leader in consumer electronics since 1969
- » Known for innovative Smart TVs, refrigerators, air conditioners, washing machines, and more

GEEPAS[®]

Official Agent for Geepas

- » Trusted international brand with over 40 years of experience
- » Offers a wide range of reliable consumer electronics, kitchen appliances, and small home appliances
- » Available in more than 90 countries worldwide



COMPREHENSIVE PRODUCT RANGE

We offer a comprehensive and diverse product range designed to meet the demands of modern lifestyles, with a strong focus on quality, innovation, and performance. Our portfolio includes the following products:

- » Smart Televisions
- » Air Conditioners and Climate Control Solutions
- » Refrigerators, Freezers & Cooling Appliances
- » Washing Machines & Laundry Solutions
- » Microwave Ovens, Cooking Appliances & Kitchen Electronics
- » Full range of Geepas and Hisense products: small home appliances, personal care, and entertainment devices



Hisense (10 feet)



Inverter Technology



Total No Frost



Energy Saving



Eco-Friendly R600a Refrigerant



LED Interior Lighting



Multi Air Flow Cooling



Hisense (12 feet)



Inverter Technology



Total No Frost



Energy Saving



Eco-Friendly R600a Refrigerant



LED Interior Lighting



Multi Air Flow Cooling

Hisense Chest Freezer (286L)



286L Large Capacity



Powerful Freezing Performance



Energy Saving



Eco-Friendly R600a Refrigerant



Interior LED Lighting



Safety Lock System





Hisense Chest Freezer (420L)



420L Large Capacity



Powerful Freezing Performance



Energy Saving



Eco-Friendly R600a Refrigerant



Interior LED Lighting



Safety Lock System



Hisense Air Conditioner



Inverter Technology



Fast Cooling



Energy Saving



Quiet Operation



Multi Air Flow



LED Display & Lighting



GEEPAS Front Load Washing Machine



Inverter Motor Technology



1400 RPM Spin Speed



Steam Wash Function



LED Digital Display



Quiet & Energy Saving Operation



Large Capacity Drum



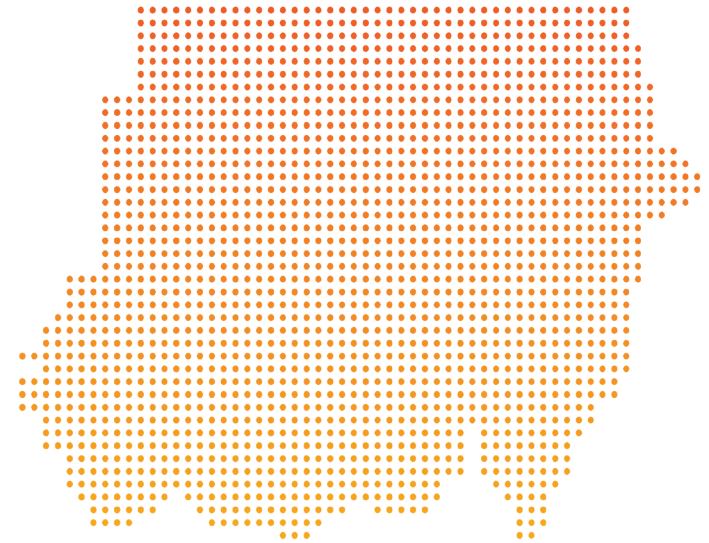
Multiple Wash Programs

NATIONWIDE DISTRIBUTION NETWORK

Kamrab Electronics operates a robust and well-established distribution network that ensures wide market coverage and reliable product availability. Headquartered in Omdurman, the company leverages its strategic location to efficiently manage logistics and nationwide operations.

Through an extensive network of authorized distributors and retail partners, Kamrab Electronics ensures that its products are accessible across all states of Sudan. This network spans major cities, towns, and even remote areas, reflecting a strong commitment to market reach and customer convenience.

By maintaining a dependable supply chain and strong partnerships, the company guarantees timely product availability and seamless access for every customer, regardless of their location.



WARRANTY & AFTER-SALES SERVICE



- » Kamrab Electronics' commitment extends beyond delivering quality products—it ensures complete peace of mind through reliable warranty and after-sales support. All products are backed by an official manufacturer warranty, reflecting confidence in their quality and durability.
- » Kamrab Electronics provides dependable after-sales service and maintenance support, supported by the availability of genuine spare parts to guarantee long-term performance and reliability. Its nationwide network of trained professionals is equipped to deliver prompt and efficient technical assistance, addressing customer needs with precision.
- » Customer satisfaction remains a top priority for Kamrab Electronics, with a continuous focus on delivering a seamless ownership experience through responsive service, trusted support, and consistent care.

WHY CHOOSE KAMARAB ELECTRONICS

Kamarab Electronics stands as a trusted partner for delivering reliable, high-quality consumer electronics and home appliances across Sudan. The company combines strong market presence with a forward-thinking approach, ensuring consistent value for customers and partners alike.

- » Authorized distributor of globally recognized brands such as Hisense and Geepas, ensuring authenticity and reliability
- » High-quality products offered at competitive and market-aligned pricing
- » Strong nationwide distribution network reaching major cities, towns, and remote areas across Sudan Comprehensive manufacturer warranty supported by dedicated and responsive after-sales services
- » Reliable availability of genuine spare parts to ensure long-term product performance
- » Efficient logistics and supply chain management ensuring timely delivery and product availability
- » Professional technical support delivered through a well-trained nationwide service network
- » Customer-centric approach focused on satisfaction, trust, and long-term relationships
- » Flexible solutions tailored to meet the needs of both retail and corporate clients
- » Continuous expansion of product portfolio to meet evolving market demands
- » Commitment to innovation, quality standards, and operational excellence
- » A young, ambitious, and dynamic organization driven by growth, integrity, and long-term vision



