

RIFAH BUSINESS TIMES

Exploring business avenues in Dubai and Africa

HIGHLIGHTS

Building Capacity: Real-World Insights for Emerging Entrepreneurs



Syed Azharuddin

Impex: Milestones in Electronics with Make-in-India Spirit



Nuvais Chenengadan | Managing Director



RIFAH Impact Report

A Journey of Economic Empowerment, National Engagement & Global Expansion



Message from Chairman's desk : Rifah Chamber of Commerce and Industry (RCCI)

Amanul Hasan

In a world where the race is often to live for oneself, Rifah Chamber of Commerce and Industry believes in the higher purpose of living for others. Our work is driven by a strong commitment to uplift the marginalised, particularly the Muslim community, through sustained efforts in economic empowerment. For us, it's not merely about business, it's about building people, guiding them from a dream to a reality.

Our Entrepreneurship Development Programs (EDPs) are not just training sessions; they are seeds of transformation. We identify talent, infuse motivation, and then offer continued handholding until businesses stand tall. More importantly, we build networks, strong, purposeful networks that help entrepreneurs grow together, collaborate, and create mutual success stories. This culture of collective growth is one of the most celebrated and thriving aspects of RCCI.

In line with our vision to widen horizons, RCCI recently took a significant step at the international level. A delegation of our members comprising around 50 visited Tanzania and Kenya where we conducted five impactful networking meets with various chambers of commerce and industries. The response was overwhelming. Not only did our delegates discover new business leads, but some also finalized MoUs and opened channels of trade and investment.

Dream. Build. Rise - With RCCI

What touched us most was the story of the resilient communities we encountered there; particularly the Asian and Somalian diaspora. These communities once started from the margins, in conditions that were far from favourable. But with resilience, courage, and community support, they have now become key contributors to the economic fabric of their host nations. There is a lesson here for us in India. We too have the potential to plant our feet in foreign soils and rise to contribute — not just to our personal prosperity, but to the image and growth of our country.

To our readers, I say this; "dream beyond boundaries". Let the stories from Tanzania and Kenya inspire you. Let them push you to think globally and act locally. These countries offer fertile ground for entrepreneurship. Their policies are friendly, the people are warm, and language is never a barrier. English is widely spoken, even among taxi drivers and port workers.

The first step in this journey, however, begins at home. It begins with getting connected to RCCI. It begins with launching and thriving in a business here in India, with the strength of a community behind you.

We at RCCI are not just building an organisation, we are building an Ummah of empowered individuals, socially conscious businesses, and a future where Muslims are not only consumers but creators, contributors, and leaders in the economy.

Let's live for others. Let's rise together.

Building Capacity: Real-World Insights for Emerging Entrepreneurs



Syed Azharuddin

Building capacity in business is a journey of continuous learning and growth. These lessons, born from real-world experience, offer a roadmap for aspiring entrepreneurs. Remember, success in business is not just about profits - it's about building something sustainable, ethical, and truly valuable to society.

In the dynamic world of entrepreneurship, success often hinges on more than just a great idea. It's about building capacity – the ability to grow, adapt, and thrive in an ever-changing business landscape. As someone who has walked the entrepreneurial path, I'd like to share eight practical lessons that have been instrumental in my journey. These insights are not just theories, but hard-earned wisdom from the trenches of business.

1. Embrace Every Task, No Matter How Small

“No work is big or small. The more you bend to work, the more you can earn.”

This principle is the foundation of entrepreneurial success. Every task, no matter how menial it may seem, is an opportunity to learn, grow, and prove your worth. Whether you're making coffee for a client meeting or pitching to investors, approach each task with equal enthusiasm and diligence. This attitude not only builds your skills but also your reputation as a reliable and hardworking individual.

2. Build a Wide Network, Even with Slim Margins

“Build a huge network with less margin. It isn't easy to get sustained in the early days, but it gives good results.”

In the early stages of your business, focus on building relationships rather than maximizing profits. A wide network of clients, even if they're not highly profitable initially, can provide stability and open doors to future

opportunities. This strategy may seem counterintuitive, but it's an investment in your business's long-term success.

3. Prioritize Client Relationships

“Never mistreat your client/customer. Build trust in truth & justice along with discipline.”

Your clients are the lifeblood of your business. Treat them with respect, honesty, and fairness. Building trust is a slow process, but it's the foundation of lasting business relationships. Be transparent in your dealings, deliver on your promises, and always maintain a professional demeanor.

4. Find Strength in Challenges

“The more you have fluctuations in business, the more your faith increases in Almighty Allah.”

Business, like life, is full of ups and downs. These fluctuations, while challenging, can strengthen your resolve and deepen your faith. Use difficult times as opportunities for reflection, learning, and spiritual growth. This resilience will serve you well in both your personal and professional life.

5. Grow Gradually and Sustainably

“Develop your business step by step, never take a long jump before you get enough experience.”

Resist the temptation to expand too quickly. Gradual, sustainable growth allows you to learn from your experiences, refine your processes, and build a solid foundation for your business. Each step forward should be calculated and based on the lessons learned from previous experiences.

6. Deliver Quality with Kindness

“Give quality service/products to your clients/customers with kindness and generosity.”

In a world where customers have countless options, standing out means not just delivering quality, but doing so with genuine kindness and generosity. Go the extra mile for your clients. This approach not only satisfies customers but turns them into loyal advocates for your business.

7. Honor Your Commitments

“When you commit, deliver your services/products on time.”

Reliability is a cornerstone of business success. When you make a promise, move heaven and earth to keep it. Consistently meeting deadlines and fulfilling commitments builds trust and sets you apart in a world where many fall short of their promises.

8. Separate Business and Personal Relationships

“Never bring relationships & emotions in business. Your relationship is with the person but not with the business.”

While it’s important to build good relationships in business, it’s equally crucial to maintain professional boundaries. Make decisions based on business merits, not personal feelings. This approach helps maintain objectivity and protects both your personal relationships and your business interests.

From Challenges to Success

These lessons aren’t just motivational platitudes; they’re hard-earned wisdom from my personal journey in business. I’ve faced numerous challenges and odds, including the daunting task of restarting our family business on my own. It wasn’t easy, and there were moments of doubt and difficulty. But by applying these principles consistently, I’ve seen remarkable results. Within just two years, we’ve grown from a struggling enterprise to running two successful, independent counters. More importantly, this business now sustainably supports five individuals and four families. This growth isn’t just about numbers; it’s about real people, real livelihoods, and real impact. Every challenge overcome, every late night worked, and every risk taken has led to this point. My journey proves that with perseverance, ethical practices, and a willingness to learn and adapt, you can not only survive in business but thrive and make a positive impact on others’ lives.

Building capacity in business is a journey of continuous learning and growth. These lessons, born from real-world

experience, offer a roadmap for aspiring entrepreneurs. Remember, success in business is not just about profits – it’s about building something sustainable, ethical, and truly valuable to society.

As you embark on or continue your entrepreneurial journey, keep these principles in mind. Let them guide your decisions, shape your business practices, and help you navigate the challenges that inevitably come with building a business. With persistence, integrity, and a willingness to learn, you can build not just a successful business, but a lasting legacy.

Your entrepreneurial journey is unique, and these lessons are just the beginning. As you grow, you’ll undoubtedly develop your own insights and wisdom. Embrace the learning process, stay open to new ideas, and never lose sight of the values that drive you. The path of an entrepreneur is not easy, but with the right mindset and principles, it can be incredibly rewarding.

Now, take these lessons, apply them to your unique situation, and go forth to build, grow, and succeed. The world of business awaits your contribution!

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IMPEX

Setting Milestones in Electronics Industry with 'Make-in-India' Mantra



Nuvais Chenengadan | Managing Director

Today, India's B2C consumer electronics market reflects a story of dynamic evolution. From smart TVs to kitchen appliances, the electronic products market thrives on offering futuristic, value-driven solutions that are tailored for diverse lifestyles and preferences. With an operational history of 25 years, an enviable footprint over 25 countries, and a staff strength that could spill over to 1500, Impex is leading brand that exemplifies this transformation, blending affordability, innovation, and quality to capture the hearts of millions.

From humble beginnings in the quaint town of Manjeri, Kerala, to becoming one of the global powerhouses, Impex's journey is a testament to relentless innovation and an unwavering focus on customer satisfaction. What began as a modest inverter shop with a handful of employees has blossomed into a multinational brand with a customer base

exceeding 30 million. Founder and Managing Director, Nuvais Chenengadan shares, "It all began as a small venture with just 10 employees and now we are one of the popular brands. If it was not for our employees' dedication, the trust of our customers and the dedication, we wouldn't have achieved this incredible milestone." Nuvais further adds, "Impex has grown providing top-notch, value for money products that cater to a wide range of customers. Throughout the years, one thing remained constant and it has been customer satisfaction. Impex lays major thrust on quality, convenience and durability as the customers always look for these things in the market."

Promising a Diverse Range of Products

Impex offers a staggering range of 500 SKUs across multiple categories of products, that have found their way into homes and hearts of customers. The brand's

product portfolio includes smart TVs, sound systems, kitchen appliances, and cookware. The flagship QLED Gaming Google TV, powered by Android 14 is a shining example of its commitment to innovation. As the first Indian multinational to launch this cutting-edge technology, the company has set a new benchmark in the industry. Its QLED TV series offers immersive gaming, 4K multimedia consumption, and cinematic viewing experiences, complete with a four-year warranty – an industry rarity.

With the motto of 'More Comfort, More Savings', Impex's encapsulates its mission to simplify life while offering value. Every product undergoes stringent quality checks to ensure it meets global standards, reinforcing its reputation for reliability. In addition, the company's state-of-the-art manufacturing facilities, including a fully robotic plant in Chamara-janagar that is spread over 30

acres near Mysore, adheres to the principles of Industry 4.0. Complementing its televisions is a robust lineup of audio solutions, from soundbars to portable speakers. The Thunderbolt Soundbar, for instance, enhances TV viewing and gaming with powerful, room-filling sound, delivering an experience that resonates with audiophiles and casual users alike. In addition, its kitchen appliances such as mixer grinders, kettles, and energy-efficient geysers combine performance and affordability. Furthermore, emphasizing healthy cooking and effortless cleaning, the nonstick cookware range, including the innovative TruCera ceramic line, is toxin-free with frictionless coating. Meanwhile, its pressure cookers, with smart drip-less designs, redefine convenience in the kitchen.

Mapping the Hearts of Customers

Over the years, Impex has faced challenges such as fierce compe-

tion, rising production costs and changing consumer expectations. In an attempt to address these gaps, the brand has invested majorly in research and development, allowing it to stay at the forefront of technological trends. It has also focused on expanding its distribution network and forging strategic partnerships, such as its recent collaboration with Sathya Agencies, the largest premier retail chain in South India.

Today, with a network of over 100 regional partners and 5,000 retailers, Impex has established itself as one of the largest Made-in-India brands. With three manufacturing units in India, the brand maintains a presence in major retail outlets across India, Saudi Arabia, Oman, UAE, Qatar, Kuwait, Bahrain and Africa. Its products are widely available across retail chains such as Carrefour, LuLu Group, Reliance,

Sathya Agencies, Nesto, Hyper Panda, Dmart, Mr.D.I.Y, and more.

From cutting-edge electronics to innovative kitchen solutions, today Impex has gained a strong foothold on major e-commerce platforms as well, where it is recognised as a fast-selling brand in consumer electronics, kitchen and home appliances, with products available for purchase on Amazon India, Flipkart, Snapdeal, Noon, Cartlow, and Amazon Middle East. For future, tapping on its remarkable growth, the brand is poised to set new standards in the world of consumer products, proving that even the smallest beginnings can lead to extraordinary heights.



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RIFAH Impact Report

A Journey of
Economic Empowerment,
National Engagement &
Global Expansion

Over the past six months, RIFAH Chamber of Commerce and Industry has demonstrated exceptional progress in strengthening its mission—to foster ethical entrepreneurship, inclusive economic growth, and global market integration for Indian businesses. Through a strategic blend of national initiatives and international outreach, RIFAH has effectively positioned itself as a catalyst for sustainable, values-driven business ecosystems both within India and abroad.

Below is a quick sneak peek into our activities between December 2024 and June 2025.

National Business Expo

RIFAH National Business Expo in Hyderabad on 18 November 2024 stood as a milestone event, underscoring the Chamber's capacity to bring together entrepreneurs, policymakers, and industry thought leaders on a single national platform. The Expo featured high-impact keynote sessions, live product demos, startup pitching arenas, and investment discussion forums.

The event was attended by approximately 20,000 business enthusiasts from across the country, and featured more than 150 exhibitors representing diverse sectors from all over India.

Industry representatives from fields as diverse as manufacturing, technology, agribusiness, export-import, and digital services converged to share best practices and explore joint ventures. The Expo also featured specialized networking zones where entrepreneurs participated in curated B2B matchmaking, many of which resulted in promising leads and future collaborations. The enthusiasm, scale, and inclusivity of this event solidified RIFAH's status as one of India's most dynamic business platforms driving innovation through community-driven enterprise.

 HYDERABAD, TELANGANA



Business Networking Meet

The Business Networking Meet held in January 2025 witnessed over 60 entrepreneurs in attendance from industries such as textiles, construction, IT services, food processing, and garments. Focused discussions around market access, digital growth tools, and startup funding provided attendees with strategic insights and

actionable takeaways. Several business leaders shared their growth journeys within RIFAH ecosystem, reinforcing the Chamber's role as a nurturing ground for entrepreneurial excellence. The event also emphasized the importance of leveraging local networks for national-level impact.

 MUMBAI MAHARASHTRA



Our networking session in Delhi in February 2025 served as convergence point for more than 70 participants including business professionals, startups founders, and traders. Specially curated sessions enabled participants to get a detailed view into the rising export potential of Northern India. The session further provided guidance on how Indian products can

be positioned competitively in Middle Eastern and African markets.

The meet also focused on Islamic financial ethics and case studies from within the RIFAH community showcasing successful models of moral and profitable enterprise.

 DELHI NCR



Business Networking Meet

Our business networking meet in Rajkot witnessed over 75 business leaders and budding entrepreneurs. The leaders discussed emerging trends in B2B commerce, digital transformation, and regional growth. A focus session was held with an emphasis on integration of ethical principles into transactional business while

maintaining competitiveness in the market. An open session towards end of the meeting allowed the emerging entrepreneurs to learn from seasoned business leaders and establish a connection with them.

26th February 2025

RAJKOT GUJARAT



Our Business Networking Meet in South Karnataka's Davangere focused on strategic business development. This meeting was presided over by our Chairman Mr. S. Ameenul Hasan who delivered his keynote address on long-term economic planning. This meeting was special in terms of rolling-out our new mentorship initiative with a focus on rural

entrepreneurs and aspiring youngsters. The mentorship program is designed to bridge the digital divide and open market access to underrepresented regions. It reemphasizes RIFAH's commitment to equitable growth across socio-economic strata.

22nd February 2025

DAVANGERE, KARNATAKA



Business Networking Meet

 KOLKATA, WEST BENGAL

The Eastern region of India saw fresh momentum as RIFAH organized a successful networking session in Kolkata on December 2024. Entrepreneurs and professionals from textiles, leather, FMCG, and IT gathered to exchange ideas on regional trade enhancement and ethical leadership. The session not only promoted business collaboration but also inspired new memberships—further cementing RIFAH’s expanding footprint in the East.



23 February 2025

 CHENNAI, TAMIL NADU

Chennai hosted a high-energy Business Connect Meet where entrepreneurs from across the city came together under the theme “Grow Your Network and Business.” Attendees shared profiles, discussed referral strategies, and set time-bound goals to expand their reach. The event emphasized structured business development and highlighted how professional networks can play pivotal role in long-term success.



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International Outreach Business Meet



Dubai
United
Arab
Emirates

After the grand success of our first edition of International Business Meet in Dubai, RIFAH came up with the second edition in February 2025.

Over 150 top-tier business leaders from the UAE, India, Saudi Arabia, and Qatar came together for a networking and collaboration event. The event featured live product pitches, one-on-one investor matchmaking, and multiple cross-border partnership announcements. By showcasing Indian innovation on an international platform, RIFAH provided its members with exposure to global investors, partners, and collaborators. The event reaffirmed Dubai's role as a launchpad for Indian entrepreneurs eyeing global markets and reinforced RIFAH's growing identity as a international business enabler.



International Outreach Business Meet *East Africa*

RIFAH’s historic delegation to East Africa marked a turning point in the Chamber’s international engagement strategy. Covering two economic hubs—Dar es Salaam (Tanzania) and Nairobi (Kenya)—the tour emphasized Africa’s strategic importance for Indian business expansion.



In Tanzania, two impactful networking events were held:

MAY
12

In collaboration with TAMPRO (Tanzania Muslim Professionals Association), the event enabled mutual learning and strategic introductions.

MAY
13

A second event in partnership with TCCIA (Tanzania Chamber of Commerce, Industry & Agriculture) further enriched the dialogue around trade, investment, and collaboration.



International Outreach Business Meet *East Africa*

Notable speakers such as Dr. Muhsin Salim Masud (former MD of Amana Bank and PBZ Bank) and Mr. Mercy Phillips (TCCIA) addressed the Indian delegation, offering valuable insights into Tanzania's market readiness and investment horizon. Delegates also visited Dar es Salaam Port, local industries, and key institutions to gain first-hand understanding of logistical operations and market dynamics.



In Kenya, the engagement included three high-level B2B meets:

MAY
15

Kenya–India Business Conclave with KNCCI and the International Memon Jamaat East Africa Chapter

MAY
16

Eastleigh Business Networking Meet in partnership with Eastleigh Business District Association (EBDA)

MAY
17

Nairobi Business Conclave in collaboration with Nasserpuri Memon Jamaat at South C, Nairobi

Each event facilitated one-on-one networking, product showcases, and business matchmaking across sectors such as agriculture, retail, logistics, and services. The delegation, comprising entrepreneurs from India, UAE, Saudi Arabia, Zimbabwe, and Turkey, gained deep market insight and explored future collaborations. In addition, delegates participated in cultural immersion activities—visiting Nairobi National Park, the Giraffe Centre, and Masai Mara—making the journey a comprehensive professional and personal experience.

WHY BUSINESSES ARE CHOOSING



Today's entrepreneurs seek not only growth but also meaning, community, and ethical grounding in business. RIFAH offers a value-centric network that promotes transparency, sustainable practices, and collaboration across sectors. Through its blend of mentoring, digital tools, trade access, and community-building, RIFAH equips its members with everything they need to scale with purpose.

Whether you're a first-generation entrepreneur or a seasoned business owner, RIFAH provides a platform where your ambitions align with integrity—and where your success contributes to a collective, impactful future.



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