

Technology

Alghanim Industries opens new X-cite and Safat Home showroom in Jahra

Jahra Governor, Alghanim Industries Chairman among dignitaries attend event



KUWAIT: Alghanim Industries, one of the largest privately owned companies in the region, inaugurated its brand new X-cite and Safat Home showroom in Al-Jahra, Kuwait. The opening was attended by Chairman of Alghanim Industries, Kutayba Y Alghanim, the Governor of Al-Jahra, Fahad Al-Amir, numerous mayors from districts within Al-Jahra, Alghanim Industries executives and other VIP guests.

The new three-level showroom features more than 7000 sq m of retail spaces and is located in Mekhiyal Mall. The complex offers customers both an impressive collection of home furnishings, kitchens, bathrooms and decorative accessories from Safat Home, as well as a wide variety of electronics, gadgets and home appliances from X-cite.

On the occasion of the showroom opening, Chairman of Alghanim Industries, Kutayba Yusuf Alghanim, said: "We're very excited to launch the third X-cite Electronics store and introduce the first Safat Home showroom to Al-Jahra. One of our key values at Alghanim Industries is customer centricity - we place our customers first.

For this reason, we've brought our businesses to our customers, offering the residents of Al-Jahra access to a world-class retail shopping experience, encompassing the best products at the best value."

He went on to say, "We have a long-standing history of being part of Al-Jahra's development story, having opened our first X-cite electronics store for almost two decades ago. Our new one-stop-shop represents our belief in the growth potential of the city. We're dedicated to launching more of our fast-growing portfolio of businesses, in the near future. I would like to take this opportunity to give special thanks to the Governor of Al-Jahra, Fahad Al-Amir and the honorable Mayors of the Al-Jahra Governorate, for joining us today and for encouraging our efforts in bringing our businesses to the great city of Al-Jahra. I would also like to thank our customers, which have been and continue to be the root of our success and the source of our pride."

The launch event included a ribbon-cutting ceremony and a traditional Ardah dance (the communal male folk



sword song-dance), performed for the guests. Following the performance, the attendees toured the spacious three-floor showroom, and later enjoyed a presentation on the facility in a make-shift diwaniya, tailored to

the occasion. Costa Coffee, which is operated by Alghanim Industries, served their delicious range of warm and cold beverages.

The new Al-Jahra showroom, located in Mekhiyal Mall, is open from 9:30am -

10:00pm daily. Throughout the weekend, a series of events and exclusive deals will be offered to celebrate the showroom opening which include family activities and competitions open to the public.

