

Clikon | HOMEWAY

C O R P O R A T E
P O R T F O L I O



www.clikon.ae

Traveller 

BRITEMAX

ROCKERS

fine feather

FOOT FIT

ELECTRON

ToothFresh



WHO WE ARE

We are Etronix Middle East General Trading company, a group of Etisalat, Electronics, and Lifestyle Brands working under a single umbrella to enhance human life. Our unyielding dedication to quality, innovation, and customer satisfaction is unmatched, making us the leading choice for discerning consumers across Middle East and North Africa. Our ultimate aim is to redefine your life experiences with innovative products through the ventures we are into. As industry leaders, we don't just follow trends; we set them. Our vision is to inspire and empower our customers to embrace their unique lifestyle. Let's reflect your individuality through the products you use.

COMPANY HISTORY

Our journey towards becoming the world's number one brand began in 2005 with the launching of Techorbit, a channel part of Etisalat company. Techorbit became the trusted distributor in the GCC with its steep growth. Inspired from consumer acceptance, in 2009, our Consumer Electronics & Home Appliance company, Klikon was introduced to Middle East and North Africa. As Klikon became the smart choice of Middle East and North Africa, we moved to establishing more firms with lifestyle products. Thereafter, in 2013, the Lifestyle Brands Homeway, Traveller, Britemax, Rockers, Fine Feather, Foot Fit, Electron, and ToothFresh were rolled out.

2005



Distribution network for Etisalat
(pre-paid cards, sim cards & devices)

2009



Consumer Electronics and
Home Appliances

2013



Lifestyle brands

VISION

To deliver innovative solutions through premium products for every need of people, and be a trusted and smart choice of every household over generations.

BE THE SMART
CHOICE FOR
GENERATIONS !

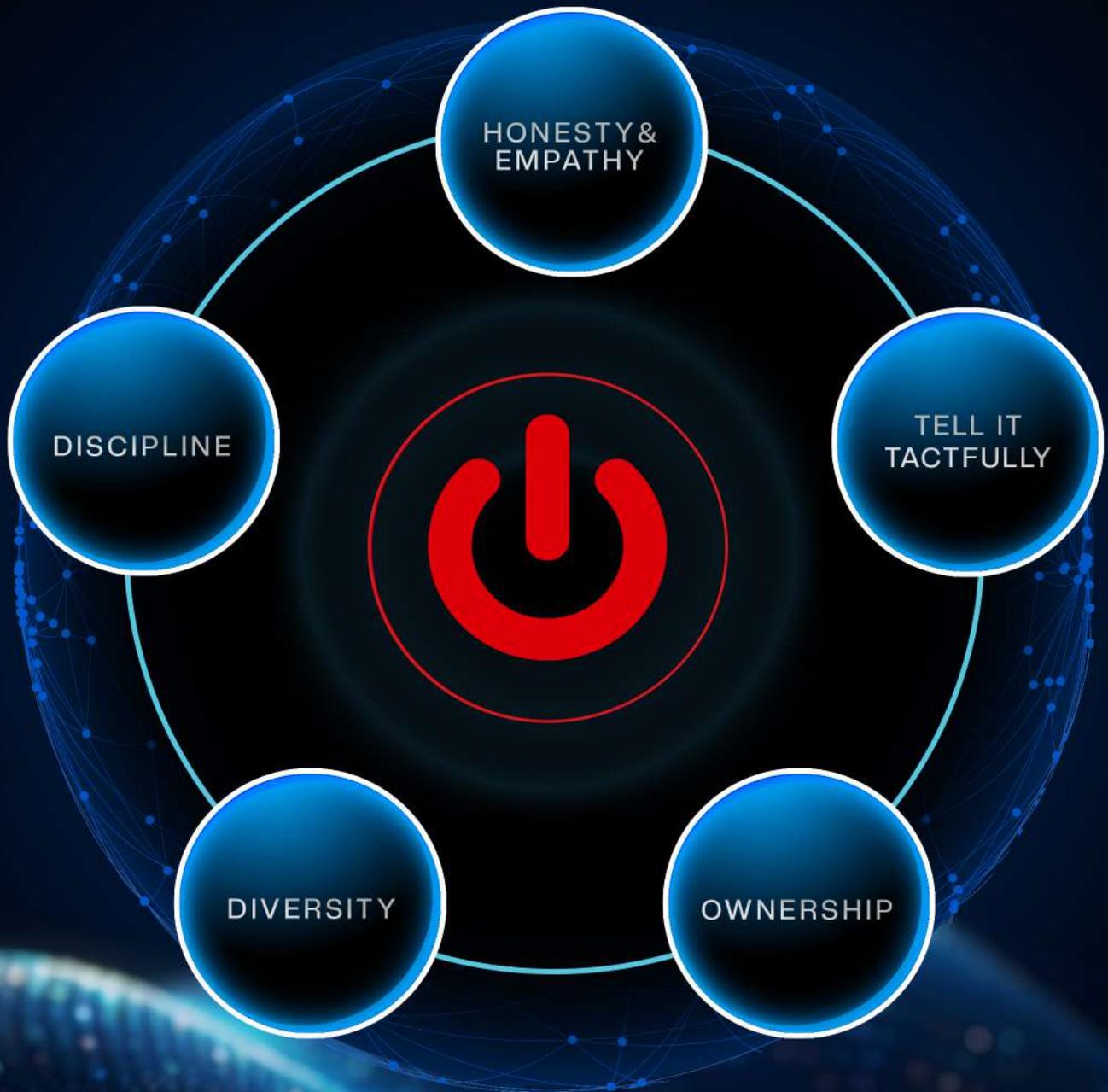
MISSION

To provide the best form of comfort, convenience, and innovation in daily life through amazing products and services at affordable prices with International Standards, and Durability. Providing cutting-edge products at its finest is what makes us the fastest growing Electronics brand in the GCC.



CORE

VALUES



BE THE SMART CHOICE FOR GENERATIONS!

Chairman's MESSAGE

Today's business world is for charming leaders who have a positive mindset, unwavering determination, and other essential qualities. Our company is exceptionally suitable for professionals who are drawn to challenging and demanding roles. Etronix is the space where success is open for resilient individuals thriving to reach their ambition in the present dynamic and demanding work culture.

Mr. Abdulla Poyil
CHAIRMAN





Ensuring an unparalleled consumer experience by delivering innovative products is the key thing we considered while expanding our firm.

WE DON'T SELL PRODUCTS; WE ENSURE CONVENIENCE AND HAPPINESS.

Making our brands the choice of the present generation and the future generations, surpassing the competitive market is our ultimate aim. Our shared ambition and efforts are the pathway leading us to our goal. Your trust is our fuel for excellence, and we'll continue to meet your expectations in our future journey.

Mr. Saleem Ahmed
MANAGING DIRECTOR

We stand at the forefront of innovation and excellence, driven by our unwavering commitment to enrich the Electronics and Lifestyle fields across the world. Our products and services reflect this commitment, delivering cutting-edge technology and elevating everyday life experiences. From state-of-the-art electronics to trendsetting lifestyle brands, each inventory epitomizes our core values of quality, performance, and style. Together, let's embrace the opportunities that lie ahead, achieve new milestones, and shape a brighter tomorrow.

Mr. Ameer Kallil
DIRECTOR



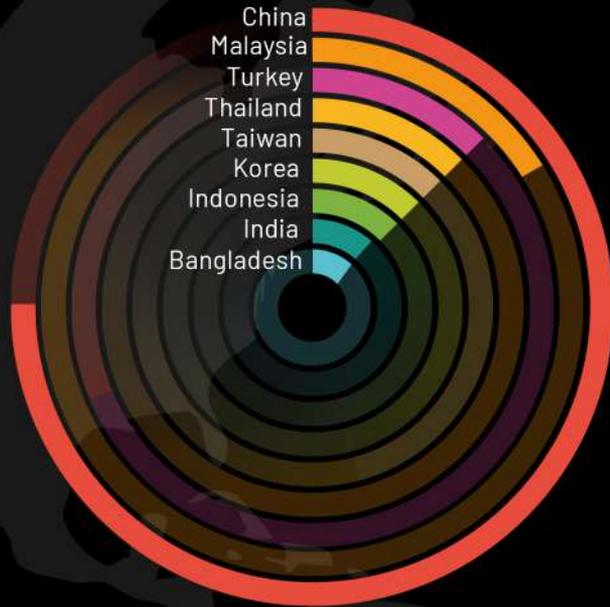
Providing innovative products at affordable prices is the best part of our brands. We believe that only innovation can leave an indelible affection in the hearts of millions of people. While our Electronics brand is known for delivering products with advanced technology, our lifestyle brands cater to the diverse needs and aspirations of our customers, offering premium products that enhance their lifestyles. Experience our products; you will definitely get inspired, this is our confidence. We are up for making your lives easier, from dawn to dusk.

Mr. Abdul Haris Kandambatt
EXECUTIVE DIRECTOR



SOURCING

FROM WORLD CLASS MANUFACTURES



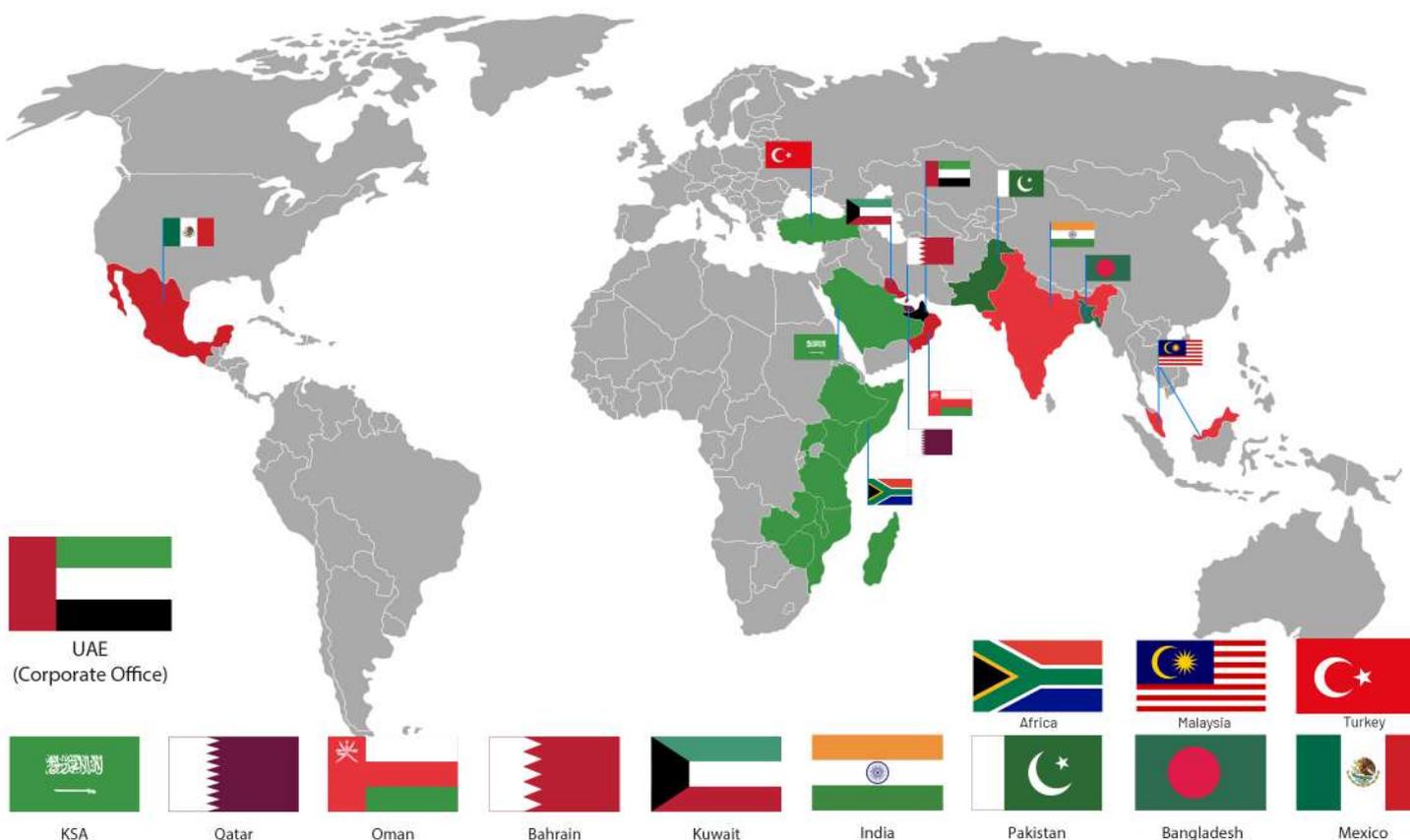
30+

DEDICATED MULTI CULTURAL STAFF

CHINA | MALAYSIA | TURKEY | THAILAND | TAIWAN | KOREA | INDONESIA | INDIA | BANGLADESH

(Product design, R & D, Range Selection across multiple platforms, QC, Certification testing for ESMA, SASO, ROHS, & CB)

GEOGRAPHICAL PRESENCE



UNCOMPROMISING QUALITY



HIGHEST STANDARD OF SERVICE



365 Days
24/7 Services



Excellent Servicing
Quick Delivery



Home Service for **MDA**

Toll Free
Number for Service
800 clikon (254566)



Stocking Strategy
for Service Parts

CUSTOMER HAPPINESS CENTER

Throughout the entire journey, we are dedicated to being a trustworthy partner to our customers, prioritising their happiness and satisfaction, ensuring them feeling valued.



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DR CONGO

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KARACHI - PAKISTAN

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RESEARCH & DEVELOPMENT

For us, Research and Development lies at the heart of innovation. Our dedicated Research and Development team constantly analyzes the evolving needs of customers and applies the latest technologies, trends, and styles in our products to deliver excellence to you. Engineering top-notch products at affordable prices are our aim. By investing in R&D, we not only elevate the quality of our products but also maintain our position as a leader in the industry.



SUSTAINABILITY

Sustainability is a major consideration for all our brands. We prioritize your health and recognize the importance of preserving our planet for future generations. Therefore, we use BPA-free plastic for our products. Our appliances are energy-efficient and emit less carbon. We value sustainability as a responsibility. Moreover, we are dedicated to promote sustainable living practices among our customers.





WE PRIORITISE YOUR HEALTH

Quality and health are at the forefront of everything we do. Here's how we uphold these standards across our brands:



Utilizing BPA-free plastic in all our products, we prioritize consumer safety.



Our stainless steel offerings are crafted from high-quality materials, ensuring both strength and health-consciousness.



With our urea-free products, we guarantee peace of mind for our consumers, because their health matters to us.

AWARDS & ACHIEVEMENTS



Proud to be the Global VIP Partner of Galanz, the manufacturer of our premium products.

Last year, we received Partnership Award from the Ministry Of Health & Prevention (UAE) and various awards from our trusted suppliers. These are not just achievements, but rewards for our tireless dedication, innovation and commitment to the world.



Received Partnership Award 2023 from Ministry of Health & Prevention for Healthy Ramadan Campaign

Clikon

THE SMART CHOICE FOR
THE GENERATIONS



Clikon

We ardently strive to deliver the best products for your every need. Our team of passionate professionals conducts thorough research and integrates advanced technologies into our products to ensure that you receive all the value additions at your home. Innovative products at affordable prices are the driving force behind Clikon's rapid growth in the Electronics Industry.



Home Appliances



Kitchen Appliances



Entertainment



Personal Care



Lighting &
Electricals



MDA

HOMEWAY

MARBELLA
SERIES

We're devoted to quality, rigorously testing each piece to ensure durability, performance and safety. From non-stick to marble cookware, every item is crafted with precision. Our wide range of products offers culinary tools for chefs and home cooks alike. Homeway Cookwares are made with premium quality materials that ensure safety, durability and food preservation. Experience culinary excellence with our timeless collection, where quality meets perfection.

PREPARE
Delicious
FOOD EASILY!



Marble Cookware | Ceramic Cookware | Non-stick Cookware | SS Cookware | Pressure Cooker | Chopper | Food Containers | Glassware | Hand Blender | Hot Pot | Kitchen Tools | Lunch Box | Hook | Coffee Mug | Spray Bottle | Vacuum Flask | Water Bottle | Pitchers | Cutting Board | Cloth Dryer | Ironing Board.

Traveller®

Every modern traveler dreams of making their journeys to be convenient and seamless experiences. And providing high-quality, durable, and innovative luggage is our motive. Our passion for travelers and dedication to craft excellent luggage is what makes us one of the best choices among travel accessory brands.

STYLISH &
DURABLE



- Hardcase Luggage
- Softcase Luggage
- Hiking Bags
- Backpacks
- School Bags
- Travel Accessories



BRITEMAX

exceeding your expectations

CLEAN & COSY SPACE

Britemax is devoted in providing the best cleaning products with unmatched efficiency in home hygiene. These products get into the nooks and corners of every space and effectively drag even the tiniest particles out. Making your cleaning game easy is the ultimate motto of Britemax.



Brooms



Mop



Spin Mop



Sponges



Towels

ROCKERS

Rockers reflect comfort and individuality through the stylish products we offer. We use the finest fabrics and materials to ensure uncompromising quality. Our team pays meticulous attention from the initial design concept to the final product, which results in providing exceptional for your unique personality. Enjoy comfort, quality, and uniqueness with us.

T-shirt | Track Pants | Sweater | Undergarments | Socks



fine feather

Restful sleep is all you need at the end of the day. That's why we crafted a brand to give you ultimate comfort bed linens and pillows that feel like warm hugs. Transform your sleep routines into peaceful experiences with fine feather and realize how a restful sleep is essential for your overall well-being and happiness.



Blankets



Comforters



Bed Sheets



Pillows

Clean Teeth
Shines Bright
Fresh Breath



Toothfresh toothbrushes are designed to deliver exceptional mouth-cleaning performance, leaving your mouth fresh for long. Unleash sparkling smiles and healthy confidence with Toothfresh, your go-to solution for mouth cleaning. ToothFresh toothbrushes are made with industry leading DuPont bristles, the epitome of quality and comfort. These toothbrushes reflect advanced bristle configuration and innovative bristle patterns that effectively remove plaque and stains, and give you perfectly cleaned teeth in no time.



Grace
ORAL EXPERT

THANK YOU

LET'S GO BEYOND ORDINARY
LIFE WITH INNOVATIVE PRODUCTS

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www.clikon.ae | www.travellerluggages.com

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Clikon

HOMEWAY

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BRITEMAX
TRAVELLER LUGGAGES

ROCKERS

fine feather

FOOT FIT

ELECTRON
New Life

ToothFresh
One Care