



AROMA GROUP OF COMPANIES

CORPORATE PROFILE

CHAIRMAN'S MESSAGE

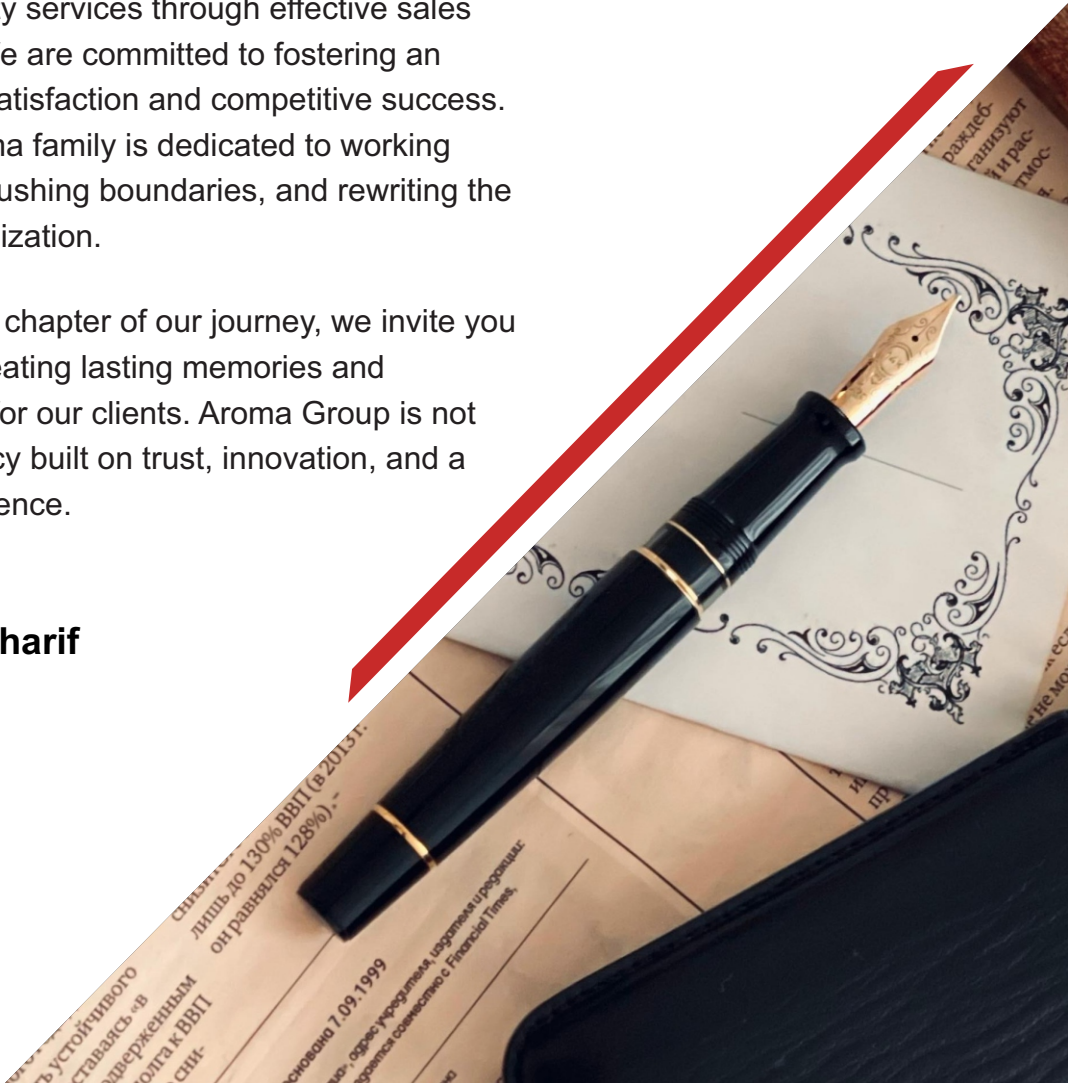
As we stand on the cusp of celebrating 45 years of excellence, Aroma Group a premier travel trade business entity in Pakistan. Our journey over the past four and a half decades has been nothing short of remarkable. From our inception, we have grown into a beacon of experience, professionalism, and innovation in the travel industry. Today, as we reflect on our achievements, we take pride in being a rapidly expanding company that embraces market challenges and adapts to the dynamic demands of our valued customers. The driving force behind Aroma's success lies in the leadership provided by our Directors, who are not just industry professionals but also influential figures in key travel and business regulatory authorities. Their visionary guidance has propelled us to new heights, and their commitment to excellence continues to shape the destiny of our organization.



Our vision is fueled by ambitious aspirations to provide professional and top-quality services through effective sales and management skills. We are committed to fostering an atmosphere of customer satisfaction and competitive success. Every member of the Aroma family is dedicated to working diligently and effectively, pushing boundaries, and rewriting the success story of our organization.

As we embark on the next chapter of our journey, we invite you to join hands with us in creating lasting memories and unparalleled experiences for our clients. Aroma Group is not just a business; it's a legacy built on trust, innovation, and a relentless pursuit of excellence.

Muhammad Naeem Sharif
Chairman



CEO'S MESSAGE

It gives me great pleasure to say a few words about our esteemed organization, Aroma Group of Companies (AGC). We are one of the leading players in our domain and take pride in our work. We have been fortunate to operate successfully in the field of travel and other related areas. We have been active for over 45 years and we have been providing professional services. Over the past few decades, AGC has successfully managed to fulfill expectations of our customers by looking for and introducing innovative travel products in the Pakistani market that keep us at par with the international markets. My team and I are dedicated towards servicing our valuable clients and companies, and helping them meet each other's requirements and goals - short-term and long-term. Our aim is to get the maximum value for all travel related services for our clientele, which is tailored, to their budget. What's more, our ultra-modern offices, well-qualified team, extensive database of professionals and smart selection criteria, all contribute in making us best in the travel industry, reason why our customers take pride in being associated with us. They know we will provide them with only the right personal for the required assignment, whatever the constraint maybe.

I am also grateful to Almighty Allah and all my team members, because without them this feat would not have been possible. Hope you all will continue to support us in our passion to change the travel world. At Aroma Group, as a customer centric organization, we value your interests and thank you for your valuable time. We assure you of our best services as always and we will strive to implement your suggestion.

Muhammad Nadeem Sharif

C.E.O



CEO

COMPANY OVERVIEW

Operating since 1980, Aroma Group of Companies (AGC) is one of the largest travel business groups in Pakistan with stronghold in travel sector along with other diversified businesses. AGC is an unconventional travel services provider, which offers innovative and cost effective travel management solutions to the market.

Our experience and proven business strategy combines excellence in client services, advanced technologies and global buying power to guarantee client-driven solutions. Our company prides itself on professional and experienced staff, with a nationwide representation.

The directors of the company are dedicated professionals in the industry and hold influential positions in some of the key travel and business regulatory authorities. Over 150 qualified and experienced industry professionals, who are well educated and have extensive exposures to various training courses and workshops.



PHILOSOPHY

We understand the challenges of the modern tourism industry and know that planning, developing and adapting resources in accordance with the evolving needs of the market is key to success. We take latest trends in tourism business into consideration, invest in new infrastructure and offer both leisure and business travel solutions through state of the art technology. This is how we are able to keep up with market demands and secure a better future for our company.





OUR MISSION

Our Mission is to exceed our client's expectations and earn their loyalty. We accomplish this by providing highest level of customer service and competitive prices, ensuring that our quality and growth goals are met.

BUSINESS ACTIVITIES

Some of the key business activities under the Aroma Group are.

- ◆ Air Ticketing
- ◆ M.I.C.E.
- ◆ Hajj Services
- ◆ Umrah Services
- ◆ Ziyarat
- ◆ International Holidays & Tours
- ◆ Domestic Holidays & Tours
- ◆ Airport Services
- ◆ Visa Facilitation Services
- ◆ Religious Tours
- ◆ Rail Tour
- ◆ Cruise Holidays
- ◆ Travel Insurance
- ◆ Special Interest Tours
- ◆ Tailor-made Tours
- ◆ Sport & Adventure Tours
- ◆ School Trips
- ◆ Business Tours
- ◆ Cultural Tours
- ◆ Car Rentals
- ◆ Auxiliary Service
- ◆ Travel Advisory



AROMA GROUP OF COMPANIES

Aroma group was established in 1980. It now stands as one of the leading group handling a major portion of almost all airline business originating from Pakistan.

Our network of companies consists of the following:

AROMA TRAVEL SERVICE (PVT) LTD.
IATA / HAJJ ORGANIZERS

AROMA ASSOCIATES
MANPOWER MANAGEMENT CONSULTANTS

AL-SYED TRAVEL (PVT) LTD
IATA / HAJJ ORGANIZERS

AROMA AVIATION (PVT) LTD
IATA / HAJJ ORGANIZERS

AL-TAYABA TRAVEL
IATA / HAJJ ORGANIZERS

AROMA EXPRESS (PIA PSA)
GOVERNMENT LICENSED

AROMA EXPRESS (PVT) LTD
IATA APPROVED AGENCY

AROMA INTERNATIONAL (PVT) LTD
IATA AGENCY

FAIR FLY (PVT) LTD
IATA AGENCY

AROMA RENT A CAR & AUTO SERVICES
KCDG

AL NOOR MUNNAZAM (PVT) LTD
SECP / HAJJ ORGANIZERS

AL RAFI MUNNAZAM (PVT) LTD
SECP / HAJJ ORGANIZERS

KEY PARTNERSHIPS

- ◆ We are currently General Sales Agent (GSA) of Emirates Holidays
- ◆ We are currently Passenger Sales Agent (PSA) of Pakistan International Airline.
- ◆ Currently in Partnership Essa Bundakji Co Ltd for Umrah Services in Pakistan.
- ◆ In previous years, we were in Partnership with Hajeej for Umrah Services in Pakistan.



DIRECTOR'S KEY POSITION IN INDUSTRY

The Group Chairman, Mohammad Naeem Sharif is currently serving as

- ◆ Convener Standing Committee on Travel and Tourism Federation of Pakistan Chambers of Commerce & Industry (FPCCI) for years 2024-2025.
- ◆ Managing Director of Karachi Co-Operative Societies Union Ltd.
- ◆ Honorary Secretary of Maqbool Co-operative Housing Society Ltd.
- ◆ Former Vice President of Karachi Chamber of Commerce.
- ◆ Former two times Chairman of Travel Agents Association of Pakistan (TAAP).
- ◆ Former Member of Managing Committee of Karachi Chamber of Commerce & Industry (KCCI).

The Group Chief Executive, Muhammad Nadeem Sharif, is currently serving as

- ◆ Central Executive Committee Member of Travel Agents Association of Pakistan (TAAP).
- ◆ Former Chairman Pakistan of HOAP (Hajj Organizers Association of Pakistan).
- ◆ Former four times Chairman Pakistan of Travel Agents Association of Pakistan South (TAAP).
- ◆ Former Director Pakistan Tourism Development Corporation (PTDC)
- ◆ Former Member Board of Governance Pakistan Institute of Tourism & Hotel Management (PITHAM)
- ◆ Former Vice Chairman of Travel Agents Association of Pakistan (TAAP).
- ◆ Former Executive Committee Member of Federation of Pakistan Chambers of Commerce & Industry. (FPCCI)
- ◆ Former Chairman of Umrah & Hajj Committee of Travel Agents Association of Pakistan (TAAP) for the years 2004/05, 07/08, 09/11, 12/13, which overseas more than 400,000 passengers for Umrah & Hajj Visas on an annual basis.



ACCREDITATIONS & MEMBERSHIPS

Aroma is a member and / or accredited by the following bodies:

IATA

International Air Transport Association

KCCI

Karachi Chamber of
Commerce & Industry

PIA

Pakistan International Airline

TAAP

Travel Agent Association of Pakistan

KCDG

Karachi City District Government

OGDC

Oil & Gas Development Company

POEPA

Pakistan Overseas Employment
Promoters Association

HOAP

Hajj Organizers
Association of Pakistan

SECP

Security Exchange Commission of Pakistan



HAJJ SERVICES



Aroma Travel is honored to extend its array of services to include specialized Hajj Services, catering to the sacred journey of a lifetime. Committed to facilitating a spiritually enriching pilgrimage experience, we offer a spectrum of thoughtfully curated packages to suit varying preferences and needs.

Our Executive Package is designed for those seeking a heightened level of comfort and convenience during their Hajj journey. With exclusive amenities and personalized services, this package ensures a serene and focused pilgrimage. For those desiring a blend of comfort and affordability, our Deluxe Package is meticulously crafted. It provides a balance between luxury and practicality, offering a fulfilling Hajj experience without compromising on quality.

Aroma Travel also offers a Standard Package, tailored to cater to the essential needs of pilgrims, providing a budget-friendly option without compromising the essence of the sacred journey. Each of our Hajj packages reflects our unwavering commitment to excellence, ensuring a seamless and spiritually uplifting pilgrimage for every traveler. Entrust Aroma Travel with your sacred journey, and allow us to accompany you on this profound pilgrimage of faith.



UMRAH SERVICES

Embark on a sacred journey with Aroma Travel as we proudly introduce our comprehensive Umrah Services, catering to individuals, families, groups, and corporate entities. With a steadfast commitment to providing an spiritually uplifting experience, we present a range of thoughtfully designed packages to suit diverse preferences and requirements.

For those seeking an elevated level of comfort and personalized services, our Executive Umrah Package is tailored to meet the discerning needs of individuals. This premium offering ensures a serene and focused pilgrimage with exclusive amenities.

Our Deluxe Umrah Package strikes a perfect balance between luxury and practicality, making it an ideal choice for families looking for a comfortable yet affordable pilgrimage experience. This package promises a fulfilling Umrah journey without compromising on quality.



Aroma Travel also offers a Standard Umrah Package, catering to the essential needs of pilgrims, providing a budget-friendly option without compromising the essence of the sacred journey.

Recognizing the unique requirements of families, groups, and corporate travelers, our Umrah Services are designed to accommodate and enhance the collective pilgrimage experience. Whether you are embarking on this spiritual journey individually or with your loved ones, Aroma Travel is dedicated to ensuring a seamless and enriching Umrah experience. Trust us to be your companion on this sacred pilgrimage, and allow Aroma Travel to guide you through a journey of faith, devotion, and tranquility.



AROMA HOLIDAYS

Indulge in unforgettable holiday experiences with Aroma Holidays, where we take pride in presenting a diverse range of meticulously crafted holiday packages for individuals, families, groups, and corporate travelers. Our commitment to delivering exceptional service and creating cherished memories sets us apart, making Aroma Holidays your ideal travel partner.

Our Executive Holiday Packages are designed for discerning individuals who seek the epitome of luxury and personalized service. Immerse yourself in unparalleled comfort and exclusive experiences with our meticulously curated offerings.

For families in search of a perfect blend of comfort and affordability, our Deluxe Holiday Packages are thoughtfully created. These packages provide a balance between luxury and practicality, ensuring a delightful vacation without compromising on quality.

Aroma Holidays also offers Standard Holiday Packages, catering to the essential needs of travelers who prefer a budget-friendly option. Our commitment to quality remains unwavering, promising a memorable holiday experience for all.

Recognizing the diverse requirements of groups and corporate entities, our holiday packages are tailored to accommodate and enhance collective travel experiences. Whether you are planning a solo adventure, a family getaway, a group excursion, or a corporate retreat, Aroma Holidays is dedicated to ensuring a seamless and enriching holiday experience for every traveler.

Embrace the joy of travel with Aroma Holidays as your trusted companion, and allow us to transform your vacations into extraordinary journeys filled with adventure, relaxation, and unforgettable moments.



ZIYARAT SERVICES

As an esteemed provider of pilgrimage services, Aroma Travel takes great pride in facilitating journeys to significant holy sites, particularly the revered Ziyarat destinations. Our commitment to excellence in service ensures that pilgrims experience a spiritually enriching and seamless journey every step of the way.

Ziyaraat, a term deeply embedded in the Islamic tradition, refers to the act of visiting sacred sites, particularly those associated with prophets, saints, or significant events in Islamic history. These pilgrimage destinations hold immense spiritual significance, drawing devout believers seeking blessings, guidance, and spiritual rejuvenation.



Aroma Travel meticulously plans and organizes Ziyarat tours, ensuring that each pilgrimage is not only a journey of physical travel but also a profound spiritual experience. Our experienced guides, well-versed in the historical and religious significance of each site, provide insightful commentary and facilitate moments of reflection and prayer.

Aroma Travel ensures that pilgrims receive comprehensive support throughout their Ziyarat journey. From visa assistance and accommodation arrangements to transportation and guided tours, we strive to make the pilgrimage experience as comfortable and spiritually fulfilling as possible.

With a steadfast commitment to excellence and a deep understanding of the sacred significance of Ziyarat, Aroma Travel is honored to serve pilgrims on their journey of faith, fostering moments of spiritual connection and reflection that last a lifetime.

CORPORATE GROUP & MICE

Our valuable corporate clientage includes Governor of Sindh and his staff, Ministers, Multinationals and national companies, pharmaceutical Companies, Industrialists, Motor, Insurance, Food, Traders and Businessmen.

In 2023 alone we handled nearly 18,000 customers in form of groups or corporate delegations attending various conferences or overseas seminars. A brief country wise break down of the traffic is provided here for your ready reference.

AROMA RENT A CAR

We have a rapidly expanding Rent-a-Car division, which caters to both, corporate clients and walk-in customers. Our fleet has a range of vehicles to suit your needs and our long-term renting contracts are cost efficient. Currently, our nationwide and overseas network is available to our clientele, which comprises of all types of passenger vehicles.

VISA DROP BOX SERVICES

We have experience in dealing with diplomatic crops/major organizations, multinational companies, NGO's and other valued clients.

Aroma Travel is an IATA approved Travel Agent, with infrastructure, financial background and credibility required to act on behalf of diplomatic missions. By the virtue of our extensive high standards, efficient services to Diplomatic Missions in Pakistan and business community, we have been appointed as Visa Drop Box Agent on behalf of the esteemed Royal Thai Embassy and Malaysian Embassy.



WHY AROMA?

Aroma Group is a well-established name in Pakistan's travel industry and stands amongst the top five travel agents of Pakistan. We have has been awarded with the "Top Agents" honor by all major airlines operating from Pakistan numerous times. These airlines include Pakistan International Airline, Saudi Arabian Airline, Emirates, Etihad, Turkish Airline, Gulf Air, Thai Airways, Swiss International, Oman Air, Cathay pacific, to name a few. Our GOAL has always been to provide comprehensive high quality travel services to our client & companies, while also maximizing the value of their travel. In short, we are easy to do business with – we have proven it over the last few DECADES!



We work with you and your management to develop and enforce policies & negotiated rates that very effectively reduce unnecessary or wasteful travel spend. We work to customize a program that gives you the control it requires, with minimal impact on your travel. We have INVESTED wisely in our staff and technologies that enables us to deliver the services and savings that you require. Our travel managers have the resources and experience to provide you with the best options and comparison quotes within minutes!





Booking Service

+ 92 3000 555 405



aroma

16, Sidco Avenue Centre, Strachen Road. Karachi. Pakistan.

Contact: +92 21 99205704 - 7

UAN: 111-1-AROMA(27662)

Email: customerservice@aromatravel.com

Web: www.aromatravel.com

