



Allam Group

Allam Group for Trading & Industry

CORPORATE PROFILE

A Legacy of Trust An Industry for Tomorrow

Our journey began in 1973 in the heart of Omdurman and grew into an integrated industrial and trading group. We believe quality is a responsibility, and that the trust of our customers is our truest capital.

ESTABLISHED

1973

GROUP COMPANIES

5

BUSINESS SECTORS

5

GEOGRAPHIC PRESENCE

Sudan · Egypt · Türkiye

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In 1973, Dr. Badawi Allam, a Master's graduate in Pharmacy, founded Omdurman Medical Agencies (OMA) — the first nucleus of what is today the Allam Group.

Over the following decades the group expanded from healthcare into copper cable manufacturing, then into home-care products and consumer goods, and on to modern packaging solutions.

What began with one person's passion for quality became a culture shared by all our companies: respect for the customer, commitment to standards, and the belief that sustainable success is built on trust.

Today, our companies operate across healthcare, electrical industries, manufacturing, consumer goods and packaging solutions — serving local, regional and international markets.

03

☆ Mission & Vision

☆ Our mission

To deliver high-quality products and services that improve our customers' lives, and to build lasting partnerships founded on trust and mutual respect – while upholding the highest standards of integrity and sustainability.

🌐 Our vision

To be a leading industrial and trading group in the region – a benchmark for quality and innovation, and a role model in responsibility toward society and the environment.

04

👤 Word of the Founder

“

Quality is not a choice; it is a responsibility toward everyone who placed their trust in us.



Dr. Badawi Allam

Founder of the Group

05



The Group at a Glance

50+

Years of experience

5

Leading companies

5

Vital sectors

3

Countries

06



Business Sectors



Healthcare & Pharmaceuticals

Import and distribution of pharmaceuticals, medical supplies and nutrition products to the highest standards of quality and safety.



Electrical Industries

Manufacturing of high-purity copper cables to Sudanese and British standards for safe, reliable power.



Manufacturing

Production of home-care and chemical products, with OEM and private-label manufacturing services.



Consumer Goods

Trusted household brands that simplify everyday life with dependable quality.



Packaging & Materials

Modern, flexible packaging solutions that protect products and serve industry and retail across regional markets.



Omdurman Medical Agencies

Pioneering healthcare since 1973

Healthcare & Pharmaceuticals

📍 Omdurman, Sudan 📅 Established: 1973 🌐 omallam.com ✉ info@omallam.com

A private Sudanese company founded in 1973 by Dr. Badawi Allam, OMA is the founding nucleus of the Allam Group. It imports and distributes pharmaceuticals, semi-pharmaceuticals, medical supplies, baby milk and nutrition products, reaching eighteen states across Sudan through partnerships with leading global manufacturers.

WHAT MAKES IT STAND OUT

- ✓ Over 50 years of experience in the pharmaceutical market
- ✓ Coverage across 18 states in Sudan
- ✓ Partnerships with global manufacturers in India, Greece, Portugal and Belgium
- ✓ Portfolio spanning ophthalmic, gastro, ENT, dermatology and nutrition

PRODUCTS & SERVICES

Ophthalmic care

Gastroenterology

ENT

Dermatology

Gynaecology

Pediatric nutrition & baby milk

📍 Omdurman, Sudan 🌐 allamcables.com ✉ info@allamcables.com

A wholly Sudanese-owned factory specialising in copper electrical cables. Allam Cables complies with Sudanese and British standards, using copper of no less than 99.9% purity and BS 7655-compliant insulation compounds to deliver safe, reliable products that power homes and facilities.

— WHAT MAKES IT STAND OUT

- ✓ Copper purity of no less than 99.9%
- ✓ Insulation compliant with British Standard BS 7655
- ✓ 100% Sudanese-owned capital
- ✓ Single-core and twin-core cables in multiple sizes

— PRODUCTS & SERVICES

Single-core 1.5mm

Single-core 2.5mm

Single-core 4mm

Single-core 6mm

Single-core 10mm

Single-core 16mm

Twin-core 1.5mm

Egypt, Egypt

The manufacturing arm of the Allam Group in Egypt. Deniz specialises in home-care and cleaning products, chemical formulations and general trading, and offers OEM and private-label manufacturing. Its flagship brand, “Nobatia”, was born within Deniz.

— WHAT MAKES IT STAND OUT

- ✓ OEM and private-label manufacturing
- ✓ Home-care and cleaning products
- ✓ Quality-controlled chemical formulations
- ✓ General trading and export

— PRODUCTS & SERVICES

Dishwashing liquids

Laundry detergents

Fabric softeners

Floor cleaners

Hand soap

Air fresheners

Glass cleaners



Nobatia

Cleanliness you can feel, every day

🌟 Consumer Goods

📍 Khartoum, Sudan ✉ info@nobatia-sd.com

The group's flagship home-care brand, crafted for the Sudanese home. Nobatia offers a complete range of dishwashing liquids, laundry detergents, fabric softeners, floor and glass cleaners and air fresheners — in signature scents and multiple sizes to suit every need.

— WHAT MAKES IT STAND OUT

- ✓ Signature scents: Yellow Lemon, Green Lemon, Wild Berries, Peach, Oriental Perfumes, Flowers
- ✓ Multiple sizes for household and commercial use
- ✓ Tested formulations for effective yet gentle performance
- ✓ Crafted specifically for the Sudanese home

— PRODUCTS & SERVICES

Dishwashing liquid

Laundry detergent

Fabric softener

Floor cleaner

Hand soap

Air freshener

Glass cleaner



Allam Ambalaj

Modern packaging that protects your product

Packaging & Materials

📍 Türkiye, Türkiye 🌐 allamambalaj.com.tr ✉ info@allamambalaj.com.tr

The packaging arm of the Allam Group, based in Türkiye. Allam Ambalaj provides modern flexible and rigid packaging solutions for industrial and consumer brands, supplying the group's companies and export markets with products that combine product protection with high-quality printing and design.

— WHAT MAKES IT STAND OUT

- ✓ Flexible and rigid packaging solutions
- ✓ Safe, packaging-grade materials
- ✓ Custom printing and design
- ✓ Serving regional and export markets

— PRODUCTS & SERVICES

Flexible packaging films

Printed pouches

Rigid containers

Labels & shrink sleeves

Custom packaging design

**Quality**

We uphold the highest standards in everything we make and deliver — quality is a promise we never compromise.

**Integrity**

We act with transparency and honesty, keeping our promises to customers, partners and community.

**Innovation**

We constantly seek better ways, evolving our products and solutions to meet the needs of tomorrow.

**Customer Focus**

Our customers are at the heart of every decision; we listen and design our solutions around their real needs.

**Sustainability**

We are mindful of our impact on the environment and society, pursuing responsible growth that lasts for generations.

**Partnership**

We build lasting relationships founded on mutual respect and shared benefit.

**1973****The beginning**

Omdurman Medical Agencies (OMA) is founded by Dr. Badawi Allam — the group's first nucleus.

1980s**National reach**

The distribution network expands to cover multiple states across Sudan, cementing a strong pharmaceutical presence.

2000s**Growing portfolio**

New therapeutic areas and diverse products are added as the customer and partner base grows.

2010s**International partnerships**

Partnerships with global manufacturers in India, Greece, Portugal and Belgium, and expansion into manufacturing and packaging.



Today

An integrated group

Five leading companies operating across five sectors and three countries: Sudan, Egypt and Türkiye.



Tomorrow

Wider horizons

A vision set on broader regional leadership and sustainable growth that serves society and the economy.

**SD Sudan****Head office & manufacturing**

OMA · Allam Cables · Nobatia

Industrial Area, Omdurman, Khartoum State +249 123 453 170

info@allam-group.com

EG Egypt**Manufacturing & export**

Deniz International

Deniz International, Arab Republic of Egypt egypt@allam-group.com

TR Türkiye**Packaging & supply**

Allam Ambalaj

Allam Ambalaj, Türkiye info@allamambalaj.com.tr

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