

Session on Hydrovar system held

MUSCAT Al Ansari's marketing division hosted top M & E Consultants and end-clients at an event titled 'Advantages & Benefits of Hydrovar - Variable Frequency Controller (VFC) for Pumps' held here recently.

'Hydrovar' is one of the most popular energy saving VFC used in pumping systems in Oman where the unit is designed and manufactured by Vogel Pumps, Austria (now called Xylem) and Al Ansari is the authorised local agent, a press release said.

Al Ansari team is trained to design pumping solutions with Hydrovar and carry out the fixing, programming, commissioning and trouble-shooting of the units. They have fully equipped workshop approved by the Ministry of Commerce and industry to



Al Ansari team is trained to design pumping solutions.

produce pump-sets locally.

Hydrovars helps save electricity during operation, and eliminates large size pressure vessels (needs smaller size), control panels and other external devices to operate the pumps.

The designer of the pumping system can have wide operation zone to work with while designing a system. All the advan-

tages of Hydrovars were shared in simplified manner by an expert product specialist from Austria, Johann Kneissl. He shared vital information on the product and how users can get maximum benefits.

A live working model of pump with Hydrovar was at the venue to get the feel of the unit and the features. With strong engineering

back-ground and experienced service team, Al Ansari is the market leader in Oman. Deepak Ved, GM-Marketing and his team were present. Their CEO Sajeevan thanked the guests and partner Xylem. Al Ansari also carried out training sessions for their service and marketing teams on Hydrovars.

Oman Tribune

AHE promotion ends on high note

MUSCAT Al Hassan Electricals Co (AHE) recently wrapped up a sales promotion to announce the names of winners of a lucky draw.

The promotion that began on February 15 lasted until the end of April across all of AHE's showrooms located at Honda Road, Al Amerat, Ghobra, Al Khoud, Seeb, Mabella and Al Buraimi, a press release said.

The highlight of the promotion was special discounts of up to 70 per cent offered on selective products such as decorative light fittings, Nexta switches, commercial lights Okes grill fittings, sanitary fittings Imperial and Primavera etc.

There were also many free gifts given to customers on purchases of over 50 rials in addition to the chance to win lucky draw



Attractive prizes like LED TVs were given away.

prizes for those who spent over 100 rials. Attractive prizes like LG LED TVs, Apple iPad's and couple packages at the exclusive Al Nahda resort were given away to the lucky draw winners.

The raffle draw was conducted in the presence of an official from the Minis-

try of Commerce and Industry. The coupons were collected from showroom walk in customers.

AHE today has grown to be one of the largest distributors of electrical equipment, lighting products, energy management systems, transmission and distribution equipment

and building construction products in Oman. AHE has a countrywide distribution network comprising of seven showrooms and a large number of dealers.

AHE has an excellent record of servicing its customer's requirement in real time.

Oman Tribune

Cate Blanchett to present Trophée Chopard 2014

MUSCAT A partner of the Cannes Film Festival since 1998, Chopard heightened its commitment to 'the seventh art' in 2011 by creating an award intended for the up-and-coming generation of the film industry.

At each new edition of the festival, the Trophée Chopard rewards the talent of a young actor and actress. This year, the distinction will honour Adèle Exarchopoulos and Logan Lerman who will receive their prizes on May 15 from Australian actress Cate Blanchett, winner of the 2014 Best Actress Academy Award, at a ceremony that will be attended by some of the greatest names in cinema, a press release said.

Born from Caroline Scheufele's own passion



The trophy rewards talented artistes.

for the seventh art, the Trophée Chopard, awarded in partnership with *Variety* magazine and supported by the Festival's president Gilles Jacob, aims to encourage new talents in the field of cinema by naming them as Best Male and Female Newcomers of the year. Through this award, Chopard contributes to the artistic reputation and influence of the Cannes Film

Festival, while reaffirming its support of filmmaking.

This year, the honourees were chosen by a jury of professionals composed of actor Colin Firth, producer Harvey Weinstein, director Atom Egoyan, director and producer Lee Daniels, Steve Gaydos, Executive Editor of *Variety* magazine, and Caroline Scheufele, co-president of Chopard.

Oman Tribune



Bank Sohar backs education forum

MUSCAT In its on-going support towards development of the education sector, Bank Sohar sponsored the recently held 'Administrative Education Forum' organised by the Directorate General of Education in Muscat.

The forum brought together experts to improve school system, a press release said.

It was held under the auspices of HE Dr Said

Hamed Said Al Rebai, Secretary General at the Council of Education, and attended by HE Ali Humaid Al Jahwari, Director General of Education and other dignitaries.

Representing Bank Sohar were Munira Abdulnabi Macki, DGM-HR and Corporate Support, Redha Al Lawati, Head of Retail Liabilities and Adnan Al Balushi, Seeb Branch Manager.

Oman Tribune

Zubair Automotive website wins Gold

MUSCAT In recognition of its presence as one of the leading automotive groups in the Sultanate, Zubair Automotive Group was awarded the Gold Award under corporation category at the 11th Pan Arab Excellence Awards for their website (www.zubairautomotive.com), at an event held at the Al Bustan Rotana Hotel, Dubai.

The ceremony was attended by ambassadors, winners of the competition and VIPs, government personalities and economists, academics, bankers, media and other guests from the Arab region, a press release said.

Zuwaina Al Azri, communications manager at Zubair Automotive Group, was at the event to receive



Communications manager Zuwaina receives the award.

the award on the group's behalf. She commented, "On behalf of the entire Zubair Automotive Group, it gives me great pleasure to receive this honour. The core of our business is very much about making customer engagement an accessible and enriching experience, and

in these times a corporate website is often the first point of contact members of the public have with a company. We are honoured to have been recognised for our interactive approach."

The Zubair Automotive Group commenced operations in 1973.

Oman Tribune

Brand Oman Air adorns London's iconic cabs

MUSCAT Oman Air has launched a major advertising campaign that sees the airline's brand enveloping some of London's iconic 'black' cabs.

For the next 12 months, 12 London taxis will feature stunning images of the Sultanate of Oman and four of the airline's most beautiful onward destinations, a press release said.

The taxi campaign aims to generate greater awareness of Oman Air, the multi-award winning na-



London taxis will feature stunning images of Oman.

tional airline, and the destinations it flies to, including the Sultanate itself.

Painted in the distinctive turquoise of the airline's corporate identity, each cab

features an image of Oman on one side, and that of one of four locations - Sri Lanka, Maldives, Thailand or India - on the other.

Oman Tribune

Summer discounts at Al Araimi Complex

MUSCAT With summer steadily advancing, more and more people prefer to stay in their houses and it takes some real good reason to bring them out.

Al Araimi Complex provides many reasons and ways to its customers to beat the heat. The summer shopping bonanza at Al Araimi has got many attractive deals and discounts on premium brands, a press release said.

Marina Homes, showroom for furniture, accessories, lighting, styles etc offers its 'annual sale' with 25-50 per cent off. The offer will be on till May 31, 2014.

A sale of up to 70 per cent off on international brands like Speedo, Lotto, Puma and Reebok is on at Muscat Sports. One can get favou-

rite shoes, bag packs and sportswear for great prices at Al Araimi Complex. The offer is valid till June 24.

For women, KBC can be the numero uno source of clothing style and trends. Fine assortment of clothing, shoes and handbags makes KBC a one-stop-shop. KBC is offering up to 50 per cent off until June 24. Offering branded eyewear like Tagheuer, Bulgari, D&G, Ralph Lauren Polo and more for up to 70 per cent off till June 29, Optifasion adds to the excitement.

Raymonds, the premium men's clothing brand is offering up to 50 per cent off on brands like Park Avenue, Manzoi, Colorplus and many more. Good quality office wear can be had for good prices.



Lakhoos, famous showroom for silk saris, dress and kurtis, offers discount of up to 60 per cent. New Night offers flat 40 per cent off on lingerie from international markets like Turkey and Italy until June 19.

Yateem Optics, which

houses well known brands like Rayban, Police, Prada and Carrera, is offering up to 70 per cent off on exclusive brands until July 3.

The holidays department of E travels and Tours, the one-stop travel provider, has tailor made packages

and organises tours worldwide on offer. The wide range of product portfolio includes family vacations, incentives, honeymoon packages, cruise holidays and so on. E travels is now running a 'special summer offer' on their special holiday packages. Now go to Switzerland, Paris, Istanbul, Barcelona or many more for great prices at E travels. This offer is valid till September 30.

Pizza Inn, one of the premium restaurants in Qurum area, is famous for its yummy pizzas and other Italian delicacies like pasta and lasagna. It is offering the value lunch for 1.999 rials from Saturday to Thursday at Al Araimi Complex.

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BEST PRICES!

Infoline, Aspect announce new partnership

MUSCAT Aspect Software, a leading provider of fully-integrated customer interaction management, workforce optimisation, back-office solutions, and award-winning cloud solutions, jointly announced a channel relationship with Infoline LLC.

Infoline is a leading BPO and IT Service Provider in the Sultanate. This association is a part of Aspect's continuing strategy to bolster its global presence through partners, and is aimed at creating an enhanced and superior level of localised service for customers through a wide portfolio of interaction management and workforce optimisation products, a press release said.

For over a decade, Infoline has been delivering flexible, reliable and efficient suite of business process outsourcing, IT & IT

enabled solutions and services and caters to over 50 clients in the Sultanate.

The company located at Knowledge Oasis Muscat, has deployed Aspect Unified IP Communication based hosted multi-tenant contact centre technology that ensures value added solutions at low cost.

"We're excited to work with a company that understands customer engagement and has defined a strategic portfolio to solidify their stance in this regard. Apart from supporting Infoline's clients like Omantel, ITA, Khimji Ramdas, HSBC, Oman Trading Establishment LLC etc, we have already seen large wins with Aspect in the region like Oman Air and Royal & Sun Alliance Insurance Group," said Manoj Mahanta, Vice President, Infoline.

Oman Tribune

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