



# COMPANY PROFILE

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## About Us

Inara Trade stands as a pioneering force in the realm of renewable energy equipment's distribution. Established in the United Arab Emirates back in 2021, with a commitment to foster sustainable development, Inara Trade has emerged as a frontrunner in importing solar equipment across the nation.

With a profound dedication to innovation and quality, we have swiftly secured a prominent position within the market, earning the trust and admiration of both customers and stakeholders alike.

# VISION AND MISSION



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## OUR VISION

To be the premier international solar trading company, recognized for our unwavering commitment to delivering superior solar products and services, empowering communities, & catalyzing a renewable energy revolution on a global scale.

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## OUR MISSION

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To lead the global transition towards sustainable energy by providing innovative solar equipment's and becoming the foremost solar trader by fast supply of the equipment to save our customers time and hassle.



15 YEARS OF  
**EXCELLENCE**



## Our Group

While our group also operates in the trading of fertilizer, Inara Trade specializes in the trading of solar equipment.

Our group employs over 100 people. With 3 offices and 5 warehouses, the headquarters of Premium Petroleum, Luminey Pvt Ltd, and GreenAge are located in Pakistan, while the headquarters of Inara Trade and Luminey Solar Energy Systems & Components trade Co LLC are located in Dubai, United Arab Emirates.

**\$100M**

Total group sales in 2023

**\$150M**

Sales Forecast for 2024

**1 GW**

Solar traded up till now

**120 MW**

Monthly trading capacity



# CORE VALUES



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## Integrity

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At our company, Integrity stands as the bedrock of our operations, guiding every decision and action we take. We hold ourselves to the highest ethical standards, ensuring transparency, honesty, and accountability in all our endeavors.

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## Commitment

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Commitment in business is the cornerstone of success, where promises become actions and consistency is key. It's the unwavering dedication to goals, the perseverance through challenges, and the relentless pursuit of excellence that distinguishes thriving enterprises from the rest. Our commitment is unwavering, driving us to go above and beyond to fulfill promises to our clients, employees, and communities.

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## Customer- Centricity

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We prioritize the needs and preferences of our customers, forging lasting relationships built on reliability, responsiveness, and personalized service.

# Products And Services

01

Photovoltaic  
(PV) panels

02

Solar inverters  
& batteries

03

Off-grid & hybrid  
solar systems

04

Energy auditing &  
consultancy services

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## Expansion Strategy

### Market research

Thorough analysis of local market dynamics, regulatory frameworks, & consumer preferences to tailor our offerings and strategies accordingly.

### Partnerships

Collaborations with reputable local distributors, suppliers, and stakeholders to establish a strong foothold and leverage synergies for mutual growth.

### Quality Assurance

Maintaining stringent quality control measures and compliance with international standards to uphold our reputation for reliability & excellence.



# Conclusion

Inara Trade stands poised at the forefront of the global renewable energy revolution, driven by a passion for innovation, sustainability, and positive impact. With a proven track record of success in Pakistan and a steadfast commitment to excellence, integrity, and customer satisfaction, we are ready to illuminate the world with clean, renewable solar energy solutions across the Middle East, Africa, and Europe. Join us on our journey towards a brighter, greener future for all.

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iNARA  
TRADE

Building  
a Sustainable  
World



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