



**NAIROUKH PHARMA GROUP**  
Your Partner for Healthiness & Wellness Products

# CORPORATE PROFILE

2021

Manufacturing • Distribution • Retail Pharmacy



**NAIROUKH PHARMA**  
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Jordan is going ahead as a major pharmaceutical market in the Middle East which attracts leading companies in the field of health and personal care; particularly as these companies in turn compete to provide the best quality products to the Jordanian citizen.

As citizen's health constitutes a priority for us, we work with devotion and diligence hand in hand with our partners every where to provide highquality products and modern preparations in return for the best prices.

Thus, we managed to provide most important drugs to patients with heart, diabetic, cancer, stomach and eye diseases along with preparations derived from blood and related products intended for feeding patients.

On the top, we sought to provide the best personal care products through major companies in this field.

As we anticipated the importance of each input made to upgrade this sector, we primarily sought, both as marketers and distributors of a set of leading trade marks, to keep up with modern and state-of-the-art developments towards providing high-quality sale and logistic services. So, we will help you as partners in terms of working to attain all that you need for improving your businesses and extending the best services to your customers.

In view of our anticipation of the future challenges which the pharmaceutical industry will face, we are earnestly working to prepare and utilize our resources for providing you with the best solutions so that we will continue to work together to extend the best to the citizens.

My best wishes

*Dr. Fadel Nairoukh*



## OUR VISION & OUR MISSION

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### Our Vision

To engrave a unique fingerprint in the Pharmaceutical Industry

### Values

**LEADERSHIP** we have deep commitment to deliver results and the flexibility to make quick decisions and take immediate actions

**INTEGRITY** our business practices are ethical we always operate within the law and adhere to the regulations

**TEAM SPIRIT** we are all leaders within our area of responsibility. We always operate within the spirit of a team



### Our Mission

To present the consumers in our society, the most advanced medical solutions & modern personal care products, to keep them feel well and happy





## Nairoukh Pharma Group

One of the leading pharmaceutical, and personal care product Group in the Jordanian market Founded and led by Dr. Fadel Nairoukh since 1978 Nairoukh Group add value to community through its three core activities Distribution, Manufacturing, and Retail business. Nairoukh Group is looking forward to be able to deliver our best quality products & services to the Globe

### Distribution

One of the major distributors in the Jordanian health & personal care market

### Manufacturing

The Castle manufacturing site

### Retail Pharmacy

Retail chain pharmacy 8 branches



## The Right Distribution Partner for You

Nairoukh Pharma is the fastest growing pharmaceutical and personal care distribution company in the Jordanian market founded by Dr. Fadel Nairoukhin 1991. Nairoukh Pharma is sourcing the best quality products from the globe to deliver them to the local community. Along with its sister company (The Castle), Nairoukh Pharma is looking to expand its activities to deliver best quality products to the Globe.



## Nairoukh Pharma in Numbers



**Founded:**  
1991



**Capital:**  
5.0 M US\$



**Employees:**  
120



**Turn over:**  
20 M US\$

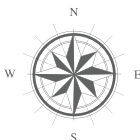


**Annual G%:**  
15-20%



**SKUs:**  
1,200

## Coverage



Full Area Coverage



**Pharmacies:**  
2,200



**Daily Invoices:**  
166

**Monthly Invoices:**  
3,300



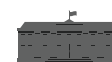
**HCP's:**  
3,000+

**FMCG**

**900+ Doors**



**Hospitals:**  
60



**40 Government Institutions**

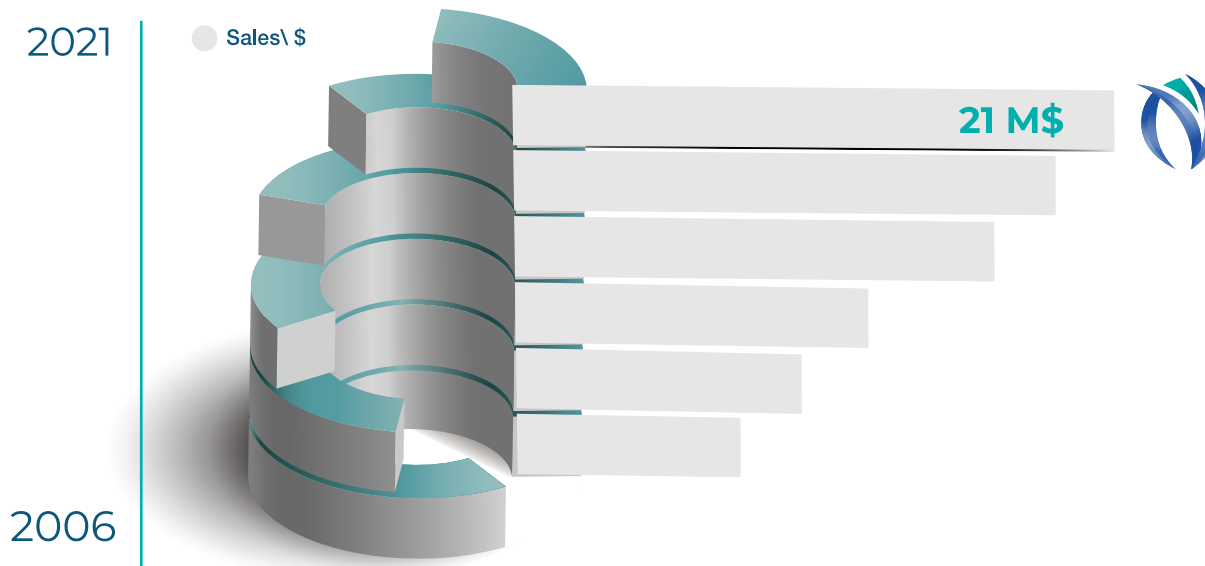


# WE ARE THE FASTEST GROWING

“Pharmaceutical & Consumer Products” Distributor in the Jordanian MT

## We are Aiming

“To be #1 HC & FMCG Distributor in the Jordanian Market .”







"If you are aiming to be one of the active players in the pharmaceutical field, consumer products in the Jordanian Market, then be confident that Nairoukh Pharma will be your best partner"

- 1-Highly organised and fast growing distribution company where decisions are taken in a professional way.
- 2-Solid financial firm on which principle can rely upon to setup any future business development.
- 3-Professional, qualified, well trained, and highly motivated sales team to cover the market.
- 4-Exceptional support for our partners in terms of Pharmacovigilance & ethical promotion.
- 5-Strong support by our regulatory affairs department.



# OUR PARTNERS





**Our customers are the core of our focus, Our team work collaboratively to support our partnership through**

1- Professional 65 well trained specialized & dedicated customer service; sales & marketing & merchandizing teams To take care of:

- Ensuring Product's availability & visibility according to the agreed standard planograms
- To display the state of art POs materials
- To optimize pricing
- To manage the inventory in compliance with FIFO rule

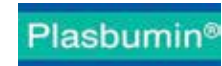
2- Fast order operation & delivery system

3- Quality assurance & customer care unit to welcome our customers' feedback & notes

4- State of the ART e-services & e-commerce platform **Nairoukh Click**



# OUR BRANDS



ORFARIN



Diva



moov

Dédrogyl





## NAIROUKH CLICK



### WE DEVELOPED OUR SERVICES..

From our strong believe in the importance of continuous development of our services to our customers and suppliers including innovations in technology and communication,

We are proud to introduce the state of art and the FIRST E-COMMERCE B2B pharmaceutical platform in the Jordanian market, To make our commercial and marketing services available 24/7.

Through Nairoukh Click, you can shop now from our store, getting the best deals and trading offers, and learn more about our brands.

Our partners and suppliers could be in a contact with the Health Care Providers (HCPs) to present them their products, makes them more aware on the features and benefits, and to get feedback & comments directly.

Meanwhile they could benefit from our social media network, to promote products to the local society.



# WHAT IS NAIROUKH CLICK ?



## The First E-Services Platform For Pharma Company in Jordan



Ordering



Orders Tracking



CRM



Accounting



Marketing



Social Media





### Awards:

| Strepsils Award 2012

| Eisai Award 2014

| RB Award 2016

| Eisai Award 2017

| Grifols Award 2018

| Eisai Award 2019

| Grifols Award 2019

### Certificates:

| Certified ISO 9001-2015










## Castle Manufacturing Site


Founding The Castle Pharmaceutical Co, LTD. was inspired by Dr.Fadel Nairoukh vision who realized the need to present a new pharmaceutical facility in the Jordanian market to fulfill the continuous need of the new innovative pharmaceutical solutions to our Patients, Customers, Health Care Providers, In the local and MENA markets. Our business activities will be implemented through 3 phases;

-  **Phase 1:** CMO, Primary & Secondary Packaging, Nutraceuticals, Medical Devices, Food Supplements
-  **Phase 2:** Full in House Production for Solid DF products.
-  **Phase 3:** Including other production lines (Injectable, Liquid, Semi Solid DFs).We welcome all kind of partnerships from the world to serve the globe better.

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### **Our business strategy and future plans for the growth and expansion of our activities**

-  To support and improve our longstanding partnership with our global partners, to present our market the most advanced healthcare solutions to our society.
-  To improve our Logistics and supply chain services, by presenting “Nairoukh Logistics”, the NEW state of art logistics hub to supply our portfolio upon the highest quality standard.
-  To keep our R&D active and efficient enough to offer the most modern & updated solutions to our partners and local customers.
-  Full integration for all Nairoukh Pharma Group business activities;
  -  To overcome any challenges that may face our suppliers to make their products available & viable in the market through Al-Qalaa pharmaceutical Ltd Co.,,
  -  To support their sales and market share against the competitors through our chain pharmacy.
-  Complying the highest quality guidelines in all our business activities to serve our customers in the best service standards.





 Full Solid Dosage Form Production Line

 Tablets (coated/uncoated)

 Capsules

 Powder Sachet

 Effervescent

 Liquid Dosage Form 

 Contract Manufacturing

 Product in/out - Licensing

 Co-Marketing and 2nd Brand

 Primary & Secondary Packaging



## MANUFACTURING

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The Castle Pharmaceutical Industries, is located in the Middle of Hashemite kingdom of Jordan, in one of the most beautiful villages called Mobes. The place is rich by the wells & springs, and distinguished by the clean & fresh air which gives the right nature for the best environment. Mobes is known with its moderate climate temperature and humidity throughout the year.

Mobes is 15 km away from the center of the capital, Amman, and 10 km from Jerash, the well-known ancient Roman city.

You will be most welcome to visit our facility any time.

Location : Northern side of Jordan., Mobes,  
Land Area : 16,000 sq.m.  
Manufacturing & Storage site : 6,000 sq.m  
Production Line : Solid DF (Full).  
Supportive Function : R&D, QA, QC, WH  
Packaging Area : 4 Lines



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## Nairoukh Pharma Chain Pharmacy

### Chain Pharmacy

- One of the first chain pharmacy in the Jordanian market ( Since 1978)10 Doors, 35 professional team members to serve the local society.
- Well-developed, modern display & comfortable area to serve and support our brands.
- Advanced business services to patients, consumers, and family; (Pharmaceutical Products, OTC, Cosmetics, Foot Care products, Medical devices & instruments, Infants formula, Medical Nutrition & FMCG).





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