

SEG

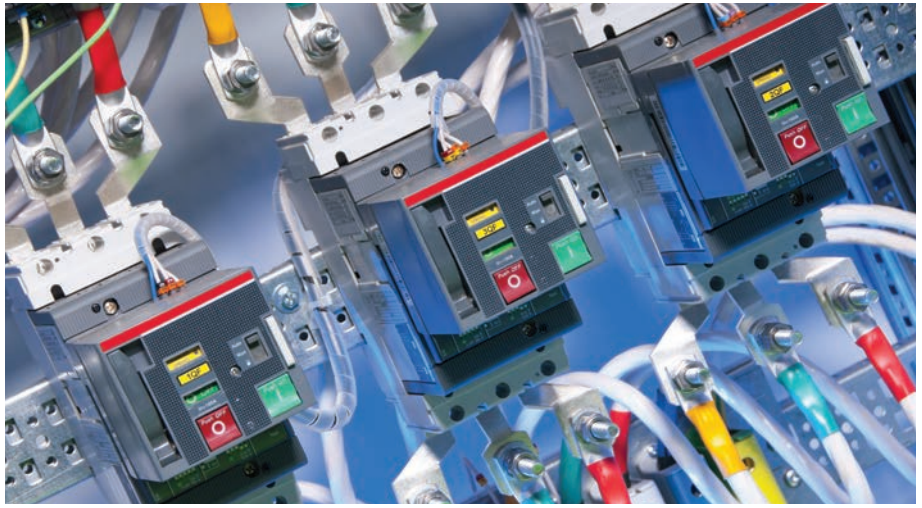
ESTD. 1982

مجموعة الأمان الكهربائية
SAFETY ELECTRICAL GROUP

ESTD. 1982

ENGINEERING...
RELATIONSHIPS
& BEYOND





THE GENESIS OF EXCELLENCE

Founded by Mr. B.G. Gurnani in 1982, for over 3 decades, the Safety Electrical Group (SEG) has served and partnered with some of the most prestigious clients across the region with one simple motto: Engineering...Relationships & Beyond. As SEG has grown into a full service electrical company with thousands of satisfied clients across the MENA region, this motto remains essential to how we do business.

Today, as a prominent industry leader in the Electrical and Lighting Sector in the region, the company specializes in the Engineering, Manufacturing and Assembly of Switchgear Panels, as well as Trading of Electrical and Lighting Products for commercial, industrial, hazardous and adverse environment applications.

Exemplifying excellence and integrity in every sector, the Safety Group distinguishes itself through robust partnerships, exemplary service standards and a forward-thinking approach. Over the 3 decades, we have made significant strides in transforming our portfolio and branching out to cover every industrial need. Our extensive engineering, supply chain management and technical sales support teams are spread across the region lending logistical and industry-specific support.

Throughout our history, the key to our success has been a constant commitment to exceeding customer expectations while our unique business model puts our customers' needs at the centre. A Group with a far-reaching vision, we offer up-to-date technology, years of expertise, outstanding performance, and most of all a desire to help our clients succeed.

We are located in the environs of the TECHNO PARK Industrial Area, near the new AL MAKTOUM INTERNATIONAL AIRPORT (DWC).

MISSION & VISION

- ⚡ Act with uncompromising honesty and integrity in everything we do.
- ⚡ Satisfy our customers with innovative technology and superior quality value and services.
- ⚡ Respect our social and physical environment around the world.
- ⚡ Value and develop our employee's diverse talent, initiative and leadership.



MESSAGE FROM OUR FOUNDER & MD

In line with our vision of sure and steady growth, we are pleased to state that the next 5 years will see SEG make progressive strides, in accordance with our consolidated strategy to move forward by securing the right products / sales mix with high yielding potential, coupled with optimal risk. We also plan to diversify into other business segments to take advantage of the product portfolio synergies across our verticals.

Safety Electrical Group (SEG) is entering its most exciting phase to date, in its illustrious history of 33 years. This is coupled with UAE's momentous victory in 2013, when more than 160 nations chose the UAE to host Expo 2020 in Dubai. It was a resounding vote of confidence for the UAE leadership and all the residents. While we exult in the triumphs, the SEG management and team reiterate our unwavering belief in the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who reminds us that *"one cannot discover new oceans if you lack the courage to lose sight of the shore"*.

Inspired by the UAE's resolve and tenacity for advancement, SEG has chartered a far-sighted growth plan, which started with establishing a centralized logistic and warehousing facility in Techno Park, coupled with entering into the Oil & Gas sector by acquiring exclusive distribution rights for Thomas & Betts explosion proof products within the UAE.

Going forward, we are considering evolving our electrical business value chain further, which allows us to extend a 360 degrees product offering to our customers within the Middle East and Africa.

We at SEG believe that change is the only constant, which spurs us to stay one step ahead and anticipate future needs. As we progress year after year, we are drawing not only on the potential offered by the UAE as one of the worlds' leading business, leisure and fashion hubs, but also the opportunities in rapidly growing international markets across the MENA region.

While we have our clients and associates to thank for our successes, we will always be *"Engineering...Relationships & Beyond"*.

Regards,
B. G. Gurnani,
Founder & MD





LIGHTING

SEG's Lighting Division is the leading business division of SEG with strategically located whole sale retail showrooms across the UAE serving B2B, B2C & B2B2C customers. These retail outlets ensure greater operational efficiency and on-schedule deliveries of products and services, while also providing easy accessibility to our customers. Over the past 3 decades, our lighting division has served a diverse clientele with innovative and breathtaking lighting solutions. Partnering with the world's most renowned lighting brands, we transform the way people interact with their environments by providing inspirational and smart choices. We have a dedicated team of lighting experts who are trained to understand the needs of our customers and provide tailor-made solutions.

The division specializes in an extensive range of products spread across multiple categories of decorative & office luminaries, wiring accessories, retrofits and electrical components for various project applications in commercial, residential, industrial and infrastructure sectors.

Our continuing steadfast relations with leading manufacturers in the world – **ABB, Hager, Legrand, Osram, Shakti Pumps and TMT Fans** enable us to monitor upcoming trends in the industry and satisfy even the most sophisticated and specialized requirements of our customers.





OIL & GAS

OIL & GAS

The various sectors in the Oil & Gas industry pose a variety of complex challenges for equipment and equipment operators. Our Oil & Gas division is committed to providing innovative, robust and safe solutions that assist in the successful completion of every project from exploration and production to refining, transportation and storage.

Combining our commercial expertise and effective partnerships with several renowned principals, along with a commitment to world-class operations, our Oil & Gas division brings a cutting-edge professionalism to the industry.

Our comprehensive portfolio of high performance products meet the toughest industry standards and specifications ensuring reliable operation in the most challenging environments and is supported by an extensive service network to ensure continuity, quality and productivity.





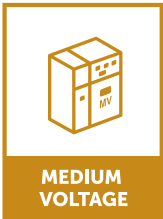
SWITCHGEAR

Since our inception, SEG's Switchgear Division has been making excellent strides in delivering quality Low Voltage Switchgear Panels under an authorized panel builder agreement with **ABB**, **L&T** and **Legrand**. All our panels are backed by international warranties offered by our principal and partners worldwide.

As a leading and established manufacturer and supplier for a wide range of LV Distribution Panels, our Switchgear Manufacturing division caters to a vast array of commercial, residential, industrial and infrastructure sectors where the need for safe and reliable power supply solutions are paramount. The division houses a state-of-the-art, well equipped facility with a highly experienced staff committed to provide switchboards of excellent quality, specifically engineered to the client's requirements.

S/No	Product Reference	Maximum Rating / Cross Section	Certificate No.	Manufacturer / Country of Origin
1	4000A with 4000A ACB E6h40, Type PR 121/P ABB MAKE	4000A 3 X 120 X 10	ASTA 19217	SAFETY ELECTRICAL SWITCHGEAR MANUFACTURING LLC/UAE
2	2500A with 2500A ACB E3N25, Type PR 121/P ABB MAKE	2500A 2 X 100 X 10	ASTA 19216	
3	1600A with 1600A ACB E2S16, Type PR 121/P ABB MAKE	1600A 2 X 60 X 10	ASTA 19215	
4	1250A with 1250A ACB E1N12, Type PR 221/DS ABB MAKE	1250A 2 X 50 X 10	ASTA 19214	
5	800A with 800A MCCB T6N800, Type PR 221/DS ABB MAKE	800A 1 X 50 X 10	ASTA 19213	
6	400A with 400A MCCB T5N400, Type PR 221/DS ABB MAKE	400A 1 X 30 X 10	ASTA 19212	





MEDIUM VOLTAGE

SEG provides a complete solution for Medium Voltage Switchgear products with a product range of up to 13.8 KV. These include Ring Main Units (RMU), AIS and GIS Switchgear, Medium Voltage Drive up to 11 KV and solutions to start Medium Voltage motor up to 13.8 KV. All the products are completely Type Tested as per IEC standards.

SEG's partner AuCom, known for flexibility and engineering skill is recognized as the world's leading specialist in Softstarters. AuCom's MV Softstarter is accredited to ISO 9001:2000 with all products designed and tested as per international standards (IEC 60947-4-2, IEC 62271-200, UL 508, CCC and CISPR).

MV Motor Starters' Data Logging System (SD Card in Controller) wherein the complete start, stop, running of MV Softstarter is logged on to the SD Card in the form of a Graph also ensures complete isolation between the MV and LV compartment. It is equipped with a specially designed, completely withdrawable SCR Stack unit and has the ease of Low Voltage motor test.

The extensive use of motors throughout the industry has enabled AuCom engineers to develop an enviable base of specialist motor control and protection knowledge across a wide range of industries such as pumping, mining, petrochemical, water and waste water, metals, marine, pulp and paper, manufacturing, and HVAC.

It has extensive MV Softstarter, with Voltage Range from 2.3 KV to 13.8 KV, with the current range being up to 1600 A. Apart from MV Softstarters, we also have a wide range of Auto Transformers and DOL Starters up to 13.8 KV.





SHEET METAL

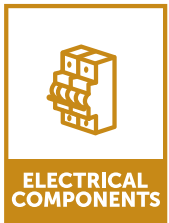
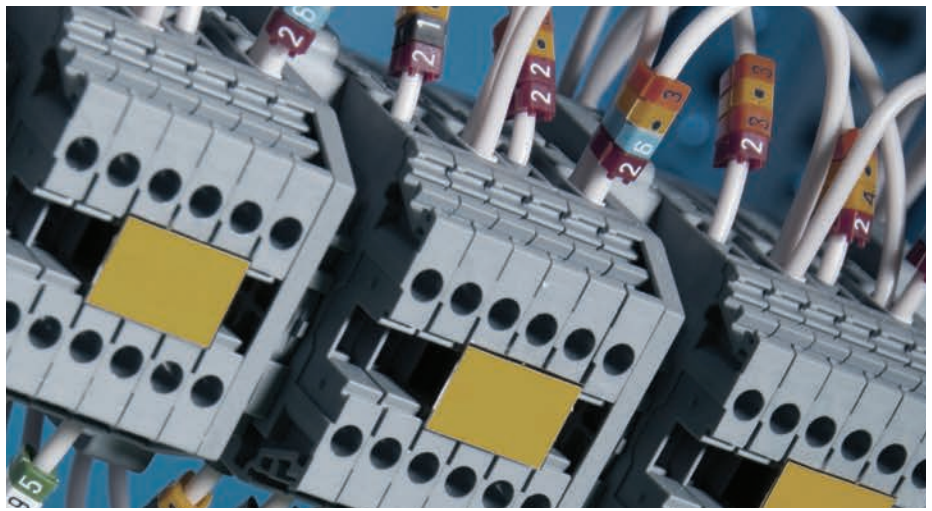
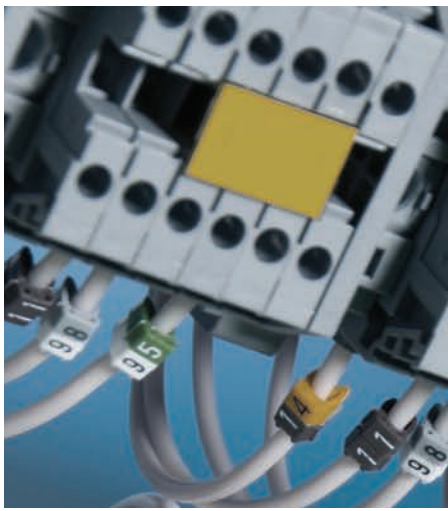
Our Sheet Metal division turns ideas into functional realities through cutting-edge metal fabrication technology performing design, fabrication and coating of sheet metal products for varied applications in the IT, construction and electrical industry. Combining quick turnaround, quality craftsmanship, engineering innovation and superior quality, we remain on the cutting-edge of technology.

The complete in-house operation ensures that customers receive deliveries on schedule without any compromise on the quality or integrity of the product. Our master metalworkers and highly skilled personnel are experts in all aspects of metal fabrication, from shearing, punching and forming to machining and welding, while our varied capabilities allow us to approach each requirement with customized and innovative solutions.

The Safety Edge:

- ⚡ Fully equipped with state-of-the-art technology including CNC punching, bending and electrostatic powder coating machinery.
- ⚡ The complete in-house operation ensures deliveries are on schedule without any compromise on quality or integrity of the product.
- ⚡ The enclosures are IP 55 protection class rated in accordance with IEC 60529 and certified by ASTA.





ELECTRICAL COMPONENTS

Strategically located in the Techno Park Area in Dubai, our Electrical Components division serves all the major emirates with unrivaled professionalism and skill. For over 25+ years, the division has been the backbone of SEG and specializes in the trading of LV Electrical Components & Panel Accessories. A dedicated techno-commercial team provides customers and associates with a single point of reference so that they receive the best technical expertise and support in accordance with their specific requirements. The division operates throughout the region with specialized crew and a comprehensive logistical setup to ensure **JIT (Just In Time)** deliveries to our customers within UAE. SEG partners with the most renowned international electrical component brands like **ABB, Hager, Dorman Smith, L&T, Legrand, Socomec Pollmann and Electronicon** to offer single point business solutions and quality that suits every budget. The division goes beyond fulfillment of projects to provide customers and suppliers a unique combination of operational excellence and pioneering solutions.



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SAFETY ELECTRICAL SWITCHGEAR MFG. (L.L.C)
SAFETY ELECTRICALS FZE