



**AMIT Marine LTD**

KSA & Bahrain

amit.marine 

mercurymarineksa 



FROM HIGH SEAS  
TO HIGHER GROUNDS



# OUR IDENTITY

## **AMIT International Group FZE**

AMIT International Group FZE is synonymous with four decades of heritage, excellence, ambition, integrity and determination. Founded and headquartered in the United Arab Emirates since 1981, AMIT International Group FZE (AIG) has navigated through intense tides of challenges and growth by its founding father Abdulla Mohammed Ibrahim, a veteran Sea-Captain.

Today, with 40 years of glorious existence and with global footprints across Middle East and Southern Asia, AIG continues to be the region's leading enterprise for modern marine and land technologies. With a humble beginning to cater to the burgeoning demand for modern marine equipment in the region with a strong maritime tradition, AIG has formed many successful milestones along its journey.

To provide solutions to the toughest challenges, AIG does things differently, creatively and vigorously, supported by a highly qualified team of dedicated professionals, that drives on a culture of Innovation and Strategic Decision Making.

AIG's unparalleled experience, revolutionary portfolio of technologies, state-of-the-art product-service ecosystem, and relentless focus on infrastructure & sustainability provide its customers with flexibility and safety, regardless of the market conditions, while reinstating AIG as an unparalleled market player.

# AIG EXECUTIVE LEADERSHIP

AMIT International Group FZE takes pride and honor being aligned with UAE's aspiration of pioneering modern thoughts and revolutionary transformations. The visionary Group Leadership has undeniably entrenched AIG's DNA with empowering & engaging people, transparency in communications, and dynamic innovations, whilst being rooted to the cultural and moral heritage.



The landscape of marine and outdoor industry is shifting with the technological advancement. Having Sea and Trading in our DNA, we, the people of AMIT International Group, have earned globally renowned brands as partners to import, export and distribute products & services from Marine & Navigation to Water sport, Outdoor recreation, and Fitness sectors.



- **Abdulla Mohammed Ibrahim,**  
Founder Chairman AIG



**ABDULLA MOHAMED IBRAHIM**  
Founder & Group Chairman



**ABDULAZIZ ABDULLA**  
Group Managing Director



**FARIS ABDULLA**  
Deputy CEO



**SHIJU JOSEPH**  
Group Executive Director



# Our Mission, Vision & Corporate Values

AMIT International Group FZE strives for excellence through its customer and constituent centric approach. The company's nucleus is engineered around the strategic growth of the business and its people. Through Vision, Motivation and Ideation, AIG prides itself of a culture where 'techno-logistic' infrastructure and customer experience work symbiotically, in tandem with sustainability and innovation.



## Mission

We are committed to bringing superior products and quality services that will inspire and enrich our customers' lives and contribute to a sustainable future.



## Vision

To make meaningful contributions to people's lives, through offering products and services that are reflective of our culture of quality, customer care and aspirations for a sustainable future.



## Corporate Values

### Agility

Change is the only constant. It is our ability to quickly adapt and use agile practices to continually deliver innovative, high-quality products and services in order to stay ahead of the curve.

### Innovation

Innovation has always been a driving force of our organization. We believe in pursuing unique ideas, followed by research and initiating a proactive action, leading to a new milestone.

### Integrity

Adherence to moral and ethical principles, transparency & fairness in what we believe, communicate and act, and making impactful & sound decisions are our top priorities.

### Excellence

Our belief in Excellence reflects our unyielding passion and unfaltering commitment to strive for the best solution, while looking for opportunities to learn and evolve, and setting highest qualitative measures.

### Diversity

As a team, we continue to build an inclusive atmosphere that encourages, supports, and celebrates the uniqueness and beauty of diverse idea and culture.



# Our Brands

A fearless ambition has made AMIT International Group FZE prominent in different areas of marine and land technology. AIG's strong and ever-growing distribution network is spread across the UAE, Saudi Arabia, India and Bangladesh with business specialties in every region. Over the years, AIG has continued to grow and develop keeping expertise and excellence at its core, resulting the partner brands in achieving success and earn glorious business weighted milestones.

AIG's brands, pillar a wide array of revolutionary product lines and services in the Marine, Navigation, Aviation, Land and Water sports, Outdoor Adventures, and Fitness sectors across various regions;

The brands are as follows;

## UAE Operations



**AMIT**  
Marine Services FZE



**AMIT**  
Retail LLC



**AMIT**  
Engineering FZE

## KSA Operations



**AMIT**  
Trading Co



**AMIT**  
Marine LTD

## Bahrain Operations



**AMIT**  
Marine LTD

## India Operations



**AMIT**  
GPS & Navigation LLP



**AMIT**  
Marine Services LLP

## Bangladesh Operations



**AMIT**  
EST Bangladesh Branch

## Singapore Operations



**AMIT**  
INTERNATIONAL  
(SG) PTE. LTD.



## AMIT Marine LTD

### Introduction

AMIT Marine Ltd., a brainchild of AMIT Marine Services and Mercury Marine, steps into the halcyon sands of the Kingdom of Saudi Arabia and Bahrain with an ironclad vision of emerging as a leader in the marine industry.

Under the aegis of its parent organization AMIT International Group, AMIT Marine Ltd. sails the horizons proudly to bring into said uncharted waters its innovation and exceptional maritime expertise. A confluence of AMIT Marine Services and Mercury Marine, AMIT Marine Ltd. introduces a wide range of outboard, electrical outboards, sterndrives, and inboard engines to water sport enthusiasts and swashbuckling seafarers.

AMIT Marine Ltd. in KSA & Bahrain carries the same baton of trust passed to them by their counterparts in UAE, and delivers an extensive range of products that include but are not limited to diving equipment sales and servicing, navigation and communication solutions, automation and control systems, marine safety equipment, and Satellite Communication (SATCOM) solutions.

AMIT Marine Ltd. is also empowered by Mercury Marine to produce high-performance outboard and inboard motors in a bid to provide the best boat engine and propulsion solutions in the most unforgiving of environments.

Complemented by the longstanding heritage of both AMS and Mercury Marine, AMIT Marine Ltd. naturally emerges as a victor in the KSA & Bahrain market that pledges to further the legacy of Marine products (such as the Pro XS® and certain high-HP Fourstroke engines) that only AML has been able to produce in the world.

### What We Do

Since its establishment in 1981, AMIT Marine Services has risen as a leading industry figure and the favored provider of marine and diving products and services.

The success of AMIT Marine Services and Mercury Marine in the UAE will now extend to AMIT Marine Ltd in the KSA & Bahrain.

AMIT Marine Ltd. showcases an impressive repertoire of marine electronics, navigation systems, communication equipment, and safety devices. We are proud partners with global brands renowned for their quality and reliability, ensuring our customers receive top-tier solutions that enhance efficiency and safety at sea.

In the realm of outboard engines, AMIT Marine Ltd. benefits greatly from the support of three key entities within the Mercury family: Mercury Marine, Mercury Racing, and Mercury MerCruiser®.



# **MERCURY**

**GO BOLDLY.®**



Mercury Marine is a leading global manufacturer of marine propulsion systems. Established in 1939, the company is renowned for its innovation, quality, and performance in the marine industry. The company offers a comprehensive range of outboard, inboard, and sterndrive engines, as well as parts and accessories designed to enhance the boating experience.

Creating AMIT Marine Ltd. with Mercury Marine's support offers a strategic advantage when entering the markets in KSA & Bahrain. Mercury Marine, renowned for its cutting-edge propulsion systems, contributes the latest and most efficient outboard, inboard, and sterndrive engines, ensuring AML can offer superior performance and reliability to its customers.

By integrating Mercury Marine's state-of-the-art propulsion systems, AML can offer a comprehensive portfolio of marine products. This synergy guarantees that customers have access to the highest quality equipment and services, catering to both recreational and commercial marine sectors.

AMIT Marine Ltd. will also benefit from Mercury Marine's commitment to customer satisfaction, ensuring robust after-sales support. It can provide prompt and efficient maintenance, repair, and support services, thereby enhancing customer loyalty and retention.

By leveraging the combined strengths of AMS and Mercury Marine, AML is well-positioned to become a leading provider of marine solutions in KSA and Bahrain, offering unparalleled quality, innovation, and customer service.

**85 Years Of Innovation In Marine.  
Innumerable Milestones And Awards.**

Go Boldly is a call to explore. To let adventure be your guide. To be a part of something bigger.



# EFFICIENCY

Advance Range Optimization.  
Precise Calibration.  
Reliable & Efficient



## Mercury Marine Products

Mercury Marine's lineup of outboard, sterndrive, and specialty propulsion systems empowers AMIT Marine Ltd. to revolutionize the marine industry in KSA and Bahrain.

### - Outboard Engines:

- Verado® Series: 250 to 600 horsepower, known for quiet operation, fuel efficiency, and advanced technology—ideal for luxury yachts and high-performance boats.



Verado 600hp  
7.6L V12



Verado  
400-350hp  
5.7L V10



Verado  
300-250hp  
4.6L V8

- FourStroke Series: 2.5 to 300 horsepower, reliable and efficient for various recreational boating needs.



FourStroke 150-75hp  
Inline 4



FourStroke 225-175hp  
3.4L V6



FourStroke 250-300hp  
4.6L V8

- Pro XS® Series: 115 to 300 horsepower, offering unmatched acceleration and performance for fishing boats and pleasure crafts.



Pro XS 300-175hp  
3.4L V6 and 4.6L V8



Pro XS 150-115hp



# EXTRAORDINARY

## ENGINEERING FOR EXTRAORDINARY SPEED.



- **SeaPro™ Series:** 15 to 500 horsepower, robust and durable for demanding commercial operations.



SeaPro 15-25hp



SeaPro 40-60hp



SeaPro 75-150hp  
Inline 4

- **Propellers:**

- **Specialty Propellers:** Tempest, Vengeance, and Maximus series tailored for specific boating needs, optimizing speed, efficiency, and maneuverability.

- **Modern Propellers:** Enertia, Revolution 4, and Fury series maximize speed, fuel efficiency, and handling precision.

- **Aluminum Boat Propellers:** Black Max, Bravo Two, and SpitFire series ensure optimal performance and reliability for aluminum hulls.

By integrating Mercury Marine's advanced propulsion systems, AML can lead the marine industry in KSA and Bahrain into a new era of performance, efficiency, and customer satisfaction.



Black Max



Spitfire

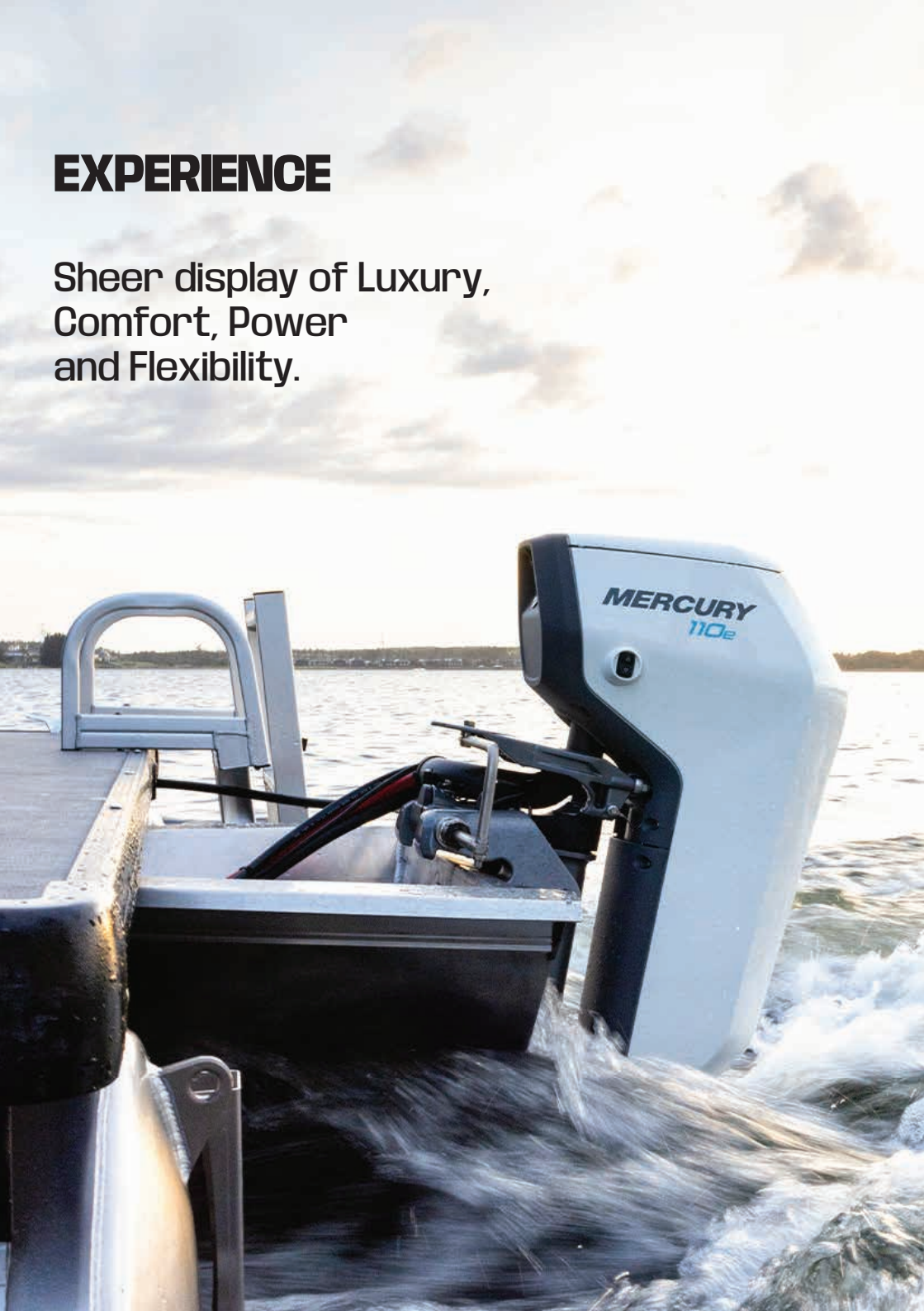


Bravo Two Aluminum



# EXPERIENCE

Sheer display of Luxury,  
Comfort, Power  
and Flexibility.



## Mercury Marine Services

Mercury Marine's lineup of outboard, sterndrive, and specialty propulsion systems empowers AMIT Marine Ltd. to revolutionize the marine industry in KSA and Bahrain.

Mercury Marine's service and maintenance offerings empower AML to set new standards in KSA and Bahrain's marine industry. Mercury Marine provides extensive support with online guides, manuals, and troubleshooting tools, ensuring customers can easily maintain and optimize their engines.

### Key Features:

- **Warranty Coverage:** Comprehensive policies that enhance customer confidence.
- **Precision Parts and Lubricants:** Engineered to exacting standards for better performance and durability.
- **Maintenance Kits and Accent Panels:** Simplify tasks and allow for vessel customization.
- **User-Friendly Guides:** Enable boat owners to perform routine upkeep confidently.

By integrating these capabilities, AML can deliver exceptional value, reliability, and customer satisfaction, setting a benchmark for excellence in KSA and Bahrain's marine markets





**MERCURY  
RACING**

**STABILITY  
AT SPEED**

**Quick, Fast & Reliable  
Lightweight & Quiet  
Performance & Durability**

## Mercury Racing

Mercury Racing is known for transforming ideas into horsepower and speed, leveraging technology and creativity. Mercury Racing invests in state-of-the-art facilities to maintain their reputation for excellence. Driven by passion for speed and racing, Mercury Racing aims to keep customers at the forefront.

The Mercury Racing Apex Series sets the standard for closed-course racing with real-world performance validation and over fifty years of innovation in high-speed engineering.

The R-Series outboards, tailored for the KSA and Bahrain markets, deliver high power density and reliability with exclusive designs and technology, offering a range of horsepower and gearcase configurations for unmatched speed and precision.

### Mercury Racing Products

Mercury Racing's premium products deliver unmatched performance and quality to customers in KSA and Bahrain, setting new marine industry standards.

The R-Series engines epitomize high-performance marine engineering, designed for extreme reliability, acceleration, and durability, catering to both enthusiasts and professional racers.

By leveraging these renowned products, AML positions itself as a leader in the KSA and Bahrain marine markets, dedicated to top-tier performance, innovation, and customer satisfaction. Embrace the power of Mercury Racing—where speed meets precision, and every journey is an exhilarating pursuit of excellence.

### Mercury Racing Services

Mercury Racing offers comprehensive maintenance resources to help boat owners in KSA and Bahrain maintain and optimize their products. These resources include routine maintenance tips and troubleshooting guides to maximize performance and reliability.

By providing expert advice, Mercury Racing boosts customer confidence and reinforces its reputation for quality and reliability in the marine industry.





**LEGENDARY  
FOR EXCITEMENT**



## Mercury MerCruiser®

With over 50 years of innovation, MerCruiser® engines are engineered for exceptional performance and ease of operation. Designed specifically for marine use, these engines are smooth, quiet, and easy to maintain, allowing you to focus on fun.

### Why MerCruiser®:

- **Noise Reduction:** Enjoy clear conversations and peace on the water with MerCruiser® engines' advanced sound-dampening technology.
- **Performance:** High-displacement engines and multi-port fuel injection provide responsive power and fuel efficiency for exhilarating acceleration.
- **Effortless Ownership:** Redesigned for convenience, MerCruiser® engines feature centrally located, color-coded service points for easier maintenance.
- **Durability:** Tested rigorously, MerCruiser® engines are made from robust alloys and superior paints, ensuring long-lasting performance in tough conditions.

### Mercury SmartCraft® Enhancements:

- **Digital Throttle & Shift (DTS):** Enjoy smooth shifting and instant throttle response for a responsive ride.
- **Active Trim:** Automatically adjusts trim levels for optimal efficiency and smooth trips.
- **Joystick Piloting:** Navigate with intuitive joystick controls for digital anchoring and 360° maneuverability, including Auto Heading and Route features.
- **VesselView:** Convert your helm into a command center with VesselView displays, integrating engine data, digital controls, navigation charts, sonar, and entertainment into a touchscreen interface.
- **Sterndrive and Inboard Engines:**
- **MerCruiser® Lineup:** Includes Tow Sport engines and Mercury Diesel options, providing powerful performance and precise control for sports boats and luxury cruisers.



MerCruiser Inboards 6.2L  
One size doesn't fit all



MerCruiser Inboards 8.2L  
One size doesn't fit all



MerCruiser 8.2L  
Simple. Easy. Powerful.

# Marine Services





## Navigation & Communication



At AMIT Marine Ltd., our Navigation and Communications services ensure seamless connectivity and safe maritime operations. We offer cutting-edge equipment for both commercial and leisure vessels, including:

- **Navigation Equipment:** ECDIS, X-Band and S-Band Radar, AIS, VDR, GPS receivers, Satellite and Gyro compasses, Echosounder, Speedlog, LRIT, BNWAS, Magnetic Compass, nautical charts, and sound reception systems.

- **Communication Equipment:** VHF DSC Radios, MF/HF Radios, Inmarsat-C, Navtex, EPIRB, SART, VHF Portable GMDSS Radio, UHF Firefighting Radio, PAGA system, Intercom system, SSAS, and more.

We also provide VTMIS, vessel tracking devices, marine CCTV systems, navigation lights, NDB, and various maintenance services. Our solutions ensure vessels in KSA and Bahrain are equipped with the latest technology, adhering to safety and regulatory standards.

## Satellite Communications (SATCOM)



At AMIT Marine Ltd., we offer advanced Satellite Communications (SATCOM) solutions to enhance maritime connectivity across KSA and Bahrain. Our services include:

- **Hybrid Maritime VSAT:** Combines satellite and terrestrial networks for reliable connectivity.

- **Fleet Broadband:** Provides high-speed internet and global coverage for efficient communication.

- **Long Range LTE (5G/4G):** Ensures connectivity in remote areas.

- **Crew Calling Services, IP TV, IoT Solutions, and Remote Asset Monitoring:** Enhance onboard communication, entertainment, fleet management, and operational efficiency.

- **Cybersecurity and Maritime IT/Networking:** Protect onboard systems and optimize network performance. Partnering with Etisalat by e& and KVH, we offer tailored Concierge account management and flexible airtime plans, including Rental and Lease-to-Own options, to meet diverse maritime needs.



## Automation & Control System



At AMIT Marine Ltd., we deliver Marine Automation solutions to boost safety, security, and environmental efficiency. Our skilled engineers provide advanced control systems and software, ensuring superior product quality and regulatory compliance.

Our Digital Switching systems simplify onboard electrical management with intuitive control panels, offering streamlined operation compared to traditional switches.

Integrated Control and Monitoring Systems (ICMS), also known as Integrated Bridge Systems (IBS) or Integrated Navigation Systems (INS), unify control of navigation, propulsion, and power management systems, enhancing vessel performance and safety.



## Diving Equipment Sales and Servicing



AMIT Marine Ltd. provides a full range of diving equipment sales, services, and repairs, supported by our accredited professionals trained to ASSET, IDEST, and IMCA standards. We service top brands like Mares, Hollis, Atomic, Oceanic, Zeagle, Scubapro, Aqua Lung, and Apeks.

Our services include equipment testing, certification, and air quality analysis, all driven by our commitment to transparency and customer satisfaction.

AMIT Marine Ltd. offers high-quality commercial diving products and services with a focus on job site safety. We provide:

- Custom diver panels (SRP Design Fabrication)
- Diving equipment and spares
- Air filling and gas blending stations
- Compressor and cylinder servicing and certification
- Gas analyzer service and repair
- Real-time equipment monitoring

We also offer bespoke solutions, including underwater communications systems, ROVs, and high-pressure systems. Our inventory features specialized commercial diving equipment and full-face masks, ensuring excellence and safety in KSA and Bahrain



## Marine Safety Life-Saving Appliances (LSA) & Fire-Fighting Appliances (FFA)



### Life-Saving Appliances (LSA)

AMIT Marine Ltd. ensures the safety and reliability of life-saving equipment through expert inspections and servicing. We handle a wide range of appliances including lifeboats, lifejackets, breathing apparatus, EEBDs, and air quality testing.

Our Dubai facility, ISO 9001, 14001, and 45001 certified, provides state-of-the-art testing. We specialize in liferaft servicing and supply, offering inspections, maintenance, and emergency kits, as well as annual and 5-yearly inspections for lifeboats and rescue boats, including repairs and renewals.

### Fire Fighting Appliances (FFA)

AMIT Marine Ltd. boasts a top-tier fire safety team with extensive qualifications and experience. We specialize in the study, design, installation, and maintenance of firefighting and alarm systems, complying with international maritime standards.

Our services cover a broad range of fire safety equipment, including fire extinguishers, pumps, hydrants, fixed systems (CO<sub>2</sub>, foam, water-mist), nitrogen inert gas, dry chemical systems, and detection equipment. We also provide comprehensive support for system retrofitting, commissioning, and maintenance, ensuring reliable and compliant solutions tailored to maritime needs.





# AMIT International Group FZE Entity Locations



## AMIT International Group FZE Al Seef Office

P1,03-08-1st Floor, Marsa Al Seef,  
Umm Hurair First, Dubai, UAE.  
Monday to Friday 8AM to 5.30PM  
(-971 4) 418 0560  
info.uae@amitintl.com

## AMIT Retail LLC Sharjah Showroom

Al Mareija Corniche, Lalchand  
Building, Near Iranian Mosque,  
Sharjah, U.A.E  
Monday - Thursday: 08:00 AM to  
01:00 PM, 03:00 PM to 08:00 PM  
Friday: 08:00 AM to 11:30 AM, 01:30  
PM to 08:00 PM  
Saturday: 08:00 AM to 01:00 PM, 03:00  
PM to 08:00 PM  
(-9716 ) 568 1212  
amit.sharjah@amitintl.com

## AMIT Marine Services FZE Fujairah Branch

Saif Hareb Building, Al Hail  
Industrial, Al Hail, Fujairah  
Saturday - Thursday : 8AM to 8PM  
0504554462  
info.uae@amitintl.com

## AMIT International Group FZE Dubai Maritime City Office & Warehouses

#607, Maritime Business Center  
(MBC), Dubai Maritime City, UAE,  
Monday to Friday 8AM to 5.30PM  
(-971 4) 401 1064  
info.uae@amitintl.com

## AMIT Retail LLC Abu Dhabi Showroom & Garmin Service Center

Behind Capital Hotel, Tourist Club  
Area (Al Zahiya), Al Meena Street,  
P.O.Box : 45299, Abu Dhabi, U.A.E  
Monday - Saturday : 08:00 AM to  
01:00 PM, 03:00 PM to 08:00 PM  
(-9712 ) 673 3456  
amit.auh@amitintl.com

## AMIT Engineering FZE Office, Workshop & ZF Marine After Sales Service Center

W-133, Dubai Maritime City, P.O.  
Box 16333-Dubai, UAE  
Monday to Friday 7.30AM to  
5.00PM  
(-9714 ) 418 0500  
info@amit-engineering.com

## AMIT Retail LLC Dubai Marsa Al Seef Showroom & Garmin Service Centre

Shop P1-08-03, Marsa Al Seef, Umm  
Hurair First, Dubai, UAE,  
Monday to Sunday 10AM to 10PM  
(-9714 ) 418 0569  
info@amitretail.com

## AMIT Marine Services FZE Office, Workshop, Marine & Diving Service Centre

W-143A, Dubai Maritime City, Near  
Port Rashid Rd, UAE  
Monday to Friday 8AM to 5.30PM  
(-9714 ) 401 1099  
sales@amitmarine.com

## AMIT Marine LTD - AMIT Marine services

Showroom 37, Al- Khobar,  
Al-Sedfah, Auto Moto Complex,  
King Faisal Ibn Abd Al Aziz Rd,  
Kingdom of Saudi Arabia  
-966 13 502 8999  
www.amitmarine ltd.com

## AMIT Marine LTD - Mercury Marine

Showroom 33-34, Al- Khobar,  
Al-Sedfah, Auto Moto Complex,  
King Faisal Ibn Abd Al Aziz Rd,  
Kingdom of Saudi Arabia  
-966 13 502 8999  
www.amitmarine ltd.com

## AMIT Retail LLC Al Ras Showroom & Garmin & Diving Service Centre

Near St. George Hotel, Deira,  
Dubai, UAE,  
Monday to Saturday 8AM to 8PM  
(-9714 ) 401 1000  
info@amitretail.com

## AMIT Trading Co. - Garmin Service Center

Office No. 175 Building No. 2930  
Second Floor Northern Ring Road  
Exit 6 Alwadi, Riyadh 13313 Saudi  
Arabia  
Saturday - Thursday: 08:00 AM to  
06:00 PM  
-96611 225 3777  
info.ksa@amitintl.com

## AMIT Trading Co. - Garmin Showroom & Service Center

Unit 5 Opposite Musadia Plaza,  
Madina Rd, Jeddah, KSA

## AMIT Marine Services LLP India

Wework, Vaswani Chambers, 2nd  
Floor 264-265, Dr. Annie Besant  
Road, Worli Colony, Worli Colony  
Police Station, Mumbai,  
Mumbai-400030, Maharashtra, India

## AMIT GPS & Navigation LLP Office & Garmin Service Center

JA0326, Jasola DLF Tower A, 3rd Floor,  
Plot No 10, Jasola New Delhi-110025  
Monday-Saturday: 09:00 AM to 01:00 PM,  
02:00 PM to 06:00 PM  
Tel: (-91) 11 48005800  
Tel: (-91) 11 48005849  
info.india@amitintl.com

## AMIT International (SG) PTE LTD Singapore Branch

2 Venture Drive #15-29 Vision  
Exchange Singapore, P.O Box :  
608526,  
Monday to Friday 9AM to 6PM  
Tel: -6597335071  
deepak.raina@amitintl.com

## AMIT EST Bangladesh Branch

A.B. SUPERMARKET, Plot- 41 (3RD  
Floor), OFFICE NO- 406,  
Sector-3, UTTARA COMMERCIAL  
AREA, DHAKA-1230  
Monday-Saturday: 9:00 am to 1:00  
pm, 2:00 pm to 6:00 pm  
Tel: -8801999973388  
info.bd@amitintl.com

The image features abstract, hand-drawn brown line art in the top-right and bottom-left corners. The lines are irregular and organic, resembling topographical contours or fluid shapes. The rest of the page is a plain, light beige background.

[www.amitmarineltd.com](http://www.amitmarineltd.com)  
[www.mercurymarine.com](http://www.mercurymarine.com)