



# FANKAM GROUP

## INTRODUCTION

MARCH 2024



[www.fankamgroup.com](http://www.fankamgroup.com)



# FANKAM

## Group's Journey



Main achievements don't occur by chance; they are crafted by recognizing pivotal moments. The tale of FANKAM Group is woven from these very moments, ones that have propelled businesses to exceptional heights. FANKAM Group comprises a diverse array of companies across various industries. We take pride in our team of experienced managers who bring years of expertise, dedication, and knowledge to the table. Our extensive range of activities spans from producing top-quality raw materials for cosmetics and personal care to manufacturing innovative cosmetic and pharmaceutical products, reliable industrial adhesives, FMCG items, and even operating an efficient distribution network.

What truly sets FANKAM Group apart is our profound belief in the power of human capital. We understand that nurturing and empowering our human resources is clue to their optimal growth, and in turn, the prosperity of our nation's economy. Hence, we strive to provide an environment that meets the highest quality standards, ensuring our human assets thrive. At FANKAM, our core philosophy revolves around valuing people, and their well-being, and fostering their creativity. We are proudly human-centered and results-driven, ensuring our products and services reflect these principles.

صاوی



KIA KAM Pharmed  
Pharmaceutical Co.



# **BRAND DNA**

## **Wise Support Of Growth**



**Tagline**  
**Growth Is Our Strategy**





## FANKAM's Mission

Philosophy of a brand is the purpose that drives the daily efforts of its employees and associates. The existential philosophy of FANKAM revolves around **"Inspiring & Value Driven Businesses Are Created and Developed In FANKAM."**

Our goal at FANKAM Group is to create businesses that meet the needs of FANKAM and its subsidiaries and complete the value chain. We strive to develop companies and businesses that can create value in the supply chain and align with our desired characteristics.



## FANKAM's Vision

The vision that FANKAM holds for itself is to become a " **Where Result-oriented Businesses Should Rely-On!** " This means that FANKAM recognizes its duty to guide every individual or organization it collaborates with on the right path towards success. FANKAM believes that its overarching strategies can serve as a practical model for dedicated professionals in their businesses, ensuring both freedom of action and personal success. That is why FANKAM Group strives to foster a large family where individuals can freely and creatively engage in activities and ideation. The success of FANKAM is intertwined with the success of all those who contribute their hard work and dedication to it.



A photograph of a modern office interior. In the foreground, a large conference table with a grey marble top is surrounded by several grey leather chairs. The table is set up in a U-shape. In the background, there are glass-walled offices and a large window looking out onto a city building. The lighting is bright and modern.

## **FANKAM's Organizational Values**

**Honesty**

**Focused Expertise**

**Commitment to words**

**Creating Ideal Platform**

**Passionate Accountability  
at Work**

# Our Organizational Values:

## Honesty

At FANKAM, our constant endeavor is, to be honest with one another. We firmly believe that creative and sustainable collaboration is rooted in honesty. It means striving in a healthy environment for our growth and our group. Honesty is like a tree that bears fruit in the form of respect and trust, bringing people closer and fostering mutual reliance. The triangle of honesty, respect, and trust manifests in commendable long-term results and relationships.

## Focused Expertise

Focused expertise is a clue aspect that receives our attention at FANKAM. What we mean by focused expertise is entrusting tasks and responsibilities to the right individuals. It encompasses not only skilled and experienced professionals but also our belief in cultivating a talented and youthful team who bring their youthful vigor as a complement to their expertise. The fusion of youthful energy and specialized knowledge leads to outstanding results. Focused experts are a vital and defining factor in the success of the FANKAM Group.

## Commitment to Words in Action

At FANKAM, we practice what we preach and believe in what we do. We understand that mere talk about achievements and outstanding results doesn't lead to success. It requires the will, perseverance, and operational determination to turn those aspirations into reality. That's why commitment is an inseparable principle at FANKAM. The kind of commitment we adhere to encompasses not only maintaining a friendly atmosphere but also being resolute and dedicated to our goals.

## Creating an Ideal Platform for the Growth of Talented and Committed Individuals

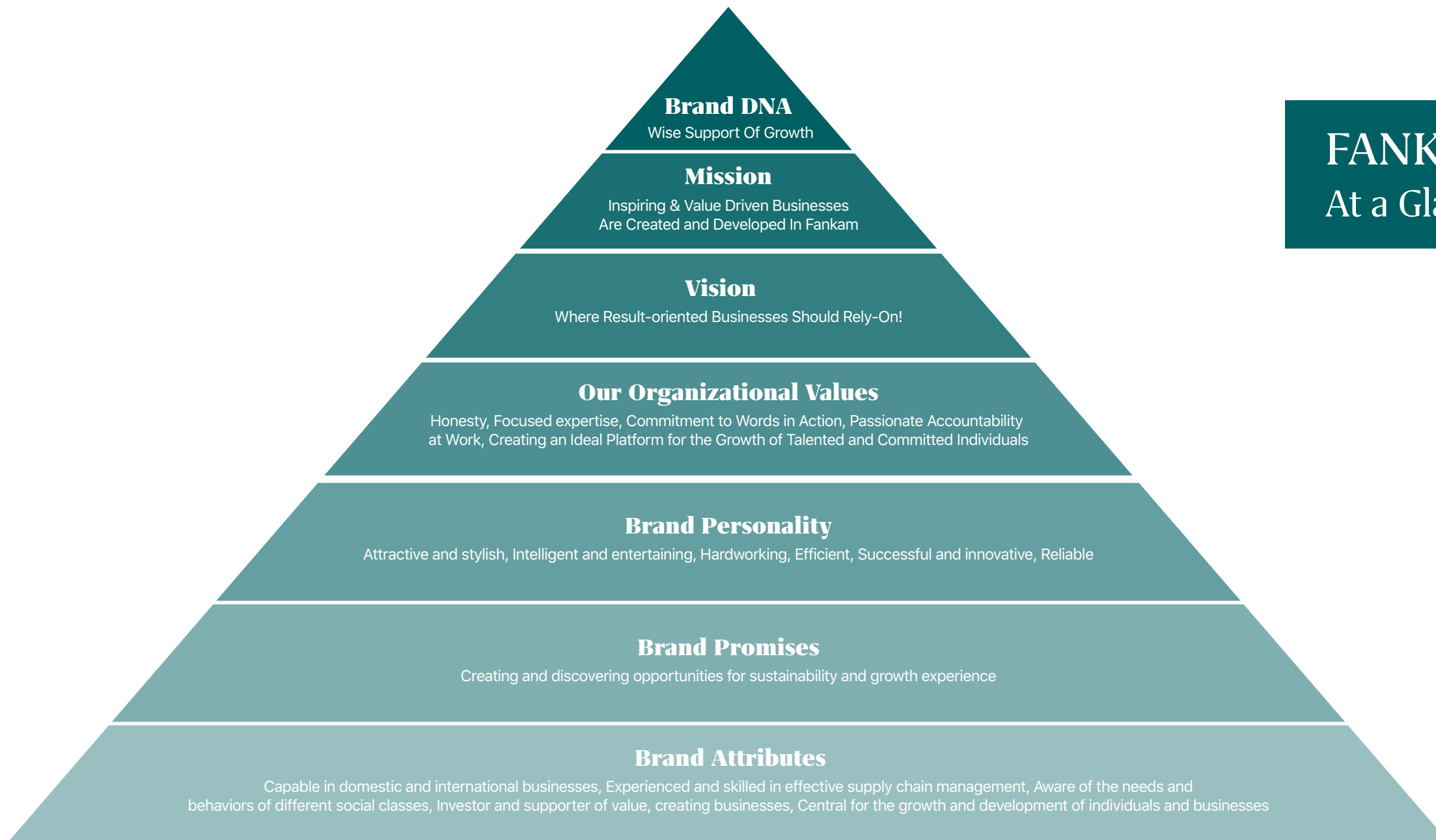
Every day presents an opportunity for us to harness our experiences and facilitate personal growth. It goes without saying that both our professional and personal environments play a role in this endeavor. That's why at FANKAM, we consider the creation of an ideal platform for the development of talented and committed individuals as one of our important values. The notion of growing together, sharing experiences, and nurturing our ideas into action is a genuine concern at FANKAM. By providing such a platform, we aim to prevent the outflow of valuable human capital from our country.

## Passionate Accountability at Work

At FANKAM, we are constantly working towards fostering a dynamic and open business atmosphere. However, we also believe that this environment is intertwined with a crucial element known as passionate accountability in our work. This form of accountability emphasizes the personal drive and commitment of individuals. It underscores the aspiration for enhancing the quality of our outputs and upholding agreed-upon timeframes. We firmly believe that through passionate accountability, we consistently strive for improvement and embrace innovative approaches in our work environment.

# FANKAM Group

## At a Glance







**Donyaye Novin Anasor  
(DNA Chemical)**

Leading supplier and  
manufacturer of high-quality  
chemical raw materials



**Kiakam Pharmed**

Renowned manufacturing  
company in the field of  
medical and cosmetic  
products



**Danesh Novin  
Ariya Zibayi**

Active in the field  
of color cosmetic products.



**Khanoumi**

first online shop for  
cosmetics and personal  
care products in Iran



**Diar Nami-e-  
Atrsazan\_e\_kian**

the realm of perfume  
production



**Atko**

Trading company in  
the FMCG industry



**Setayesh**

company for sales  
and distribution  
FMCG Products



**Milan Chasb**

industrial adhesives  
and insulation



## Khanoumi



Khanoumi provides the opportunity to choose the best products from a comprehensive collection of top Iranian and international brands through its online platform. Additionally, with its unique services, it simplifies and speeds up the purchasing process.

One of Khanoumi's distinguishing features is that it directly sources all its products from authorized manufacturers and brings them to the market. Khanoumi ensures the authenticity, pricing, and expiration dates of the products are guaranteed. Since its establishment in 2014, Khanoumi has been the first online store for cosmetics and personal care products in Iran, collaborating with over 1000 renowned brands in the industry.

### Khanoumi and FANKAM

In its path of growth and development, FANKAM Group pays close attention to global markets and the latest trends worldwide. Recognizing the significance of online stores for cosmetics and personal care products worldwide, as well as the immense potential of the Iranian market in this domain, FANKAM has decided to partner with the online shop Khanoumi. By leveraging its resources and combining them with the expertise of the strong and dedicated FANKAM team, the aim is to accelerate the expansion of this online shop.

The FANKAM Group provides guidance and oversight to the popular Khanoumi collection, assisting it in achieving its objectives.

### What products does Khanoumi offer?

Khanoumi offers a wide range of products including cosmetics, hair care, perfumes, mother and baby care products, personal hygiene items, skincare products, and men's grooming essentials.



## Kiakam Pharmed





Kiakam Pharmed is a renowned manufacturing company in the field of medical and cosmetic products, utilizing high-quality raw materials and state-of-the-art technology. Kiakam Pharmed is highly active in the cosmeceuticals field, pharmaceutical products, dietary supplements, and skincare supplements, offering a wide range of high-quality products to the market. The term "cosmeceuticals" refers to cosmetic products that not only have therapeutic properties but also have positive effects on the skin.

## Kiakam Pharmed and FANKAM

One of FANKAM Group's specialized and favorite areas is the cosmetics and personal care products industry. Recognizing the existing gaps and weaknesses in the Iranian market for medical and cosmetics products, FANKAM Group took it upon themselves to fill these gaps and strive for a transformation in this industry. With the expertise of their strong team and experienced managers, FANKAM Group established Kiakam Pharmed and utilized the potential of the group to facilitate the continuous growth of Kiakam Pharmed. FANKAM provides support to Kiakam Pharmed in various departments including finance, human resources, systems and processes, planning, commerce, legal, and research and development.

## Kiakam Pharmed Brands

Kiakam Pharmed is currently recognized for the following brands, and its goal is to expand its brands and product portfolio shortly, keeping in mind the needs of the community:

-  **Cyspersa®** Cyspersa: Anti-aging, sun protection, cosmetic cleansers.
-  **BRIGHT MAX** BrightMax: Acne-fighting, moisturizing, brightening.
-  **CICALDERM** Cicalderm: Skin-repairing products.
-  **VIVA UP** Viva Up Nutritional: supplements.

These brands represent Kiakam Pharmed's commitment to providing a diverse range of high-quality products that cater to the specific needs of their customers.





## **Donyaye Novin Anasor (DNA Chemical)**



DNA Chemical is a leading supplier and manufacturer of high-quality chemical raw materials for various industries such as cosmetics, personal care, detergents, textiles, and more. We offer innovative formulations in the raw materials field for skin and hair care products, personal care, and more. At DNA Chemical, we aim to provide products that meet international standards, satisfy our customers, enrich people's lives, and contribute to environmental sustainability. We are committed to taking steps in this direction.

### **DNA Chemical and FANKAM**

Market research in the cosmetics and personal care industry in Iran shows that over 80% of the required raw materials for detergents, cosmetics, and personal care products are imported. One of the specialized industries within FANKAM Group is the cosmetics and personal care sector, where FANKAM takes the lead with its rich experience. After careful market observation and examining the available statistics, FANKAM Group identified the need to fill the gap in the production of raw materials for the cosmetics and personal care industry.

Considering the significant weakness in the industry and the alignment of FANKAM's considerable expertise with this sector, FANKAM Group was determined to enter this market and established DNA Chemical.

Currently, some key operations of DNA Chemical, including new product development, research, and development, commerce, planning, legal, human resources, systems, and processes, are managed by the FANKAM team.

### **What are the products of DNA Chemical?**

This company produces and supplies various products in the fields of personal care, home care, cosmetics, and perfume, as well as a wide range of raw materials.



## ATKO



ATKO is a trading company in the FMCG industry with a diverse range of brands, based on factory-less manufacturing. The strategy of factory-less manufacturing means formulating and using a system through which various and diverse products can be produced utilizing the potential capacities of other production units without establishing a factory. As an active company in the FMCG industry, ATKO, in line with its brand strategy and product portfolio, collaborates with active manufacturers nationwide to achieve significant regional impact by combining its marketing and sales expertise with the production capacity of factories with available capacity.

ATKO produces a variety of products in the fields of polymers, hair care, oral care and dental hygiene, accessories, and more.

## ATKO & FANKAM

Utilizing domestic production capacity is one of the aims behind the FANKAM Group formation. For this reason, to achieve this goal, the factory-less manufacturing production business model was examined and implemented in one of FANKAM's specialized fields, which is the fast-moving consumer goods (FMCG) industry. ATKO is a trading company that seeks to leverage the dormant capacities of various factories to utilize the country's production potential. FANKAM's notable strengths in marketing and sales contribute to this business model.

FANKAM Group, in collaboration with ATKO, is involved in areas such as planning, research and development, business development, human resources, systems and processes, legal affairs, sales, and marketing policy.

## ATKO Company includes the following brands

In the polymer field: **Vivian**

In hair care: **Moonali Sky**

In oral care: **Persica**

In accessories: **Lucky Light**





## Setayesh

Setayesh Distribution Company began its activities in the year 2021 in Tehran Province. This distribution company has branches for sales and distribution in Tehran, Alborz, Khuzestan, East Azerbaijan, and West Azerbaijan provinces. Additionally, its products are available to customers through representatives in several provinces such as Fars, Isfahan, Mazandaran, and others. Tehran's distribution units, with two separate branches (West and East Tehran), are responsible for covering over 13,000 retail outlets in Tehran and its suburbs. Sales in these areas are managed separately by Tehran's sales units, focusing on fast-moving consumer goods (FMCG).

Setayesh Company, utilizing the experience of competent managers and its well-defined development plans, is also active in the distribution of products under contract with chain stores. One of the distinguishing features of this company compared to its competitors is providing realistic marketing programs to companies based on sales data, utilizing independent transportation fleets, and establishing continuous communication between company experts and customers.

## Setayesh & FANKAM

Due to the expansion of the subsidiaries of FANKAM Group in the fast-moving consumer goods (FMCG) industry, FANKAM decided to specialize in the distribution of products in this industry. Feeling the need for a specialized distribution company, FANKAM was in search of a powerful and experienced distribution company. Therefore, after extensive research and efforts, the decision was made to establish the Setayesh Distribution Company. FANKAM Group, with its experienced and skilled team, works alongside Setayesh Distribution Company and supports its activities.

## What does Setayesh's product range include?

Setayesh Distribution covers brands such as Vivian, Vatika, Refah Lahijan, Samira, Gelan, Pakarin, Salehi, Beauty, Homeland, Rosal.





## Diar Nami-e-Atarsazan-e-Kian

The retail industry is directly connected to the end consumer and its importance is felt more as the population increases. In the field of perfumes and colognes, the retail industry manifests itself through chain stores at the city and provincial levels, as well as through exclusive online stores. Diar Nami-e-Atarsazan-e-Kian, in the realm of perfume production, is engaged in offering aromatic products, both individual and environmental fragrances, to the market. Diar Nami has established its focus in its stores on "fragrance-based products."

To create an opportunity for middle-class individuals to indulge in perfumery, Diar Nami-e-Atarsazan-e-Kian has stepped into the realm of the retail industry. Honest speech and conduct, likable products, maintaining unity, creating a delightful experience to uphold the customers' dignity, and fostering a sense of belonging among the middle-class community are the fundamental values and guiding principles of this company.

## Diar Nami-e-Atarsazan-e-Kian & FANKAM

From the beginning of its journey in the cosmetics and personal care sector, it has been one of the attractive areas for FANKAM to operate in. This attractiveness could be attributed to the gap in high-quality domestic products. That is precisely why FANKAM has a special collaboration with Diar nami. This collaboration takes place in various areas such as finance, human resources, systems and processes, planning, commerce, legal affairs, research, and development, as well as product design and development.

## What are the products of Diar Nami?

Diar Nami primarily focuses on fragrances, air fresheners, and scented candles as its main product offerings.



## Milan Chasb Adhesive

Milan Chasb, an international trade company, was established in 1399 to manufacture and expand products in industrial adhesives and insulation. Today, Milan Chasb equipped with modern machinery and an up-to-date research and development laboratory, it has become one of the most advanced factories in the adhesive and insulation industry. Milan Chasb is a science-based company that relies on cutting-edge science and utilizes specialized experts to offer unique and specialized products in the polymer industry. The company's main focus is on pressure-sensitive rubber adhesives used in sealants, sound insulation, and thermal insulation.

## Milan Chasb & FANKAM

"Growth is our strategy" is FANKAM's slogan. Considering FANKAM Group's commitment to the mentioned values, they intelligently and meticulously observed industries and identify disruptions in the supply of adhesives and insulation in many industries due to multiple sanctions. Taking into account their production capacity and social responsibility, they took a step forward in this field. Therefore, by establishing the Milan factory and producing industrial adhesives and rubber insulation, they aimed to assist in simplifying the production processes in various industries. Up to now, some of Milan's operational matters have been entrusted to the FANKAM Group, and FANKAM is making its best efforts to achieve this important goal.

## What are the products?

Milan adhesive products are used in industries such as automotive, oil and gas, household appliances, and construction. Milan Chasb offers products such as rubber compounds, butyl adhesives, cut butyl adhesives, and more.



## Danesh Novin Ariya Zibayi (DNA Beauty)

DNA Beauty Company (Danesh Novin Ariya Zibayi) is a joint venture corporation established in 1401 with the investment and participation of group specialists and pioneers of the cosmetics and beauty industry, who have more than three decades of experience in this field with impressive and noteworthy services. Considering the existing restrictions on the import of internationally high-quality cosmetic products to the Iranian market in recent years and the phenomenon of smuggling of these products, the absence of authentic and quality Iranian cosmetic products is very noticeable.

Saying that DNA Beauty is focused on activities related to cosmetic products creation and utilizing modern approaches and best practices in trade and digital marketing. DNA Beauty attempts to provide agile services and facilitate the process of building consumer trust based on ethical marketing and humanistic values.

The core values of DNA Beauty are honesty in communication with the consumers and using active listening we anticipate the needs and demands arising from the market of cosmetics and beauty products and deliver the best we can beyond expectation. The emphasis is on monitoring the quality and authenticity of production, as well as the marketing of products based on honesty and ethics. Consumers are the center of our attention we will try to put trust and accountability at the center of our activities.

### DNA Beauty and FANKAM

FANKAM Group, to utilize available capacities and leverage experienced experts in the cosmetics and hygiene industry, has taken steps to establish this collection. By fostering collaboration with other stakeholders and specialists in this field, the group has embarked on this endeavor. The ultimate goal is to create and make accessible high-quality and reputable cosmetic products for our beloved compatriots who deserve the best and highest quality cosmetic products.

### DNA Beauty Brands:

**So Beauty:** Luxurious cosmetic products of world-class quality.

**Belladona:** Authentic and high-quality cosmetic products made from the finest raw materials, formulations, and packaging, competitive with reputable global products.

**MakeupONE:** High-quality makeup products at an affordable price, tailored to the younger generation's taste.

**Acrobat:** Specialized nail products with a wide range of options and trendy colors



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