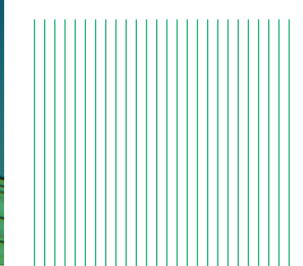
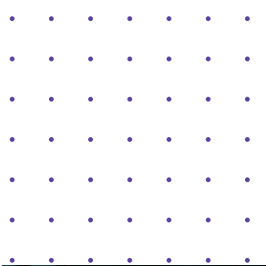




**SÖCHA**

Pure & Precious

## **CORPORATE PROFILE**



**Socha, a Qasemi Group entity.**

AFGHANISTAN | U.A.E. | UZBEKISTAN

U.S.A. | CANADA | INDIA



## OUR STORY



In 2021, amid food supply disruptions and mounting food security concerns in Afghanistan, with exporters and importers cut off from global markets, QGC took a pivotal step. Recognizing the urgent need to reconnect Afghanistan with the world and address the market's challenges of quality, affordability, and lack of national branding, QGC established Socha.

Born out of a strategic vision to transform the Afghan FMCG sector, Socha emerged as a beacon of innovation and quality.

By introducing national brands and improving the supply chain, Socha not only bridged Afghanistan to global markets but also alleviated food security concerns, marking a new chapter in Afghanistan's FMCG landscape.



## WHO WE ARE



Socha, a Qasemi Group entity, is a rising star in the Afghanistan FMCG sector, reflecting a deep commitment to purity, quality, and affordability.

As an FMCG company, we focus on processing and packaging high-quality Afghan food products, introducing them to the global market, and bringing the best international food commodities to Afghan consumers.

# Socha's Origins.



## 1979 QGC Established

QGC laid its foundation, embracing the culture of small-scale industries with a focus on metal production.

1979

## Qasemi Winehouse Launch

Marking a diversification into PVC doors, windows systems, and K-span steel building systems.

2004



## 2008 Q Kabul Comes to Life

A 4-star hotel situated in a prime location, enhancing the hospitality sector.

2008

## Sare Choqorak's Inception

Afghanistan's largest wholesale commodity market, supporting over 500 businesses with a vast range of products.

2016



## POST 2021 Tankhaa's Birth

Created as a crucial financial platform for traders and NGOs amidst challenging times.

POST 2021

## The Rise of Socha

Socha was established to reconnect Afghanistan's market with the world, revolutionizing FMCG with national brands and supply chain innovations.

2021



02

# About. **QGC** قاسمى فېلېز

QGC is a leading force in trade and investment in South and Central Asia, providing essential products and services to enhance livelihoods and business growth.

QGC facilitates import and export of food and beverage products to ensure food security for the people and sustained business for the retail sector. QGC's warehousing leverages a 10,000 square meter commodity market in the center of Kabul to serve thousands of wholesale traders and businesses.

By investing in the agriculture sector, QGC deploys best practices and innovation to produce and export unique high value products such as saffron, hing, and pine nuts.

Today, QGC is a leading provider of exceptional services in the trade, agribusiness, financial services, hospitality, and construction sectors, with a reputation built on trust, mutual benefit, and honesty. QGC's portfolio includes popular businesses such as the Qasemi WinHouse, a household name in the manufacturing and distribution of PVC products, and Qasemi Construction Company, which has completed hundreds of major construction projects in the region.

03



# Chairman's Message.

“

At Socha, we are dedicated to showcasing the treasures of Afghan agriculture on the global stage. Our commitment is rooted in uplifting our farmers, ensuring food security for Afghans through partnerships with global allies, and consistently delivering the finest quality in every meal.

At Socha, we're dedicated to the fight against hunger and poverty.



Hamidullah Qasemi  
Chairman, QGC

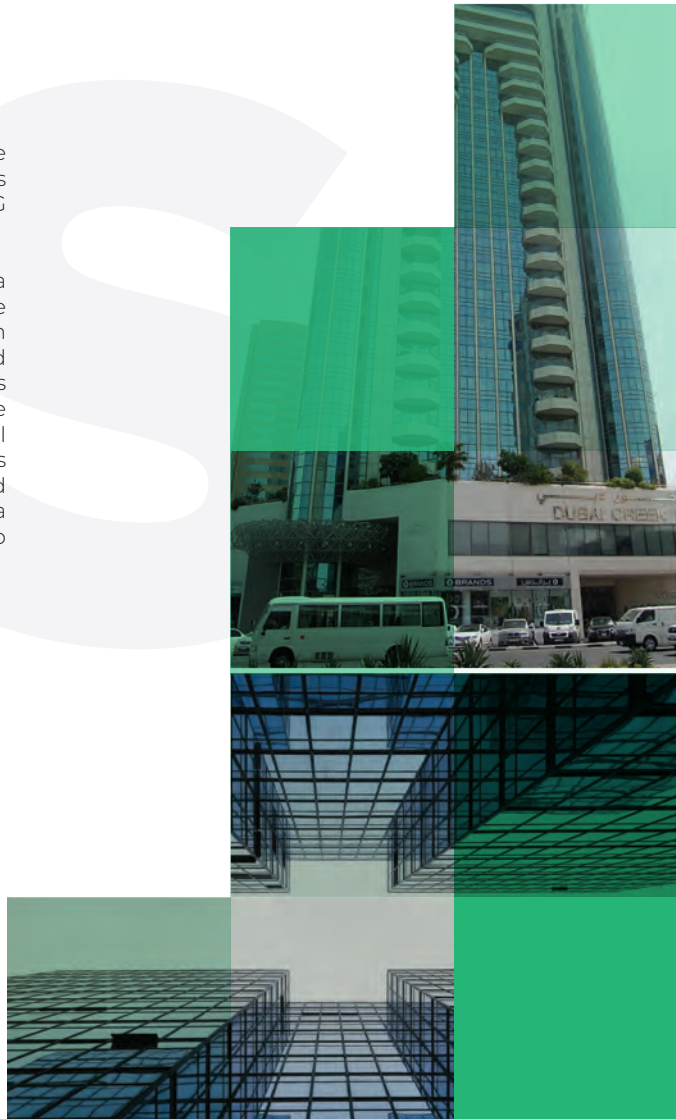


# About.



Socha, an initiative and entity the Qasemi Group of Companies (QGC), is dedicated to transforming the FMCG landscape in Afghanistan.

As part of QGC, Socha has access to a wealth of resources, including the Choqorak food wholesale market in Kabul. Our goal is to build and introduce strong national brands within Afghanistan, showcase the finest Afghan products on the global stage, and ensure Afghan consumers have access to high-quality, fairly priced products from around the world. Socha is not just a brand; it's a commitment to quality, affordability.





## Purpose.

Committing to poverty reduction in Afghanistan.

## Vision.

Becoming a member of every Afghan home through Socha's brand.

## Mission.

Delivering quality and affordable essential products to every Afghan.

## Slogan.

Pure & Precious  
نوش جان!

# PRODUCT PORTFOLIO



WHEAT FLOUR



COOKING OIL



COOKING OIL



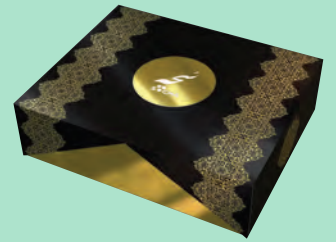
DRIED FRUITS



“

FUELING  
GLOBAL GROWTH  
Exporting Success, Importing Opportunities  
Driving Socha to the TOP!

”



SUGAR

RICE



KIDNEY BEANS

## Our Partners.

Tankhaa and Sare Choqorak, crucial to Socha's success, serve as financial and supply chain wings.



Established in the challenging times post-2021, Tankhaa has become an indispensable financial ally for Socha, offering crucial support and ensuring liquidity. As a registered Payment Service Provider, Tankhaa plays a pivotal role in facilitating smooth financial transactions for Socha, significantly aiding our mission to enhance Afghanistan's economy through reliable financial operations.

### Sare Choqorak

As Afghanistan's premier wholesale commodity marketplace, Sare Choqorak forms a crucial link in Socha's supply chain by connecting us with over 500 businesses that specialize in a variety of FMCG products, including essential foods, beverages, and medicines. This partnership not only enriches Socha's product offerings but also ensures a steady, high-quality supply across the country, strengthening our market presence.

# Our Facilities.

01

## Headquarters

Located in the bustling Sare Choqorak, Socha's HQ is at the heart of Afghanistan's leading wholesale commodity market.

02

## Processing & Packaging Center

Situated in Puli Charkhi industrial area, Kabul, this center is dedicated to processing, packaging, and distributing Socha's products.

03

## Showroom in Sare Choqorak

A space for customer and partner interactions, showcasing Socha's offerings.

04

## Dubai Showroom

Located in Al Ras, Deira, this showroom serves as an interaction point for customers and partners, supporting Socha's global outreach.

05

## Regional Office in Dubai

Positioned in the Greek Tower, Deira, this office acts as a gateway to the global market, facilitating international partnerships.

10

# Socha at Glance.



11





12



## Get in touch.

At Socha, we are more than just a brand; we are a bridge to the future. We invite you to be part of this exciting journey. Whether you're looking to explore our products, interested in partnership opportunities, or simply want to know more about Socha, we are here to connect.

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QGC  
قاسم کروب





تنخواہ  
TANKHAA  
Transfer smiles

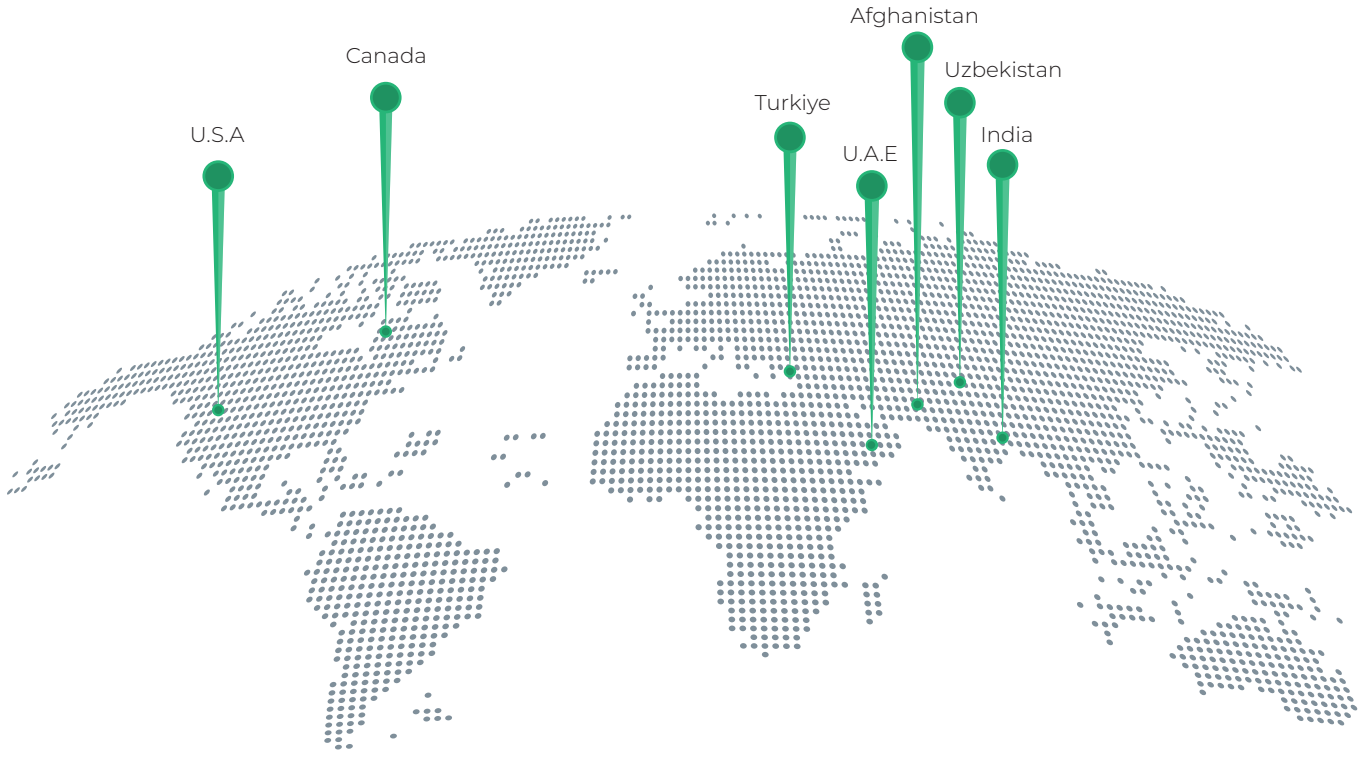



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