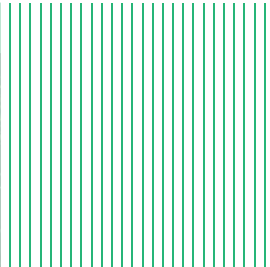




SÖCHA

Pure & Precious

BUSINESS PROFILE



Socha, a Qasemi Group entity.

AFGHANISTAN | U.A.E. | UZBEKISTAN

U.S.A. | CANADA | INDIA



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
Pure & Precious

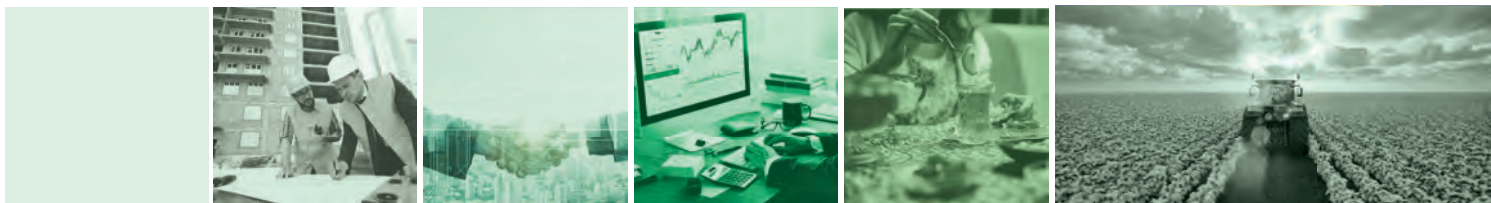
“

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

01



About.

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.



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 Chokorak 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.

03



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!



Our Products.

Dried Fruits :

Natural dried fruits from Afghanistan's traditional farms, packed with care, 600g combo pack, a lovely gift from Afghanistan.

05



Dried Fruits :

Natural dried fruits from Afghanistan's traditional farms, packed with care, 600g combo pack, a lovely gift from Afghanistan.



Red Bean:

Grade A red kidney beans, processed and packed by Socha, 25 kg, from Uzbekistan.

07

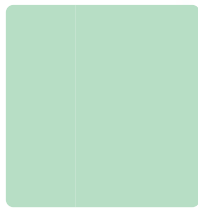


Grade A
Red Kidney
Beans



Wheat Flour:

Premium Quality, milled and packed by Socha, 50kg, from Kazakhstan.



Premium
Quality



08

Rice:

Premium quality Golden Sella 1121, processed and packed by Socha, 24.5 kg.

09



Golden
Sella
Rice

Cooking Oil:

TIN CAN

Vitamin-rich vegetable oil, from Malaysia, packed for Socha in 16L tins.



Vitamin-rich



10

Cooking Oil:

TIN CAN

Vitamin-rich vegetable oil, from Malaysia, packed for Socha in 16L creative tin.

11

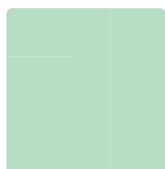


Vitamin-rich



Cooking Oil: TIN CAN

Vitamin-rich vegetable oil, from Malaysia, packed for Socha in 5L creative tin.



*Innovative
Design*



12

Cooking Oil: JERRY CAN

Vitamin-rich vegetable oil, from Malaysia, packed for Socha in 16L creative jerry can.

13



Ergonomic
Design



Cooking Oil:

JERRY CAN

Vitamin-rich vegetable oil, from Malaysia, packed for Socha in 5L creative jerry can.



Stylish
Body



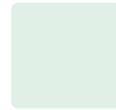
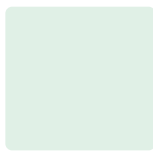
14

More Products.

Coming soon.

Tea:

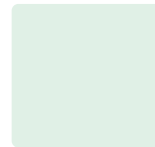
Enjoy the rich aroma and refreshing taste of our finely selected Tea, perfect for every moment.



15

Sugar:

Refined white granular sugar, IC 45, from Brazil, packed for Socha, 50kg.



Saffron:

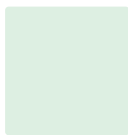
Premium natural saffron from Afghanistan, handpicked and packed, rich in aroma and flavor.



16

Cumin:

Natural and organic Cumin, sourced from Afghanistan's mountains, known for its quality and rich aroma.



About.

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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Diera Dubai, UAE


Get in touch.


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 Phone: +971 52 848 5467

 Address: Sare ChokoroK, Kabul, Afghanistan / Al Ras, Dubai, UAE



Products Suite

FLOUR
WHEAT



COOKING
OIL



DRIED
FRUITS



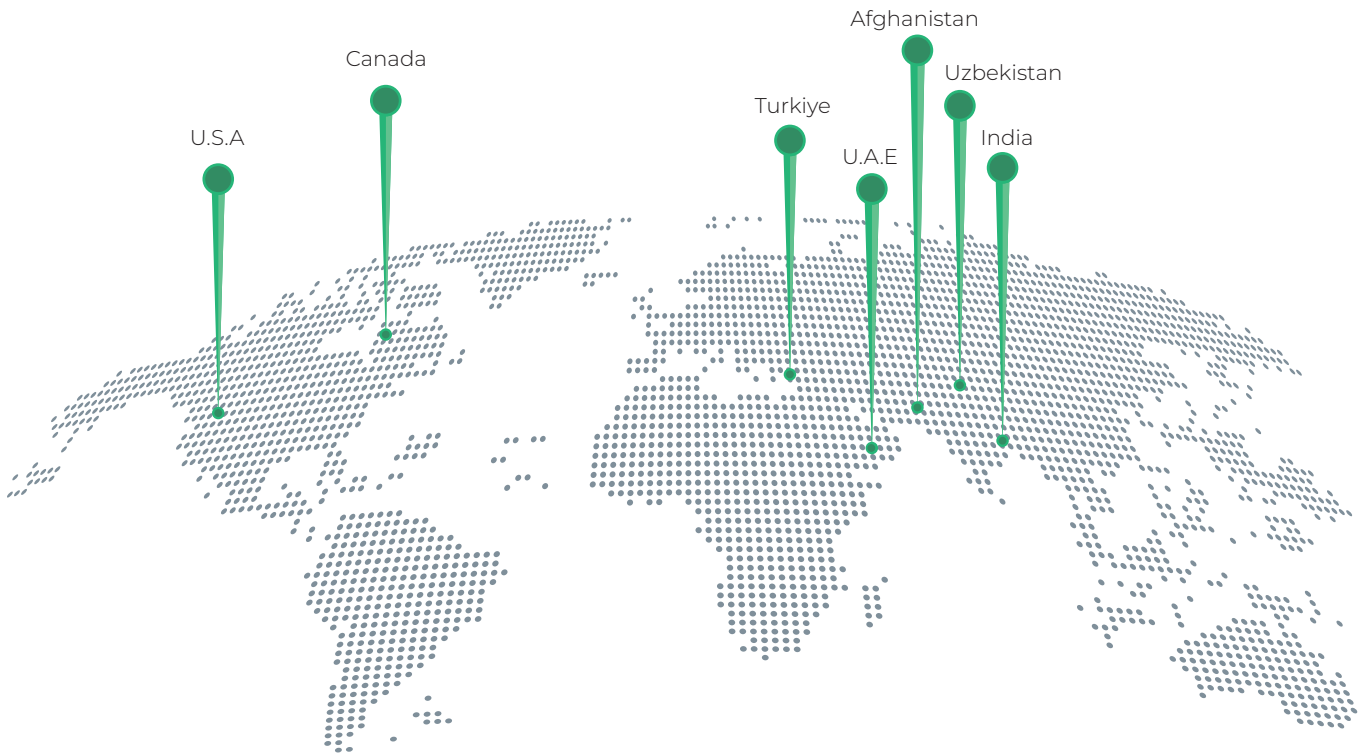
SUGAR



RICE



KIDNEY
BEANS



 +971 52 848 5467

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UZBEKISTAN | U.S.A.

CANADA | INDIA