



SoeX India Pvt. Ltd.

***MAXPERIENCE***  
***THE FLAVOUR***

## ABOUT SOEX INDIA PVT. LTD.

Soex India, a group company of the Fazlani Group has been at the heart of everyone's lives since 2002. With a worldwide reach to more than 40 countries across Middle East, Asia, Europe, Africa and America, we are a multiple awards winning government recognized Export Oriented Unit (EOU) with a definite assurance of high-quality standards.

We have successfully catered to different lifestyles across generations, meeting smoking requirements of sophisticated as well as trendy consumers, with our variety of products and flavours.





SOEX India Pvt. Ltd.

## INFRASTRUCTURE

At Soex India, we leave no stone unturned to achieve the finest quality and perfect product experience. We hold a state of the art manufacturing facility in Pune which spreads over 1.5 lakh square feet and other ancillary units across India. Every product brought to your doorstep is processed by fully automated machines; be it the process of blending to the final packaging, every procedure is supervised by a team of experienced professional.

We not only take pride in catering a form of lifestyle but also in being the only Indian company with complete backward integration; be it manufacturing to marketing and distribution.

# PRODUCT PORTFOLIO

At Soex India, we understand the market and so offer a widely extensive range of products, satisfying the euphoria of Hookah smoking audience. We have a contemporary approach in delighting the taste buds with a huge variety of flavours, suited to different preferences.



AFZAL HOOKAH MOLASSES



SOEX HERBAL HOOKAH MOLASSES



AFZAL EXCLUSIVE HOOKAHS



HIT FILTER KHAINI



IRFAZ QUICK-LITE CHARCOAL



IRFAZ CHARCO-LITE CHARCOAL



IRFAZ COCO-ZEAL  
NATURAL COCONUT CHARCOAL



HERBAL WITH  
NICOTINE BLEND



TWO STAGE PRODUCT  
(LIQUID + TOBACCO)



AFZAL STRONG HOOKAH TOBACCO



AFZAL PREMIUM HOOKAH FOILS



AFZAL HOOKAH 2 GO



SOEX CIGARETTES





## VISION

To set the highest standards in product innovation and customer satisfaction, and to deliver exceptional product experiences which enhance every smoking moment of our esteemed patrons worldwide.

## GUIDING PHILOSOPHY

To continuously deliver unique product experiences through regular Research and Development for sustained product differentiation, which will drive increasing demand from global consumers and make SoeX the preferred brand in the Hookah Molasses flavours segment.

## OUR VALUES

# AFZAL HOOKAH MOLASSES

AVAILABLE IN  
· 50 gms pack · 250 gms tins  
· 1 kg tins

## MAXPERIENCE THE FLAVOUR

The preferences of every tobacco connoisseurs have always been our priority; considering this we provide a variety of flavours across different category while creating the benchmark of quality and trust, so that every mood is capsulated perfectly with our Flavoured Tobacco Hookah Molasses.

افضل  
afzal®



FRUITY





COOL



SWEET



BEVERAGES



SPICY





# AFZAL STRONG HOOKAH TOBACCO

AVAILABLE IN  
100 gms pouch pack

## STRONGER THAN YOUR EX

Introducing Afzal Strong, the new intense tobacco in the market. Afzal Strong's striking flavour comes from the combination of selected rich Dark Leaves / Golden Virginia Leaves that gives a vivid experience to those who dare to embrace it.

FLAVOURS CAN BE CUSTOMIZED  
AS PER BELOW RANGE



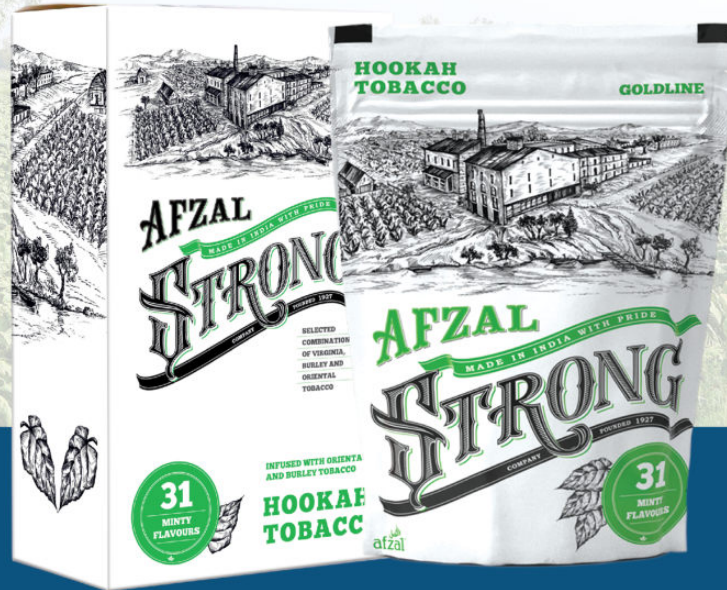
## BLACKLINE





**GOLDLINE**

FLAVOURS CAN BE CUSTOMIZED  
AS PER BELOW RANGE



# SOEX HERBAL HOOKAH MOLASSES

AVAILABLE IN  
• 50 gms pack • 250 gms tins

## EXHILARATING EXPERIENCE WITH HERBAL SMOKING

Understanding that smoking Hookah isn't just a form of relaxing but a form of celebrating life, we proudly present SoeX Herbal Flavoured Hookah Molasses; with 0% nicotine, 0% tar and 0% tobacco, manufactured with herbal material providing the exact feel of smoking to our health conscious smokers.

**SoeX®**  
سوئكس



**FRUITY**





COOL



SWEET



BEVERAGES



SPICY





## AFZAL READY 2 GO

AVAILABLE IN

- 500 gms
- 1 kg

POUR.... MIX.... SMOKE....

Introduction the power of making your own flavours in 3 steps, for get a mix and make a perfect Afzal.

- Pour the Glycerine
- Mix & Keep it
- Smoke it once ready

afzal  
**Ready  
2GO**



## NICO - HERBAL WITH NICOTINE

AVAILABLE IN  
• 50 gms

### EXPERIENCE HERBAL SHISHA SMOKING WITH NICOTINE

NICO (Herbal Molasses with Infused Nicotine) provides a satisfying and easy way into the world of traditional shisha smoking. Manufactured and processed to mimic the experience of smoking tobacco molasses with a Non-Tobacco Base.

# NICO



# IRFAZ QUICK-LITE CHARCOAL

AVAILABLE IN  
• 33 mm  
• Jumbo 38 mm

## EXPERIENCE EFFORTLESS HOOKAH SMOKING

Irfaz Quick-Lite Charcoal brings flavoursome pleasure to the world of hookah smoking and enriches your experience with long- lasting enjoyment!

- Premium Charcoal
- Flavour – Retaining Technology

**irfaz**  
**QUICK-LITE**  
*Premium Charcoal Tablets*



No Harmful  
Chemicals



Convenient, Instant  
Burning



Retains Original  
Taste & Flavour







# irfaz charco-Lite

Smart Charcoal Tablets



No Harmful  
Chemicals



Covenient, Instant  
Burning



Unique Heat-flow  
Technology

## ABLAZE THE MOODS OF RELAXATION

Irfaz Charco-Lite Charcoal brings a new wave to the world of hookah smoking and enhances your experience with effortless ease!

- Smart Charcoal
- Heat-flow Technology

AVAILABLE IN  
• 35 mm (donut)  
• 40 mm

## IRFAZ CHARCO-LITE CHARCOAL

# IRFAZ COCO-ZEAL NATURAL COCONUT CHARCOAL

AVAILABLE IN  
• 250 gms •  
500 gms • 1 kg

## ENJOY DELIGHTFUL LONG SESSIONS

Irfaz Coco-Zeal Natural Charcoal brings a fresh spark to the world of hookah smoking and fuels your experience with energy and enthusiasm!

- 100% Natural Charcoal
- Low – ash Technology
- Suitable for any bowl
- Available Sizes Cube & Flat

**irfaz**  
**COCO-ZEAL**  
*Natural Charcoal Tablets*



100% Natural  
Charcoal

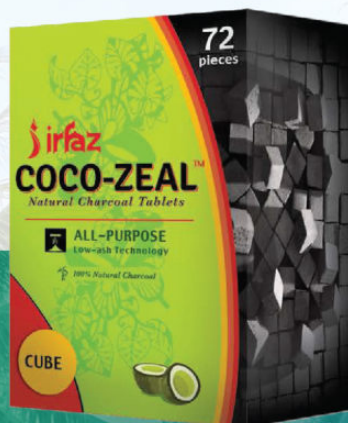


Low-ash  
Technology



Suitable for  
any bowl





CUBE



FLAT





# AFZAL EXCLUSIVE HOOKAHS

## GET ENTRANCED WHILE SMOKING

Every Hookah prepared by us is elegantly designed, with impeccable finish and supreme quality; since rush of smoking is always enhanced when the Hookah is entrancing. Smoke with Afzal Exclusive Hookah and experience a better trance gazing at its sleek and trendy design.



THE SMOKING



## YOUR ANYTIME ANYWHERE HOOKAH

In an endeavour to provide the best and latest to our discerning customers, Afzal Hookah 2 Go gets you the convenience of portable hookah with the experience that's as authentic as the classic one. With an increased focus on smart product design and intelligent use of lightweight material, this sure is a favourite for hookah connoisseurs who are always on the move!

- Portable Hookah
- Easy to Carry
- Easy to Assemble

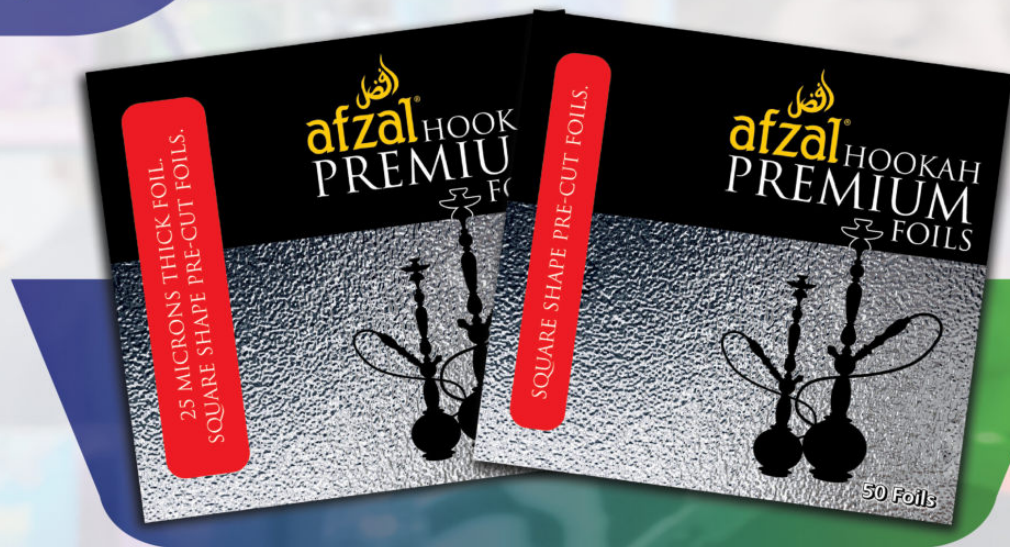
**AFZAL HOOKAH**  
**2 GO**

# AFZAL PREMIUM HOOKAH FOILS

AVAILABLE IN  
• 25 microns • 18 microns  
(Square Shape)

## A SHIMMERING HOOKAH EXPERIENCE

Perfect, is the thought we'd like our customers to feel after smoking Hookah and so we present to you Afzal Premium Hookah Foils; made from high quality aluminium, adhering to strict international quality standards, ensuring you sense the magical aroma when smoking while it resists overheating.







## BLENDED FOR BLISS

Relish the juicy rush that Hit filter Khaini delivers and transcends you to a delightful zone and pure bliss! Made with top quality Tobacco leaves that are blended in rich spices, Oil and floral essences packed in filters for that ultimate experience.

Flavours: Plain and Minty Cool

Tar: 0.00%

Nicotine: 0.06%

Carbon Monoxide: 0.00%

AVAILABLE IN  
• 3.6 gms • 5 gms  
Pouch packing

## HIT FILTER KHAINI

# CIGARETTES

AVAILABLE IN  
• English • American  
• Kretek

## THE LEADER'S CHOICE

Introducing Soex cigarettes, the latest filter tip cigarette in the market made especially for the modern and passionate future leaders. With range of English, American and Kretek blends, SoeX provides cigarettes for every taste.

# AFZAL



# JOCKEY







# EASEE SUPER SLIMS



# BLACK MASTER



# AWARDS HALL OF FAME

In recognition of excellent quality delivered, we have been honoured by the Indian Government with over 40 prestigious awards, including 'The State Government Gold Plaques' and 'National Award for Outstanding Exports', and are a Government of India recognized 'Trading House'.



Tobacco Board of India  
2nd Best Exporter of  
Tobacco Products 2003



Tobacco Board of India 2nd Best  
Exporter of Unmanufactured  
Tobacco Manufacturers Category 2003



National Awards for  
Outstanding Exports  
Performance 1982-1983



National Export Award  
For Outstanding  
Performance 1989-1990



Gujarat State Export  
Award 1993-1994



Gujarat State Export Award  
1990-1991 | 1986-1987



Government of Maharashtra Award for  
The Best Export Performance in  
2006-2007 | 2005-2006 | 1999-2000  
1990-1991 | 1980-1981

## CHAIRMAN'S MESSAGE

"When the vision is clear and the Direction in focus, perseverance will yield its sweetest fruit - 'Success'." This thought has been our inspiration through the years. Today, we take pride in contributing to the thought of 'celebrating life' through our products! The Hookah culture is something we at SoeX India consider very special and we strive to become a one-stop destination for all hookah aficionados.

- Dr. A. K. Fazlani





## MANAGING DIRECTOR'S MESSAGE

"We have a deep bonding with each and every one of our customers." Soex India, through its wide range of products, has become an intrinsic part of its global consumer's lifestyle. We've believed in providing a delightful experience; which is innovative, contemporary and respectful to the sentiments of our customers. We intend to provide class and comfort through our Hookah category, meet customer's requirement for relaxation through smoking.

- Asif Fazlani



# CSR SOEX INITIATIVES

- Fazlani Foundation Aishabai & Haji Abdul Latif Charitable Trust and South Bombay Public Charitable Trust Government of India recognized 'Trading House'.
- Fazlani Jamila Arif Children's Village
- The Fazlani International School (FINS)
- Fazlani Institute of Vocational Training, Mumbai
- Fazlani Hanifa School, Gujarat
- Mobile Van and Telemedicine Facility





# Jamila Arif Children's Village

A Division of Rational Art & Press Pvt.Ltd.





# FAZLANI GROUP OF COMPANIES

## A DIVERSIFIED GROUP

The Fazlani Group is a diversified group of industries, venturing into new businesses through 100% owned subsidiaries, each trusted and hailed in their industry. From sesame seeds to ready to eat packaged food, commodities to fresh cut flower, we're a well-established name in the Indian Export fraternity. We've also ventured in the field of education and have built competitive brands from pre-primary to business management schools.

Apart from business, we firmly believe in giving back to the society and have taken many humble initiatives contributing to a better tomorrow.



**SOPARIWALA INDIA LLP**

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



**SoeX India Pvt. Ltd.**

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

**Fazlani**  
**One with the world**

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



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



Soex Flora

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



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



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



FAZLANI  
R E A L T Y

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



Lyla Blanc Pvt. Ltd.

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



[www.flag.org.in](http://www.flag.org.in)



**SoeX India Pvt. Ltd.**

Nirmal, 21st Floor, Nariman Point, Mumbai (Bombay) - 400 021, India.

Tel : 0091 22 66396666, Fax : 0091 22 66396677

Email: [info@soex.com](mailto:info@soex.com)

website: [www.soex.com](http://www.soex.com)