

## Abdul Latif Jameel Electronics launches new Redsea shopping experience

### Jeddah, Saudi Arabia – 1 May 2017

Abdul Latif Jameel Electronics officially launched Redsea stores and Redsea.com today, an all-new retail and e-commerce experience that puts customer service at its core.

Offering products such as consumer electronics, home appliances and air-conditioning units, Redsea is a new one-stop service that combines convenience with affordable prices as it looks to become one of Saudi Arabia's leading electronics retailers.

Redsea stocks an extensive portfolio of well-known international brands, including Toshiba, Sharp, Bosch, Electrolux, Mekar, White Westinghouse, Westinghouse and Rheem.

There are now 20 Redsea stores open across Saudi Arabia, with outlets in Jeddah, Riyadh, Dammam, Dahrhan, Makkah, Madina, Abha, Taif, Yanbu, Qassim, Tabuk, Jouf and Jizan.

To meet the growing demand for e-commerce services in Saudi Arabia, Abdul Latif Jameel Electronics has also launched the online service [www.redsea.com](http://www.redsea.com), allowing customers to buy wide-range of products online with free delivery and installation anywhere in Saudi Arabia.

Mr. P. Venkat, Managing Director of Abdul Latif Jameel Electronics, said: "Redsea is a new customer experience that offers consumers international brands at affordable prices. Saudi 2030 Vision made clear that the goal is to attract modern local, regional, and international brands to all parts of the country, while also increasing the role of e-commerce in Saudi Arabia.

"Abdul Latif Jameel Electronics is one of the leading electronics providers in Saudi Arabia, and Redsea is part of our commitment to always putting customers first. Our service centres are all staffed by highly qualified engineers and technicians, who have been trained to provide the highest service standards," added Mr. P. Venkat.

Products purchased at Redsea store will be under the warranty of Abdul Latif Jameel Electronics. Redsea also offers instalment plans for up to three years to ensure flexible payment through Abdul Latif Jameel Finance.

Since 1979, Abdul Latif Jameel Electronics has been supplying comprehensive, quality products and services to Saudi Arabia as a trusted partner for some of the world's leading consumer electronic brands, consumer durables, and commercial applications.

For more information on Redsea, visit [www.redsea.com](http://www.redsea.com) or call toll free number 800 127 9999.

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**About Abdul Latif Jameel**

Abdul Latif Jameel refers broadly to distinct separate and independent legal entities whose interests encompass automotive distribution, auto parts manufacturing, financial services, renewable energy, environmental services, land and real estate development, logistics, electronics retailing and media services. Abdul Latif Jameel positions itself as a preferred business partner primarily for inward investment into the Middle East, North Africa and Turkey (MENAT) region. For more information, please visit: [www.alj.com](http://www.alj.com)

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