



Qalb al-Muluk

قلب الملوك للتجارة العامة والوكالات التجارية

FOR GENERAL TRADING AND COMMERCIAL AGENCIES -
LIMITED

1991

COMMERCIAL ROOTS

14,000 m²

LOGISTICS HUB

No. 22743

COMMERCIAL LICENCE



WHO WE ARE

01 A distribution bridge between trusted manufacturers and the shelves of Iraq

With commercial roots in FMCG and detergent sales dating back to 1991, the business moved into organized distribution in 2008 as modern distribution practices emerged across Iraq, and was formally incorporated in Erbil in 2016.

Registered under commercial licence number 22743, Qalb al-Muluk connects reputable food and non-food manufacturers with major retail chains, hypermarkets, supermarkets and wholesale hubs across the region.

A 14,000 m² central logistics facility on the Mosul Main Road corridor, combined with structured fleet routing, gives our partners consistent market penetration, dependable product availability and rigorous quality assurance.

35 yrs

Of trading experience, since 1991

14,000

Square metres of central warehousing in Erbil

4

Branches: Erbil, Duhok, Sulaymaniyah, Mosul

2

Divisions: food and non-food FMCG

CORPORATE IDENTITY & GOVERNANCE

LEGAL NAME	Qalb al-Muluk For General Trading and Commercial Agencies - Limited
REGISTRATION & LICENCE NO.	22743
YEAR OF ESTABLISHMENT	2008
HEADQUARTERS	Mosul Main Road, Erbil, Kurdistan Region, Iraq
OWNERSHIP	Qasm Ibrahim Salih Co-owner / Partner
	Jasm Ibrahim Salih Co-owner / Partner
CHIEF EXECUTIVE OFFICER	Rasty Qasm Ibrahim



OUR JOURNEY

02 From a detergent trading desk to a national distributor

- 1991
Detergent sales and general trading operations begin.
- 2008
Qalb al-Muluk is established and moves to structured FMCG distribution as organized distribution practices emerge nationwide.
- 2010 – 2020
Sole distributor for ABC detergent products across Erbil and Sulaymaniyah, through the sole agency of ZER Company.
- 2016
Formally incorporated in Erbil under commercial licence no. 22743.
- 2021
Appointed exclusive distributor for ABC products across all of Iraq.
- 2023
Exclusive distributor in Iraq for Nua tissue paper, a Turkish brand made by Lila Kağıt.
- 2024
Exclusive distributor of JINI soap bars from IFFCO Group in Erbil, Sulaymaniyah, Duhok, Kirkuk and Mosul.

MISSION

To distribute top-tier, reliable food and non-food products to wholesalers and retailers, with continuous supply, transparent commercial terms and superior service.

VISION

To grow beyond national borders and become a recognized commercial agency and FMCG supply partner across the Middle East and beyond.

CORE VALUES

Integrity

Ethical standards, full compliance and transparent transactions with every vendor, merchant and retail partner.

Innovation

Modern supply chain management, optimized routing and current commercial practice.

Operational excellence

Efficient warehousing, rapid dispatch, accurate stock and dependable delivery execution.

Sustainability

Long-term commercial relationships and resilient business models that support regional economic development.



WHAT WE DISTRIBUTE

03 Two divisions built for high-volume consumer turnover

DIVISION ONE

Food Products

Ambient foodstuffs, packaged goods, bulk commodities, confectionery and pantry essentials. We monitor shelf life, store under proper climate conditions and run high-frequency delivery cycles to keep stock fresh.

RICE & PULSES

OILS & GHEE

PASTA

SUGAR & FLOUR

JAMS

BRANDS IN OUR PORTFOLIO



FOODSTUFFS



PASTA & LEGUMES

DIVISION TWO

Non-Food Products

Household essentials, cleaning agents, detergents, personal care and the fast-moving retail goods that modern households buy every day.

LAUNDRY

SOFTENERS

DISHWASHING

SURFACE CARE

PERSONAL CARE

TISSUE & PAPER

BRANDS IN OUR PORTFOLIO



DETERGENTS

Exclusive in Iraq



TISSUE & PAPER

Exclusive in Iraq



PERSONAL CARE



BLEACH

JINI

SOAP BARS

Exclusive in 5 cities



Headquarters & central logistics hub

MOSUL MAIN ROAD · ERBIL

INSIDE THE HUB

04 14,000 m² of organized, high-bay warehousing



Stock accuracy

Racked, labelled storage keeps every SKU easy to count, pick and rotate.

Rapid dispatch

Loading bays and in-house trucks turn orders around for scheduled routes.

Product care

A clean, covered facility protects food and household goods before delivery.



INFRASTRUCTURE

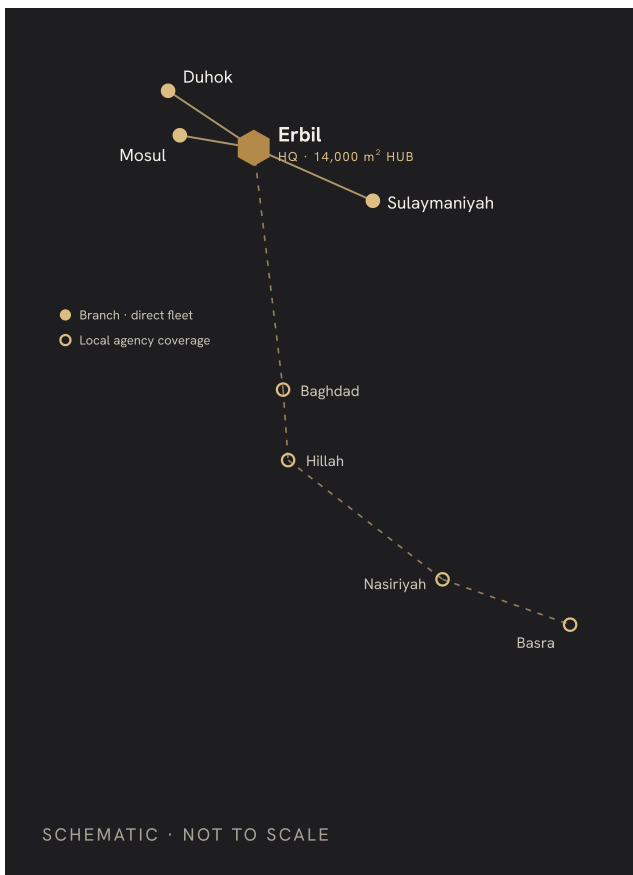
05 One central hub, four branches, national reach

14,000 m²

Central headquarters and logistics hub on the Mosul Main Road in Erbil. Integrated warehousing and fleet routing let us serve every retail scale, from single stores to national chains.

2,450

Active customers served every month by the sales forces of our four branches.



Erbil

1,200

 active customers / month

Main branch and headquarters with the 14,000 m² logistics hub, and our largest direct sales force.

Duhok

430

 active customers / month

Branch office with a dedicated direct sales force.

Sulaymaniyah

520

 active customers / month

Branch office with a dedicated direct sales force.

Mosul

300

 active customers / month

Branch office with a dedicated direct sales force.

Central & South

Covered through exclusive local agencies and direct commercial sales networks.

CHANNELS WE SERVE

Hypermarkets & modern trade

Direct store delivery, merchandising support and centralized ordering compliance.

Supermarket chains

Consistent, scheduled routing for high-density retail venues.

Wholesalers & bulk merchants

High-volume pallet redistribution feeding district trade networks.



KEY CLIENTS

06 Trusted by leading retailers in the region

Majidi Hypermarket

Leading destination hypermarket chain with high-volume requirements.

Show Market

Prominent modern retail and supermarket chain.

Haftabazar

Established consumer supermarket network.

Lazia Market

Prime retail grocery and consumer centre.



GET IN TOUCH

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