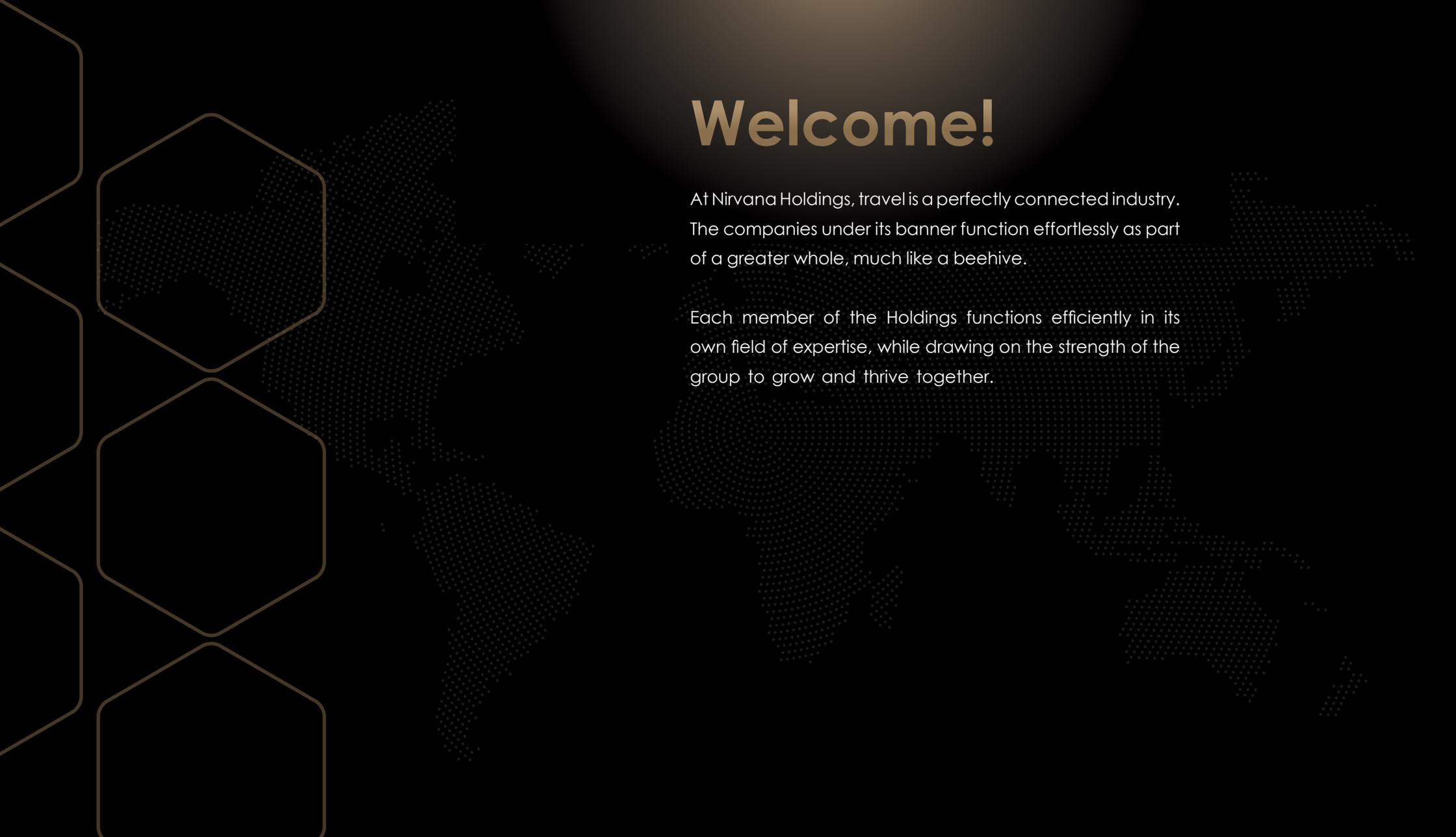




**NIRVANA**  
H O L D I N G

A Whole New World



# Welcome!

At Nirvana Holdings, travel is a perfectly connected industry. The companies under its banner function effortlessly as part of a greater whole, much like a beehive.

Each member of the Holdings functions efficiently in its own field of expertise, while drawing on the strength of the group to grow and thrive together.

# About us

Nirvana Holdings was established in January 2021 with the sole purpose of overseeing the sustainable international growth and the expansion of its four large-scale independent entities, Nirvana Travel & Tourism, Nirvana Global Travel, Nirvana Over the World and Nirvana Tours & Logistics. As the leading Travel and Tourism Management Company in the UAE, Nirvana Holdings aims to grow further on a scale as yet unsurpassed by competitors in the region.

In order to build a seamless global ecosystem, the company implements an innovative approach that is well backed by strong corporate leadership. Key aspects of the process include,

- Integrating state-of-the-art technology
- Expanding current global relationships
- Partnering with new international suppliers
- Implementing world-class management platforms

All brands under the Nirvana Holdings group undergo constant modernization and development that allows for cohesion across businesses and equitable, sustainable returns for all.





## our vision

To be the one of the world's leading & diversified hospitality groups



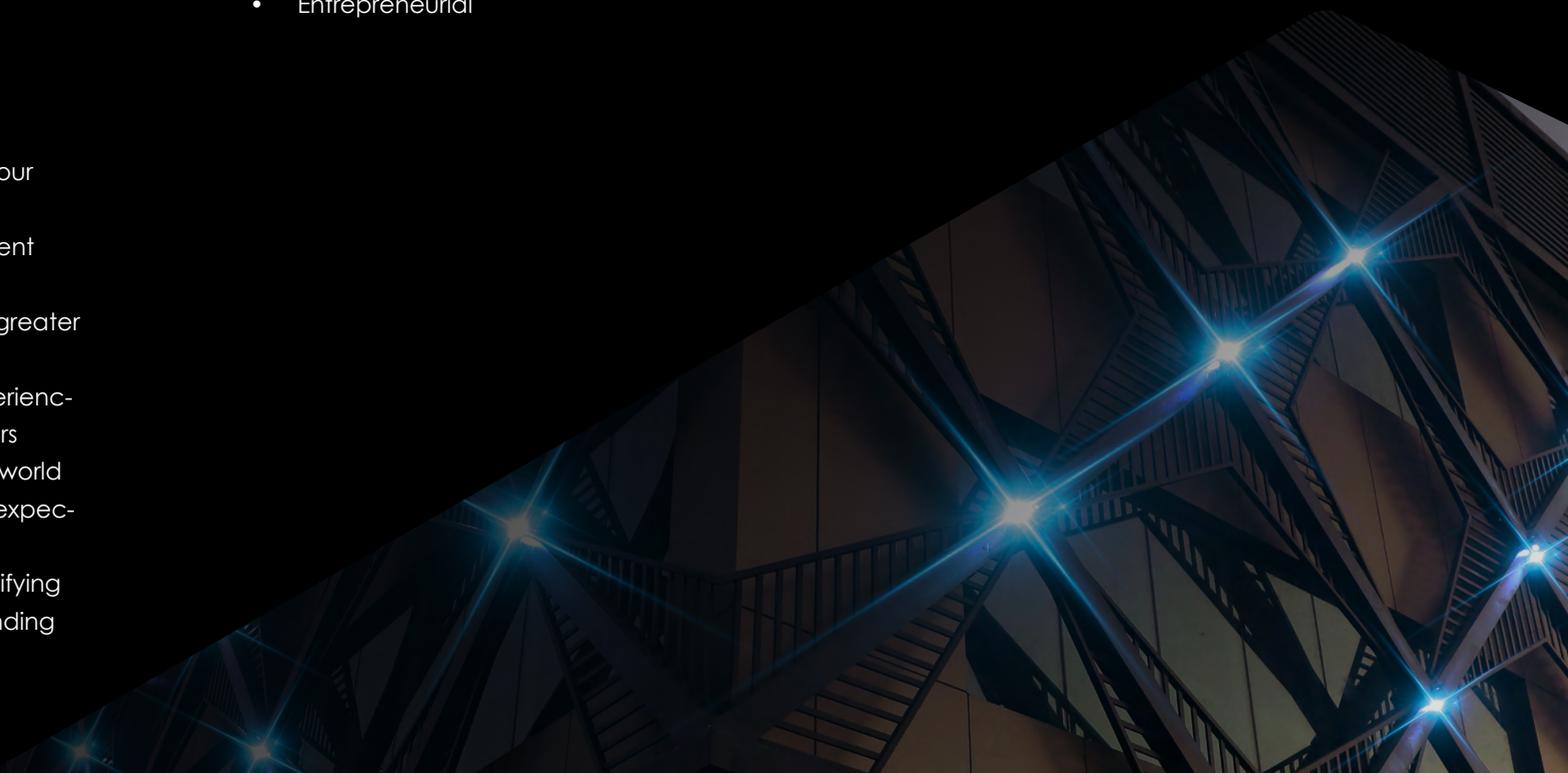
## our values

- Transparent
- Creative and Innovative
- Caring
- Next Generation
- Diversified
- Entrepreneurial



## our mission

- Resource, coach and develop our people
- Maintain an open and transparent relationship with our partners
- Invest in best of technology for greater customer experience
- Create reliable and caring experiences for our partners and customers
- Expand partnerships across the world to provide for "all in" customer expectations
- Evolve with market trends, identifying opportunities, investing & expanding





**SHAREHOLDERS**



**EIH**



**Ethmar International Holding**  
إثممار الدولية القابضة

Ethmar International Holding (EIH) is a rapidly growing investment corporation headquartered in Abu Dhabi, United Arab Emirates. EIH's portfolio consists of profitable and diversified investments across key industries like energy, real estate, investment, technology, healthcare, and hospitality.

EIH aspires to deliver on our country's economic objectives, ensure tangible, long-term, and sustainable returns to our investors and give back to the community.

## Our Entities



**NIRVANA**  
GLOBAL TRAVEL



**now**  
nirvana  
OVER THE WORLD



**NIRVANA**  
TRAVEL AND TOURISM



Nirvana Travel and Tourism was established in 2007 in Abu Dhabi, UAE as a full-fledged travel and tourism management company, catering to both regional and global clients. Positioned right at the heart of the UAE's travel boom, the company is today, one of the largest and most preferred travel management companies in the UAE and the Middle East, with 40 global branches and a dedicated team of 400 travel professionals.

Key offerings include travel management and planning, innovative corporate travel solutions, visa processing, concierge assistance, event logistics, and retail and wholesale services and first class and VIP services for diverse private, government and semi-government clients.

A strong global presence, cutting-edge technology and a highly skilled staff set Nirvana Travel and Tourism apart from other players in the market. Over the years, the company has consistently offered best-in-class service, unparalleled attention to detail and diligence, which has earned the company a solid reputation as one of the region's most trusted travel management companies.



The image features a dark, textured background composed of a repeating pattern of hexagons, resembling a honeycomb or stone surface. The hexagons are slightly recessed, creating a three-dimensional effect with soft shadows. In the center of the image, the text "NIRVANA" is written in a large, bold, gold-colored serif font. Below it, the words "GLOBAL TRAVEL" are written in a smaller, gold-colored sans-serif font, with wide letter spacing.

**NIRVANA**  
GLOBAL TRAVEL





# Nirvana Global Travel

Nirvana Global Travel is the business travel management arm of Nirvana Holding, providing all-inclusive services to clients worldwide. The suite of offerings include special airfares, hotel accommodations, leisure travel, car rentals, visa processing, venue bookings and more. Backed by cutting-edge technology – Nirvana Global Travel leads the corporate travel segment by implementing a corporate-focused booking platform. The platform seamlessly integrates company travel policy, expense management and customization with dedicated consultations and 24x7 crisis support.

With a global network of trusted partners, Nirvana Global Travel ensures a unique platform for corporate travellers and delivers world class customer service across all markets.



now  
nirvana  
OVER THE WORLD



now  
nirvana  
OVER THE WORLD



# Nirvana Over The World

Nirvana Over the World (NOW) is an advanced travel service created specifically for B2B wholesales, travel agencies, OTAs and DMCs. The cutting-edge platform offers businesses new and innovative solutions to increase operational agility, upgrade business activities and services in order to improve bottom-line results. The platform also generates instant reports and responds automatically to delays and cancellations.

With a team of professionals ready for round-the-clock online and offline assistance, NOW cuts down on waiting times and enables a seamless experience even in the case of last-minute itinerary changes. Dedicated, highly qualified account managers are assigned to each business for constant follow-ups and to increase operational efficiency.

## **NOW's key services include:**

- Hotel accommodation across segments
- All types of transport services including, flights, limo services, car rental, train, cruise, yachts, helicopters etc.
- Excursions such as theme parks, sporting events, concerts, performances etc.
- Airport assistance and VIP lounge access
- Global Visa services
- MICE





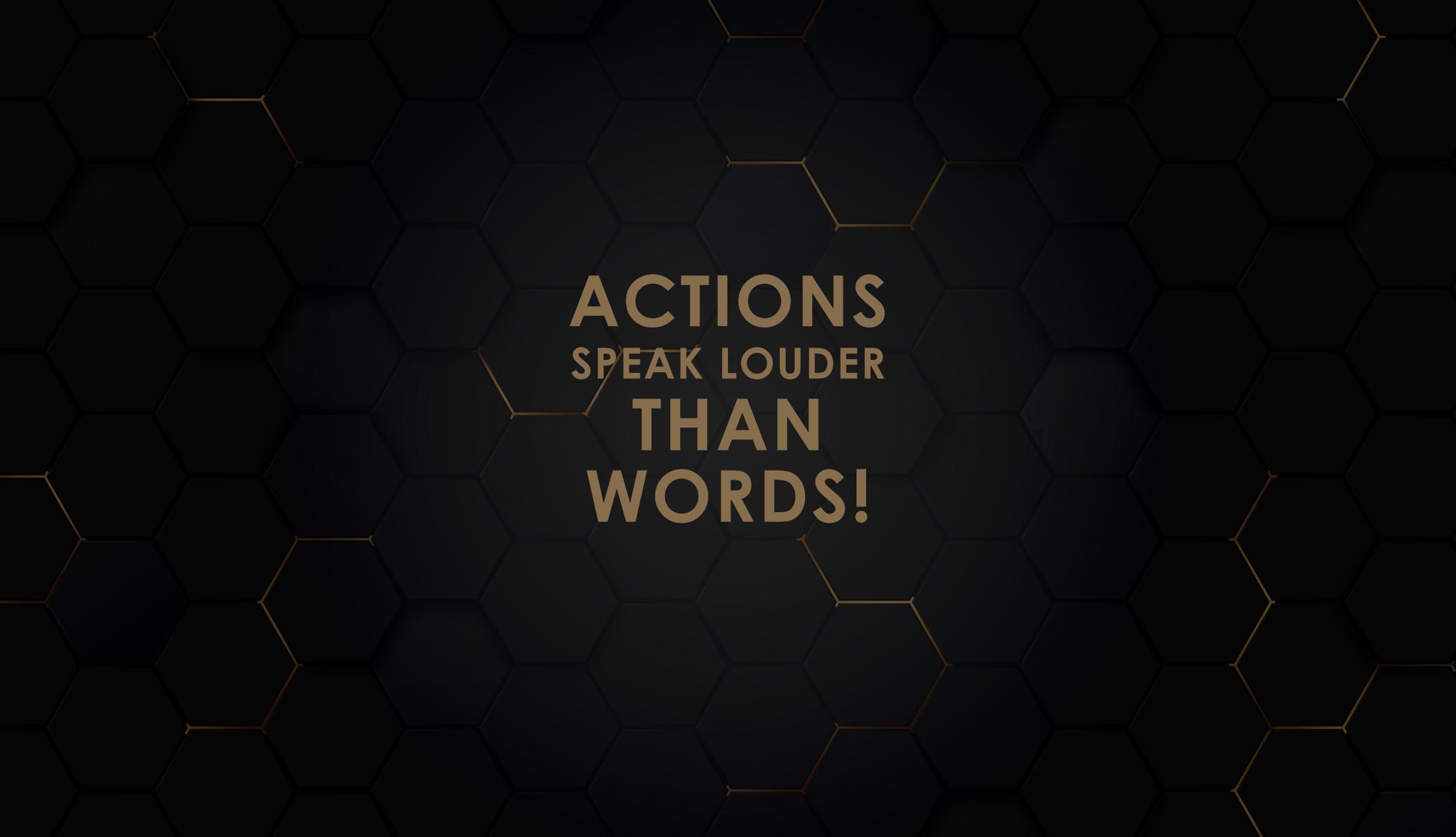


# Nirvana Tours & Logistics

Nirvana Tours and Logistics is a specialized travel company based in the UAE, with headquarters in Abu Dhabi. As a part of Nirvana Holdings, the company draws on a wealth of experience in the travel market to offer unique, quality services to corporate and retail clients all over the country and internationally. The company professionally manages hotel booking, transportation, event management, group tours, and more. In 2021, Nirvana Tours and Logistics expanded their offerings to spearhead the company's commitment to addressing logistics needs while offering the same level of quality care as expected from a member of the Nirvana Holdings Group.

- Experienced in Tours and Logistics since 2007
- Trusted by UAE government, private and international clients
- Specialized fleet of vehicles and highly experienced team





**ACTIONS  
SPEAK LOUDER  
THAN  
WORDS!**



**INTERNATIONAL  
AWARDS**



World Travel Awards 2016 Middle East's Leading Tour Operator Nirvana Travel & Tourism



World Travel Awards 2016 United Arab Emirates' Leading Business Travel Agency Nirvana Travel & Tourism



World Travel Awards 2016 United Arab Emirates' Leading Destination Management Company Nirvana Travel & Tourism



World Travel Awards 2016 World's Leading Luxury Tour Operator Nirvana Travel & Tourism



World Travel Awards 2016 Middle East's Leading Tour Operator Nirvana Travel & Tourism



World Travel Awards 2017 Middle East's Leading Tour Operator Nirvana Travel & Tourism



World Travel Awards 2017 Middle East's Leading Tour Operator Nirvana Travel & Tourism



World Travel Awards 2017 United Arab Emirates' Leading Business Travel Agency Nirvana Travel & Tourism



World Travel Awards 2017 United Arab Emirates' Leading Tour Operator 2017 Nirvana Travel & Tourism



World Travel Awards 2017 Abu Dhabi's Leading Business Travel Agency 2017 Nirvana Travel & Tourism







**UAE  
AWARDS**



02-12-1971 By The Union Of The United Arab Emirates



Movies Production Nirvana Travel And Tourism



UAE 2013 FIFA U17 World Cup



The Gulf Cup Nirvana Travel & Tourism UAE FA



Best Luxury Tour Operator UAE 2017 International Finance Magazine Awards



General Authority For Sports



St. Regis Dubai W Dubai Al Habtoor City The Westin Dubai Al Habtoor City Thank You Nirvana Travel



Permanent Committee For Hajj & Omrah



Ministry Of Cabinet Affairs & The Future Prime Minister Office



AI Ain Film Festival AFF2020



**OUR  
SUPPLIERS  
AWARDS**



Sheraton Abu Dhabi Hotel & Resort Starchoice Event May 2014 Booker Of The Year



Hilton Luxury Middle East Partnership Forum 2019 Nirvana Travel



INTERCONTINENTAL ABU DHABI PRESENTED TO NIRVANA TRAVEL INTERCONTINENTAL ABU DHABI AWARDS 2011



Air Canada Award Of Excellence 2017 Nirvana Travel



Bab Al Qasr Hotel Appreciation Award 2019 Nirvana Travel & Tourism



Appreciation Award Presented to Nirvana Travel in recognition for your valuable support and commitment for the year 2017 Al Raha Beach Hotel



Millennium Hotels And Resorts Millennium & Copthorne You Are The Center Of Our World



Intercontinental Abu Dhabi Appreciation Award 2018 Nirvana Travel & Tourism



Riyadh Marriott Hotels Outstanding Partnership



Arabian Business Mr. Alaa Al Ali CEO Nirvana Travel & Tourism



Movenpick Hotels & Resorts  
Nirvana Travel Thank You 2013



Plaque Of Appreciation Awarded  
To Nirvana Travel & Tourism In  
Recognition Of The Third Best Sales  
Achieved In 2012 Turkish Airlines



Austrian With Appreciation We  
Present This Award To  
Nirvana Travel



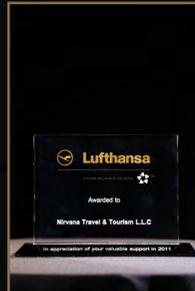
Crowne Plaza Abu Dhabi Best  
Supporter Award Nirvana Travel  
Thank You for Your Continuous  
Support To Crowne Plaza  
Abu Dhabi May 2009



In Appreciation Of Your  
Continuous Support  
Nirvana Travel



Egyptair



Lufthansa A Star Alliance Member  
Awarded To Nirvana Travel &  
Tourism In Appreciation Of Your  
Valuable Support In 2011



Proudly Present This Award To  
Nirvana Travel & Tourism We Are  
Grateful For Your Support And  
Loyalty Shown To Us Throughout  
The Year 2013 Ayla Hotel, Al Ain



Hahn Air Top Selling Agency  
2017 In United Arab Emirates  
Nirvana Travel



Millennium Hotel Abu Dhabi  
Presented To Nirvana Travel In  
Recognition Of 2010 Support To  
Millennium Hotel - Abu Dhabi



IHG Crowne Plaza & Staybridge Suites Abu Dhabi Yas Island Nirvana Travel & Tourism Top Partner 2018



Dusit International 2015 Nirvana Travel In Appreciation Of Your Outstanding Support



Kempinski Hoteliers since 1897 Sales Excellence Achievement Award 2017 Presented to Nirvana Travel



Lots of Hotels Awarded to Nirvana Travel & Tourism In recognition of the outstanding support and contribution



The Emirates Center for Strategic Studies and Research



Shangri-La Hotels and Resorts Presented to Nirvana Travel. In recognition of your outstanding business 206 2017.



Lufthansa Awarded To Nirvana Travel & Tourism In Appreciation Of Your Valuable Support In 2013



Travel Leaders, Nirvana Travel & Tourism A Proud Travel Partner Since 2019



MELIA Hotels International is Proud to Announce Nirvana Travel is one of the Top Producing Travel Agencies 2015



HH Sheikh Mansoor Bin Zayed Al Nahyan Global Arabian Horse Flat Racing Festival



Mirage 2000-9 First Ferry to UAE  
26th of April 2003



The Luxury Circle, In recognition  
of Nirvana Travel and Tourism's  
membership 2016-2017



Nirvana Travel Crowne Plaza Abu  
Dhabi Yas Island  
"Thank you for your Support!"



Nirvana Travel & Tourism Lic  
AED300 Million Senior Secured  
Facilities Revolving Loan AED210  
Million & Letter Of Guarantee  
AED90 Million



Royal M Hotel & Resort Abu Dhabi  
Recognition Award Presented To  
Nirvana Travel And Tourism An  
Appreciation For Partnership And  
Support Given This 27 March 2019



Address Hotels Resorts Vida Hotels  
and Resorts Rove Hotels Part of  
Emaar Hospitality Group Premier  
Partner Recognition  
2019 Nirvana Travel



GTA Congratulations and thank  
you to the management and staff  
of Nirvana Travel and Tourism  
For the excellent results



Time Hotels Proudly Presented To  
Our Partner Nirvana Travel Best  
Producer 2013



The Yas Hotel



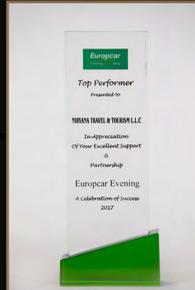
Starwood Hotels And Resorts  
Leading Travel Partner 2013  
Nirvana Travel



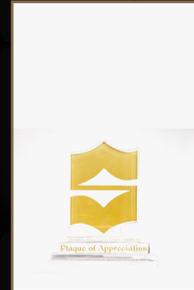
Lufthansa Awarded to Nirvana Travel & Tourism in appreciation of your valuable support in 2012



30 Years Dubai Cares Amadeus Nirvana Travel & Tours By adopting a school in the Republic of Senegal



Europcar Top Performer Presented to Nirvana Travel & Tourism In Appreciation of Your Excellent Support & Partnership 2017



Shangri-La Hotel, Qaryat Al Beri, Abu Dhabi Plaque of Appreciation Nirvana Travel & Tourism



Oceanus Global Wholesale Travel Awarded to Nirvana Travel In recognition of your outstanding performance & support in 2014



Presented to Nirvana Travel & Tourism Antantara Eastern Mangroves



MEA Top Agent Award 2017 Nirvana Travel



UAE FA UAE Football Association



Widen your World Plaque of Appreciation for "Ranking 2nd in Total Sales" Presented to Nirvana Travel Presented in Expression of Our Deepest Gratitude



Arabian Business Mr. Ataa Al Ali CEO Nirvana Travel & Tourism



**OUR  
CERTIFICATES**









NIRVANA

NIRVANA  
D I N G

# Contacts

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www.nirvanaholding.com

The logo for Nirvana Holding is centered on a dark grey background with a repeating pattern of hexagonal cells. The word "NIRVANA" is written in a large, gold, serif font. The letter "N" is stylized with three vertical lines to its left. Below "NIRVANA", the word "HOLDING" is written in a smaller, gold, sans-serif font, with each letter spaced out.

NIRVANA  
H O L D I N G

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