

Business Model

Inputs

Financial Capital

- QAR 3.5 billion Investment
- 34,800 Shareholder Base
- Listing on Qatar Stock Exchange

Manufactured Capital

- State-of-the-art facilities, equipment and technologies
- Resilient supply chain
- Robust and integrated value chain
- 3,450 Points of Sale

Human Capital

- Experienced leadership team
- +1,700 employees
- Strong corporate culture & values

Social & Relationship Capital

- 94.2% Qatari owned
- Strategic relationship with Government of Qatar
- Reputation for quality with trusted products & brands

How we create value



Our Vision

We aim to be the most trusted brand of nutritional foods and healthy beverages in Qatar and to expand to new markets.



Our Mission

We will achieve our vision by ensuring consumers' wellness by providing



Innovation

Innovation has always been in the heart of what we do at Baladna. Our UHT milk is the first one to be produced locally, in a farm only 60 kms away from Doha, making it a preferred choice for customers owing to its freshness quotient.



Our Segments & Brands

Fresh Milk
UHT Milk
Laban
Juice
Dessert

Yoghurt
Labneh
Cheese
Creams





Baladna is Qatar's Leading Dairy & Beverages Company.

natural, nutritious and tasty foods and beverages, while maintaining the most rigorous food safety and biosecurity protocols.



Our Principles

- Supporting food security
- Raising the level of veterinary care
- Caring for our livestock
- Natural and fresh products
- Adherence to Qatari traditional values



Quality

From farm to fork. Bringing fresh, healthy and nutritious food to the people of Qatar is a top priority for Baladna. Baladna was awarded ISO 22000:2005 FSMS certification, which is the highest global certification scheme for food safety and quality management systems and is recognized by the Global Food Safety Initiative (GFSI).

Business drivers

Our Farms

2 farms with over 23,500 head of cattle

Our Manufacturing

State-of-the-art processing and packaging facilities

Our Strategic Product Innovation

268 SKUs in current product portfolio across all brands

Outputs

Solid Financial Results

QR 49.2 Million

Free Cash Flow

QR 134 Million

Profits

QR 297 Million

EBITDA

QR 1.445

Share price

Resilient Workforce

Low employee turnover
Over 35 nationalities

Operational Excellence

Operational efficiency & cost optimisation
Product innovation (SKUs +14% y-o-y)
Food security for Qatar

Strong Brand Equity

Market-leading brands (introduction of budget-conscious Awafi line)
Market share leader across key segments

(#1 in Dairy)

Underpinned by a strong foundation of robust corporate governance, strategic risk management and an enduring commitment to our nation and the communities we serve.