



COMPANY PROFILE

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About Our Company

Founded with a vision to provide families with safe, high-quality baby care essentials, MH Trading is a trusted distributor based in Qatar. We specialize in sourcing and supplying premium baby products, with a strong commitment to comfort, quality, and reliability.

As the exclusive distributor of Nappy Premium Diapers and Wipes, we partner closely with hospitals, antenatal clinics, pharmacies, and retail outlets to ensure that our products are easily accessible to parents and caregivers across the country. Our mission is to support the well-being of babies and the peace of mind of parents by offering products that meet the highest standards of safety and performance.

With a focus on continuous growth, MH Trading is actively expanding its portfolio to include new and innovative baby care brands. Our team is currently exploring strategic partnerships and sourcing opportunities globally to bring the best to Qatar's market.

At MH Trading, we believe in building lasting relationships through integrity, reliability, and a customer-first approach—ensuring that every product we deliver makes a meaningful difference in the lives of families.





MESSAGE FROM THE FOUNDERS

At MH Trading, our mission is rooted in care, trust, and an unwavering commitment to families. From the beginning, we set out to provide parents with baby care products they can rely on—products that reflect the safety, gentleness, and love every child deserves.

As both business leaders and parents, we understand the profound responsibility that comes with choosing what's best for our children. This perspective drives every decision we make. We are dedicated to sourcing and delivering only the highest quality products—ensuring they are safe, effective, and accessible to families across Qatar and the region.

With the exclusive distribution of Nappy Premium Diapers and Wipes, and a growing portfolio of baby care brands, MH Trading is committed to making world-class care a standard for every home. Our work goes beyond commerce; it's about empowering parents and supporting the healthy, happy start every baby deserves.

The Founders, MH Trading



VISION

To be the leading distributor of trusted, high-quality baby care products across the Middle East, empowering families with safe, accessible, and innovative solutions for every stage of early childhood.



MISSION

01

To provide families with premium, reliable baby care products that prioritize safety, comfort, and well-being.

02

To continually expand our portfolio with globally recognized and ethically sourced baby brands that meet the highest standards.

03

To partner with hospitals, pharmacies, and retailers to ensure wide and convenient access to our trusted product range.

04

To uphold integrity, transparency, and customer care in every aspect of our operations, building lasting trust with our partners and clients.



What Sets Us Apart



Exclusive Partnerships

We are the exclusive distributor of Nappy Premium Diapers and Wipes in Qatar, giving us a unique edge in offering trusted, high-quality baby products.



Parent-Centered Approach

Led by parents, we understand families' needs and prioritize products that are safe, gentle, and supportive of early childhood care. Our firsthand experience guides everything we do—from ingredient selection to product design—ensuring that every item we offer truly supports parents and nurtures little ones.



Uncompromising Quality

All our products are carefully selected and tested to ensure they meet international safety and performance standards for babies.



Strong Market Presence

Our products are available across hospitals, clinics, pharmacies, and retail outlets—ensuring wide, reliable access for parents.



Growth-Driven Vision

We're expanding our product range with innovative global brands to stay ahead and better serve modern families across the region. This growth allows us to offer more trusted, high-quality solutions that align with evolving parenting needs and lifestyles.



Business Model



Distributor

As distributors, MH Trading partners with trusted global baby care brands to bring high-quality products to the local market. We handle the importation, regulatory approvals, warehousing, and distribution logistics, ensuring that retailers, pharmacies, and hospitals have consistent access to premium baby products. Our distribution model is built on reliability, strong relationships, and market understanding to meet the needs of modern families across the region.

- ✓ We work closely with international brands to ensure products meet regional safety and quality standards.
- ✓ Our distribution network covers retail outlets, hospital pharmacies, and mother & baby specialty stores.
- ✓ We maintain efficient supply chains to ensure timely product availability and stock consistency.
- ✓ We provide marketing and sales support to help our retail partners drive awareness and demand.



Business Model



Supplier

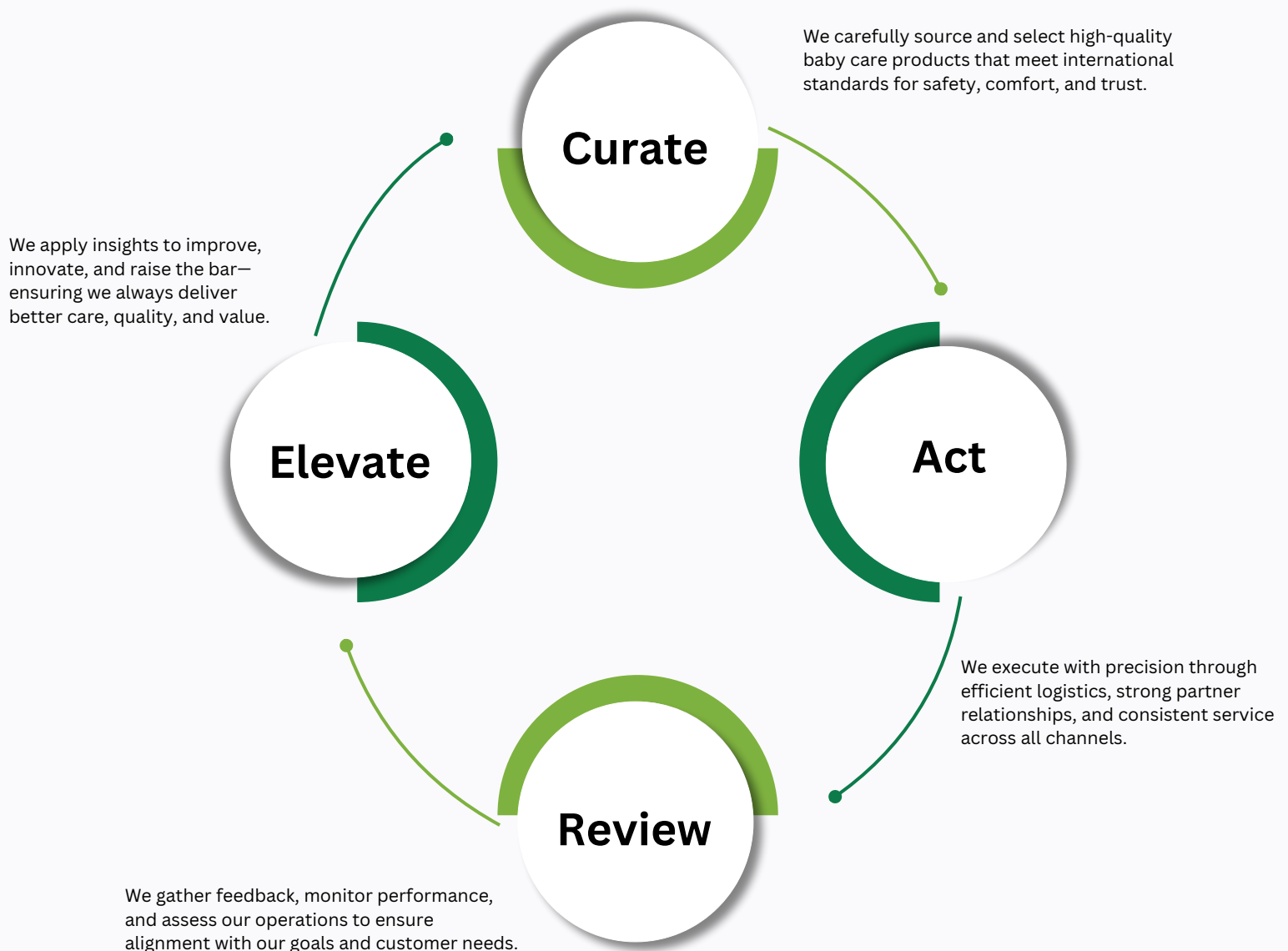
As suppliers, MH Trading directly provides baby care products, including our own Nappy Diapers and Wipes, to retailers, healthcare institutions, and consumers. We oversee every stage of the supply process—from sourcing and quality control to packaging and delivery—ensuring our products meet the highest standards. Our goal is to supply safe, effective, and reliable baby products that support healthy childhood development and earn the trust of parents.

- ✓ We ensure strict quality control at every stage of production to guarantee product safety and consistency.
- ✓ We offer flexible supply solutions for both bulk and retail needs.
- ✓ Our in-house brands are designed with input from parents and healthcare professionals.
- ✓ Our team provides training and support to partners to help them better understand and promote our products.



Driving Operational Excellence: The CARE Model

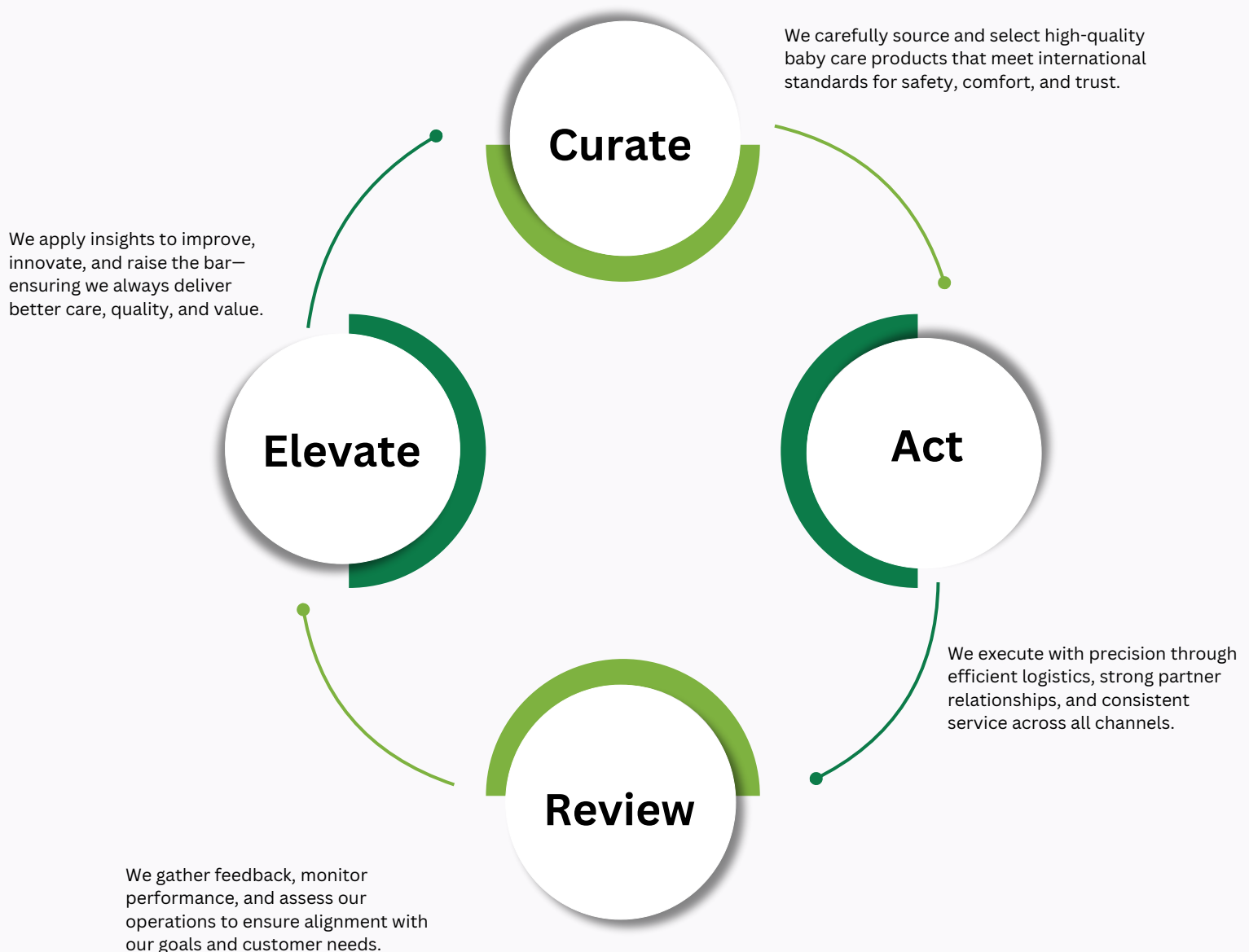
At MH Trading, operational excellence is driven by a deep commitment to families and a culture of continuous improvement. Our **CARE** model reflects the way we curate trusted products, act with purpose, review outcomes, and elevate standards.





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PRODUCT OVERVIEW



A Brief overview of Nappy Premium Diapers

Nappy Premium Diapers are designed with both comfort and protection in mind, offering superior absorbency, breathability, and skin-friendly materials for babies of all ages. Each diaper is crafted with ultra-soft layers and advanced leak-guard technology to ensure dryness and comfort throughout the day and night.



Things of Interest

The diapers feature skin-friendly, hypoallergenic layers, flexible waistbands, and a wetness indicator—making them ideal for both newborns and active toddlers.



Why Parents Love It

Parents trust Nappy for its skin-friendly materials, reliable absorption, and thoughtful touches like the wetness indicator and gentle fit for sensitive skin.





Nappy

Nappy is a premium baby care brand dedicated to delivering safe, gentle, and high-quality products that support the healthy growth and comfort of babies from day one. Rooted in a commitment to safety, innovation, and parental trust, Nappy aims to make daily care easier and more reassuring for families. With a focus on dermatologically tested, skin-friendly materials, the brand continues to set a high standard in baby hygiene across the region.



Nappy Premium Diapers

Nappy Premium Diapers are crafted with ultra-soft, breathable materials and feature advanced leak protection, offering all-day comfort and dryness for babies at every stage. The diapers are designed with a snug yet flexible fit, allowing babies to move freely while staying dry and protected. Their super absorbent core ensures long-lasting wear, making them ideal for both day and overnight use.



Nappy Premium Wipes

Nappy Premium Wipes are dermatologically tested, alcohol-free, and enriched with soothing ingredients, making them ideal for sensitive skin and daily use. Each wipe is thick, soft, and moistened with a gentle formula to clean effectively without irritation. Convenient and reliable, they are perfect for diaper changes, mealtime messes, and on-the-go freshness.



PRODUCT PORTFOLIO

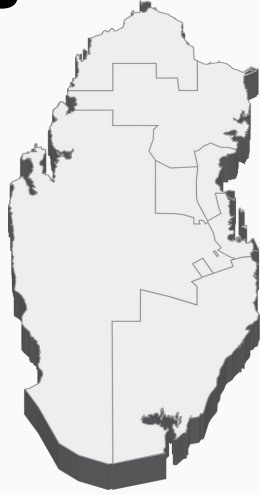


A Story About Product Portfolio

Our product portfolio features a carefully curated selection of high-quality baby care essentials, with a focus on safety, comfort, and trusted performance.



Market Presence



MH Trading has built a strong and growing presence in the baby care market, trusted by parents and partners alike. Our products are available both online and in retail, making it easy for families to access high-quality baby essentials wherever they shop. We are proudly featured on major online platforms like BabyCart.qa, MumzMall, and TotsOnline, as well as leading retail chains such as FamilyPharma, Happy Baby Store, and CareMart. This widespread availability reflects our commitment to convenience, accessibility, and consistent quality across every customer touchpoint.



Business To Consumers (B2C)

Retail Shops/ Supermarkets

We collaborate with retail shops and supermarkets to ensure our baby care products are easily accessible to families, offering convenience and trusted quality in locations where parents shop most.



Al Baladi

Online Sales

Through our online sales channels, we provide parents with easy access to our trusted baby products, offering the convenience of doorstep delivery and a seamless shopping experience.



ten little toes



babygulf



Business To Business (B2B)

MH Trading serves as a reliable B2B partner for organizations seeking high-quality baby care products. From pharmacies and clinics to hospitals and retail chains, we supply bulk quantities of Nappy Premium Diapers and Wipes with consistency, compliance, and efficiency. Our B2B clients benefit from flexible purchasing options, personalized service, and dependable delivery.



Snoonu



Rafeeq



mamaapp



Snoomart



yallamama



Safety & health Growth

Nappy Diapers and Wipes are developed with a deep commitment to infant health and hygiene, using dermatologically tested, hypoallergenic materials that ensure maximum protection for delicate skin. As MH Trading expands its reach, we continue to promote safe baby care by delivering products that meet international safety standards and support healthy growth from day one.



Nappy Diapers and Wipes are formulated without harsh chemicals, artificial fragrances, or allergens, making them a safe and gentle choice for newborns and infants with sensitive skin.



Each product is crafted to provide superior comfort and hygiene, helping to prevent rashes and irritation while supporting healthy skin development.



Our growth strategy is focused on expanding access to Nappy's trusted product range, ensuring more families in Qatar benefit from safe, high-quality baby care essentials.