



KAICO wins two coveted Peugeot awards from Stellantis MENA

‘Teamwork, constant drive for excellence brought the achievement to KAICO’

KUWAIT: Kuwait Automotive Imports Company has received two impressive Peugeot awards from Stellantis MENA (3rd largest global automotive group under which Peugeot brand operates) during the Peugeot Regional Dealer Conference for their outstanding achievements and excellent teamwork in the Aftersales Department:

1. Best Customer Retention
2. Best Service Operation Standards Implementation

Through this award program, Peugeot confirms that the distributor activities are aligned with their goal of “Motion & Emotion” ways better service. KAICO General Manager Ashish Tandon along with Peugeot Business Manager, Stefan Craita and

Peugeot Kuwait management team have been congratulated by the Regional Managing Director, Rakesh Nair, for this spectacular achievement, proving once more that Peugeot has a trusted, reliable partner in the State of Kuwait at KAICO.

“Teamwork and a constant drive for excellence of each team member brought the significant achievement to KAICO. Such accomplishment is a solid base to build on future success, a great motivation in such unique times and tough market challenges in 2021 to work even stronger together to keep delivering excellence in customer service,” commented Ashish Tandon.

During the course of two days of the Regional

Sales, Marketing & Aftersales Conference, KAICO has been presented with the brand’s ambition, plans and future model line-up, aimed at providing an even more enhanced mobility solution to its customers through an outstanding brand onboarding, aftersales services and overall ownership experience.

Stefan Craita added: “KAICO is always focused on delivering incomparable customer service, handling employees and customers like family, constantly working together to ensure all customer expectations are met and exceeded. These achievements are an opportunity to build on previous years of accomplishments by providing exceptional service to our



customers and improving our Peugeot operations through current network of showrooms and aftersales service centers.”



Meshal Al-Mutairi



Talal Al-Arbeed

KFH launches ‘With Your Card, the Journey Begins’ campaign with unique prizes

KUWAIT: In a distinguished and unique ceremony held at KFH auto showroom in presence of the executive management and a large group of partners and concerned people, KFH had launched the campaign “With Your Card the Journey Begins”, which is developed exclusively for the KFH Mastercard cardholders, in cooperation with Mastercard, Kuwait Airways Corporation - Oasis club and Ali Al-Ghanem & Sons Co as part of KFH’s efforts to offer customer’s with unique benefits and enhance their banking experience.

In his speech during the campaign launch ceremony, KFH Group Acting DGM - Credit and Charge Card Products, Talal Al-Arbeed said: “As accustomed by our customers, our campaigns are unique, distinct, add value to customers experience and present valuable prizes to a large number of winners”. He emphasized that the prizes of the “With Your Card the Journey Begins” campaign comprise of Oasis club travel miles and luxurious Land Rover cars (Defender).

Al-Arbeed added that the campaign will give 204 winners the opportunity to win by using KFH Mastercard credit and prepaid cards. He mentioned that transactions that qualify the customer to enter the draw will include all purchase transactions using KFH Mastercard credit and prepaid cards locally and globally where every KD 1 local purchase transaction shall give the customer one chance to enter the draw while every KD 1 global purchase transaction shall give the customer 10 chances to enter the draw. Al-Arbeed said that the campaign shall continue for four months till 10th February 2022 and the campaign prizes shall be distributed as follows:

- Draws for Kuwait Airways Oasis club Miles, 200 winners of travel miles (50 winners each month). Each winner shall get 50K miles from the Oasis club.
- Draws for Land Rover (Defender) cars - 4 winners (one winner each month)

Furthermore, Al-Arbeed said that KFH shall execute, through the campaign “With Your Card the Journey Begins”, a fully integrated program comprising of various events and activities for both customers and society. The program includes various competitions, prizes, and innovative events.

He mentioned that establishing a link between the prizes and the card usage inside and outside Kuwait shall enhance the usage of the cards in the local market, activate merchants’ sales and achieve the mutual interest of KFH and its partners: Mastercard, Kuwait Airways Oasis club and Ali Al-Ghanem & Sons Co. and shall create an added value to the customers experience in shopping and banking services as targeted by KFH.

Al-Arbeed emphasized that KFH is always keen on enhancing cooperation with its partners to plan and execute several campaigns as this would reflect positively on the customer’s satisfaction, usage volume, expand KFH market share and enhance KFH pioneering position in the banking cards market.

Finally, Al-Arbeed extended his gratitude and appreciation to Mastercard, Kuwait Airways Corporation and Ali Al-Ghanem and Sons Co. for their fruitful cooperation. Also, he appreciated the teamwork efforts extended by all KFH departments.

The launch of the campaign has remarkably impressed the audience and the followers of KFH accounts on social media channels. Many people and officials of all participating parties attended the launch in addition to many bloggers on social media who are concerned with travel and cars.

Campaign launch streaming

The campaign launch ceremony commenced with the drawing of the curtain in an innovative way followed by an elaboration on the details of the campaign through live streaming on KFH accounts on social media platforms. The prizes were exhibit-

ed to the crowd in the form of plane model for Kuwait Airways while a Land Rover (Defender) car was exhibited in a separate platform at KFH Auto so that the audience would be acquainted with its design and features.

Mastercard

From her side, Nadia Al-Ghasasi, Country Manager, Qatar, Oman, Kuwait and Iraq, Mastercard said: “We are very pleased with our partnership with KFH in the campaign “With Your Card the Journey Begins”. Our cardholders can benefit from the various benefits and great advantages which they expect from KFH Mastercard cards. They shall receive rewarding prizes when using the cards locally and abroad. Through our partnership with KFH we renew our commitment to provide our cardholders with a safe, comfortable and easy payment experience”.

Kuwait Airways Corporation

From his side, Meshal Al-Mutairi, Director - Commercially Important Persons at Kuwait Airways said: “I would like to welcome all members and customers to our campaign “With Your Card the Journey Begins”. We are very pleased to launch a new campaign in partnership with KFH and in cooperation with Mastercard and Ali Al-Ghanem & Sons Co., we have decided to make this campaign unique and distinguished for customers by presenting valuable prizes including travel miles to different destinations as well as luxury cars. There will be several winners in the draws made by KFH for the holders of KFH Mastercard credit and prepaid cards. As we care about customer’s comfort and shopping experience the customer will get rewarding miles and a chance to enter the draw for every KD 1 purchase transaction using KFH Mastercard cards.

Our strategy in the national carrier loyalty program “Oasis Club” is to focus on customer in the first place. We have always promised our customers to provide all means of comfort and distinguished services in cooperation with our partners through recurring campaigns that would bring happiness and joy to our valuable members.

I would like, on this occasion, to inform all Oasis club members, as we promised them in our online programs, that they can now use KAC mobile application to view their balances and accounts. For those who have not updated their information I recommend that they visit or email our customer service to update their information and benefit from the application advantages. Our valuable customers can benefit from the holiday packages for Economy class, Business class, first class and families at competitive prices by contacting 1806060 to avail the full service provided. A payment link is also provided on mobiles at any time or place and all destinations.

Last and not the least, I would like to thank you all for your concern and interest in this distinguished event. We are highly competitive and thrive to provide hospitality and warm welcome to all passengers. Our passengers’ loyalty is the source of pride for all KAC employees.”

Toshiba to split business into 3

TOKYO: Toshiba plans to split into three companies as early as 2023, a report said yesterday, after a series of crises at the firm including the ouster of the board’s chairman and a contentious buyout offer. The Nikkei business daily said the three units would focus on infrastructure, devices and semiconductor memory and are expected to be listed, possibly within two years.

Toshiba told AFP the option of splitting its business up was under consideration but said nothing had been decided. The Nikkei, which did not cite sources, said the move could be announced Friday when Toshiba reports earnings. “We are drafting a mid-term business plan to enhance our corporate value, and dividing our businesses is one of the options, but there is nothing officially decided at this point,” Toshiba spokesman Tatsuro Oishi said. “We will swiftly announce if we decide anything that should be disclosed,” he said. The decision, if confirmed, would cap a period of enormous upheaval for the firm, once a symbol of Japan’s advanced technology and economic power.

In June, shareholders voted to oust the board’s chairman after a series of scandals and losses, in a rare victory for activist investors in corporate Japan. The move followed the damaging revelations of an independent probe that concluded Toshiba attempted to block shareholders from exercising their proposal and voting rights.

The investigation’s report detailed how the firm had pursued an intervention from Japan’s Ministry of Economy, Trade and Industry to help sway a board vote.

The revelations came after an unexpected buyout offer in April from a private equity fund associated with then-CEO Nobuaki Kurumatani. The offer sparked uproar, with allegations it was intended to blunt the influence of activist investors. Other offers emerged subsequently, and Kurumatani resigned in April, though he insisted it was not related to the buyout controversy.

‘Damp squib’

The decision to split Toshiba’s businesses “is a consequence of listening to activist shareholders”, said Hideki Yasuda, an analyst with Ace Research Institute. The move would be seen by proponents as maximizing the combined market value of Toshiba’s operations.

But he warned there could be downsides. “You can’t cover losses in one business with profits in other businesses,” making individual segments of Toshiba’s operation potentially more vulnerable, he said.

The Nikkei noted that splitting up conglomerates had been a successful strategy for some firms in the United States, including Hewlett-Packard. But for others such as chemical giant DuPont, which separated into three firms under shareholder pressure, overall market capitalization is now lower, the daily pointed out.

The move is relatively rare in Japan, and Toshiba would be the first major conglomerate to split into completely independent listed companies, the Nikkei said. Yasuda said Toshiba faces unique pressure from its shareholders, putting it in a different position to other major Japanese companies. But, he added, “if (the split) proves to be successful, others would follow suit”.

LightStream Research analyst Mio Kato said a move to split Toshiba’s business suggested a lack of management, dubbing it a “bit of a damp squib.” “Given the intense pressure they have been under, we read this announcement as a signal that there just isn’t massive demand for Toshiba’s assets,” Kato wrote on independent investment research network site Smartkarma.—AFP

