



Profile 2025





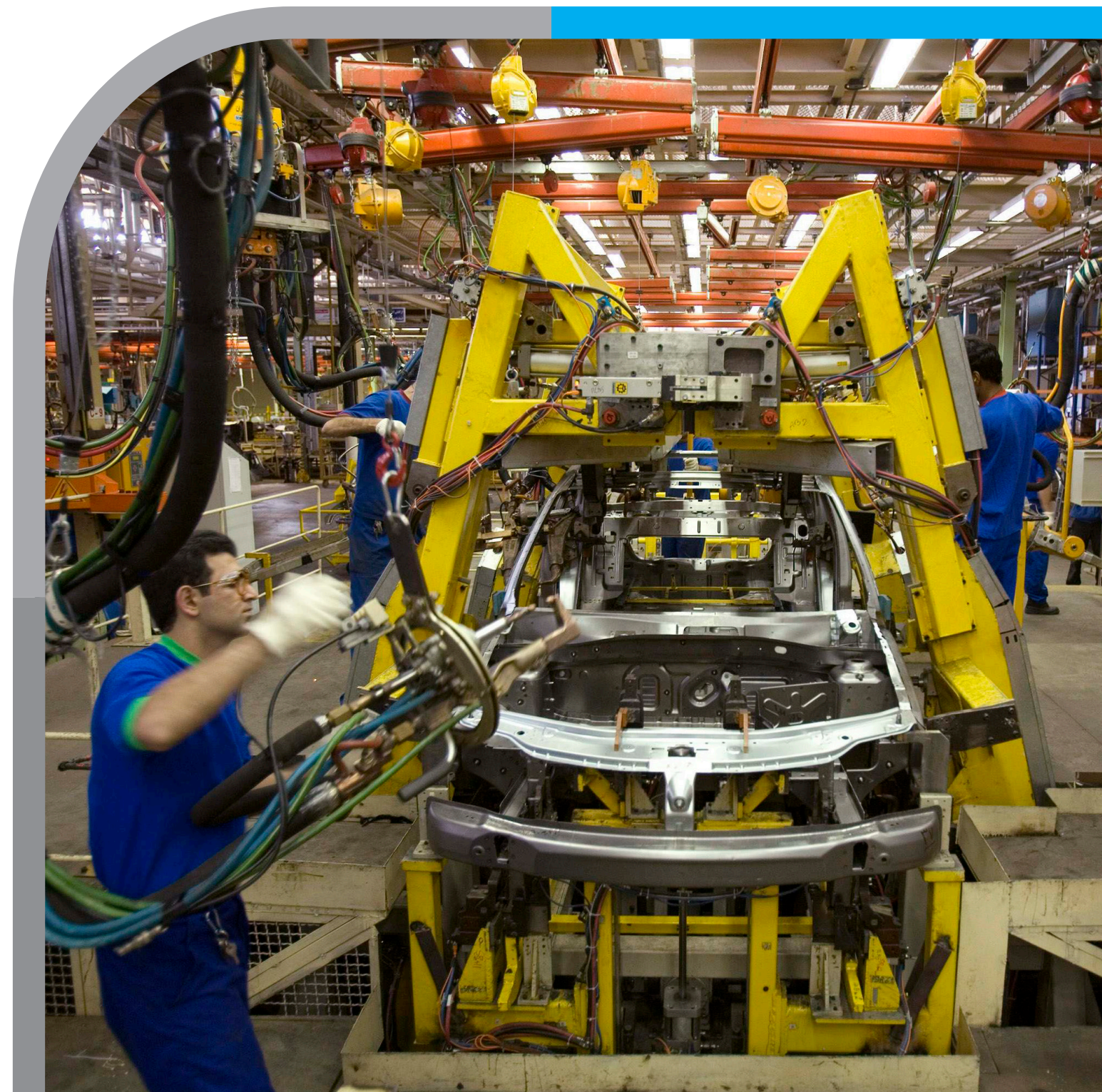
Driving New Experience...

Introduction

The Iranian automotive industry, with a share of 15 to 20 percent of the total added value of the industry sector and about 2-4 percent of the gross domestic product, is one of the large sectors of Iran's economy. The development of an annual production capacity of 2 million vehicles and the creation of over 900,000 direct and indirect jobs, along with the existence of more than 2,200 sales and after-sales service units, are the results of the performance of the country's automotive industry over the past half century.

The Iranian automotive industry, with over five decades of activity and a long-standing history, has consistently maintained a notable position among the top twenty car producing countries globally. In 2023, Iran ranked sixteenth by producing more than 1.2 million vehicles of various types. This production volume underscores the stable status of vehicle manufacturing in the country, despite external pressures, economic challenges, and international sanctions.

The industry's resilience highlights its critical role in Iran's economy and its potential for continued growth and development in the face of adversity.

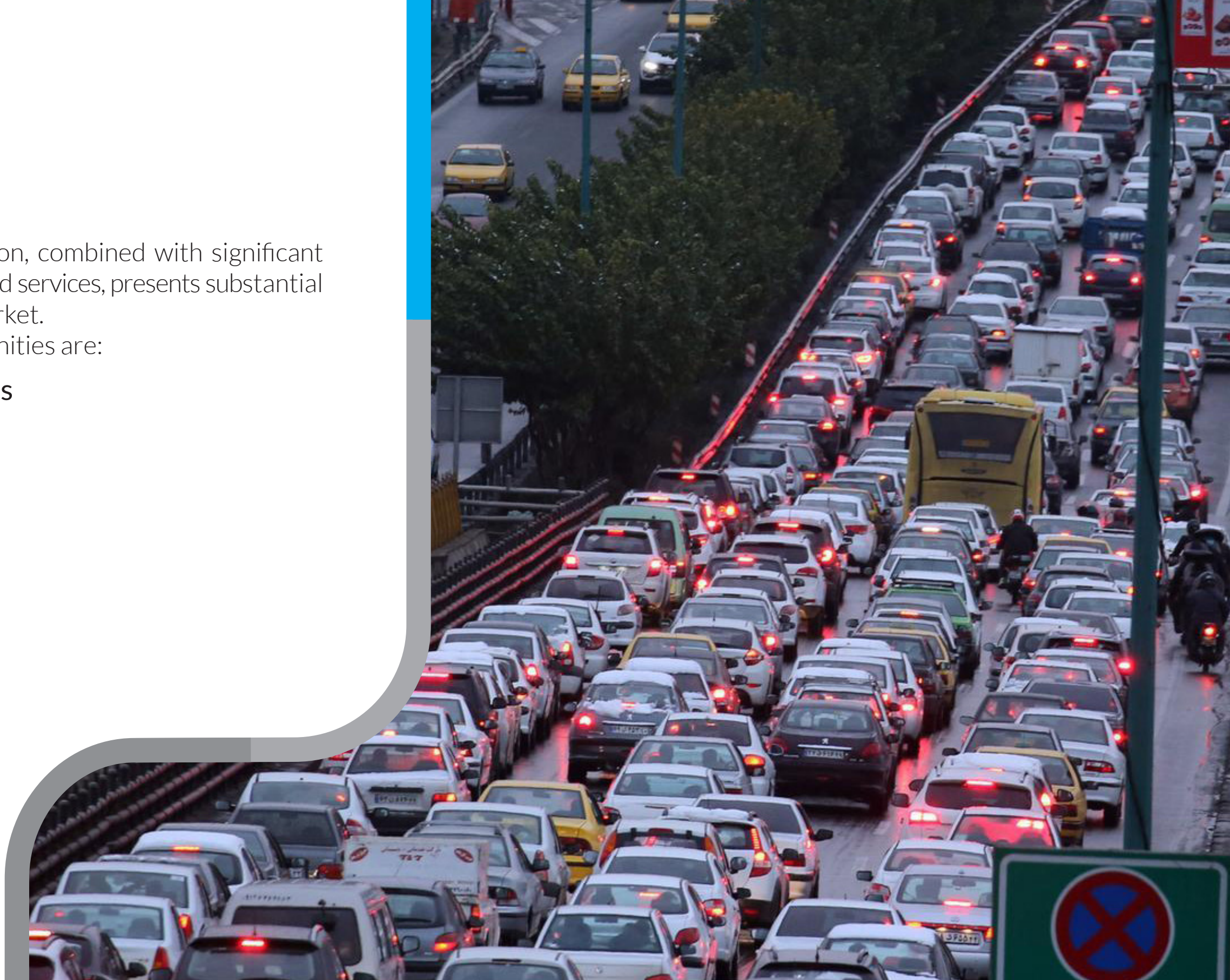


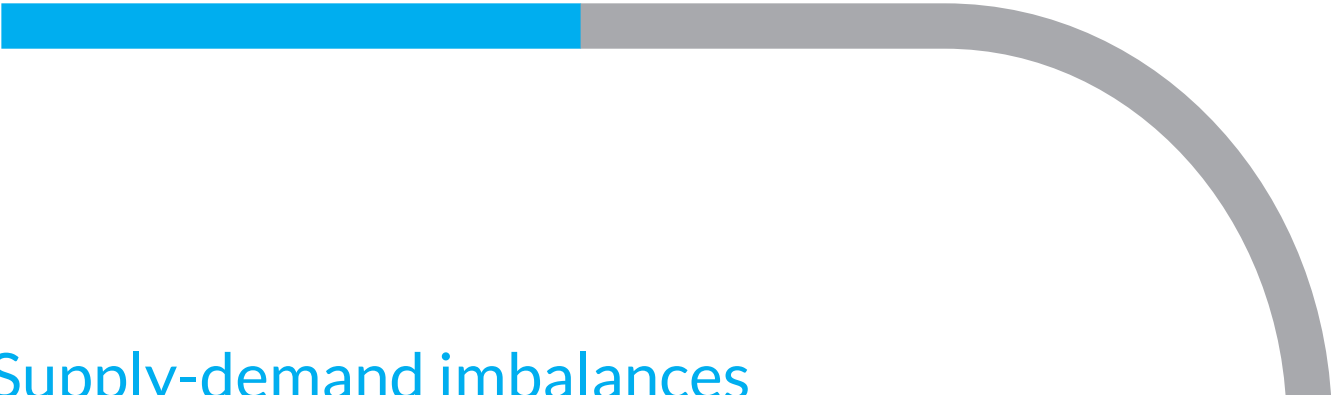
Opportunities

Iran's population of over 85 million, combined with significant demand for automotive products and services, presents substantial opportunities for entering the market.

Key factors driving these opportunities are:

- Supply-demand imbalances
- Aging Fleet
- Limited Diversity
- Economic Vehicle Sector





Supply-demand imbalances

The growing population and increasing urbanization have led to a consistent rise in demand for vehicles, which often exceeds the current supply capacity of domestic manufacturers. This unmet demand creates a favorable environment for new entrants.

Aging Fleet

A large portion of Iran's vehicle fleet is outdated and in need of replacement. The aging and deterioration of vehicles on the road present a significant opportunity for introducing modern, efficient, and environment friendly vehicles to the market.

Limited Diversity

The current market lacks diversity and provides an opportunity to offer a wider range of vehicles tailored to different consumer needs and preferences.

Economic Vehicle Sector

There is a particularly high demand for affordable, economic vehicles in Iran. This segment remains underserved, offering a clear opportunity for manufacturers specializing in cost-effective and reliable cars.



Core Bussiness

NIKA GROUP, by examining the opportunities, challenges and necessary requirements, has targeted a sustainable and continuous presence in the Iranian automotive industry, focusing on both passenger and commercial vehicle sectors.

At NIKA GROUP, our core business is built on representing global and regional automotive brands, encompassing the import, assembling and distribution within the country.



Values

Our core values are the foundation of everything we do. They guide our actions, decisions and relationships, ensuring we remain committed to excellence and integrity.



Respect and Dignity

Promoting equality, fostering a culture of kindness and ensuring that every employee, customer and partner feels respected and appreciated.

Accountability

Delivering on promises, learning from mistakes and continuously improving to meet and exceed stakeholders expectations.

Growth and Learning

Providing training, mentorship and opportunities for employees to expand their skills and knowledge, ensuring continuous improvement and lifelong learning.

Teamwork

Encouraging cross-functional collaboration, celebrating team achievements and creating an environment where everyone feels valued and heard.

Passion

Bringing energy, creativity and commitment to every project and interaction.

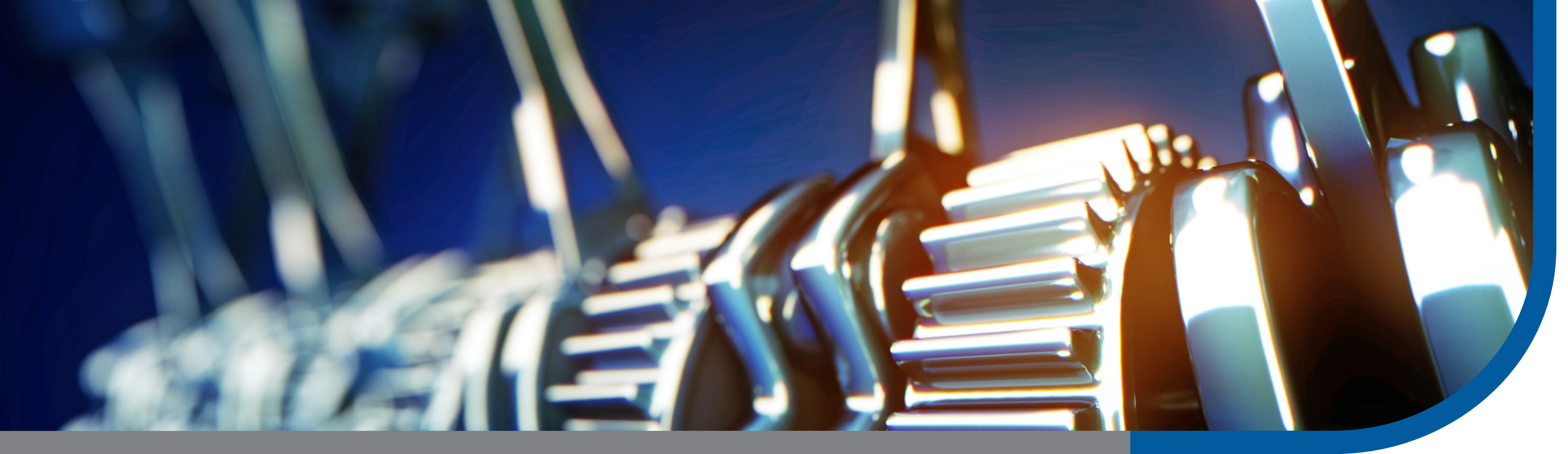
Distinction

Focusing on customer-centric solutions that differentiate us in the market.

Our Commitment

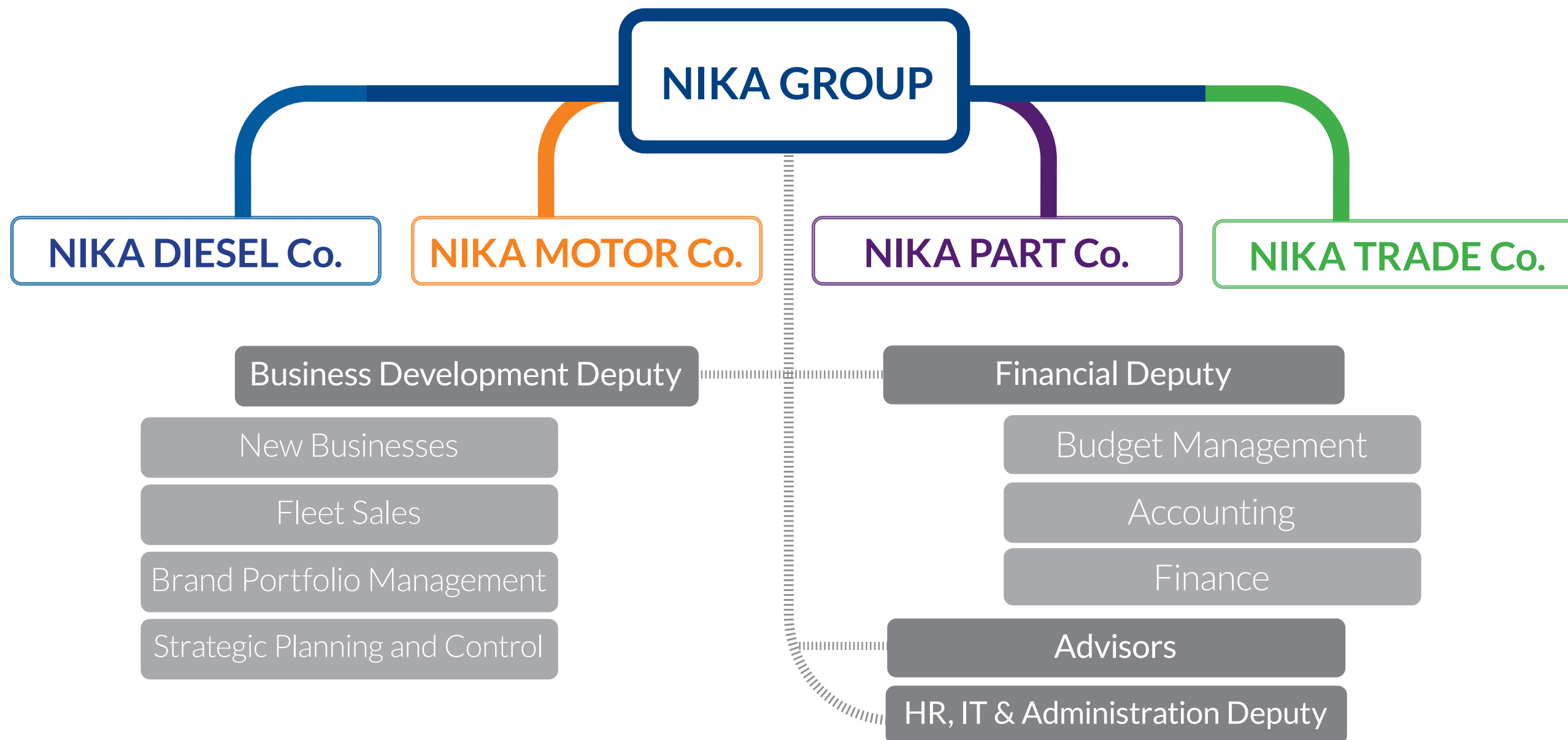
These values are not just words, they are the principles that define who we are and how we operate. By embracing **Respect and Dignity, Accountability, Growth and Learning, Teamwork, Passion, and Distinction**, we are building the future that is sustainable and impactful. Together, we are driving progress and creating a legacy of excellence.





Purpose: Delivering Exceptional Customer Experiences

NIKA GROUP is dedicated to transforming the way Iranian customers interact with the automotive industry by offering **innovative, seamless and personalized experiences** at every stage of their journey. From the initial purchase to ongoing maintenance, we aim to create moments that are not only satisfying but also truly unique.



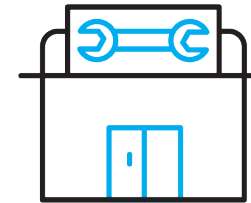
NIKA GROUP Subsidiary Companies, owned by 100% shares.
NIKA TRADE overseas offices are located in UAE, CHINA and RUSSIA.

Corporate Assets



Management Team

The management team of NIKA GROUP and its subsidiaries possesses extensive experience and well expertise in the automotive industry and market in Iran.



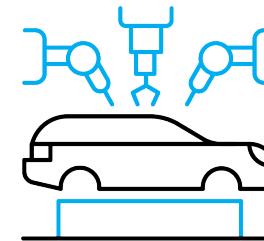
Service center & Warehouse

The main service center for passenger vehicles, along with a spare parts warehouse, is located on Lashgari Highway, covering approximately 7000 square meters. This area is a hub for Iran's automotive and auto parts manufacturing companies.



Head office & Showroom

The central office and main showroom of the NIKA GROUP are located in one of the well-known areas of Tehran. The showroom covers an area of 1,700 square meters, while the office space spans 3,500 square meters.



Production Plant

The NIKA GROUP, in response to the business landscape of Iran's automotive industry, has strategically focused on vehicle assembly as a core initiative. The group is currently developing an automotive manufacturing facility on a 17-hectare site, strategically located 50kilometers from Tehran Province. The first phase of this project includes a fully equipped assembly line, administrative building, covered parking area, Pre-Delivery Inspection (PDI) zone, and a road test.



Distribution Networks

Considering the distribution of densely populated cities in Iran and the frequent travel routes, NIKA GROUP has strategically prioritized 8 key cities in the initial phase of expanding its sales and service network. These cities were chosen based on their large populations, high traffic volumes, significant vehicle movement, and their strategic positioning along major highways.

Introduction to NIKA MOTOR

Passenger cars represent the largest segment of the automotive market in Iran, with approximately 1.2 million vehicles sold annually. Over 80% of the supply is dedicated to domestically produced cars with Iranian brands.

Supply and production constraints, misalignment between supply structure and demand, low variety, and quality issues with highvolume domestic products, creating an opportunity for new players to enter the market.

The strategy of NIKA GROUP in the passenger car market involves representing brands and offering vehicles in the premium price segment through CBU import and in the mid-price segment through local assembly.





NIKA MOTOR company was established in 2023 by obtaining the official distributorship of the **LADA brand** from the Russian company **AvtoVAZ**.

The LADA brand includes mid-range vehicles in various types such as sedans, liftbacks, and SUVs, boasting a production history of over 50 years. AvtoVAZ has had long-term collaborations with automotive companies such as FIAT, CHEVROLET and RENAULT-NISSAN in the development of platforms and the design and production of LADA brand vehicles.

The LADA VESTA is the first product from the LADA brand to be offered in the Iranian market.



Commercial vehicles play a vital role in the transportation of passengers and cargo, forming the backbone of Iran's logistics and freight industry. The transportation sector contributes 5% to Iran's GDP, with over 90% of its added value stemming from road freight transport.

Despite its significant share, the sector faces challenges, including an aging fleet and the need for modernization. Many cargo vehicles are outdated, inefficient, and in urgent need of replacement.

Recognizing this opportunity, NIKA GROUP has strategically targeted the supply of freight transportation fleets to address the growing demand for modern, reliable, and efficient commercial vehicles.

NIKA DIESEL, a subsidiary company of the Group, holds the exclusive representation of the Russian brand **URAL**, a leading manufacturer of trucks and tractors since 1940.

URAL vehicles are recognized for their:

High Durability: Built to withstand tough road conditions, making them ideal for Iran's diverse terrain.

Low Maintenance Costs: Designed for efficiency and reliability, reducing operational expenses for fleet operators.

Versatility: Offering a wide range of trucks and dump trucks suitable for various freight and cargo needs.

URAL's diverse range of commercial vehicles includes **Freight Trucks, Dump Trucks, Tractors.**





The Company is specialized in international imports and exports, with a robust presence across Iran, the CIS and GCC regions. As a cornerstone of the NIKA GROUP'S operations, NIKA TRADE ensures seamless supply chain solutions for its subsidiaries and a diverse portfolio of corporate partners in the key following sectors:

- **Raw Materials and Commodities**
- **Passenger and Commercial Vehicles**
- **Automotive Parts**
- **Specialized Industrial Machinery**

Beyond its core trade operations NIKA TRADE provides integrated logistical support, guaranteeing timely deliveries while maintaining strict compliance with international regulations and quality standards. With market expertise and a client-centric approach the Company is delivering tailored solutions that drive operational efficiency and sustainable growth.





The market for passenger and commercial vehicle parts in Iran is a significant and growing sector, driven by the large size of the vehicle fleet, the high average age of vehicles, and the frequent occurrence of accidents. These factors contribute to a substantial turnover in the industry. According to market studies, the size of this market is estimated to reach around \$6 billion in 2024, with an annual growth rate of approximately 5%. The auto parts market is highly fragmented in Iran, with numerous companies operating across various scales, from large enterprises to small businesses. Notably, the local carmakers and parts manufacturers account for less than 25% of the market share, indicating a strong presence of independent suppliers and distributors.

Recognizing the vast potential in this market, the NIKA GROUP has strategically decided to enter the automotive parts sector. To support this initiative, NIKA PART Company has been established. In its first phase, NIKA PART will focus on supplying high-demand consumable parts for passenger vehicles, particularly targeting brands with a high volume of cars on the roads.



“Driving New Experience” to creating fresh, innovative and customer focused services in Iran automotive market.

www.nika-group.ir