



Dadlani Group
Honest Group of Companies

Driven by Integrity. Powered by Excellence. Since 1993.

About Us



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A brief story

Integrity has been the cornerstone of Honest Group's operations in the UAE since its establishment in 1993. Founded as Honest Textiles Trading with a focus on import, export, and wholesale in textiles, the group transitioned into a Limited Liability Company in 1997. Over the years, the group has grown and diversified across fashion, infrastructure, steel, perfumes, and real estate investment and development, guided by a bold vision and a commitment to excellence.

Growth & diversification

From textiles trading, the group expanded over time into multiple sectors, including steel, perfumes, and real estate investment and development.

Vision & Mission



Vision

To be a transformative force driving positive change and innovation across sectors, guided by integrity, excellence, and sustainability, while creating a legacy of trust and lasting impact.

Mission

Our Founder



Our CEO & Founder

Jaykumar Dadlani

Architect of excellence and visionary leadership

Mr. Jaykumar Dadlani is the founder and CEO of Honest Group of Companies. With a career spanning over three decades in the Gulf textile market, he began his journey in 1983 and went on to establish the group in the UAE in 1993. Under his leadership, the group expanded into textiles, steel, electronics, perfumes, and real estate, supported by deep industry expertise, a strong network, and strategic investment focus.

Group of Companies



Parent: Dadlani Group

HONEST INTERNATIONAL GENERAL TRADING

The group's journey began in wholesale textiles in Bur Dubai, UAE, focusing on importing textiles, cloth materials, and ready-made garments, serving the local market and exporting to GCC, CIS, and Eastern Europe. Import sources include China, Korea, Thailand, Taiwan, India, Indonesia, and Japan. Over time, the business diversified with a growing focus on the steel division.

HONEST STEEL FZCO

Established in 2004, Honest Steel FZCO is a leading steel trading company and is ISO 9001:2008 certified. Its core activities include trading, import, and export of MS steels and GI coils/sheets across the UAE, GCC, and Africa. A Jebel Ali processing unit (established in 2006) supports wire rod cutting/straightening, cut-to-length, and perforation operations, backed by international-standard sourcing and in-house transportation for timely delivery.

HONEST STEEL INDUSTRIES

Established in 2008 within the Jebel Ali Free Zone under trading and industrial licenses, Honest Steel Industries operates a processing factory supporting steel trading and production. Facilities include wire rod coils handling, straightening and cutting machines, and production of round bars. In 2018, the company introduced a new line of Galvanised Iron products and other specialized steel and aluminum products to meet emerging market demands across the UAE and GCC.

SIX SCENTS PERFUME TRADING

Established in 2018, Six Scents Perfume Trading is an authorized reseller of branded perfumes in the UAE, serving GCC and international markets. Operating from warehouses in Dubai and Jebel Ali Free Zone, the company supplies 100% genuine products sourced from manufacturers or authorized distributors, offers competitive pricing, and emphasizes service excellence and product quality.

Contact Us



UAE Offices & Operations

For enquiries, partnerships, and business opportunities, please reach out using the details below.

Group of Companies (Summary)

HONEST INTERNATIONAL GENERAL TRADING	Established in 2003, Honest International General Trading began in wholesale textiles in Bur Dubai, UAE, focusing on import and export of goods.
HONEST STEEL FZCO	Established in 2004, Honest Steel FZCO is a leading steel trading company and is a member of the International Chamber of Commerce.
HONEST STEEL INDUSTRIES	Established in 2008 within the Jebel Ali Free Zone under trading and industrial license, Honest Steel Industries is a leading steel trading company.
SIX SCENTS PERFUME TRADING	Established in 2018, Six Scents Perfume Trading is an authorized reseller of branded perfumes and fragrances.
VEEJAY VENTURES FZCO	Based in Jebel Ali Free Zone, Veejay Ventures FZCO supports Six Scents Perfume Trading in its operations.
FORTUNE 5	Fortune 5 is a development and investment firm pursuing new business opportunities in the Middle East region.