



NIORA

PRIVATE LIMITED

# Corporate Profile

Celebrating life's moments since 2009 — now  
building **what's next for the Maldives.**

ESTABLISHED

2025

REGISTRATION NO.

C05032025

HEAD OFFICE

M. Balance, Handhuvaree  
Hingun, Maldives

CONTACT

+960 7754656



# 01

## COMPANY OVERVIEW

# One parent company. Many celebrations.

Niora Private Limited is a Maldivian parent company established to bring together its active retail businesses and create a platform for diversification, brand growth and new market opportunities.

## OUR STORY

- 2009** ● **Smoochers**  
The first dedicated party supply store in the Maldives.
- GROWTH ● **Party Land, Malé**  
Expanding as demand grew.
- GROWTH ● **Party City, Hulhumalé**  
Reaching new communities.
- GROWTH ● **Pinwheel**  
Our toy and gift store.
- 2025** ● **Niora Private Limited**  
Bringing our active businesses under one parent company.
- FLAGSHIP ● **Niora Partyworld**  
The original Smoochers outlet, relocated and rebranded as a larger, more modern flagship store.

## WHY NIORA WAS ESTABLISHED

Niora Private Limited was established to unify our businesses under one brand while creating a strong foundation for future growth.

It allows us to expand beyond existing stores, diversify into new industries, and introduce internationally recognized brands and innovative products to the Maldives.

## OUR FOUNDATION

# 15+

 years

of serving celebrations across the Maldives.



## 02 — VISION

# Where we're going.

To be one of the Maldives' leading diversified companies, recognized for introducing innovative global brands and high-quality products that enrich everyday life while setting new standards in retail and beyond.

## 02 — MISSION

# How we get there.

To source and deliver high-quality, innovative, and affordable products to the Maldivian market through trusted global partnerships. We are committed to expanding into new industries, building strong brands, and creating exceptional value and experiences for our customers, partners, and communities.

## CORE VALUES

**INTEGRITY**

Honesty, transparency and accountability in everything we do.

**RELIABILITY**

Building trust by consistently delivering on our promises.

**INNOVATION**

Embracing new ideas, products and technologies that create value.

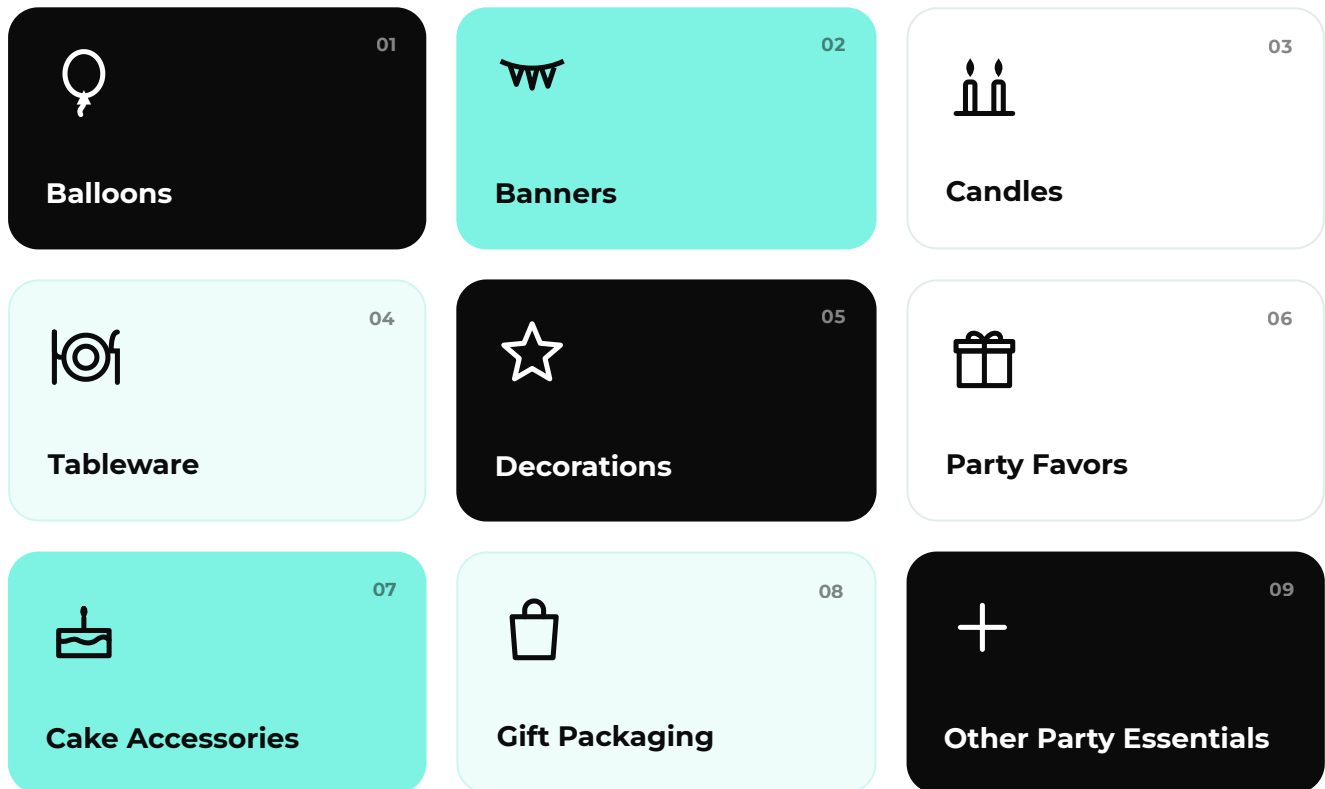


# 03

## PRODUCTS & SERVICES

# Everything a celebration needs.

Niora's current core business is providing a comprehensive range of party supplies for celebrations of all types.



COMING  
SOON

### Planned Service Expansion

We are expanding our offerings to include professional party decoration services in the near future, allowing customers to enjoy both high-quality party supplies and complete event setup solutions under one trusted brand.



## 04

## MARKETS &amp; CUSTOMERS

## From family parties to five-star resorts.

We serve a broad mix of customers across the Maldives — individuals, institutions and businesses alike.

● Individual consumers

● Resorts

● Government institutions

● State-owned enterprises (SOEs)

● Private companies

● Schools

● Event organizers

## COMPETITIVE ADVANTAGE

15+

years of experience

We are the **longest-established dedicated party supply retailer** in the Maldives.

We have built a reputation for reliability, excellent customer service and a wide selection of party supplies. We maintain strong inventory levels and continuously source new and unique items to keep up with global trends.

RELIABILITY

SERVICE

SELECTION

INVENTORY

GLOBAL TRENDS



## 05

## CLIENT PORTFOLIO

## Trusted by leading names in the Maldives.

Our major clients and corporate relationships span national utilities, telecommunications and the country's most prestigious hospitality brands.

|           |                                                                    |           |                                                    |
|-----------|--------------------------------------------------------------------|-----------|----------------------------------------------------|
| <b>01</b> | <b>State Electric Company Limited (STELCO)</b><br>UTILITIES · SOE  | <b>02</b> | <b>Dhiraagu</b><br>TELECOMMUNICATIONS              |
| <b>03</b> | <b>Ooredoo</b><br>TELECOMMUNICATIONS                               | <b>04</b> | <b>Waldorf Astoria Maldives</b><br>HOSPITALITY     |
| <b>05</b> | <b>Sheraton Maldives Full Moon Resort &amp; Spa</b><br>HOSPITALITY | <b>06</b> | <b>Four Seasons</b><br>HOSPITALITY                 |
| <b>07</b> | <b>JW Marriott Maldives</b><br>HOSPITALITY                         | <b>08</b> | <b>GoBig Maldives Private Limited</b><br>CORPORATE |
| <b>09</b> | <b>Sun Siyam Resorts</b><br>HOSPITALITY                            |           |                                                    |



# 06

## GROWTH & FUTURE DIRECTION

### The next 3–5 years.

We aim to diversify into new industries while strengthening existing markets — becoming a leading importer and distributor of internationally recognized brands, growing our retail presence, building strategic global partnerships, and establishing Niora as a trusted name for innovation, quality and value.

## STRATEGIC PRIORITIES

**01** Diversify into new industries while strengthening existing markets.

**02** Become a leading importer and distributor of internationally recognized brands.

**03** Continue growing Niora's retail presence in the Maldives.

**04** Build strategic partnerships with global brands.

**05** Introduce innovative products and new business concepts.

**06** Expand professional party decoration and complete event setup solutions.

## BRAND POSITIONING

**Innovative** • Premium • **Modern** • Trusted  
**Customer-Centric** • Quality-Driven



07

## CORPORATE INFORMATION

**Let's** celebrate  
**together.**

|                           |                                          |
|---------------------------|------------------------------------------|
| REGISTERED COMPANY NAME   | Niora Private Limited                    |
| YEAR ESTABLISHED          | 2025                                     |
| BUSINESS REGISTRATION NO. | C05032025                                |
| HEAD OFFICE               | M. Balance, Handhuvaree Hingun, Maldives |
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# N I O R A

I N N O V A T I O N · Q U A L I T Y · V A L U E

**NIORA PRIVATE LIMITED**

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