

# Kreol Travel Retail partners with Toy World for distribution in GCC and India



From left to right: Lal Arakulath, CEO of Kreol Group; Mohammed Hafeez, GM of Toyworld; and Kreol Arakulath, Executive Direct of Kreol Group

[Kreol Travel Retail](#), a duty free distribution company in the Middle East, Indian subcontinent, and Africa, has signed an agreement with [Toy World Distributor LLC](#) for travel retail distribution of Carrera and Revell brands in GCC and India. Toy World Distributor LLC is an official distributor for these brands in the region.

Lal Arakulath, CEO of Kreol Group, said, "We are very excited about this association with Toy World. We believe that Carrera and Revell have great potential in the travel retail market, as they appeal to a wide audience of hobbyists, collectors, and families. We look forward to bringing these brands to more travelers across GCC and India."

Toy World Distributor LLC is part of Faisal Holdings Group, which was established by H.H. Sheikh Faisal Bin Sultan Bin Salem Al Qassimi in the United Arab Emirates. The company has been operating since 1980 and has become one of the most successful and reputed wholesale distributors of branded toys in the Middle East.

"I wish all the best for the new travel retail business cooperation between Toy World and Kreol Group. We are very much committed to providing safe toys to our customers and happy to see that travel is 1

back and airports are busy," said H.H Sheikh Sultan Bin Faisal Al Qassimi, Board Member, Faisal Holdings Group.

Carrera and Revell are renowned for their high-quality and innovative toys. Carrera is a world leader in slot car racing, offering a range of tracks and cars that simulate real motorsport events, while Revell is a pioneer in plastic model kits, covering various themes such as aviation, ships, cars, and more.

"We cater to recreation solutions that provide enjoyment, exercise, and entertainment to all age levels. Collaborating with some of the biggest and most prestigious names in the global toy market, Toyworld has emerged as an industry leader. All products procured and supplied by Toyworld carry international child safety standards. We are looking forward to working with Kreol Group to establish our travel retail presence," said Mohammed Hafeez, GM of Toy World.