
ENDLESS ENERGY EVERYWHERE
DARLUX
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DARLUX

Who are we ?

DarLux is the separately established Syrian arm of **AGS international** created to serve the Syrian market with the benefit of the Group's regional experience, supplier relationships, and energy-sector expertise.

While DarLux benefits of strategic backing of the group it operates as an independent entity with its own management, operations, commercial decisions, contracts, , business relationships, and maintains separate commercial responsibilities.

DarLux focuses exclusively on developing the Syrian market across:

- Solar energy
- Energy storage
- Home Appliances
- Car battery

With wide customer chain serving:

- distributors
- installers
- contractors
- businesses



DARLUX

At the Syrian Energy fair

DARLUX



Vision

To become the leading provider of smarter, data-driven home energy and appliance solutions in developing markets, raising industry standards and improving everyday quality of life.



Mission

To provide reliable home appliances, energy, and storage solutions backed by professional service, transparent recommendations, strong warranties, and long-term customer support.

DARLUX

How are we different ?

High Technical abilities

We employ sales engineers, not just salespeople, because technical knowledge builds trust, improves recommendations, and strengthens customer loyalty. More than **50 Sales engineers** across Syria.

Standarized work protocols

From **sales orders** through finance, **procurement**, and **fulfillment,** we follow internationally recognized standards while tailoring our approach to each client's needs.

Strict supplier choosing

We carefully vet every supplier for **product quality, warranty standards, and long-term reliability**. Our priority is not to add more suppliers, but to partner with the right ones—because we are highly selective about the brands we associate with the **DarLux** name.

Deep ties with our suppliers

We build deep, long-term relationships with our suppliers through **joint showrooms**, **strategic privileges**, and ***close market collaboration.*** Our structured approach helps strengthen brand presence, product positioning, and customer confidence.

Financial stability

We maintain **strong financial stability** through an experienced finance team, disciplined budgeting, and forward-looking projections ensuring all obligations are covered with a healthy financial buffer. In addition our stability made us eligible for **credit lines** and **sinosure with major manufacturers like Deye, Longi, Jinko, JA solar, Felicity Solar**

Data driven approach

Our in-house data system goes beyond traditional ERP and CRM tools, combining market intelligence with **AI-driven analysis** to help us identify trends, adapt quickly, and make faster, better-informed decisions. Developed by our **in-house engineers**, the system is tailored specifically to our business and market needs.

DARLUX

Who works with us

Jinko Solar

DONGJIN POWER

DYNESS

Deye

USFULL

LONGi

SEBANG

HYUNDAI BATTERY

JA SOLAR

Voltronic Power
Advancing Power

felicitysolar®

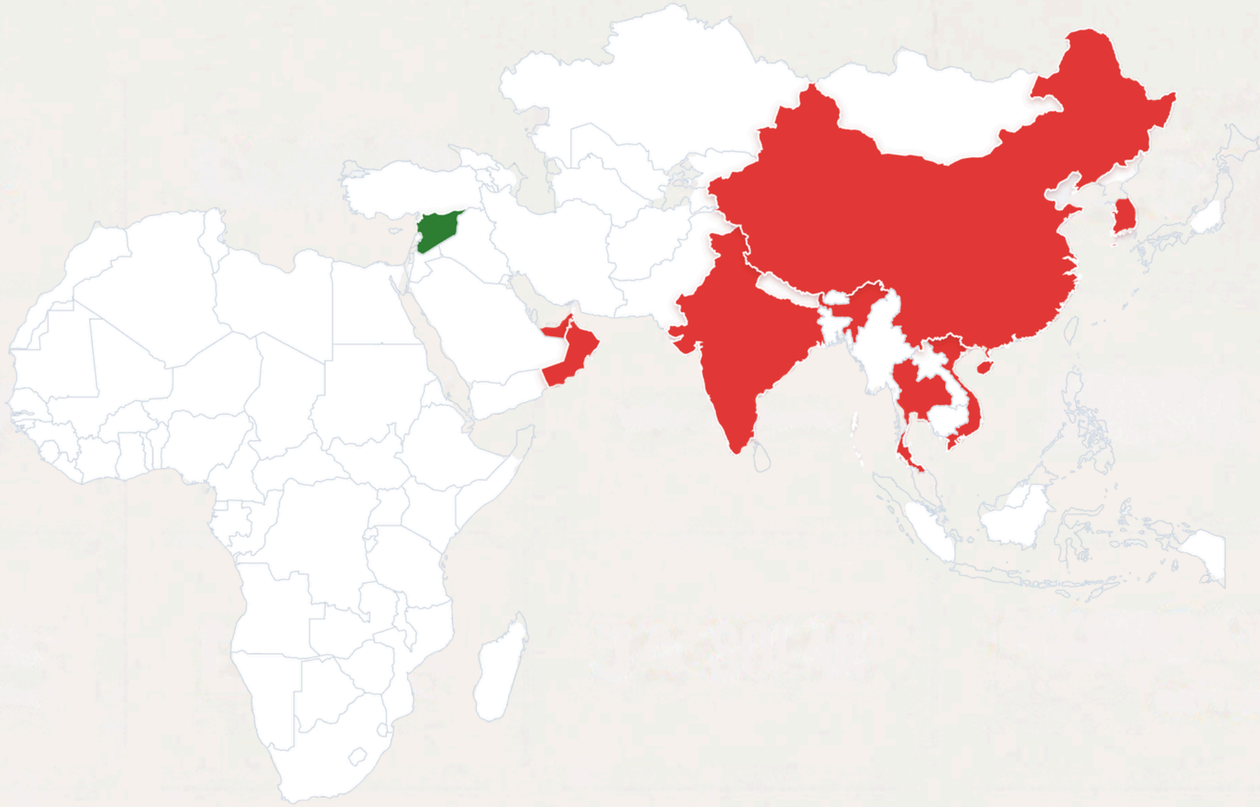
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EXIDE

SUOER®

ROCKET

LEADER





DAR LUX

Branches

We proudly serve the entire Syrian market, with sales activity across every governorate and strategically located branches in Syria’s major cities.

Damascus

Branches 6

Warehouses 2

Aleppo

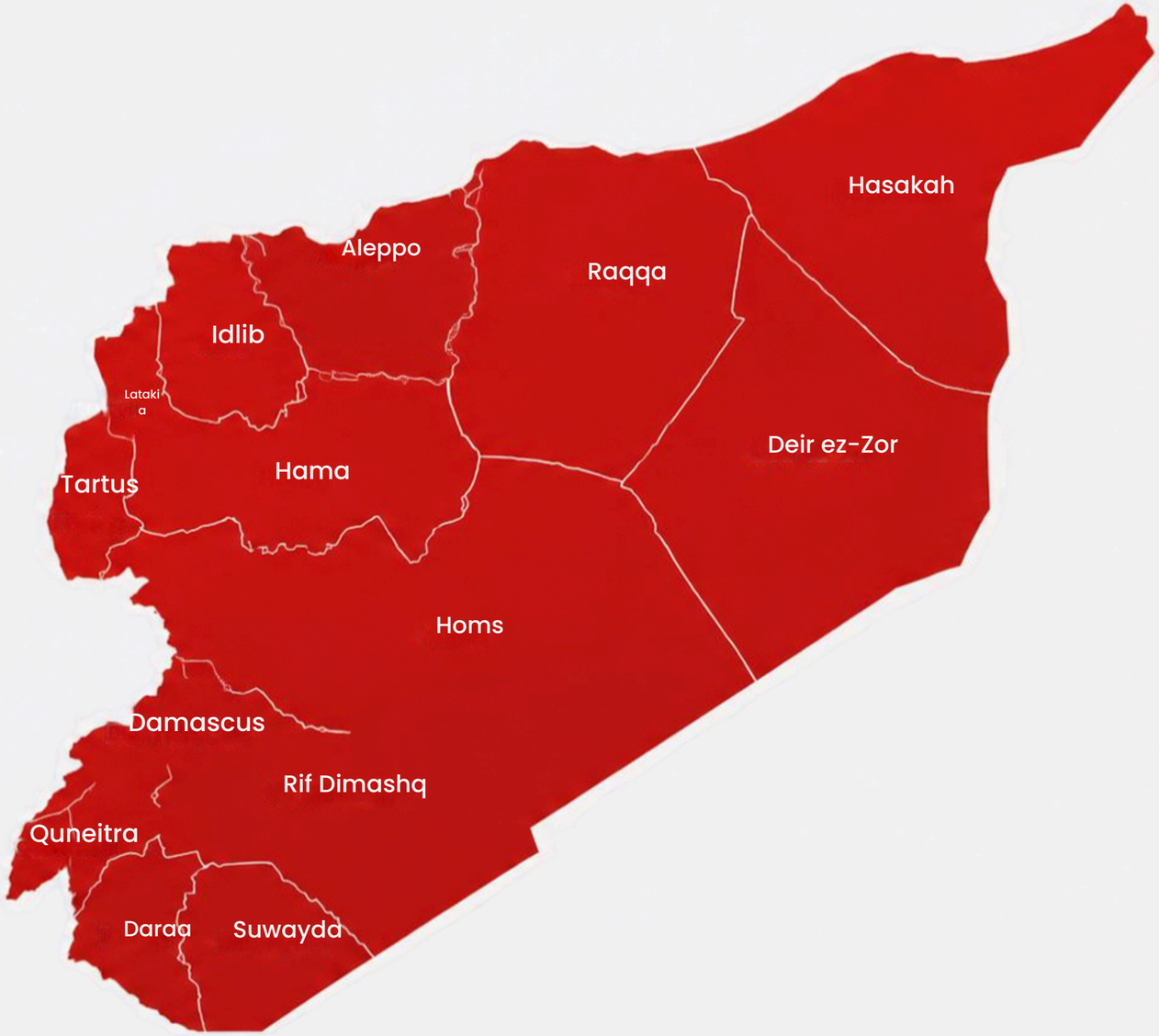
Branches 2

Warehouses 2

Lattakia

Branches 2

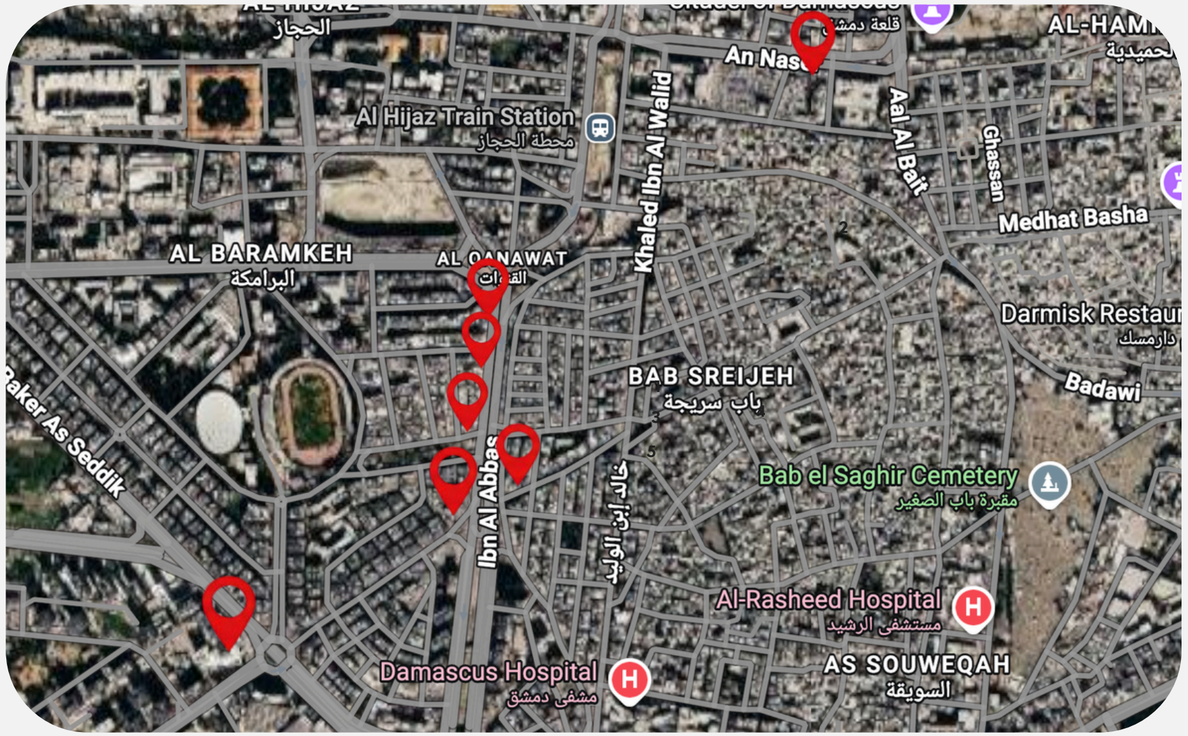
Warehouses 2



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Damascus Showrooms

DarLux operates six showrooms and a headquarters, with Damascus serving as our main operational hub. Its strategic location, proximity to key borders, and high concentration of population and commercial activity allow us to serve a broad customer base across multiple market segments with a diverse product portfolio.





Al-Fahhama Main Street
opposite the bakery



Al-Nasr Street
FelicitySolar Partnership Showroom



Baramkeh street for batteries
Deye Partnership showroom



Al-Fahhama Zaid ibn Thabit st.
road leading to Khalid ibn Al-Walid St.



Main Al-Fahhama Street
Dyness partnership Showroom

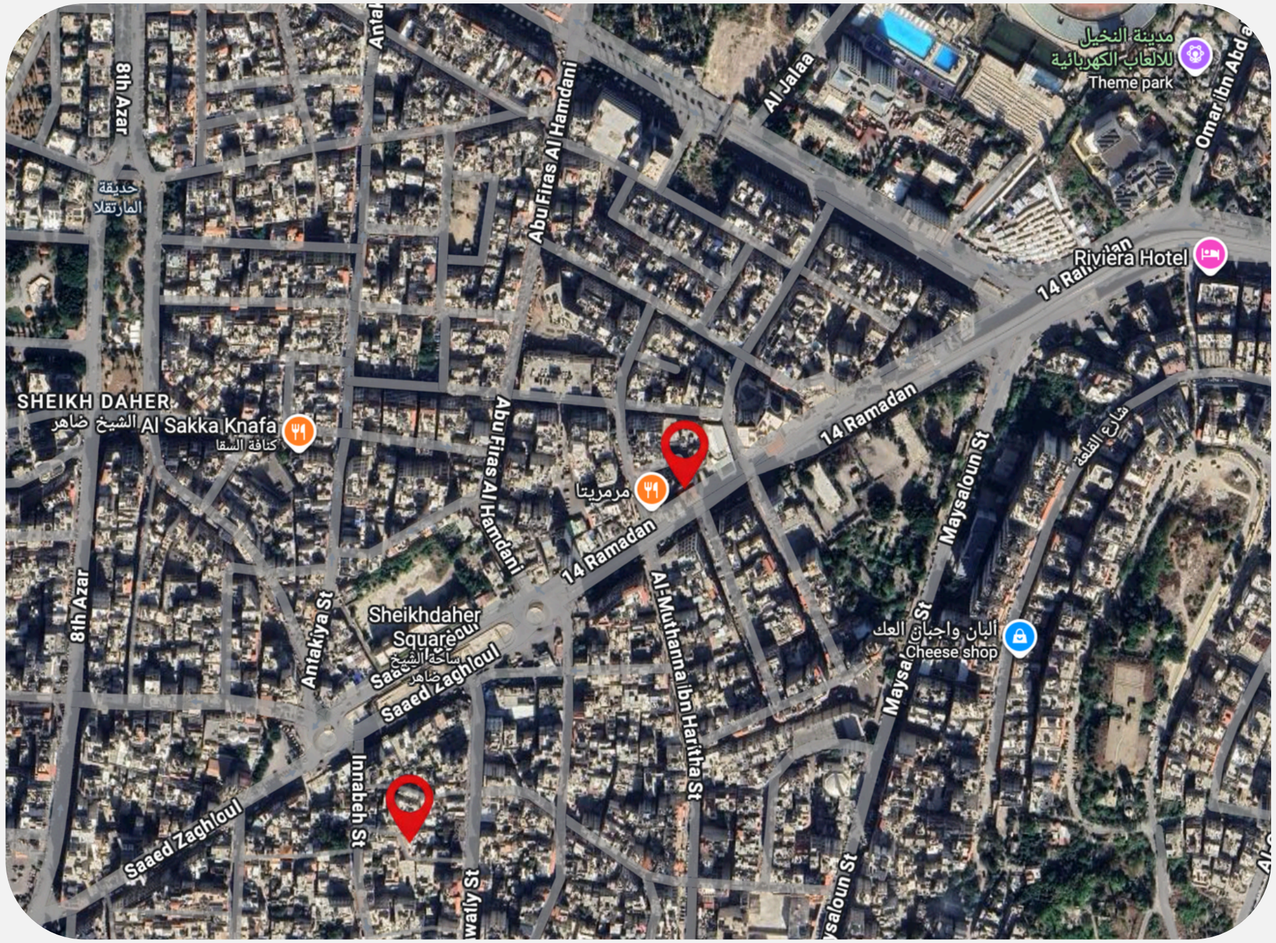


Upcoming new branch On alfahammah main street

DAR LUX

Latakia Showrooms

Latakia is one of DarLux's key operational centers due to its role as Syria's main seaport. Our presence includes an office in the Free Zone giving us direct control over sea-freight handling, major warehousing capacity, and two showrooms, and regional distribution. Supported by mobile warehouses, our Latakia operation extends product availability beyond the main cities and allows us to reach customers in areas that are often underserved by traditional distribution networks.



Sheikh Bahar Street

behind Ali Gas Station



Souq Al-Safan

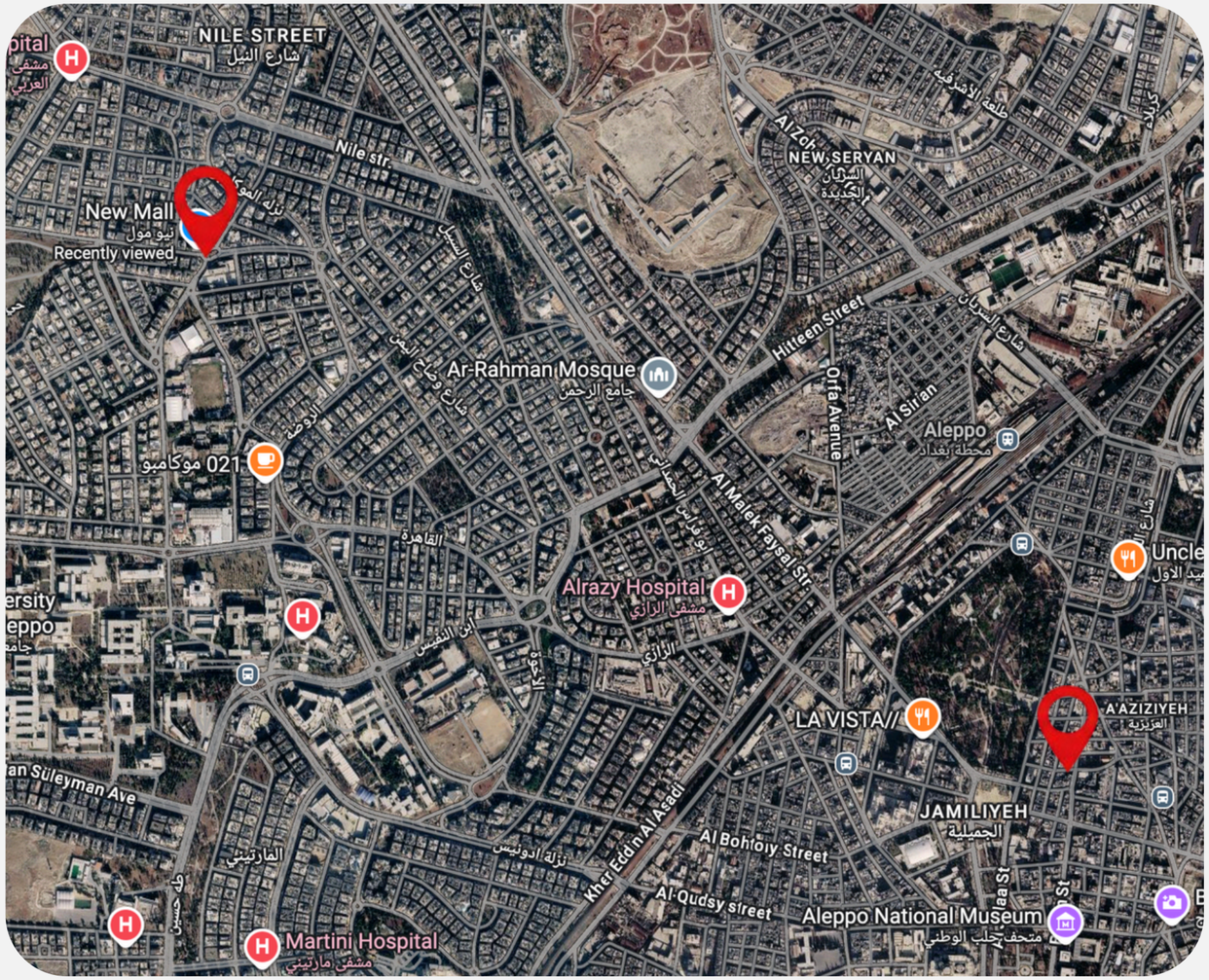
Deye Partnership showroom



DAR LUX

Aleppo Showrooms

Aleppo is DarLux's key hub for northern Syria, serving one of the country's largest and most commercially active markets. Its dense population, strong industrial base, major trading companies, universities, contractors, and large-scale projects create demand for both reliable products and technical expertise. Our presence in Aleppo allows us to support customers with knowledgeable sales, project guidance, product availability, and faster access to energy and power solutions across the north.



Al-Mokambo

FelicitySolar Partnership showroom



Al-Manshiyah Area

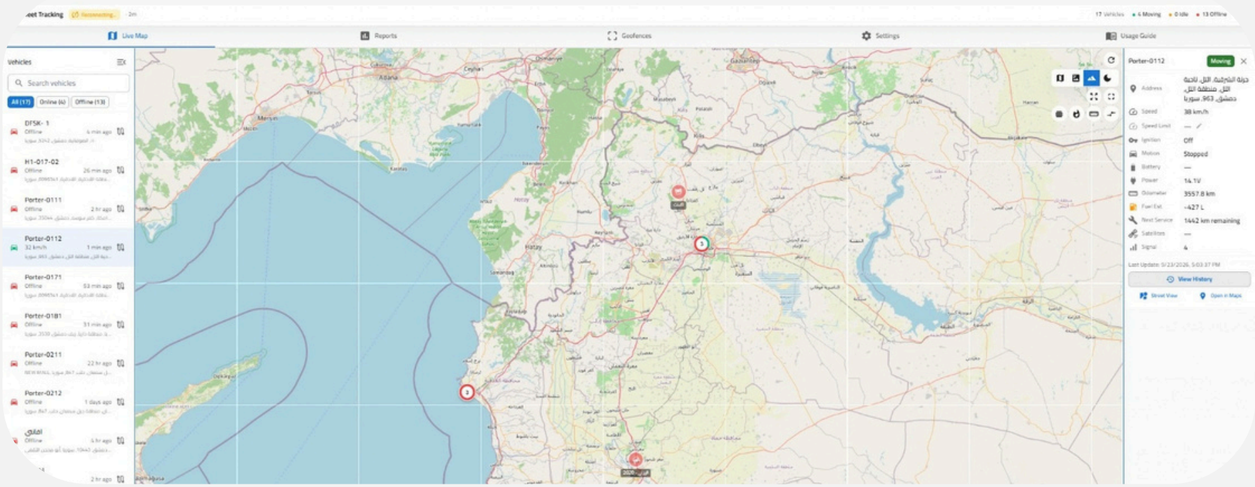
FelicitySolar Partnership showroom



DAR LUX

Daily Regional Distribution

Our mobile distribution fleet operates daily routes across Syria, carrying stock directly to regional markets, remote areas, and small retailers. Customers can place orders through our digital ordering channels, while our system supports route planning, delivery scheduling, and demand assessment allowing us to improve product availability, shorten delivery times, and make business easier for our partners. All systems are developed in house tailored to our needs



Aleppo & Idlib



Porter #1



Porter #2

Latakia & Tartus



Porter #3

Damascus & regional damascus



Porter #4



Porter #5



Porter #6

DARLUX

Team members

50

Expert Sales engineers across the showroom

15

highly trained Warehouse staff

5

Supply Chain and custom clearance staff

4

IT specialists and marketing

13

Administrative

6

Drivers for mobile field sales

Total **93** Employees in across Syria

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Conclusion

DarLux is committed to building a stronger and more sustainable energy future through reliable products, trusted partnerships, and customer-focused service. With an expanding network of showrooms, international suppliers, and experienced professionals, we continue to deliver dependable solutions across the battery, solar, automotive, and energy sectors.

Our strength comes from combining global expertise with a clear understanding of local market needs. As we grow, DarLux remains focused on quality, innovation, operational excellence, safety, and long-term relationships. We look forward to expanding our capabilities, supporting our partners and customers, and creating lasting value across the communities and markets we serve.