

Marikar Group – Legacy in Motion

Driven by Legacy. Powered by Trust.

For over 115 years, *Drive* has defined the Marikar Group — not just as a word, but as a spirit of enterprise, innovation, and service. What began in 1910 as a modest trading house founded by the visionary **Mr. H.O.L. Marikar** has grown into one of South India's most respected and diversified business houses.

Our Founder, Our Foundation

The late Mr. H.O.L. Marikar was more than a business pioneer. He was a social reformer and educationist who believed that enterprise must be rooted in integrity and service. In 1926, he established **Marikar & Company Ltd.** in Munnar — a unique departmental store that served the needs of tea estates and Scottish planters.

Right from inception, the company began dealing in automobile spare parts and accessories. By the 1930s, it had secured franchises for **International Trucks, Ford Cars & Royal Enfield motorcycles**, laying the groundwork for a lasting relationship with the automotive world.

Motoring Ahead – A Journey of Firsts

In 1940, **Marikar (Motors) Ltd.** was formed, taking over the automobile division and setting up its headquarters in Thiruvananthapuram, the then capital of the princely state of Travancore. The company swiftly expanded across Kerala with a growing network of branches.

We imported **Royal Enfield motorcycles** from England and proudly introduced the **Royal Enfield Brand** in Kerala in late 1937, and we are the Oldest Dealer in the World, still in business with RE today. In the 1940s, we were among the first three dealers in India for **Hindustan Motors** - earning decades of recognition as a top-performing dealership.

Trusted Brands. Evolving Horizons.

Though over the decades we have represented many prestigious automotive and related brands — including API, Bedford, Benelli, Escort, Fiat, Ford, Hero Green, Hero Puch Scooterettes, Hindustan, Isuzu, Jaya three-wheelers, KAL, Lambretta, LML, Mitsubishi, New Holland Tractors, Nissan, Porsche, Premier, Reva, Skoda, Tata, and Vespa - our current core associations reflect our

continued focus on customer-centric excellence: **Honda Red Wing, Honda Big Wing, Royal Enfield & Nissan, besides Canon** – in office automation and lifestyle electronics. These partnerships stand as a testament to our deep-rooted credibility, service commitment, and brand trust.

Manufacturing with a Mission – Qudrat by Marikar

In line with our commitment to sustainability and innovation, the Marikar Group has forayed into green manufacturing with **Marikar Green Earth Pvt. Ltd.**, under the brand name **Qudrat**. Founded in 2020 and trademark-registered by June 2021, **Qudrat** is a Kerala-based eco-conscious startup that transforms **rice husk, straw, and other agricultural residues** into biodegradable **tableware and cutlery**. With a **zero-waste** manufacturing process, local sourcing, and a values-driven approach, Qudrat embodies our commitment to ecological and economic sustainability.

Legacy Leadership and Empowered Teams

After the passing of the founder in 1944, the Group was steered to greater heights by his sons, **Mr. Abdul Majeed Marikar, Mr. Hassan Marikar, Mr. Habeeb Marikar & Shamshudeen Marikar**. Today, the Group is led by **Mr. Zulfiquar Marikar**, Managing Director, and supported by a team of over 700 dedicated professionals — blending rich experience with youthful energy.

We have always nurtured a stable, motivated workforce through continuous training, performance-linked incentives, and strong employee engagement - contributing to our position as one of India's most enduring and ethical dealership networks.

Purpose beyond Profit

At Marikar, social responsibility is a legacy, not a formality. Through the **H.O.L. Marikar Trust**, we support education and medical care for underprivileged families. Since 1995, our **Blood Donors Forum** has actively supported major hospitals, earning multiple accolades from the **Indian Medical Association (IMA)** and the **Red Cross Society**.

In 2014, we launched the **"Forests Forever" Program** in partnership with the **Kerala Forest Department** — pledging to plant a tree for every vehicle sold. With community involvement from customers, students, and volunteers, we continue to work towards urban greening and large-scale reforestation.

We also run regular **school outreach programs** focused on traffic awareness, social values, and civic responsibility.

A Heritage You Can Trust. A Future We Build Together.

With a presence spanning **Kerala and Tamil Nadu**, and decades of goodwill behind us, the Marikar Group continues to thrive on the core values established in 1910 — **trust, credibility, transparency,** and **ethical business practices.**

Whether you're a customer, corporate, or manufacturer looking to partner with a reliable and future-focused organization, you are in trusted hands with Marikar.