

Qatar Business Card Directory 19th Edition: Online Platform and Mobile Applications Launched



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Doha:

Media Plus, a Qatar-based advertising and event management company, has officially launched the 19th edition of the Qatar Business Card Directory (QBCD) with the introduction of its online

edition and mobile applications, at a function held recently at the Indian Coffee House, Doha.

The online edition of QBCD was formally released by Abdul Gafoor Puthukkudi, General Secretary of the Kerala Business Forum. The iOS version of the QBCD mobile application was launched jointly by Shanavas Bava, President of the Indian Community Benevolent Forum (ICBF), Faisal Rasak, Director of Al Suwayed Group, Liji Abdulla, President of Malayali Influencers, and Uwais, Managing Director of The Way Corporate.

The event was attended by several prominent personalities as guests of honour, including Jeby K. John, Managing Director of Qatar Tec; Noushad, Managing Director of New Good Will Cargo; Abdul Rauf Kondotty, Lok Kerala Sabha Member; Haroon Rashid Qureshi, Chief Editor of Rabhar Kisan International; and Jayakumar, Assistant Manager (Parts) at Taseer Genuine Parts.

Speaking on the occasion, the dignitaries observed that innovative marketing tools like the Qatar Business Card Directory have the potential to bring positive transformations to the business landscape. They noted that QBCD, with its novel concept, scientific organisation, and user-friendly design, serves as an effective platform for large-scale business networking. The introduction of the online edition and mobile applications was appreciated as a significant step that will enhance accessibility and appeal to users across the globe.

Addressing the gathering, Dr. Amanulla Vadakkangara, CEO of Media Plus and Chief Editor of QBCD, highlighted that the success of the directory is the result of a dedicated team effort and a commitment to innovation. He explained that QBCD facilitates meaningful interaction within the business community by providing a comprehensive collection of business cards of individuals and establishments, serving as a ready reference to promote mutually beneficial business opportunities.

“Since its inception in 2007, we have consistently introduced new features every year. Today, QBCD stands as a unique publication that has been released consecutively for the last 18 years, each edition enriched with added attractions,” Dr. Vadakkangara said. He further noted that the entire directory is now available online, and the business card listings can be accessed through the mobile application as a free download.

Emphasising the importance of branding in challenging business environments, Dr.

Vadakkangara remarked that QBCD offers a simple and effective solution for brand visibility and business promotion.

The online edition of the Qatar Business Card Directory is accessible at

www.qatarcontact.com

For free copies of QBCD, interested parties may contact the Media Plus office at 4432 4853.