

Kia Oman launches 'Onward, Together' campaign

Kia Oman has launched the 'Onward, Together' campaign, an initiative aimed at supporting customers with special financing rates, discounts and service benefits across a range of popular models.

The campaign, running from May 6 to July 5, 2026, offers individual retail customers special interest rates of 1.99% for financing agreements of up to four years and 2.99% for five-year agreements. The offer applies to the 2026 Kia Sonet, 2026 Kia Seltos and 2026 Kia Sportage L.

According to the company, the special interest rates are available only for individual retail customers and remain subject to credit approval and clearance by selected finance companies. Other models and financing tenures beyond the specified period will carry standard applicable rates.

As part of the campaign, customers can also benefit from direct price savings of up to RO2,600 on selected models, with discounts adjusted directly in the vehicle price. In addition,



one year of complimentary registration is being offered on most models, subject to terms and conditions. Kia Oman said ownership benefits under the campaign include a service package of up to 30,000km or three years, whichever comes earlier. Existing Kia owners upgrading to a new model can receive an extended service package of up to 50,000km or five years.

The company added that specialised service terms are also available for its electric vehicle range, including the Kia EV6 and

Kia EV9, aimed at supporting customers transitioning to electric mobility.

Kia Oman highlighted that its current line-up combines modern design, technology and performance across different customer segments, from compact SUVs and sedans to electric vehicles. Reliable International Automotive, the official distributor of Kia in Oman, said it ranked first in Sales Customer Satisfaction in the Middle East and Africa region in 2024, according to Kia's regional assessment.

ICAI Muscat hosts seminar on India-Oman CEPA opportunities

The Institute of Chartered Accountants of India-Muscat Chapter, operating under the sponsorship of the College of Banking and Financial Studies (CBFS), organised a Continuing Professional Education (CPE) session titled 'CEPA - An Opportunity for India & Oman' at InterCity Hotel, Al Khawar.

The event brought together finance professionals, business leaders and stakeholders to discuss opportunities arising from the proposed Comprehensive Economic Partnership Agreement (CEPA) between India and Oman.

HEGV Srinivas, Ambassador of India to Oman, attended the event as chief guest and highlighted the longstanding bilateral ties between the two countries. He said CEPA is expected to strengthen economic collaboration, trade diversification and investment opportunities across sectors.

The seminar featured presentations by Dr Yusuf Hamed Al Balushi, managing director of Smart Investment Gateway, and



Dr James J Nedumpara, professor and head of the Centre for Trade and Investment Law at the Indian Institute of Foreign Trade.

Dr Al Balushi outlined Oman's strategic position as a gateway to GCC, African and US markets, while highlighting opportunities in sectors including metals, petrochemicals, pharmaceuticals, ICT, logistics and manufacturing. He also noted the agreement's alignment with Oman Vision 2040 objectives.

Dr Nedumpara discussed the legal and structural aspects of

CEPA, including tariff concessions, digital trade provisions and trade in services.

The newly-formed managing committee of the ICAI Muscat Chapter, led by chairman, CA Sangeetha Sureshkumar, said the chapter remains focused on delivering knowledge platforms that help members stay updated on global economic and regulatory developments.

CBFS said such initiatives support professional development and knowledge exchange within Oman's financial sector.

ABRAJ wins Platinum ESG award at Oman Sustainability Week

ABRAJ Energy Services concluded its participation at Oman Sustainability Week 2026 and the Oman Petroleum & Energy Show 2026 by receiving the Platinum Award in the ESG category at the Oman Sustainability Week Awards.

The company said the recognition reflects its progress in integrating sustainability principles across operations, strengthening governance standards and supporting Oman Vision 2040 goals.



Platinum ESG award reflects ABRAJ Energy Services' commitment to responsible growth, operational excellence and sustainable value creation

SAIF BIN SAID AL HAMMAMI

During OPEX 2026, ABRAJ showcased its drilling and well services capabilities, digital transformation initiatives and sustainability-focused projects. The company also announced a series of strategic agreements and partnership initiatives aimed at supporting operational growth, cleaner energy solutions, digital transformation and supply chain localisation.

According to ABRAJ, the initiatives are designed to enhance local value creation and strengthen collaboration with industry partners in Oman and regional markets.

The company also recognised strategic service partners during the event, highlighting the importance of long-term partnerships in supporting operational performance and growth.

As part of the technical programme of the Society of Petroleum Engineers (SPE) conference held alongside the exhibition, ABRAJ participated through executive discussions

and technical paper presentations focused on innovation and operational performance in the energy services sector.

Eng Saif bin Said Al Hammami, chief executive officer of ABRAJ Energy Services, said the Platinum ESG award reflects the company's commitment to responsible growth, operational excellence and sustainable value creation. "As we mark 20 years of service to Oman's energy sec-

tor, our participation in Oman Sustainability Week and OPEX 2026 reflects our continued focus on sustainability, innovation, local value creation and strategic partnerships that support the future of energy," he said. ABRAJ said its participation reinforced the company's position as a national energy services provider focused on ESG leadership, technical capability development and regional growth.

Adeeb Ahamed joins Washington Post AI council

Adeeb Ahamed, managing director of Lulu Financial Holdings, has been appointed to the Council on AI & Technology of Washington Post Intelligence.

The council is a global leadership forum focused on policy and industry innovation in artificial intelligence, emerging technologies and digital transformation.

According to the company, Ahamed is among the first



Adeeb Ahamed

business leaders from the Middle East to join the council, representing a region witnessing rapid growth in AI-driven innovation, digital infrastructure and financial technology ecosystems.

The appointment also highlights the increasing role of financial services and cross-border payment systems in global AI discussions.

Under Ahamed's leadership, Lulu Financial Holdings has ex-

expanded across the GCC, Indian subcontinent and Asia Pacific, with operations focused on cross-border payments, fintech innovation and digital financial services. Commenting on the appointment, Ahamed said the GCC and wider Middle East are emerging as important centres for AI and technology innovation, supported by advanced digital infrastructure and evolving financial ecosystems.

OETC wins award for internal audit practices

Oman Electricity Transmission Company (OETC) has won the 'Best Internal Audit Practices Award 2025', recognising the company's commitment to transparency, corporate governance and regulatory excellence.

The award was presented to OETC's Internal Audit Department during the annual event organised by the Institute of Internal Auditors under the supervision of the Financial Services Authority, coinciding with International Internal Audit Awareness Month.



According to OETC, the recognition highlights its continued efforts to strengthen governance frameworks, risk management systems and audit practices in line with international standards.

Qais bin Haseem Al Mufrik, general manager of Internal Audit at OETC, said the award reflects the quality and precision of the company's internal audit

operations and its efforts to promote a culture of integrity and excellence. "This recognition reinforces OETC's position as a benchmark for international best

practices and supports the sustainability of Oman's power transmission sector in line with Oman Vision 2040," he said.

OETC noted that the achieve-

ment also underlines its focus on improving operational efficiency through advanced governance and regulatory practices.

Dhofar Islamic finances Oman's first underground copper mine

Dhofar Islamic has signed a financing agreement to support the Sultanate's first underground copper mining project, reinforcing efforts to expand the mining sector and advance economic diversification goals.

The bank arranged and facilitated Shariah-compliant financing for Mawardi Mining, the mining investment arm of Mohammed Al Barwani LLC, for the Al Ghayayn copper mining project. Dhofar Islamic acted as the mandated lead arranger for the

transaction, with participation from Al-Hilal Islamic as part of the financing syndicate.

The agreement was signed by Amr Al Ansi, Chief Islamic Banking Officer at Dhofar Islamic; Tarek Al-Bawani, Managing Director of Mawardi Mining; and Zainab Al Lawati, Head of Corporate Banking at Al-Hilal Islamic, in the presence of senior executives from the participating organisations.

Commenting on the transaction, Amr Al Ansi said the pro-



ject reflects the bank's commitment to providing innovative Shariah-compliant financing solutions and supporting strategic national projects aligned with Oman Vision 2040.

He added that the Al Ghayayn project represents a significant addition to Oman's mining sector and highlights Dhofar Islamic's capabilities in structuring and underwriting complex financing transactions.

Driven by rising global demand for copper, particularly in

energy transition technologies, infrastructure and manufacturing, the project is expected to contribute to Oman's mineral output while creating employment opportunities for Omanis across technical and operational roles.

The development is also expected to support local supplier opportunities, skills development and community-focused initiatives, while strengthening Oman's position within global copper supply chains.