

UNIVERSITY



ABOUT US

Who we were?

We started our operations as a general trading company under Ajman Free Zone Authority, UAE in January 2015. It was shared desk office facility while inception and slowly started growing with hands-on customers in UAE and other GCC. We were distributing and installing various automotive accessories mainly in UAE and also within some parts of Middle East and Africa region. We had various personal customers whom we supplied and installed accessories like rear camera, parking sensor, seat cover, floor mat.

Also we had few SME customers where we provided speed governors, mobile DVR system and GPS tracking which we sourced locally and from China.

Who we are?

In 2019, realizing the fact that safety, security and surveillance in automotive sector along with various other sectors are having high demand in market and no dedicated manufactures in the same field are available from within this region for an easy access to the customers within MEA region. So we converted our license as "the first and only automotive GPS tracker manufacturing unit" in UAE, where we could be able to develop various devices from Ajman which can be used for road safety.

We are in the process of developing safety, security and surveillance devices from our Aura facility, under the brand name - "seqaura" powered by a powerful platform - "auratraq".

Who we would be?

We would like to be the highly recommended and service oriented solution provider in MEA region with a clear vision of maintaining a healthy, secure and safe environment. We believe that our quality products and powerful platforms will make ourselves the main safety, security and surveillance solution provider in the Middle East and Africa region. We want to be the trend setter by bringing new solutions very often and introducing them in MEA market and thereby ensure security and safety in Middle East and Africa roads and transport sector with quality products. **Hope we can serve you better in all of your automotive safety, security and surveillance requirements in this decade.**

Aura History

- ▶ Pre establishment works started on October 2014
- ▶ Launched a website (www.autoaccessories.ae) on November 2014
- ▶ Established officially in Ajman Free Zone on January 2015
- ▶ Installed first GPS tracking on August 2015
- ▶ Moved to own office on January 2017
- ▶ Registered as an industrial license on January 2019
- ▶ TRA certified dealership on October 2019
- ▶ Got first own 2G tracking device (Seqaura STA210) TRA approval on January 2020
- ▶ As 2G network closed / stopping by TDRA, first 4G LTE device; STB400 got TDRA final approval on March 2022
- ▶ One of the best devices for driver / students / passenger monitoring; STB404 got approval from TDRA on December 2023



AURA VISION

Our Mission

- Our mission is to make safer transportation in Middle East & Africa
 - By Securing all the vehicles with Tracking System
 - By Safeguarding all the passenger/cargo fleet with Speed Governor
 - By Surveilling all the Public, Tourist, Educational & Staff transporting vehicles with camera system

Our Vision

- Our vision is to be the trendsetter in the Middle East and Africa
 - By working alongside Governments and authorities providing smarter solutions for safer roads and secured transportation.
 - By reducing fuel and labour costs, extending vehicle life cycle and better customer service.

Mission 2020-24

- ▶ Seqaura branded 2G, 4G, NB IoT & 5G basic and advance GPS trackers designed, developed and manufactured in UAE.
- ▶ Seqaura GPS tracker made in UAE as per SIRA compliance and approval for SecurePath 2.0 to be released by August 2021.
- ▶ Create Seqaura Automotive Accessories Marketing & Installation network all over GCC for vehicle safety, security and surveillance.

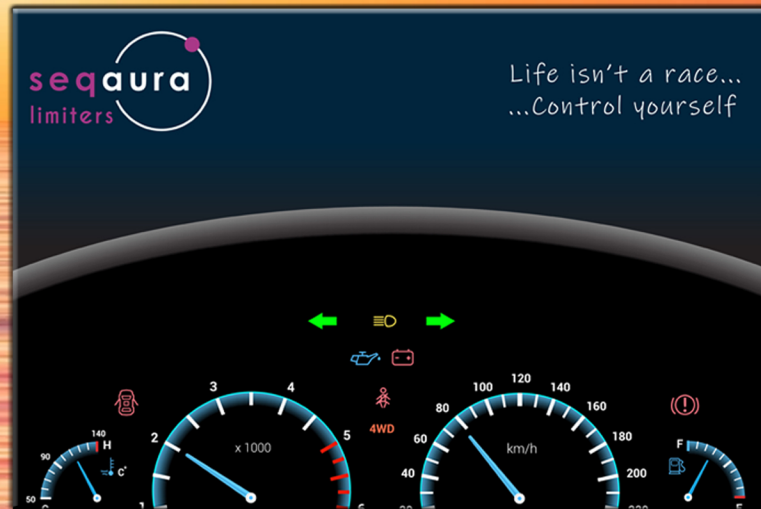
Vision 2025

- ▶ Be the market leader for 4G, 5G & NB tracking devices in MEA region
- ▶ Seqaura car accessories & small parts to be manufactured from UAE and marketed in MEA
- ▶ Conducting regular awareness programs in collaboration with RTAs in all MEA countries
- ▶ Manufacturing home & office automation products which ensure safety and security for the society within MEA region.

Products & Services



automotive security



automotive safety



auratraq app & platform



automotive surveillance



Aura FZC was one of the two companies participated in the events organised by Ajman Free Zone as part of the 'Innovation Forum 2021', which was attended by HH. Sheikh Ahmed bin Humaid Al Nuaimi (Representative of HH. the Ruler of Ajman for Administrative and Financial Affairs, Chairman of the Department of Finance and Chairman of Ajman Free Zone,) and showcased the innovations of the local business community, along with multiple innovative applications in various fields. Pic credit - tahawultech.com

Aura FZC

Warehouse #24 | Block #A1

Ajman Free Zone | Al Bustan Street

Ajman | United Arab Emirates

Sales : +971 56 9 357 357

Support: +971 50 849 5853

General: +971 50 683 9565 / 06 525 3385

sales@auratraq.ae / tracking@auratraq.ae

www.auratraq.ae / www.sqool.ae



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