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Citruss TV is based in Dubai and was founded in 2005 by Nicolas Bruylants and Michael Trüschler. Their aim was to offer a new kind of retail service to the people in the region, built on technology, but guided by two customer focused principles: Quality and Convenience. Citruss offers quality products from around the world and delivers them to the doorstep of their viewer's homes. The ultimate buying convenience. Today, Citruss is the leading company in electronic retailing in the Middle East and North Africa, broadcasting 24 hours in Arabic language.

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