



Dubai  
PO Box 500605  
United Arab Emirates

Phone: +971 4 3677386  
Fax: +971 4 3915598

Citrus 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. Citrus offers quality products from around the world and delivers them to the doorstep of their viewer's homes. The ultimate buying convenience. Today, Citrus is the leading company in electronic retailing in the Middle East and North Africa, broadcasting 24 hours in Arabic language.

Contact Person: Rania Besiso

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