

# ISLAM CHANNEL BUSINESS AWARDS 2024



The UK's largest awards *celebrating* the best of British Muslim *Businesses*

Media Partners



# Islam Channel Business Awards 2024 will host Britain's top business talent and recognise exceptional leadership and good governance

Now in its third year, the Islam Channel Business Awards have firmly established themselves as a prestigious platform for acknowledging and honouring the achievements of British Muslim entrepreneurs. These awards offer an excellent opportunity to celebrate the entrepreneurial talents and remarkable successes of businesses spanning various sectors.

Through the showcasing of these achievements, the awards serve as a source of inspiration for the next generation of British Muslim entrepreneurs and the creation of industry role models.

The inspiring award ceremony is scheduled for February 2024 in the heart of Central London. With over 1,000 esteemed members of the business and professional community in attendance, including ambassadors, parliamentarians, and other prominent figures, the event will be a grand celebration of the award recipients' accomplishments.

The award ceremony features speeches, presentations, and entertainment, ensuring a memorable and enjoyable experience for all attendees. Additionally, it provides a valuable opportunity for networking, collaboration, and the development of professional relationships within the industry.



## 2022 Awards Ceremony

**21**  
Winners

**16**  
Judges

**500**  
Entries

**1,000**  
Attendees

# AWARD CATEGORIES

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## START-UP BUSINESS OF THE YEAR

*New and innovative SME with high performance & growth*

This award recognises new and innovative small and medium-sized enterprises that have shown exceptional performance and growth despite being in operation for fewer than 18 months. This award celebrates the entrepreneurship, vision, and ability of these businesses to establish themselves in their respective marketplaces.



## FAMILY BUSINESS OF THE YEAR

*Excelling in a family-owned business*

The “Family Business of the Year” award recognises businesses that excel in being family-owned and operated. This award celebrates the unique dynamics, values, and success that arise from having two or more family members involved in the operation and management of the business.



## MICRO BUSINESS OF THE YEAR

*Successfully running a one to two-person business*

The award celebrates the achievements of small businesses that are run by one to two people, including sole traders. This category recognises the success, resilience, and entrepreneurial spirit of individuals who have established and operated their businesses independently.

## SMALL BUSINESS OF THE YEAR

*A growing dynamic business operation with 25 or fewer employees*

This award recognises the achievements of small businesses with 25 or fewer employees that have demonstrated consistent growth through effective leadership, a deep understanding of their customers, and a commitment to engaging their employees.

## MEDIUM BUSINESS OF THE YEAR

*An established business operation run by more than 25 employees*

The “Medium Business of the Year” award celebrates the achievements of established businesses that have more than 25 employees. This award recognises companies that demonstrate all-round strength in various aspects of their operations and have a strong track record of financial performance and growth.

## LARGE BUSINESS OF THE YEAR

*An established business operating for a min of 5 years*

This award recognises the achievements of established businesses that have been operating for a minimum of five years and employ more than 50 staff. This award celebrates companies that demonstrate outstanding organization, exceptional financial returns, and strong growth.



## DIGITAL BUSINESS OF THE YEAR

### *Achieving growth with digital innovation*

This award recognises businesses that have excelled in leveraging digital technologies and strategies to achieve exceptional results and success in their respective industries. This award celebrates organizations that have fully embraced the digital landscape and have effectively utilized it to drive their business operations.

## FOOD & BEVERAGE BUSINESS OF THE YEAR

### *Setting a benchmark in halal dining*

The award recognises establishments in the food and beverage industry that have set a benchmark in halal dining. This award celebrates restaurants, caterers, cafes, takeaways, and hotels that have demonstrated excellence in providing halal cuisine and have operated successfully in their respective categories.

## PROFESSIONAL SERVICES BUSINESS OF THE YEAR

### *Service Based businesses achieving excellence*

This award recognises businesses in the professional services sector that have achieved excellence in their field. This award celebrates service-based businesses that demonstrate exceptional financial performance, innovation, and a commitment to delivering excellent customer service.



## TRAVEL AND TOURISM BUSINESS OF THE YEAR

### *Demonstrating creative and commercial success*

The award recognises businesses operating in the travel and tourism industry that have demonstrated creative and commercial success, along with responsible tourism practises. This award welcomes entries from all tourism businesses and tour operators, including travel agents, suppliers, and destination operators.

## FASHION BUSINESS OF THE YEAR

### *Taking modest fashion to the next level*

The award recognises businesses in the fashion industry that have achieved both creative and commercial success, particularly in the realm of modest fashion. This award celebrates fashion businesses that have taken modest fashion to the next level and have made significant contributions to the fashion industry.

## BUSINESSMAN OF THE YEAR

### *Outstanding entrepreneur – Male*

The “Businessman of the Year” award recognises an outstanding male entrepreneur who has played a pivotal role in the overall success of a business over the last two years. This award celebrates individuals who demonstrate exceptional entrepreneurial outlook, vision, and leadership that sets them apart from their peers.



## BUSINESSWOMAN OF THE YEAR

### *Outstanding entrepreneur –Female*

The “Businesswoman of the Year” award recognises an outstanding female entrepreneur who has played a pivotal role in the overall success of a business over the last two years. This award celebrates individuals who demonstrate exceptional entrepreneurial outlook, vision, and leadership that sets them apart from their peers.

## FINANCIAL SERVICES BUSINESS OF THE YEAR

### *Excellence in financial services*

The award recognises excellence in the financial services sector. This award is open to financial services organizations that have created innovative and successful businesses, distinguishing themselves from the competition through their operations, promotional activities, products, and customer services

## REAL ESTATE BUSINESS OF THE YEAR

### *Celebrating the best in the UK’s real estate industry*

The “Real Estate Business of the Year” award celebrates the best in the UK’s real estate industry. This award category is open to all businesses operating in Britain’s competitive residential and commercial property market, including lettings and estate agencies, property developers, and more.



## COMMUNITY BUSINESS OF THE YEAR

### *Giving back to the community*

This award celebrates social enterprises that are dedicated to giving back to their communities. This award category recognises businesses that have been born out of a genuine desire to serve the community and have implemented effective strategies and philanthropic initiatives that contribute to the betterment of their communities.

## 10 YEARS MILESTONE AWARD OF THE YEAR

### *Successfully running and growing a business for a decade*

This award recognises a business that has achieved a significant milestone of successfully running and growing for 10 consecutive years. This award celebrates the business's long-term sustainability, growth in turnover, expansion of products and services, and an increase in its workforce.

## IHSAN AWARD FOR EXCELLENCE IN DIVERSITY & INCLUSION

### *Welcoming a diverse workforce*

This special award recognises a non-Muslim business that goes above and beyond to create an inclusive environment where Muslims feel genuinely welcome and included in all aspects of business life. The term "Ihsan" in Arabic signifies excellence and doing something in the best possible way.





## ESG & SUSTAINABLE BUSINESS OF THE YEAR

*Enhancing responsible and sustainable business practices*

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This award celebrates a business that has demonstrated exceptional commitment and success in integrating environmental, social, and governance (ESG) principles into its business practices and has made significant contributions to sustainability.

## LIFETIME ACHIEVEMENT IN BUSINESS AWARD

*Business personality representing achievement and longevity*

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This is a prestigious recognition that celebrates a businessperson who has demonstrated exceptional achievement and longevity in their career. The award honors an individual whose culture and commercial principles have been focused on creating a greater good and solving social challenges for diverse communities.

## BUSINESS OF THE YEAR ISLAM CHANNEL CHAIRMAN AWARD

*Industry leader*

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This is a special recognition presented by the founder of Islam Channel, Mohamed Ali Harrath. This award acknowledges an exceptional business that has demonstrated outstanding leadership, innovation, and success within its industry.

Unlike other award categories, the recipient of this award is chosen solely by Mohamed Ali Harrath and is not open for entries or nominations.



## KEY DATES

### *Islam Channel Business Awards*



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# WORLD'S LEADING ISLAMIC MEDIA PLATFORM

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Providing a trusted Muslim  
perspective since 2004

Islam Channel has been broadcasting worldwide in English from London since 2004 and was joined by Islam Channel Urdu in 2015 and Islam Channel Bangla in 2022.

Established at the heart of the British and global Muslim community, Islam Channel is a trusted source of religious knowledge and news and a cherished hub for entertainment, culture and children's programming.

Islam Channel is the best way to reach a Muslim audience, offering

comprehensive coverage both in the UK and worldwide on TV and online, via cable and satellite networks, digital channels, SMART TV, tablet and mobile applications and social media platforms.

Since March 2021 we have been registered with BARB, the UK's official service for measuring TV viewership. Since then, during Ramadan, it has regularly been the UK TV service most viewed by a British Asian audience, with over 2.2 million viewers.



# ISLAM CHANNEL

*The Gateway to the Muslim Community in the UK and beyond*

Islam is the second largest religion in the UK. There are 4 million British Muslims, representing 6.3% of the UK population. The Muslim population is larger than all other non-Christian faith groups put together.

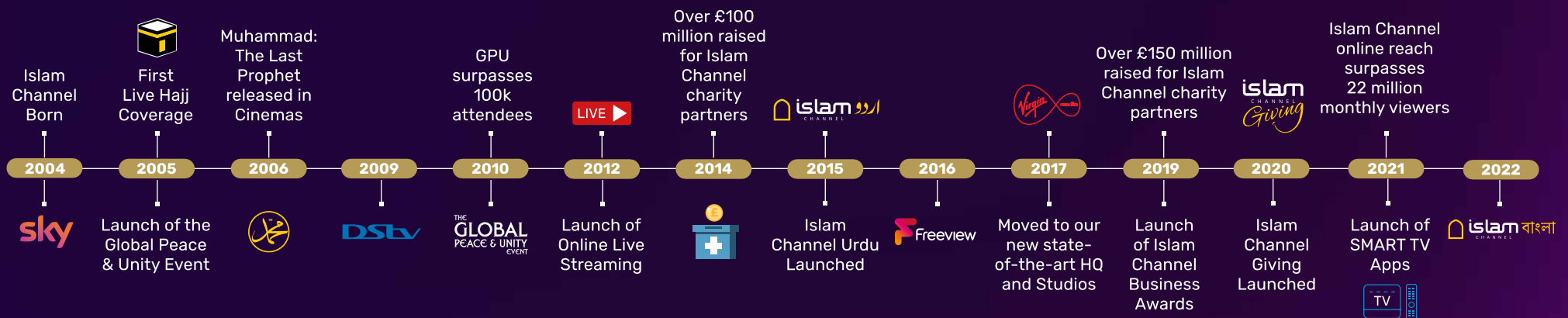
According to the Office for National Statistics, **over 1 million** of London's **8 million** population is Muslim. Islam Channel's unique position as a Muslim media platform that caters to the entire Muslim community, regardless

of ethnic, cultural, or language background, makes it an ideal channel for advertising or sponsorship to connect with this large and influential demographic.

By collaborating with Islam Channel, businesses can tap into the Muslim consumer market and benefit from the platform's wide viewership and influence within the community. It provides a valuable opportunity to connect with a significant segment

of the population and build brand recognition, trust, and loyalty among Muslim consumers.

As the second-largest religion in the UK, with a substantial presence in London specifically, the Muslim community represents a diverse and economically influential market. Engaging with this community through Islam Channel can open doors to new business opportunities, customer relationships, and market growth.



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# THE **GATEWAY** TO THE MUSLIM COMMUNITY IN THE UK AND BEYOND

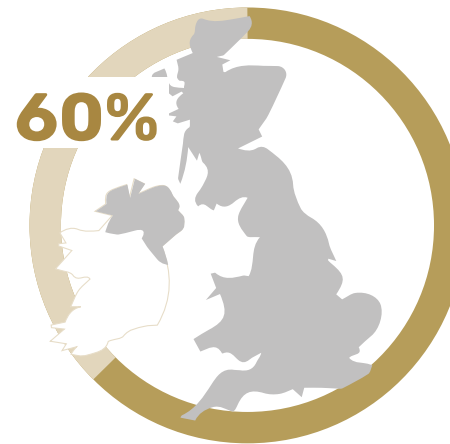
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Islam is the second largest religion in the UK. According to the 2021 census results, there are 3.9 million Muslims in England and Wales, representing 6.5% of the UK population.\* The Muslim population is larger than all other non-Christian faith groups put together. According to the Office for National Statistics, over 1 million of London's 8 million population is Muslim.

Islam Channel is unique as a Muslim media platform, not only as a pioneer and market leader, but also because it reaches all parts of the Muslim community, rather than catering for one ethnic, cultural or language group.

Advertising or sponsorship on Islam Channel is the best way for you to present your brand to the Muslim community in the UK and overseas. Working with Islam Channel is like being introduced by a trusted friend.

Islam Channel reaches the majority of the UK's Muslim population. Its audience is loyal, engaged and extremely generous, with over £150 million raised through live charity appeals on Islam Channel.



According to BARB data, combined with home office figures, Islam Channel reaches 60% of British Muslims.



**2.2 MILLION**

Live TV viewers monthly in the UK alone



**£500 MILLION**



Raised through live charity appeals on Islam Channel

\* Source: Office for National Statistics, Census, 2011. Pew Research Center, 2017.

# WHY TV ADVERTISING WORKS

In the UK, almost 27 million households have a TV, accounting for 37% of the average person's overall media day and 67% of the average person's video diet. More importantly for advertisers, TV accounts for 91% of all video advertising that is seen. <sup>1</sup>

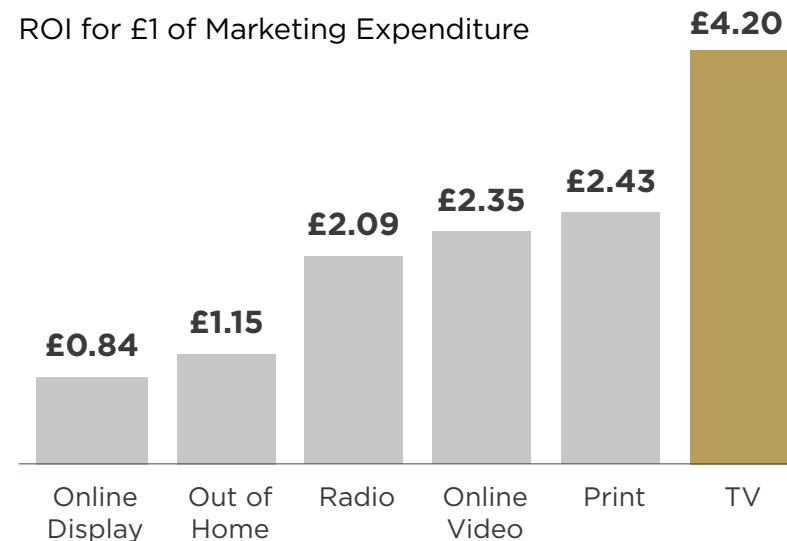
It may surprise you to know that TV advertising is especially popular with online companies. Online businesses are, in fact, the top spenders on TV advertising, accounting for over 20% of all linear TV ad spend in January-July 2021, investing £559.9 million in TV advertising in the UK, an increase of 37% compared with the same period in 2019. <sup>2</sup>

Partnering with a trusted brand such as Islam Channel offers a unique opportunity for brands to connect with a clearly defined audience through our credible and trusted platform. A partnership with Islam Channel brings your business closer to the heart of our viewers.

Throughout the Coronavirus pandemic, Islam Channel was trusted by the NHS to deliver its messages direct to British Muslim homes and by the UK government to inform businesses about the changes due to Brexit.

## TV GENERATES THE HIGHEST ROI OF ALL MEDIA <sup>3</sup>

ROI for £1 of Marketing Expenditure



“Success depends on a fully integrated campaign... There is a time and a place for targeting through the obvious channels, digital and CRM, but there is also a time to talk to the nation and our TV campaigns do that brilliantly and successfully.”

**IAN HAMPTON**  
SENIOR CAMPAIGNS MANAGER NHS ENGLAND

<sup>1</sup> Source: Thinkbox, A Year in TV Thinkbox Annual Review 2020-21

<sup>2</sup> Source: Thinkbox, Online-born Businesses Embrace TV Advertising, October 2021

<sup>3</sup> Source: Ebiquty and Gain Theory, Profit Ability: the business case for advertising, 2018

# THE MUSLIM POUND

Islam Channel is the best medium through which to reach an affluent British Muslim audience in their own homes. There are over 4 million Muslims in the UK, contributing an estimated £126 billion to the economy.<sup>1</sup>

In its 2013 report, The Muslim Council of Britain found that 34% of small to medium-sized enterprises in London

were Muslim-owned. Many British Muslims are successful entrepreneurs and business-owners.<sup>2</sup>

The State of the Global Islamic Economy Report 2022 estimates that Muslims spent over \$2 trillion worldwide in 2021 across the Halal Economy including food, pharmaceutical, cosmetics, fashion, travel and media, all of which are

impacted by Islamic faith-inspired ethical consumption needs. The UK is one of only two non-Muslim-majority countries to make the top 15 in the Global Islamic Economy Indicator, showing its huge potential.<sup>3</sup>



**\$2 TRILLION**

Global Halal Economy (2019)



**£3.5 BILLION**

UK Halal Industry (All sectors)



**4 MILLION**

Muslims in the UK



**£126 BILLION**

Muslim Contribution to the UK economy



**£1 BILLION**

UK Halal Industry (Food)

<sup>1</sup> Source: Based on UK GDP of £2 trillion and average contribution of 6% as per UK population demographics

<sup>2</sup> Source: Muslim Council of Britain, The Muslim Pound, 2013

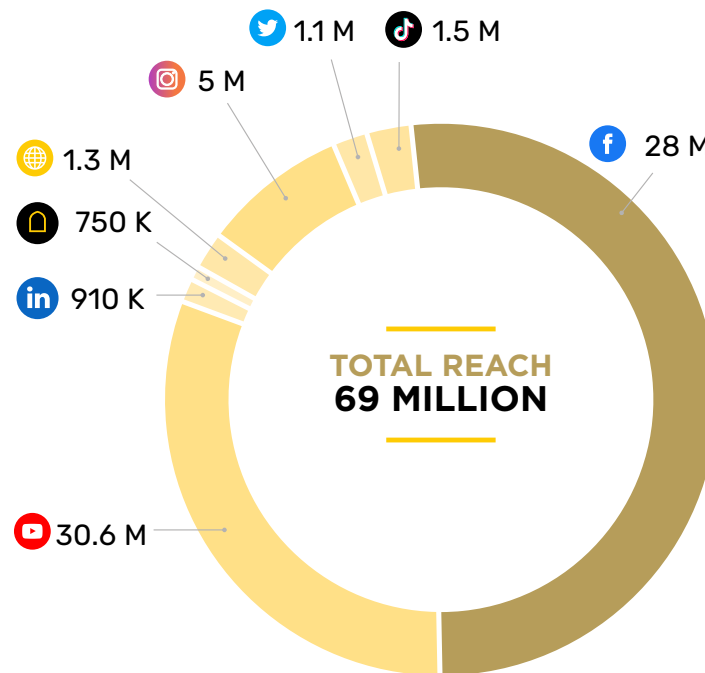
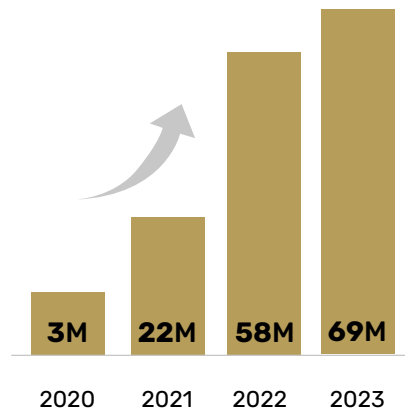
<sup>3</sup> Source: Dinar Standard in partnership with Salaam Gateway, The State of the Global Islamic Economy Report 2022

# DYNAMIC ONLINE GROWTH REACHES NEW AUDIENCES

Islam Channel is thriving across all platforms and has enjoyed sustained and consistent dynamic online growth by focusing on its social media platforms. It has expanded its audience on YouTube and launched its suite of state-of-the-art apps, which are available across SMART TV, tablet and mobile devices on Apple, Android and Amazon platforms.

During a 3-year period Islam Channel's online reach across all digital platforms has soared from 3 million monthly in Ramadan 2020 to almost **69 million** in Ramadan 2023.

## RAMADAN MONTHLY SOCIAL MEDIA REACH



## ISLAM CHANNEL'S ONLINE REACH ACROSS ALL DIGITAL PLATFORMS

- YOUTUBE
- FACEBOOK
- TIKTOK
- TWITTER
- INSTAGRAM
- WEBSITE
- LINKEDIN
- APP PLAYS



# EVENT PARTNERSHIP

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The Islam Channel Business Awards provide a distinctive chance for businesses to gain visibility among a prominent audience, including influential community leaders, business professionals, and representatives from the not-for-profit sectors.

With more than 1,000 guests in attendance, including noteworthy figures and decision-makers, the event serves as an excellent platform to showcase your brand and cultivate valuable connections. Notably, the awards ceremony and the lead-up to the event are extensively promoted across Islam Channel's television and digital platforms. This multi-channel promotion, with a wide viewership and online presence reaching millions of potential viewers, ensures that your brand connects with a broad and diverse audience.

Furthermore, the entire event, including the awards ceremony, will be broadcast live on Islam Channel, Islam Channel Urdu, and Islam Channel Bangla. This

comprehensive coverage offers an unparalleled opportunity for brand exposure, not only within the British Muslim community but also on a global scale. The broadcast enables your brand to extend its reach and impact beyond the physical event, maximizing visibility and the potential for engagement with your target audience.

In summary, the Islam Channel Business Awards offer an exceptionally effective platform to spotlight your brand, gain exposure to an influential audience, and access a wide array of promotional opportunities through the extensive reach of Islam Channel's media platforms. It presents an ideal occasion to engage with the British Muslim community and beyond, establishing brand recognition, loyalty, and potential business prospects.



# BESPOKE SPONSORSHIP OPPORTUNITIES

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Customizing sponsorship packages to align with your business objectives is an excellent strategy for optimizing your brand exposure and engagement with event attendees. Get in touch with us today to have a conversation about your business goals, and we'd be delighted to create a tailored opportunity that suits your company.

From becoming a headline sponsor with joint billing to sponsoring the pre-dinner reception, providing table gifts or goody bags, there's a wide range of possibilities for you to engage with event guests and effectively highlight your products and services.

If you're interested in treating your team or suppliers to a memorable night out, consider sponsoring a table at this prestigious event. We would be thrilled to have you join us for this special celebration.

Don't miss the opportunity to be part of this exceptional celebration and present your products and services to a high-profile audience. Reach out to us now to explore these exciting opportunities and more.

Call **020 7374 4511**  
email [sales@islamchannel.tv](mailto:sales@islamchannel.tv)



# HEADLINE PARTNER

£30,000  
+ VAT

## PRE-EVENT

In partnership with' status or 'Headline Partner' status on all marketing material.

Logo on all event adverts broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla.

Prominent logo on event website with link to home page.

Prominent logo on all digital marketing material including: Social media posts | digital adverts website banner | e-newsletters | pop up banners

Most prominent logo on digital posts shared by partners, promoters and finalists

An opportunity to join the awards prestigious judging panel

Partner to be invited to attend event promotional programmes on Islam Channel

Inclusion / recognition in news releases and articles produced in relation to the event

## DURING THE NIGHT

Acknowledgement in MC's script at the event

Opportunity to present an award at the event

Opportunity to address the audience with live coverage on Islam Channel

A full-page advertisement in the event brochure distributed at the event

Most prominent logo displayed on relay screens at the event

Most prominent logo on printed materials at the event

Logo on the award trophy

One table for ten at the event in prime location

Up to 1 min company showreel to be shown during the event

Logo on the press step-and-repeat banner allocated in the networking area

## POST EVENT

Event to be broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla with partner logo

Prominent logo on digital posts announcing winners by Islam Channel, partners and winners

Acknowledgement in post-event press release

Official images to be provided to the partner

Event pictures to be shared across all social media platforms, with acknowledgement for partner

# GOLD PARTNER

£15,000  
+ VAT

## PRE-EVENT

Logo on all event adverts broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla

Logo on event website with link to home page

Logo on digital marketing material to include social media posts, digital adverts & e-newsletters

Logo on digital posts shared by partners, promoters and finalists

Partner to be invited to attend event promotional programmes on Islam Channel

An opportunity to join the awards prestigious judging panel

## DURING THE NIGHT

Acknowledgement in MC's script at the event

Opportunity to present an award at the event

A full-page advertisement in the event brochure distributed at the event

Logo displayed on relay screens at the event

Logo on printed materials at the event

Up to 30 sec company showreel to be shown during the event

Logo on the press step-and-repeat banner allocated in the networking area

## POST EVENT

Event to be broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla with partner logo

Acknowledgement in post-event press release

Official images to be provided to the partner

# SILVER PARTNER

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£7,500  
+ VAT

## PRE-EVENT

Logo on all event adverts broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla

Logo on event website with link to home page

Logo on digital marketing material to include social media posts, digital adverts & e-newsletters

## DURING THE NIGHT

Acknowledgement in MC's script at the event

Opportunity to present an award at the event

A half-page advertisement in the event brochure distributed at the event

Logo displayed on relay screens at the event

Logo on printed materials at the event

## POST EVENT

Event to be broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla with partner logo

Acknowledgement in post-event press release

# AWARD CATEGORY PARTNER

£3,500  
+ VAT

## PRE-EVENT

Award category sponsor status announced on social media and marketing material

Rights to include the awards' logo and associated marketing material in your organisation's promotional activities

Category nomination and finalist to be promoted across all platforms with relevant category sponsor logo

Acknowledgement on awards' website as category partner, with link to home page

Logo on e-newsletters

## DURING THE NIGHT

Opportunity to present an award at the event for the sponsored category

Logo and award category sponsorship displayed on screens during the respective award announcement

One table of three at the event

## POST EVENT

Event to be broadcast on Islam Channel, Islam Channel Urdu and Islam Channel Bangla with partner logo

Acknowledgement in post-event press release

Official images to be provided to the partner

# BITE SIZE ADVERTISING

## COUNTDOWN CLOCK ON WEBSITE

Add your company's logo to a digital clock on Islam Channel Business Awards' website, counting down the days, hours and minutes until the ceremony

Logo placement on the website and brochure

3 tickets to the awards ceremony

**£2,000 + VAT**

## ADVERT IN THE PROGRAMME GUIDE

Advertise in the Islam Channel Business Awards brochure – uploaded on the website and distributed among the 1000+ high profile guests attending the ceremony

One full-page advertisement

3 tickets to the awards ceremony

**£1,000 + VAT**

## GIFT BAG SPONSOR OR GIFT INCLUSION

Logo to be added on the gift bag or products to be included inside, to be handed to all attendees

3 tickets to the awards ceremony

**£1,000 + VAT**

## SPONSOR A TABLE

Sponsor a table for our partners and VIP guests. Partner logo to be published on the table stand with opportunity to place business cards on the allocated table

**£1,000 + VAT**

# PREVIOUS JUDGING PANEL

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**SIR STEPHEN TIMMS**  
MEMBER OF PARLIAMENT  
OF THE UNITED KINGDOM



**MOHAMED ALI HARRATH**  
FOUNDER,  
ISLAM CHANNEL



**SIR IQBAL SACRANIE**  
FOUNDING SECRETARY GENERAL  
MUSLIM COUNCIL OF BRITAIN



**RIMLA AKHTAR**  
FOUNDER,  
RIMJHIM CONSULTING



**DR WAQAR AZMI OBE**  
CHAIRMAN,  
REMEMBERING SREBRENICA



**ADAM ISMAIL EBRAHIM**  
CEO,  
OASIS GROUP HOLDINGS



**SAEEDA AHMED**  
FOUNDING DIRECTOR,  
EDUCATION PARTNERSHIPS



**JUNAID WAHENDA**  
CEO,  
WAHED INVEST



**SALMA YOUSEF**  
SPECIALIST PROSECUTOR,  
CPS



**MAISAM FAZAL**  
CCO,  
AL RAYAN BANK



**DR AHMAD MAKHDOOM**  
REGIONAL DIRECTOR,  
MUSLIM WORLD LEAGUE



**NADEEM QURESHI**  
CEO,  
USI MONEY



**HAROON SHEIKH**  
CEO,  
CARETECH



**RABIA BHATTI**  
INTERNATIONAL  
GOVERNMENT CONSULTANT



# PREVIOUS PARTNERS



# JOIN THE CELEBRATION

With more than 1,000 guests attending, there are plenty of opportunities to celebrate with the finalists, sponsor the event, and a chance to network with the very best in the business.

For more information on the event and any tickets purchase queries, please visit our website

[www.islamchannelawards.co.uk](http://www.islamchannelawards.co.uk)

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