

GCC Domestic — Press Release

FOR IMMEDIATE RELEASE — Dubai, UAE

Meet Hayat: The First AI Robot Domestic Helper That Speaks Gulf-Arabic, Respects Prayer Times, and Lives Entirely on WhatsApp

UAE-founded platform GCC Domestic launches seven AI-native services for households across the Gulf — with no app to download. Powered by WhatsApp and Telegram, the platform already indexes 2,100+ government-verified recruitment agencies across all six GCC countries.

While the rest of the world builds apps, **GCC Domestic** is doing the opposite: building the entire domestic-help economy of the Gulf on **WhatsApp**. Today the platform is unveiling a portfolio of seven AI-native services — including **Hayat (حياة)**, an AI domestic helper that converses in native Gulf-Arabic, plans halal Ramadan iftar menus, and reads Arabic bedtime stories to children — all without users ever installing an application.

*"99% of Gulf families already live on WhatsApp," says **Ibrahim Kedir**, founder of GCC Domestic. "Asking a busy mother in Abu Dhabi or a recruitment agency in Riyadh to download yet another app is a tax on their time. We removed the tax."*

The seven innovations

1. **Hayat** — The first AI domestic helper for Gulf households. Speaks native Gulf-Arabic, knows prayer times, follows halal kitchen rules, plans Ramadan menus, monitors infant sleep cycles, reads bilingual bedtime stories, and even alerts families if the oven is left on. Built to work *alongside* human staff, never to replace them.
2. **Nadia, Layla & Amina** — Three specialised AI agents on WhatsApp. Nadia helps families hire workers; Layla manages agency onboarding; Amina handles customer support. All multilingual (Arabic, English, Filipino, Hindi, Amharic, Swahili, Indonesian).
3. **MOHRE eServices automation** — The first platform to automate UAE government transactions via UAE Pass with a WhatsApp match-number relay.
4. **GCC-wide verified agency directory** — 2,100+ government-licensed agencies across UAE (Tadbeer), Saudi Arabia (Musaned), Kuwait (PAM), Qatar, Bahrain (LMRA) and Oman.

5. **Worker video profiles** — Every available domestic worker has a short video introduction so families can see and hear them before hiring.
6. **QR-verified training certificates** — Workers complete GCC Domestic Academy training (108 modules across 9 disciplines) and receive QR-verifiable certificates.
7. **WhatsApp-native worker training** — Workers learn cleaning, childcare, cooking, elderly care, first aid and driving safety entirely through WhatsApp messages.

Why it matters

The GCC's domestic-help market is worth an estimated **USD 10 billion annually**, employing more than **3.5 million workers** across the six countries.

About GCC Domestic

GCC Domestic is a UAE-founded technology platform connecting families with government-verified domestic worker agencies across the six GCC countries. Founded in 2024 by Ibrahim Kedir.

Press contact

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