

CINNABAR ISSUE | JULY 2024

C O R E

CUT AT THE TRIM MARKS

COVER TO BE SHORTER AS SHOWN ON PROOF AND PDF

Note from Amit, Group CEO

As we enter the second half of the year, let's continue our unwavering commitment to achieving the goals we set out, not just financially, but also in terms of our dedication to our people, our community, and our nation. This year holds special significance for the Ramco Group as we celebrate the 30th anniversaries of three of our cornerstones: Ramco Printing Works Ltd., Sai Office Supplies Ltd., and Travelshoppe Company Ltd.

In October 2024, Ramco Printing Works Limited, a beacon of excellence in printing solutions, will mark its 30th anniversary. Their steadfast dedication to quality, innovation, and sustainability has profoundly influenced the industry. I fondly remember how it all began on Sheikh Karume Road, initially acquiring a building that would be used as a warehouse for Ramco Hardware. There was a printing press with two old Heidelberg machines, and thus, Ramco Printing Works was born.

Sai Office Supplies started humbly in IT distribution and has since expanded its footprint beyond Kenya, establishing a robust presence across East Africa. Their offerings now include retail outlets, support services, and renowned homegrown brands like Veda and Officepoint.

Travelshoppe Company Limited, a trailblazer in the travel industry, has been turning travel dreams into reality for three decades. Their dedication to delivering exceptional experiences, creating lasting memories, and promoting sustainable tourism is truly commendable.

As the Ramco Group, our vision has brought us this far, but as our customers' needs evolve, we must innovate and reinvent our products and services to stay ahead. Digitization and sustainability are our key focus areas as we move forward, with innovation at the core of everything we do.

This year, we have faced unprecedented economic challenges. I urge all our companies to identify what is needed to thrive in these times and to be bold and courageous.

As we progress, let's collaborate, embrace challenges head-on, and strive to change lives. Through our sustainable and digitally-driven endeavours, we can make a positive impact on society, truly living up to our vision of "Forward Together, Changing Lives."



Amit Patel
CEO, Ramco Group.



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Our Philosophy

'WE ENCOURAGE. WE SUPPORT. WE GROW BY POWERING EACH OTHER'S STRENGTHS.'

In the dynamic landscape of East and Central Africa's corporate world, forging meaningful connections isn't just a strategy – it's a way of life. Our magazine serves as a beacon of inspiration, insight, and innovation, fostering connections that transcend borders, industries, and expectations.

Within these pages, you'll find stories of collaboration, resilience, and success that exemplify the spirit of our corporate group. From groundbreaking partnerships to transformative initiatives, each feature reflects our commitment to making a positive impact on both the business landscape and the communities we serve.

Through thought-provoking articles, captivating visuals, and exclusive interviews with industry leaders, our magazine acts as a catalyst for dialogue, growth, and change. It's a platform where ideas are exchanged, perspectives are challenged, and connections are forged that shape the future of our region.

**We appreciate your hard work, dedication, and loyalty.
We are here for you.**

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For any feedback on this publication, or if you want to join our editorial team, email us at comms@ramco.co.ke

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RAMCO GROUP



Note from Hasit, Group COO

Building a Collaborative Culture for Operational Excellence and Enhancing Employee Engagement

At the Ramco Group, our operational success is built on three fundamental pillars: Collaborative Teamwork, Operational Excellence, and Technological Innovation. Our commitment to cross-departmental collaboration, not only within each entity but across various companies in the wider Group, enables us to harness our collective expertise and resources.

One example of this collaborative spirit is the “e-Data” initiative, led by our Group HR office. This project aims to digitize employee records, enhancing efficiency and ensuring compliance across the Group. Companies like Platinum Packaging Ltd. and ASL Engineering have achieved remarkable results in data completeness, demonstrating the power of collaboration in achieving operational excellence.

Additionally, we are embracing new tools from Microsoft for a ‘report while you work’ and ‘learn as you work’ culture. These tools streamline workflow processes, strengthen our legal standing, protect employee privacy, and facilitate seamless communication and information sharing between departments and companies. By fostering a collaborative culture, we unlock the full potential of the Ramco Group.

In line with our commitment to fostering a collaborative and engaging work environment, I am pleased to announce the launch of a comprehensive Employee Engagement Project, facilitated by People First, a renowned external consulting firm. This initiative commences at Ramco Plexus and will later extend to the rest of the Group companies.

The Ramco Group believes that our most valuable asset is our people. Employee engagement directly impacts productivity, innovation, and overall job satisfaction.

The primary objective of this project is to provide all employees with a robust platform to voice their concerns, suggest improvements, and highlight what is working well.

The insights gathered will be instrumental in driving changes that enhance our work environment and implement strategies supporting your growth, development, and overall job satisfaction.

Together, we will foster a collaborative culture that drives operational excellence, embraces technology innovation, and creates an engaging work environment for all.



Hasit Patel
COO, Ramco Group.



Ramco Printing Celebrating 30 Years Of Excellence

Ramco Printing Works Limited, a pivotal entity within the Ramco Group, is poised to commemorate its 30th anniversary in October, 2024. Throughout the past three decades, Ramco Printing Works Ltd has stood as a cornerstone in delivering exceptional printing solutions that leave a lasting impact.

Our forthcoming celebration transcends mere reflection of the past; it signifies our gratitude for the relationships we have nurtured and the challenges we have overcome. Each print crafted by Ramco Printing narrates a story of collaboration, innovation, and shared triumphs.

Embodying Excellence: 30-Year Anniversary Logo Unveiled. As we approach this significant milestone, we are thrilled to unveil a 30-Year Anniversary logo that symbolizes our commitment to honouring our heritage while shaping the future, encapsulating our mission and vision.

This logo serves as a visual masterpiece, harmonizing the diverse elements of ink and innovation, technology and tenacity. It transcends mere symbolism; it is a narrative—a tale of unity, precision, and the relentless pursuit of excellence. It signifies how the various facets of the company converge to not only produce prints, but also create enduring legacies.



Looking towards the future, the horizon brims with possibilities for Ramco Printing Works Ltd. New technologies, innovative solutions, and a plethora of opportunities await, promising to make a lasting impact on the industry and beyond. As we embark on this journey of continued growth and success, we invite you to join us in our story and witness the evolution of printing excellence at Ramco Printing Works Ltd.

To our esteemed clients, partners, and the entire Ramco Group family, we extend our heartfelt gratitude. Your trust, collaboration, and unwavering support have been integral to our journey. We eagerly anticipate many more years of progress and prosperity together. Thank you for being an indispensable part of our narrative.



World-renowned motivational speaker S.B Keshava Swami receives the Ramco Printing Calendar from Ramco Group CEO Amit Patel



An extract from the 2024 Ramco Printing Calendar



Sai Office Kenya - From Pencils to Progress: 30 Years of Keeping Offices Supplied

Sai Office began its journey in 1994 from its offices at the Railways, with a dedicated team of just 4 individuals. Over the past 30 years, Sai has transformed into a thriving company with more than 400 employees, driven by a commitment to excellence and innovation.

From its modest beginnings, Sai Office secured its first distribution partnership with multinational companies. These initial collaborations laid a solid foundation for our growth, and over the years, we have expanded our portfolio to include a diverse range of multinational brands as partners. We have expanded our presence beyond Kenya into East Africa, with offices now established in Tanzania, Rwanda, and Uganda. We are also excited to soon begin operations in Ethiopia.

Today, Sai Office has evolved from a distribution company to a conglomerate that encompasses multiple businesses under its umbrella, including Officemart, OTL, and ICT. Our diverse offerings span from stationery, IT solutions to automation, cooling, and heating systems.

While working in the stationery sector, we recognized gaps in the market and the specific needs of our customers. This inspired us to launch our own brand, which has since



flourished. For over 20 years, our brand, Officepoint and Veda previously recognized as Skoolpoint—has become a household name in East Africa. We remain dedicated to curating products tailored for children, supporting their educational journey, and nurturing creativity every step of the way.

Our success is fuelled by a dedicated team committed to driving the business forward and



exploring limitless opportunities. As we reflect on our 30 years in business, we remain focused on the future and committed to offering seamless, holistic solutions for all your office needs.

Thank you for being a part of our journey.

Together, we will continue to grow and innovate.

Trailblazing Journeys: Travelshoppe Celebrates 30 Years of Travel Excellence

In an era where travel has become an integral part of our lives, one company has stood the test of time, consistently delivering exceptional experiences that have inspired wanderlust and created lasting memories. Travelshoppe Company Limited, a pioneering force in the travel industry, is commemorating an incredible milestone – 30 years of dedicated service and unwavering commitment to transforming travel dreams into reality.

Founded with a modest team of just three passionate individuals, Travelshoppe has grown into a formidable presence, boasting a robust team of 30 dedicated professionals committed to providing comprehensive travel management solutions. Their journey has been one of resilience, innovation, and an unwavering pursuit of excellence that has earned them a well-deserved reputation as a reliable and trusted partner for individuals and businesses across the globe.

Travelshoppe's growth has been a testament to their ability to adapt and evolve with the ever-changing landscape of the travel industry. Their commitment to staying ahead of the curve has manifested in the implementation of advanced data analysis tools, empowering them to better understand

and serve their clients, and the introduction of the Travelshoppe Trips mobile app, revolutionizing the way customers experience travel.

Travelshoppe's dedication to excellence has not gone unnoticed, as evidenced by the numerous industry awards and recognitions they have received over the years. These accolades, including outstanding sales performance awards from top airlines like Emirates, recognition as a Top 100 mid-sized company, and certificates of recognition for their unwavering support and commitment, serve as a testament to their unwavering pursuit of excellence.

As they celebrate this remarkable milestone, Travelshoppe remains steadfast in their commitment to growth and innovation. Sustainability is at the forefront of their agenda, with active exploration of sustainable tourism practices to contribute to saving the planet, such as reducing carbon emissions and partnering with companies that use sustainable aviation fuel and other environmentally friendly practices.

Adaptation and innovation remain the keys to staying ahead in the ever-evolving travel industry, and Travelshoppe is committed to

embracing new technologies, trends, and engaging with both Generation Z and older generations alike.

As Travelshoppe embarks on the next chapter of their journey, their commitment to delivering exceptional travel experiences that enrich lives and inspire wanderlust remains steadfast. With a wealth of expertise, a passion for exploration, and a dedication to creating lasting memories, Travelshoppe stands poised to continue their trailblazing journey, redefining the boundaries of travel excellence for years to come.



The team took time off to mark their 30TH Anniversary at the coastal city of Mombasa.



PRINT STORE

10 Years Strong: Print Store Inks Success Story

Celebrating its 10th anniversary this year, Print Store has emerged as a prominent name in the East African printing industry. Established in 2014, they have carved out a niche as a trusted supplier of high-quality paper products, press consumables, and large format media.

Their extensive selection caters to a diverse clientele, ranging from established printing houses and retailers to advertising agencies across the region. Print Store recognizes that exceptional results hinge on exceptional tools, which is why they prioritize top-quality printing supplies. Whether your requirements involve large format printing, offset printing, or flexographic printing, they offer a comprehensive range of products to ensure the smooth operation of your presses.

However, Print Store's offerings extend beyond mere paper supply. Their commitment to client success includes providing sheet cutting and tinting services, enabling customization to meet specific project needs. Moreover, they stock essential graphics and consumables to facilitate a seamless workflow throughout your printing process. By partnering with renowned international brands such as Unifol, Kingdom, and Agfa, Print Store guarantees customers access to reliable and high-performance



products. For those in search of unique options, Print Store presents Technova's non-tearable premium paper, pushing the boundaries of creative possibilities.

As Print Store commemorates a decade of success, one aspect remains unwavering: their dedication to empowering businesses and individuals across East Africa to achieve exceptional printing outcomes. With their steadfast commitment to quality, innovation, and customer support, Print Store is positioned to maintain its leadership in the region's ever-evolving printing landscape.



Ramco Group Champions Parkinson's Awareness Through Sponsorship Of World Parkinson's Day Walk

On April 13, 2024, the Parkinson's Support Group of Kenya celebrated World Parkinson's Day with a symbolic walk, sponsored by the Ramco Group, amongst other like-minded corporates. The event aimed to raise awareness about Parkinson's disease and rally support for the foundation's noble cause.

Established with the primary objective of educating and promoting understanding of Parkinson's disease, the Parkinson's Support Group of Kenya is driven by a set of specific goals. These include promoting public awareness, establishing guidelines for continuous education programs, improving the quality of life for Parkinson's patients across Africa, supporting research initiatives, and fostering collaborations with national and international organizations to advocate for the rights and well-being of those affected by the disease.

Parkinson's disease, named after the English doctor James Parkinson, who published the first detailed description in 1817, is a neurodegenerative disorder that affects movement and coordination. Several major organizations worldwide are dedicated to promoting research and improving the quality of life for those living with Parkinson's and their

families. Public awareness campaigns, such as Parkinson's Disease Day on April 11 (James Parkinson's birthday) and the use of the red tulip as the symbol of the disease, play a crucial role in raising consciousness about this condition.

The Walk on World Parkinson's Day not only brought together individuals with Parkinson's, their caregivers, and families but also served as a platform to advocate for better services and resources. The Parkinson's Support Group

of Kenya's efforts are entirely dependent on donations, and the organization's work is instrumental in finding a cure and improving the lives of everyone affected by Parkinson's.

Ramco Group's sponsorship of the World Parkinson's Day Walk exemplifies the commitment to social responsibility and their unwavering support for causes that aim to improve the lives of individuals and communities across East Africa.



Image Courtesy of Timothy Sande



Ramco Group Quartet Unveils New Websites, Signalling A Digital Transformation Surge

Four of our esteemed member companies – ASL Apostrophe, Die Cutting Experts Ltd., Trio Elevators East Africa, and ASL LTD, Industrial Division – have launched brand new websites.

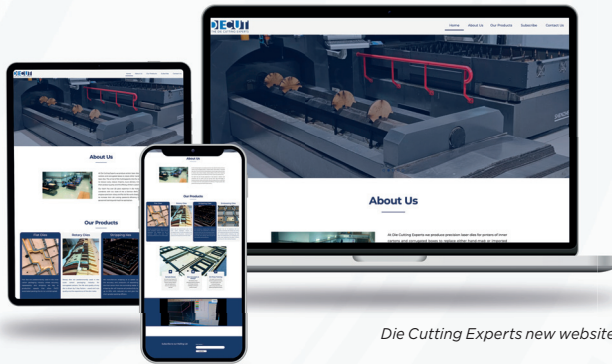
These website revamps reflect our unwavering commitment to innovation and staying at the forefront of technology within the Ramco Group. Each website has been meticulously designed to cater to the specific needs of its respective company, offering a user-friendly and informative experience for our valued clients.



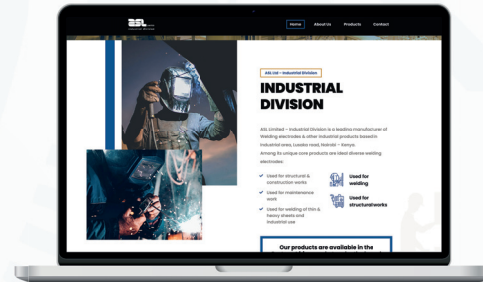
www.die-experts.co.ke: Die Cutting Experts' new website puts their laser-cutting prowess on display. The website showcases their capabilities in creating precise and intricate die-cut solutions for various applications. Potential clients can easily access information on materials, turnaround times, and the diverse range of industries they serve.



www.aslwelding.co.ke: The revamped website showcases ASL LTD – Industrial Division's diverse range of products, including its flagship MARUTHI Welding Electrodes, renowned for superior quality and adherence to local and international standards. With a user-friendly interface and comprehensive product information, the website aims to streamline the customer journey, enabling them to explore offerings seamlessly.



Die Cutting Experts new website



ASL Limited - Industrial Division new website



www.apostrophe.co.ke: This new website highlights ASL Apostrophe's expertise as a project solutions provider, offering electro-technical solutions to clients across various industries. Visitors can explore their comprehensive service portfolio, from design and engineering to installation and maintenance.



www.trioelevators.co.ke: This revamped website provides a comprehensive overview of Trio Elevators' offerings, including elevators, escalators, and after-sales support. Clients seeking reliable and high-quality vertical transportation solutions can explore Trio Elevators' commitment to quality and their partnership with the renowned Indian elevator manufacturer Trio India.

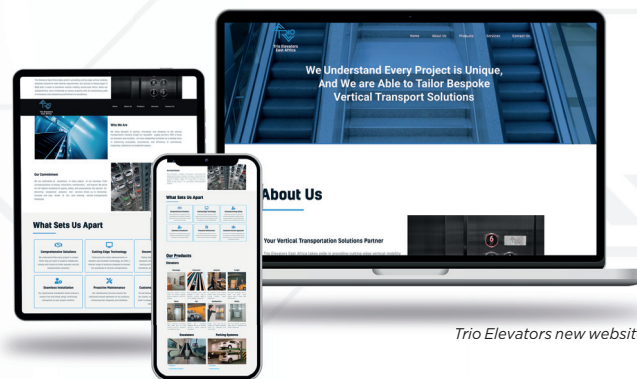
The launch of these new websites exemplifies Ramco Group's dedication to continuous

improvement and tech advancement. Our commitment to a strong online presence for our member companies empowers them to connect more effectively with their target audiences, showcase their expertise, and ultimately drive business growth.

This digital transformation initiative is a positive step forward for the Ramco Group, and we look forward to sharing similar website upgrades for other member companies in the coming future.



ASL Apostrophe new website



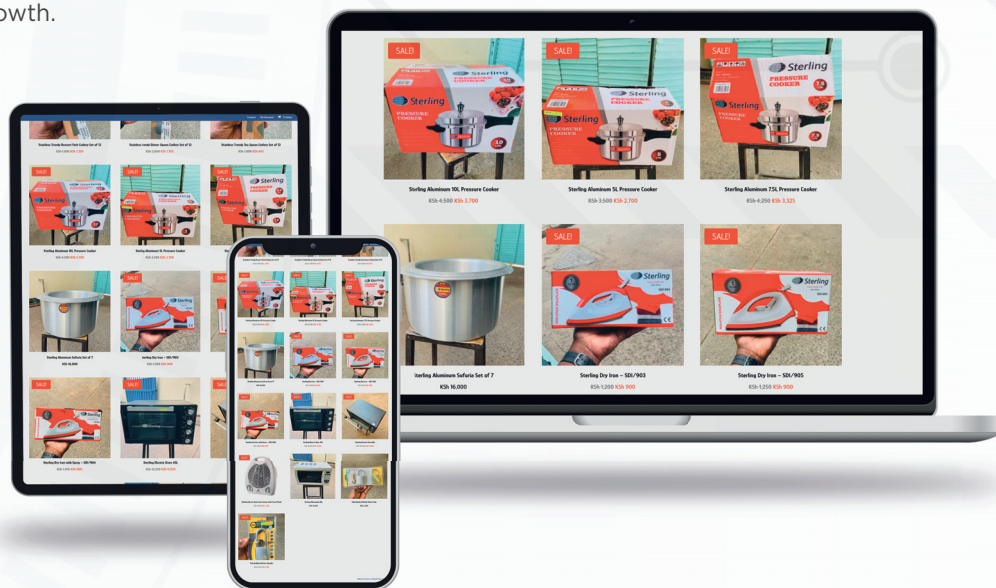
Trio Elevators new website

ASL Engineering Division Revolutionizes Customer Experience With An Online Shop - The ASL Duka

ASL Engineering has taken a significant step forward in enhancing customer experience with the launch of its new shop version website popularly known as ASL Duka (<https://asleng.co.ke/shop/>). This dynamic platform provides users with instant access to current sale prices, detailed product images, technical specifications, and other essential information directly from the website interface. By streamlining the process, the website has effectively reduced waiting times and eliminated the need for repetitive back-and-forth interactions with the contact centre, empowering customers to make informed decisions swiftly.

In addition to its user-friendly interface, the website features a live WhatsApp feature, enabling customers to inquire about products in real-time. This interactive functionality not only fosters immediate communication but also enhances the overall convenience and accessibility of ASL Engineering's products.

As ASL Engineering continues to roll out its product offerings, the website will progressively showcase a comprehensive range of solutions. By Q4, majority of the products will be live on the platform, ensuring that customers have access to an array of options tailored to their needs. This strategic approach underscores ASL Engineering's commitment to leveraging technology to enhance customer satisfaction and drive business growth.



ASL Trading Division Reimagines Sheikh Karume Branch: An Elevated Shopping Experience For Discerning Builders

ASL Limited's Trading Division has unveiled a stunning transformation of its Sheikh Karume branch. This flagship location holds a special place in ASL Trading's history, being the very first branch opened by the Ramco Group Chairman, Mr. KR Patel, under the name Ramco Hardware.

Located in the heart of Nairobi's CBD, the Sheikh Karume branch has undergone a metamorphosis, blossoming into a showroom-standard destination. This impressive revamp offers customers a wide variety of building materials, all thoughtfully displayed to inspire creativity and simplify the selection process.

The Sheikh Karume branch's revitalization reflects ASL Trading's unwavering commitment to exceptional customer service and top-quality products. The upgraded environment fosters a conducive atmosphere for clients to explore the extensive range of building materials available. This enhanced experience streamlines the shopping journey, making it both enjoyable and efficient.

According to Mr. Bharat Patel, CEO of ASL Trading, the revamp aligns with the company's strategic vision to solidify its market presence and provide customers with a unique shopping experience. "We're dedicated to equipping our clients with the best products and

services," Mr. Patel states, "and the Sheikh Karume branch renovation is a significant step forward in achieving that goal."

The Sheikh Karume branch's transformation marks a pivotal moment for ASL's Trading Division. The company is optimistic that this revitalized space will not only attract new customers but also solidify its reputation as a premier destination for discerning builders in Kenya.

Be sure to visit the new Sheikh Karume branch today and experience the ASL difference!





ASL Wire & Cable Division Introduces Solar Cables

ASL Ltd Wire & Cable Division is a leading manufacturer and distributor of electrical cables as well as conduits and trunking. A unique product feature of ASL Cables is the Flame-Retardant coating that provides customers with added safety and protection. ASL conduits and trunking conform to relevant safety standards and regulations, are extremely

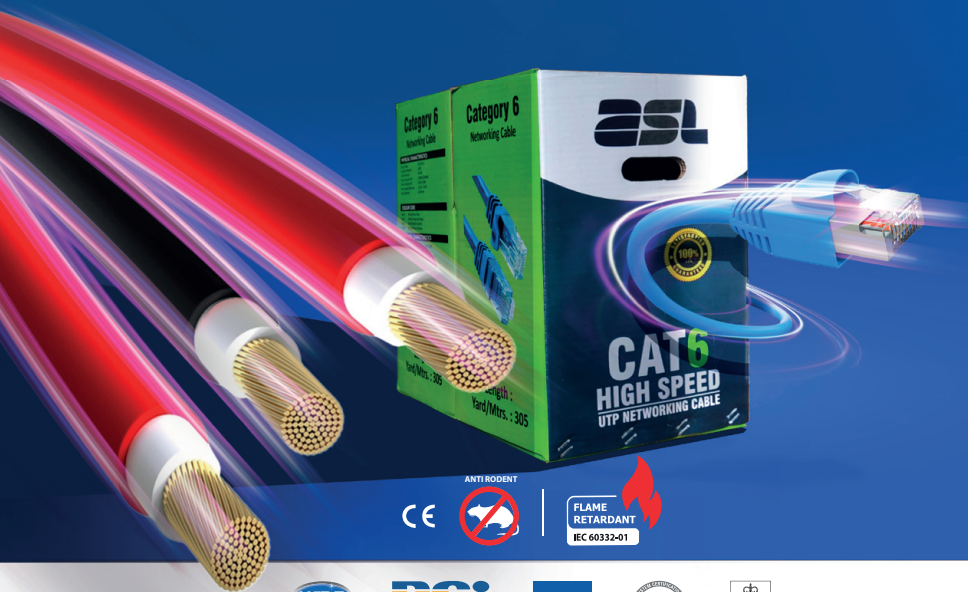
durable, and coated with non-conductive material for electrical safety. The company distributes its products through retailers, wholesalers, electrical contractors, and the Ramco Group hardware distribution network across East Africa.

ASL Limited - Wire & Cable Division began operations in 2013. Over the course of its ten years of operation, the company has prioritized innovation, expansion, and client service. The business has succeeded in establishing a reputation as one of the top producers and suppliers of electrical cables.

In 2023, the company launched the manufacture of solar cables. ASL Solar cables work well for both fixed and movable solar projects, including rooftop solar arrays, floating plants, and solar farms. As the current transmission medium for solar energy power generation, solar photovoltaic cables are suited in situations where fire, smoke emissions, moisture, UV radiation, and toxic fumes pose a potential risk to life and equipment.

The extremely flexible cable is specifically made for connecting solar panels and works with all main connectors. Solar cables are ideal for moist, humid, and wet environments. The cable can satisfy the different demands of the solar energy sector.

SOLAR CABLE | CAT6 HIGH SPEED UTP NETWORKING CABLE



ASL Engineering Division To Expand On The Importation Of State-Of-The-Art Machinery

ASL Engineering is prepared to expand into the importation of state-of-the-art machinery in order to satisfy changing client expectations. We are prepared to launch cutting-edge machinery meant to tackle urgent issues, keeping a close eye on new demands in the engineering and farming industries. We anticipate these new solutions will revolutionize operations and set new standards for effectiveness and efficiency, since we recognize their transformational potential.

ASL Engineering strives to not only meet, but exceed expectations by staying ahead of the curve and aligning with market trends thereby, solidifying its position as a leader in providing clients with meaningful solutions globally.





Ramco Group Hosts Government Press Taskforce, Demonstrates Cutting-Edge Printing Solutions

In a noteworthy event late last year, the Ramco Group proudly welcomed a delegation from the Government Press Taskforce to its industrial park. This esteemed group received an exclusive tour, gaining first-hand experience of Ramco's advanced printing capabilities and unwavering commitment to innovation.

Showcasing Innovation at the DUO Showroom

The visit commenced at the DUO Showroom, a dedicated space highlighting Ramco's latest printing technologies. Here, taskforce members engaged with the Ramco team, exploring an array of cutting-edge solutions. These included digital printing presses, state-

of-the-art finishing equipment, and innovative materials. This interactive experience served as a powerful testament to Ramco's continuous efforts to lead the way in the printing industry.

A Comprehensive Factory Tour: Delving Deeper

Following the showroom exploration, the taskforce embarked on a comprehensive factory tour. This immersive journey allowed them to witness Ramco's diverse printing operations first-hand. Key areas included Ramco Printing Works Ltd., DUO Stores, DUO Production, HEX, IX, Polythene, Paper Division, and TPSL/PMAL.



A Productive Exchange: Fostering Collaboration

The Government Press Taskforce's visit to Ramco Group proved to be a mutually beneficial exchange. The taskforce gained a deeper understanding of Ramco's advanced printing capabilities and commitment to quality. Ramco Group, in turn, had the opportunity to showcase its dedication to supporting the government's printing needs and contributing to the wider Kenyan printing industry.

This engagement serves as a catalyst for collaboration and knowledge sharing, paving the way for a more innovative and efficient printing landscape in Kenya. Ramco Group remains steadfast in its commitment to pushing the boundaries of printing excellence and driving positive change within the industry.





Ramco Group Clinches Infrastructure Award at dx5ve (Formerly CIO Africa)

The prestigious Infrastructure Award at dx5ve (formerly CIO Africa) recently recognized outstanding IT implementation strategies. This accolade celebrates leaders who have made a significant impact with their commitment to IT excellence.

Ramco Group emerged victorious from a pool of distinguished finalists, including APA Insurance Kenya and Mastercard Foundation. Their dedication to innovation and building a robust IT infrastructure impressed the judges, solidifying their position as a leader in the industry.

The Infrastructure Award specifically recognizes organizations that have maximized returns on investments in IT infrastructure. Ramco Group's CIO100 triumph serves as an inspiration to others, showcasing the value of strategic IT implementation for achieving business goals.



Ramco Group at Propak East Africa 2024

The Ramco Group was well represented in the Propak East Africa 2024, the premier exhibition and conference for the packaging, printing, food processing, and plastics sectors in East Africa.

Our esteemed leadership team, spearheaded by Group Chairman Kirit Patel, CEO Amit Patel, and Ramco Printing DUO Export and Packaging Manager Marwa Pires, actively engaged with industry luminaries, delved into cutting-edge technologies, and unearthed fresh avenues for collaboration.

With a robust presence in the print and packaging realm through subsidiaries like Ramco Printing Works Ltd, Platinum Packaging Ltd, Polythene Industries Limited, and ASL Packaging Limited, Ramco Group utilized Propak East Africa 2024 as a pivotal platform to uncover the latest trends and innovations in packaging solutions. Moreover, it served as a conduit for forging new partnerships that drive the advancement of the regional packaging industry.



Sanchita Singh (Bidco Africa limited), Tarun Shah (Bidco Africa limited), Amit Patel (Ramco Group) and Marwa Ramadan (Ramco Plexus).



Marwa Ramadan (Ramco Plexus) K.R. Patel (Ramco Group), Hasnani Jagani (Lyons Maid) and Ali Jagani (Lyons Maid)

ASL Engineering Division Showcases Commitment To Dairy Industry At Embu Field Day



His Excellency the Deputy President Hon. Rigathi Gachagua EGH, at the ASL Engineering Stand, amongst other dignitaries.

ASL Engineering Division proudly participated in the Embu Dairy Farmers' Field Day held earlier this year. The event, hosted by the Kenya Dairy Board, served as a platform for stakeholders to discuss strategies and innovations for boosting the dairy industry's productivity. The event was graced by His Excellency the Deputy President Hon. Rigathi Gachagua EGH, the Governor of Embu Hon. Cecily Mbarire MGH, and the Cabinet Secretary for Agriculture Hon. Mithika Linturi EGH.

ASL highlighted its dedication to assisting farmers and cooperatives in achieving their production goals. Notably, Embu County boasts an annual production of 212,000 liters, with regions like Manyatta and Runyenjes demonstrating immense growth potential. ASL's equipment and services are designed to empower farmers to tap into this potential and contribute to the national annual turnover of KES 230 billion.

By facilitating dialogue and showcasing growth opportunities, ASL actively contributes to uplifting local economies and ensuring sustainable agricultural practices. The success of the event signals a positive trajectory for the dairy industry, promising increased production and prosperity for local farmers and cooperatives.





Second Edition of Multivista Kenya Marketplace: A Successful Industry Event Hosted by Multivista Kenya Ltd. in Nairobi

On February 22nd, 2024, Multivista Kenya Ltd. proudly hosted the second edition of the Multivista Kenya Marketplace, a curated event bringing together key players from various industries at the Broadwalk Mall in Nairobi. The event focused on exploring, networking, and innovation.

This exclusive event attracted participants from Manufacturing, Telecommunication, Data Centres, Oil Refineries, and more. Multivista Kenya Marketplace connects customers with a wide range of industrial products and services offered by the company. Walk-in customers could experience product demos throughout the day, while a concurrent technical seminar presented by principal partners delved into product use cases and solutions.

The event was honoured by the presence of the Principal Secretary, State Dept. for Industry, Ministry of Trade and Industry, Kenya, Dr. Juma Mukhwana. He gave a keynote address outlining government initiatives to attract and retain investors, highlighting Kenya's position as a leading investment destination.

The Multivista Kenya Marketplace offered participants the opportunity to:

- Explore a diverse range of industrial solutions: From Captive Power and Compressed Air systems to Industrial Refrigeration and Process Gas Compressors, the event showcased a comprehensive selection of products under one roof.
- Network with industry experts: Attendees were able to connect with leading industrial distributors like Kirloskar, Fuji Electric, and Rockwell Automation, fostering valuable connections and building lasting relationships.
- Discover groundbreaking innovations: The event served as a platform to unveil cutting-edge solutions and industry trends, empowering attendees to stay ahead of the curve.
- Gain insights from industry leaders: Through engaging presentations and discussions, attendees gained valuable insights and expertise from leading figures in the industry.

More than just a product showcase, the Multivista Kenya Marketplace was an opportunity to learn, connect, and build a stronger industrial community. By fostering collaboration and innovation, the event empowered participants to transform their businesses and unlock new possibilities.

The Ramco Group was well represented with exhibitions from Apostrophe, Serenity Interiors, Trio Elevators, Ramoda Ceramics and ASL Engineering.





Ramco Group COO, Hasit Patel elaborates on ASL Engineering value proposition to PS Dr. Juma Mukhwana



Principal Secretary Dr. Juma Mukhwana cuts the ribbon to officiate the start of the 2nd Edition of the Multivista Marketplace Event



Principal Secretary, State Dept. for Industry, Ministry of Trade and Industry, Kenya Dr. Juma Mukhwana gives the keynote speech during the opening



Principal Secretary, State Dept. for Industry, Ministry of Trade and Industry Dr. Juma Mukhwana gives his acknowledgement on Serenity Interiors showcase



Thiagu Bhojan, Director at Multivista, showcases cooling products to Principal Secretary, State Dept. for Industry, Ministry of Trade and Industry, Kenya Dr. Juma Mukhwana



Pidilite East Africa's Glittering Affair At Movenpick Hotel



Celebrating Growth and Innovation in the Construction Industry

Pidilite East Africa, a dynamic joint venture between Ramco Group, Crown Paints, and Pidilite India, recently orchestrated a series of high-profile events at the Movenpick Hotel. These gatherings were designed to honour and celebrate the company's key stakeholders - influencers, contractors, and dealers - who have been instrumental in driving the success of Pidilite's Dr. Fixit range of products.

Acknowledging Key Contributors

The event was a testament to the collaborative spirit shared between Pidilite East Africa and its esteemed partners. Influencers, contractors, and dealers were applauded for their unwavering dedication and commitment towards promoting and utilizing Dr. Fixit products, thereby ensuring the success of numerous construction endeavours across the region.

A Glimpse into Innovation

Amidst the celebrations, attendees were treated to an insightful talk unveiling the latest additions to Pidilite's arsenal of products. Of particular interest was the unveiling of new epoxy flooring solutions, poised to revolutionize the construction landscape in Kenya. These innovative offerings promise to set Pidilite apart, delivering unparalleled quality and performance in every project.

Distinguished Guests

The event was graced by the esteemed presence of Dr. Rao, the CEO of Crown Paints, and Mr. Kartik Patel, the Finance Director of Ramco Group Ltd. Their attendance underscored the significance of collaboration and synergy within the industry, setting the stage for continued growth and prosperity.

Looking Towards the Future

As Pidilite East Africa embarks on its journey towards greater heights, the company remains steadfast in its commitment to innovation, quality, and customer satisfaction. The Influencer, Contractor, and Dealer Meets served as a poignant reminder of the collective achievements and aspirations shared by all stakeholders within the construction ecosystem.

A Bright Tomorrow

As the curtains drew to a close on this memorable event, attendees departed with renewed vigour and enthusiasm, ready to embrace the opportunities and challenges that lie ahead. With a steadfast resolve and unwavering support from its partners, Pidilite East Africa is poised to redefine the construction landscape, one project at a time.

Stay Connected

For the latest updates and innovations from Pidilite East Africa, stay connected via our website and social media channels.

Together, let's build a brighter future.

www.drfixiteastafrica.com





Platinum Packaging Prioritizes Employee Financial Wellness With Open Day

Love was definitely in the air at at this year's Platinum Packaging Ltd. (PPL) Valentine's Day, but it wasn't just the romantic kind. The company hosted a unique Finance Open Day, showering its employees with another expression of appreciation: a focus on their financial well-being.

This initiative reflects PPL's commitment to employee empowerment. They understand that financial security is a cornerstone of a happy and productive workforce. The Open Day aimed to equip employees with the knowledge and tools needed to manage their finances effectively.

Financial Fitness for All:

In collaboration with their Finance partners i.e. Co-operative Bank of Kenya, Rambhai Sacco, Power Financial Wellness, Britam Insurance, and Fontaine Africa, PPL offered a comprehensive program:

- **Free one-on-one financial counselling sessions:** Employees received personalized guidance tailored to their specific financial goals and circumstances.
- **Expert talks:** Informative sessions covered crucial topics like saving strategies, building a budget, and long-term financial planning, empowering employees to make informed financial decisions.

- **Interactive product training:** Representatives from partner institutions provided exciting product training and onboarding opportunities, ensuring employees are familiar with available financial tools and services.

By prioritizing financial literacy and empowering employees to take control of their financial health, PPL fosters a positive work environment where employees feel valued and supported. Their commitment extends beyond the workplace, aiming to contribute to a financially secure future for their employees and the broader community.





Ramco Group Invests in Leadership Development

In early March, the Ramco Group prioritized leadership development by hosting a transformative session with S.B. Keshava Swami, a world-renowned motivational speaker who has empowered audiences across prestigious organizations. The session, titled “Finding Your Purpose Amidst Chaos,” tackled critical challenges faced by leaders today.

Keshava Swami, a highly sought-after speaker known for his dynamic and engaging style, transcends simply imparting book knowledge. Instead, he shares “wisdom that breathes,”

offering deep spiritual insights that have the power to transform both character and consciousness. This unique approach equips leaders to navigate complex situations with not only strategic thinking but also inner strength and a clear sense of purpose.

Keshava Swami’s session drilled down on the essentials of modern leadership. He emphasized finding a guiding purpose, the bedrock for navigating challenges and leading a fulfilling career. Building resilience, the ability to bounce back and handle uncertainty, was another key takeaway. Finally, the session

underscored the importance of adaptability, equipping leaders to embrace change and keep their teams thriving in a dynamic business world.

Ramco Group’s investment in leadership development underscores their commitment to fostering a strong leadership team equipped to navigate complex challenges and drive the company’s continued success. By prioritizing the well-being and growth of their leaders, Ramco Group empowers them to lead with purpose, resilience, and adaptability.



Platinum Packaging Celebrates Successful EHS Week

Platinum Packaging Limited (PPL) recently concluded a successful Environment, Health & Safety (EHS) Week, held in collaboration with the Plexus EHS Team and partners, Rescue.co. This week-long initiative, held from March 11th to 14th, served as a powerful reminder of PPL's unwavering commitment to employee well-being and a safe work environment.



“I Am Responsible For My Own Safety and the Safety of Others”

Raising Awareness, Reinforcing Commitment:

The EHS Week focused on two key objectives: highlighting the importance of EHS practices within the company and solidifying PPL's dedication to employee safety. Through a series of engaging activities and campaigns, PPL fostered a culture of awareness and responsibility around safety protocols.

Highlights of the Week:

- **PPL Health & Safety Slogan Launch:** “Nina Wajibu Wa Usalama Wangu Na Usalama Wa Wenzangu Kazini” (It is my responsibility to be safe and ensure the safety of my colleagues at work) - This new slogan powerfully emphasizes PPL's commitment to a safe work environment.
- **EHS Committee Recognition:** The vital role played by the EHS Committee in promoting safety practices throughout the year was acknowledged and celebrated.
- **Empowering First Aiders & Fire Marshals:** Distribution of branded jackets and badges enhanced their visibility during emergencies, ensuring a more efficient response.
- **Senior Leadership by Example:** Active involvement by senior leadership in a

factory cleaning session demonstrated their commitment to safety and set a positive example for all employees.

- **Safety Knowledge Enhancement:** Road safety awareness training for drivers equipped them with the necessary skills to navigate the roads safely. Additionally, company-wide policy refreshers ensured all employees were up-to-date on relevant health and safety protocols.

Building a Culture of Safety:

The EHS Week served as a valuable platform to not only showcase the importance of safety but also to acknowledge the dedicated personnel who contribute to a safe work environment. The initiative further empowered employees with the knowledge and tools needed to prevent accidents and maintain a healthy workplace.

PPL remains steadfast in its commitment to building upon the success of this EHS Week. By fostering a lasting culture of safety and well-being, PPL ensures a positive and productive work environment for all its employees.

“Nina Wajibu Wa Usalama Wangu Na Usalama Wa Wenzangu Kazini”



Ramco Jamii, Pressmaster And ASL Trading Division Lights Up Liberty Children's Home With New Computer Lab



Nestled in the heart of Mlolongo, Liberty Care Children's Home has long provided a haven for children in need. However, in today's increasingly digital world, access to technology has become an essential component. Thanks to the generosity of Pressmaster Africa Ltd and Ramco Jamii, that missing piece of the puzzle has now been supplied.

Late last year, both teams embarked on a mission to bridge the digital divide. Recognizing



the crucial role of computer skills in education and future opportunities, they donated a fully equipped computer lab to Liberty Care Children's Home.

This modest lab will allow the children at Liberty to explore new worlds, develop their research skills, and gain valuable experience using technology. The benefits extend far beyond basic computer skills; the lab fosters a sense of connection, enabling the children to explore their



creative talents through digital art programs and engage in online learning opportunities.

The Liberty Children's Home and the Ramco Group teams stand as shining examples of community spirit. Through their collaborative efforts, they have equipped these deserving children with the tools they need to navigate the digital world and pave the way for a brighter future.

Ramco Jamii From The Appreciation Committee Desk

It is the little things that count !

February being the month of love, all our beautiful ladies at ASL Packaging Limited got an opportunity to receive a red rose and clearly we saw happy faces. This was also extended to our very own CEO, Mark Ludlow and Rajesh Patel. We also celebrated birthdays for all babies born this month. From our cartons to your hearts, it was a beautiful month!!



OLD TREASURE NEW H PE

DONATE USED SHOES, CLOTHES & STATIONERY
For Liberty Childrens Home, Mlolongo



Drop Off - HR Offices
Ramco Group Industrial Park,
Mombasa Road

Cash Donations to MPESA Paybill
RAMCO GROUP LTD - CSR



PAYBILL 4095969

ACCOUNT SENDER'S NAME





Message From Ramco Group HR Director



Group Human Resource office is focused on supporting company Human Resource Officers to getting back to the HR Basics. One of the very basic but fundamental roles of the HR

office is to ensure that all employees have relevant employment documentations and can be accessed quickly and are safe.

Whenever we conduct Human Resource Audits in companies, we still find a number of critical documents for employees missing in their files. Some of the files are not well stored and even where they are well stored, exposure to threats of fire etc. are high.

In any organizational set-up, the collection and maintenance of employee information and documents plays a crucial role in ensuring smooth operations, compliance with regulations, and effective human resource management not mentioning operational efficiency for the entire organization. From basic employee bio-data information and statutory documents to performance

evaluations, due diligence/ KYC and training records, having comprehensive employee information readily available for all staff members offers numerous benefits that contribute to organizational success and can be highly instrumental for critical decisions at a high level.

The Group HR office has curated an internal solution that supports organizations on this journey by digitizing employee records through a project called “e-Data”. The target outcome is to have organizations maintain complete employee records for operational efficiency, statutory compliance as per labour laws and due-diligence records as a proactive measure while onboarding staff and for indemnity purposes especially with insurance claims.

The project also ensures that companies have up to 4 data storages that can be accessed in various ways incase an organization is compromised in terms of fire incidences affecting file rooms, system compromise through cyber attacks among other eventualities. At the moment, we have 5 Group Companies that have embarked on this journey, that is Travelshoppe Company Ltd, ASL Limited – Engineering Division, Platinum Packaging Ltd, ASL Packaging Ltd. and Ramco

Printing Works Ltd. In terms of compliance, Platinum takes the lead with 97% compliance with 107 staff, meaning that 97% of the staff have all statutory documents, due diligence documents and personal documents including employment contracts digitized. Travelshoppe follows with 64% compliance and ASL Limited – Engineering Division follows with 44% compliance

Some of the benefits of completeness and accuracy of employee data includes, but are not limited to the following:

Reputational value

This is where organizations that clearly demonstrate a proper grip of data on their employees, effectively communicate a level of responsibility, prudence and organization that not only instills customer confidence in the product being conveyed but also adds to a positive impression with regulators as well as quality management institutions locally and internationally. This positions organizations as favourable business partners.

Streamlined Administrative Processes

Having access to comprehensive employee information streamlines administrative processes across various departments within the organization. Accurate, Accessible,

Complete and up-to-date employee records facilitate efficient decision-making, resource allocation, and communication. This also helps in saving time and effort in retrieving employee data especially in emergencies not to mention minimizing errors, and enhancing overall productivity.

Compliance with Legal and Regulatory Requirements

Maintaining detailed employee information and documents is essential for compliance with legal and regulatory requirements. Laws such as the EU General Data Protection Regulation (GDPR), the Kenyan Data Protection Act and labor regulations mandate the completeness and protection of employee data and privacy rights. Having proper documentation ensures that the organization meets these obligations and avoids costly penalties and legal disputes.

Effective Talent Management

Comprehensive employee information enables organizations to effectively manage their talent pool, identify skill gaps, and plan for future workforce needs. Performance evaluations, training records, and career development plans help HR departments assess employee strengths and weaknesses, tailor training programs, and support career progression. This contributes to employee engagement, retention, and overall job satisfaction.

Enhanced Employee Experience

Access to relevant employee information enhances the employee experience by providing personalized support and opportunities for growth. From onboarding and performance reviews to leave management and benefits administration, having accurate and accessible employee documents allows HR teams to address individual needs and concerns promptly. This fosters a positive work environment and strengthens employee loyalty and commitment.

Mitigation of Risks and Liabilities

Comprehensive employee information and documentation mitigate risks and liabilities associated with employee-related issues. Properly documented policies, contracts, and agreements clarify rights and responsibilities, reducing the likelihood of disputes or misunderstandings. In the event of legal, insurance claims or audits, having

well-maintained employee records demonstrates diligence and compliance, safeguarding the organization's reputation and financial interests.

In conclusion, the value of having comprehensive employee information and documents for all staff members cannot be overstated. From streamlining administrative processes and ensuring compliance with regulations to enhancing talent management and mitigating risks, access to accurate and up-to-date employee records is essential for organizational success. By investing in robust information management systems and practices, organizations can optimize their human resource management processes and create a positive and supportive work environment for employees.

We request company leaders to reach out to Group HR Office so that we may support you in automating your employee records.



Ramco Group Welcomes New Leaders To The Team

KRUSHANT PATEL ACCOUNTANT



Please join us in welcoming Mr. Krushant Patel to Travelshoppe! Krushant comes to us from Ramco Printing and brings with him a wealth of experience and expertise. As a dedicated accountant, he exemplifies a meticulous attention to detail that greatly benefits our team.

Krushant's pleasant demeanor and commitment to excellence make him a valuable addition to our company. We are confident that his skills and passion will contribute significantly to our continued success.

Karibu Krushant, and we wish him well as he embarks on this new journey with us at Travelshoppe.

ANAND A. CHANDARANA CHIEF COMMERCIAL OFFICER



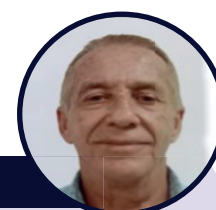
We are excited to announce the arrival of Mr. Anand Ajaykumar Chandarana as the new Chief Commercial Officer for Platinum Packaging Company (PPL), effective April 8th, 2024.

Anand holds a Bachelor of Science in International Business Administration with a minor in finance from the United States International University-Africa (USIU-A). With over 16 years of work experience, he has held significant positions at various companies, including Commercial Director at KIBO Africa Limited, Head of Sales at Ramco Plexus, and Sales Director at WS Insight (K) Limited.

He is known for his team-oriented approach and commitment to building strong relationships. His motto, "Achieving Success through Team Empowerment and Customer Satisfaction," reflects his dedication to delivering exceptional results.

As he begins his journey with the Ramco Group, we encourage everyone to provide him with the necessary support and well wishes as he settles into his new role. Let's come together to welcome Anand and wish him all the best in his new position.

TREVOR B. WILLARD PRODUCTION MANAGER



In the latest addition to the Production department of Platinum Packaging Company (PPL) and Polythene Industries Ltd. (PIL), we are thrilled to introduce Mr. Trevor Brent Willard as the new Production Manager, effective April 3rd, 2024.

Bringing over 40 years of invaluable experience to his new role, Brent's journey includes significant positions such as Plant/Production Manager at renowned companies like Motolube/PowerPlast Group, Bit Plastics Group, TGT Group, Eagle Ink Systems, and many more. His leadership roles as a Director at various companies showcase his depth of knowledge and expertise in the industry.

Before his illustrious career in production, Brent served in the Defence Force, where he received accolades for his exceptional performance. Known for his team-oriented approach and dedication to building strong relationships, Brent's motto "Achieve Excellence through Efficiency: Plan, Execute, Deliver" reflects his commitment to success.

As Brent embarks on this new chapter with the Ramco Group, we encourage everyone to extend their support and well wishes as he settles into his role. Let's come together to welcome Brent and wish him all the best in his new position.

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