

4°

NEWS

8°

CSR

10°

PROFILE

11°

KNOWLEDGE HUB

December 2009



COORE


ramco
GROUP

RAMCO GROUP PUBLICATION



CHAIRMAN'S MESSAGE

As you read this newsletter, I hope you will be as proud as I am to be part of the Ramco Group. The Group has grown throughout the years and a lot of hard work and commitment was and is still required and although I may have been instrumental in the very beginning I now believe that our leading teams have matured into visionaries themselves making me proud.

In the next few months, you will see a lot of activities that are focused towards branding and recognition of the Ramco Group. Our corporate offices will be ready by the end of December at the Ramco Group Industrial Park and through these offices you will witness many group activities that will benefit every organisation and by extension each and everyone of you.

Our vision to become "A World Class Conglomerate" is by no means going to be an easy task. We need to embark on this journey together with enthusiasm and commitment and "thinking and acting as one" will be the first step towards fulfilling our vision. These are therefore exciting times for me as I look forward to see how our teams will guide us towards achieving this.

I wish you all and your families, Happy Holidays and look forward to a supercharged year ahead.

Kirit Patel

a CreativeEdge design

LETTER FROM THE EDITOR

Welcome to the first Edition of "Core." There's nothing as exciting as the beginning of a new journey. A journey towards greater things.

'Why Core?' You may ask. The answer is simple. This quarterly newsletter will be the centre of the Group's communications. In it, an all-round picture of our people, our activities and our companies will be presented with the aim of reinforcing the values that are central to the Group and form the core of who we are.

Being the first issue, this has been difficult to put together and I would appreciate any comments and suggestions to be sent to us and hope to see more contributions for material for the next issue.

Hope you enjoy CORE!

Prital Patel

EDITORIAL TEAM

Editor: Prital Patel

Art Director: Trushar Shah

Designer: Gillian Okombo

Team: Priya Patel, Hasit Patel

For any feedback on Core or if you want to join our Editorial team, drop your feedback & suggestions in your company's suggestion box or e-mail us on core@rgoc.org



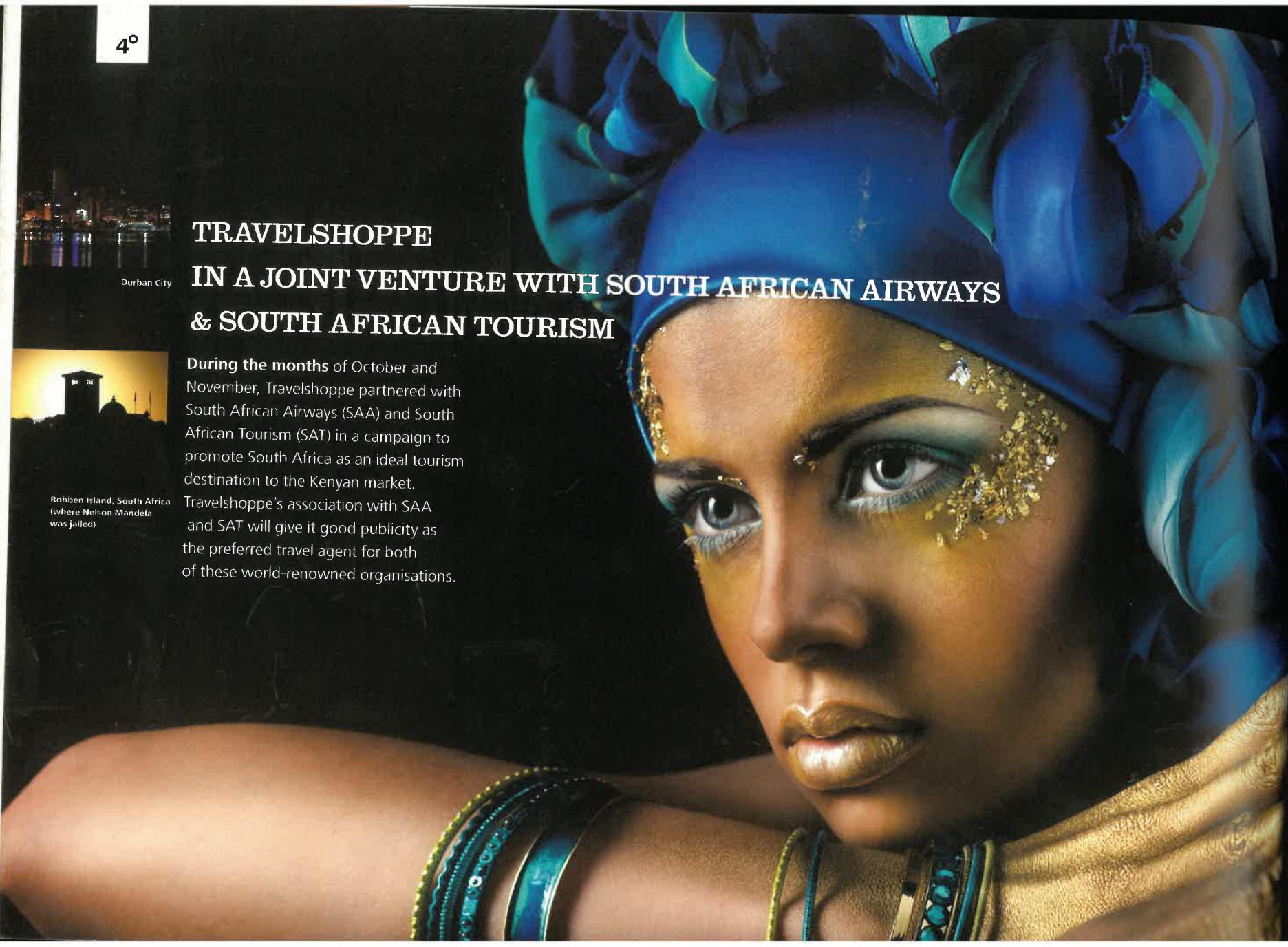
Durban City

Robben Island, South Africa
(where Nelson Mandela
was jailed)

TRAVELSHOPPE IN A JOINT VENTURE WITH SOUTH AFRICAN AIRWAYS & SOUTH AFRICAN TOURISM

During the months of October and November, Travelshoppe partnered with South African Airways (SAA) and South African Tourism (SAT) in a campaign to promote South Africa as an ideal tourism destination to the Kenyan market.

Travelshoppe's association with SAA and SAT will give it good publicity as the preferred travel agent for both of these world-renowned organisations.





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MARKET POWER JOINS FORCES WITH INTER- LABELS AFRICA AND YORK REPRO UK TO OPEN NEW BUSINESS

With a long history in the industry for producing film separation for print and later on introducing Computer to Plate (CTP) for the offset industry MarketPower is venturing into producing CTP plates for the Flexo industry.

In a joint venture with Inter Labels Africa Ltd and York Repro of the UK, Market Power has formed a company called FLEXO WORLD LTD that makes Flexo printing plates. These plates will be supplied to printers in various categories: polythene, corrugated and flexo label printing. The company is based within the Ramco Group Industrial Park on Mombasa Road, and will be in full operation by mid January 2010.



CREATIVE EDGE & RAMCO PRINTING TRIUMPH IN KPMG TOP 100



Amit Patel of Ramco Printing
at the Awards Ceremony

It was celebration galore when Creative Edge and Ramco Printing got the prestigious KPMG Top 100 Mid-Sized Award. The ceremony was held at Nairobi Safari Park Hotel. Creative Edge was voted No. 57 and Ramco Printing No.93 overall. Sponsored by Nation Media Group and KPMG, this award is given to the top 100 fastest growing mid-sized companies.

The Managing Directors of both companies, Prital Patel and Amit Patel, attributed the award to all the hard work, determination and team spirit from their entire staff. They further encouraged their staff to aim for a higher position in the coming years, stating that this can only be achieved through their contribution and commitment to both companies. Furthermore both Directors encouraged the other companies under the Ramco Group to participate in the awards so that they too would gain recognition as some of the top 100 mid-sized companies in Kenya.



Ahmed Safin, James Mbiyu, Prital Patel and Zishan Mohamed
of Creative Edge receiving their award.



SAI OFFICIAL NIKON DISTRIBUTOR

It is with great jubilation that we announce Sai's appointment by Nikon a world class Japanese company, as the official distributor for its products in Kenya. With branches all over the world, Nikon manufactures products of high precision and quality such as cameras, film scanners and binoculars.

Nikon's Digital Cameras will be readily available in all leading stores country wide through the Sai Office Supplies' channel distribution network.

For more information kindly contact
info@sai.ramco-group.com

OFFICE TECHNOLOGIES' ON THE MOVE

Office Technologies Ltd celebrated its 6th anniversary on the 1st of October 2009. The celebrations were marked with a staff luncheon. During the get-together the Managing Director, Mr. Basil Serrao, requested the staff to dedicate themselves to the success of Office Technologies and the Ramco Group at large. He also took the opportunity to officially announce the re-location of Office Technologies offices to the Ramco Group Industrial Park on Mombasa Road by the end of November 2009.



NEW MEDIA DIVISION FOR CREATIVE EDGE

At Creative Edge, we never cease to push beyond traditional frontiers in a bid to meet our customers' growing needs. The recent launch of the New Media Division is our response to the proliferation of digital communication technologies in the 21st century business environment.

Our New Media Division's service lines will help our clients take full advantage of this platform in branding and marketing. We aim to achieve all these by

applying our expertise in the following areas:

- Services: Website Design, Web Hosting, Website Maintenance.
- Marketing: Search Engine Optimisation, Search Engine Marketing, E-mail Marketing, Web Advertising.
- Presentation: Interactive CDs, Animations, Screensavers, E-newsletters.
- Applications: E-commerce Implementation & Integration, Intranets, Extranets, Content Management Systems, SMS – Web Integration.

For more information kindly contact
web@creative.co.ke

Mr. P. Venugopalakrishnan, brings to Ramco 22 years of experience in printing gained from working for some of the biggest companies in Saudi Arabia and India.



Ramco Printing has a new General Manager for Unit 2: Mr P. Venugopalakrishnan (Venu). His values and commitment to transform the company entices you the moment he starts explaining what it means to head a company and his beliefs as to what makes a company excel in whatever industry it is affiliated to. With 22 years of experience under his belt, Mr Venu brings to Ramco Printing skills and knowledge gained from working for some of the top printing companies in India and Saudi Arabia. In addition, for the past two years, Mr. Venu has used his vast knowledge to give advice to upcoming printing companies which has resulted in their immense growth.

Despite Mr. Venu's successes, when asked how he should be referred to, he humbly

MEET RAMCO PRINTING'S NEW GENERAL MANAGER



He intends to build strong relationships with the staff, taking care of their needs and in return they too will take care of the company's needs

comments that he does not like titles. He would rather be ranked according to his job performance something he has great hope of exhibiting at Ramco Printing. This he intends to do by building strong relationships with the staff, taking care of their needs and in return they too will take care of the company's needs.

Mr. Venu's plans to make Ramco Printing Kenya's top printing company in the next two years. His words to his employees are "you need to develop individual responsibility, individual management and the most important one, set goals." Such are the approaches that the employees need to take in order for Ramco Printing to be a leader in the printing industry in the region as planned.

NEW DIGITAL PRESS FOR RAMCO GROUP

The press will be the first of its kind in Kenya and will improve delivery speeds and allow for small quantities of prints to be done.

The new INDIGO printing press has the ability to print A3+ size sheets in 7 colours front and back in one pass. When it comes to short run documents like invitations, business cards, reports, brochures among many other things, the HP 5500 INDIGO press produces superior unmatched quality printing.

The press has the capability to print variable data so that each sheet has details belonging to a specific individual.

MarketPower and Ramco Printing have purchased an INDIGO press that is due to arrive later this month. This press will be located at Ramco Unit 1.



CREATIVE EDGE AND ASL STEEL GIVE A HELPING HAND



In the true spirit of making a life by what we give as Sir Winston Churchill advised, Creative Edge and ASL - Steel Division have recently adopted two children from St. Elizabeth-Hope for the Sick and Poor Slovak Mission.

For the next one year, the two companies will sponsor the two children's education and upkeep expenses. This great deed has been done in the spirit of making a difference in these children's lives.

INDUSTRIAL VISIT FOR WOMEN ENTREPRENEURS AT ASL PACKAGING

There was a beehive of activity at ASL Packaging Division as they recently received rare guests. ASL Packaging Division was invited to conduct a seminar for women entrepreneurs, which was initiated by Kenya Bureau of Standards. The seminar was for capacity building and later, these entrepreneurs were invited to ASL Packaging Division for an industrial visit – introducing and explaining to them the need to do packaging and how it can enhance the value of their products. The groups of women entrepreneurs were initially supported by International Trade Centre and later USAID, DANIDA, and JICA.

Considering the type of products these women make, ASL gave them information on all kinds of corrugated cartons, polythene bags from basic PE (polyethylene) to laminates, labels, design and pre-press.

The seminar was attended by more than 20 ladies from all parts of Kenya. We were happy to give these women entrepreneurs packaging information that will assist them to grow their business in the long term and the Kenyan economy too.

SAI OFFICE TANZANIA MOVING ON TO GREATER HEIGHTS

The month of October ushered in Fujitsu Siemens Computers into the Sai Office Tanzania range of products. The German brand is renowned for its exceptional product range, which would fill the gap for Sai Tanzania – covering laptops, desktops and servers. Fujitsu will be among the seven brands (APC, Epson, LG, Fellowes, Su-Kam, Office Point & School Point) that Sai Tanzania currently holds in Dar-es-Salaam.

The addition of the Fujitsu Siemens Computers to the Sai Tanzania range of products comes in time for the launch of the New Product Lounge. Mr. Anand Dave, Managing Director - Sai Office Kenya, did the inauguration of the Lounge on the 20th of October 2009. The Product Lounge will bring a new culture to the Tanzanian IT market as well as allow the re-sellers to bring their clients to a place where they can be shown the products live. Also available will be a live display of the products, board room facilities and free refreshments. Opening a Product Lounge is a strategic move for Sai as it introduces world-class standards to the Tanzanian Market.



ASL TANZANIA READY

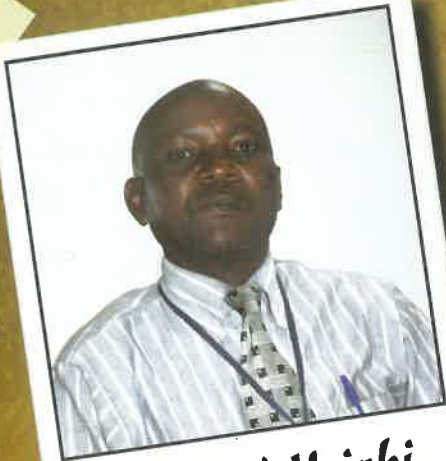
ASL Tanzania is gearing up now. After a slowdown in the first few months due to logistical challenges, they are gaining momentum. The first part of their showroom is in place with mainly tiles and sanitary products on show in Dar-es-Salaam. The spacious showroom provides good visibility of all their products on display. In addition, they have a new lounge in the sales office for the convenience of the customers.

ASL would like to provide its consumers with a large variety of products to keep them happy as well as ensuring growth in their sales.

In addition, ASL Tanzania would like to welcome their newest team members: Mr. Paras, the General Manager and Head of Operations; and Mr. Surya the Accounts Manager.

SAI TO OPEN IN UGANDA

Sai Office Supplies Limited has now achieved a milestone by adding a Uganda Office to its list of branches. With the branch officially being opened on the 4th of January 2010, Sai hopes to make Uganda its third base, having had its roots in Kenya and a branch office now well established in Tanzania.



Michael Nzioki

In the spirit of giving praise where it's due, Core would like to recognize Michael Nzioki for being the longest serving employee of the Ramco Group. Michael's contribution to the sales department over the years has been of great value to ASL Trading.

THE LONGEST SERVING EMPLOYEE

How long have you been working at ASL Trading? 34 years.

What is your current position at ASL Trading? I am a Sales Man.

What has your experience been at ASL?

It's been enjoyable, given that I have achieved my goals to date.

What have those goals been?

To give good customer service and to make sure the customer is so impressed with the service I have provided that they come back.

What has been your most memorable experience or event at ASL?

Hmmm, there hasn't been one particular time I can pick out because every time a customer is happy and satisfied with the services I've provided, I consider it memorable. But I can tell you, it's truly rewarding when a customer comes back and asks for you in particular to assist them.

What advice would you give your co-workers?

Since most of the work we do as the Ramco Group of companies is service driven, the customer becomes very important. This means that we always have to make sure we make the client happy; that way we are sure that they will come back.

What is your view on the future of the company?

This Company has a great future. We can make it grow and become the best but that will only happen with hard work and commitment from we the employees, as well as the management.

What do you do in your spare time?

It depends on how I feel. I can spend time with my family, go out with friends for a drink or go to Machakos to monitor the progress of my farm.

What is your favourite drink?

Tusker of course!

The Secrets of Success

BY ROBIN SHARMA

1

Sleep less! This is one of the best investments you can make to make your life more productive and rewarding. Most people do not need more than 6 hours to maintain an excellent state of health. Try getting up one hour earlier for 21 days and it will develop into a powerful habit. Remember, it is the quality not the quantity of sleep that is important. And just imagine having an extra 30 hours a month to spend on the things that are important to you.

2

Set aside one hour every morning for personal development matters. Meditate, visualize your day, read inspirational texts to set the tone of your day, listen to motivational tapes or read great literature. Take this quiet period to vitalize and energize your spirit for the productive day ahead. Watch the sun rise once a week or be with nature. Starting the day off well is a powerful strategy for self-renewal and personal effectiveness every day.

3

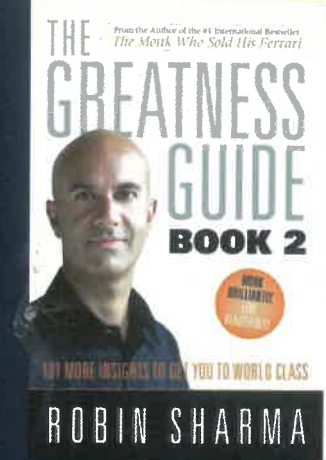
Do not allow those things that matter the most in your life be at the mercy of activities that matter the least. Every day, take the time to ask yourself the question "is this the best use of my time and energy?" Time management is life management so guard your time with great care.

4

Always answer the phone with enthusiasm in your voice and show your appreciation for the caller. Good phone manners are essential. To convey authority on the line, stand up. This will instill further confidence in your voice.

5

Use the rubber band method to condition your mind to focus solely on the most positive elements in your life. Place a rubber band around your wrist. Each time a negative, energy sapping thought enters your mind, snap the



courtesy of <http://www.wepapers.com>

rubber band. Through the power of conditioning, your mind will associate pain with negative thinking and you will soon possess a strongly positive mind-set.

6

Laugh for five minutes in the mirror each morning. Steve Martin does. Laughter activates many beneficial chemicals within the body that place us into a very joyous state. Laughter also returns the body to a state of balance. Laughter therapy has been regularly used to heal persons with varied ailments and is a wonderful tonic for life's ills. While the average 4 year old laughs 500 times a day, the average adult is lucky to laugh 15 times a day. Revitalize the habit of laughter; it will put far more living into your life.

EMAIL ETIQUETTE

1. Be concise and to the point.

Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed communications.

2. Use proper spelling, grammar & punctuation.

Improper spelling, grammar and punctuation gives a bad impression of you and your company.

3. Make it personal.

Your e-mail should be personally addressed to the sender.

4. Answer swiftly. Customers send an e-mail because they wish to receive a quick response. If they did not want a quick response they would send a letter or a fax. Therefore, each e-mail should be replied to within at least 24 hours, and preferably within the same working day. If the email is complicated, just send an email back saying that you have received it and that you will get back to them. This will put the customer's mind at rest and usually customers will then be very patient!

5. Do not write in CAPITALS.

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail.

6. Read the email before you send it.

A lot of people don't bother to read an email before they send it out, as can be seen from the many spelling and grammar mistakes contained in emails. Apart from this, reading your email through the eyes of the recipient will help you send a more effective message and avoid misunderstandings and inappropriate comments.

Coming Up...

OFFICE MART SHOW AT THE JUNCTION

Office Mart is on the go!

They will be showcasing their wide range of products at The Junction Atrium from 15th–19th December 2009. The products on show will include office supplies, office furniture, IT equipment and many more.





OUTLOOK TIPS

Having Trouble with the Junk Mail Folder?

The junk mail filter built into outlook, while unpretentious, is pretty capable and often sufficient. It is not perfect, though, and a helping hand does not hurt its performance.

- One way you can help Outlook achieve better spam filtering accuracy is by adding known senders to its list of Safe Senders. This makes sure mail from these senders always goes directly to your Outlook inbox, no matter what the junk mail algorithm might think.

You can also white list complete domains using Safe Senders.

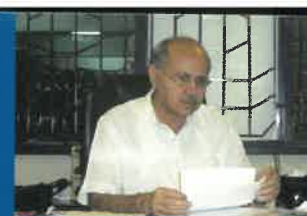
- Add an Address or Domain to Safe Senders in Outlook

To add an address or domain to Safe Senders in Outlook:

- Select Actions | Junk E-mail | Junk E-mail Options...from the menu in Outlook.
- Go to the Safe Senders tab.
- Type the email address or domain name you want to white list.
- To add a single address, type "heinz@example.com", for example.
- To add a complete domain, type "example.com", for example.
- To make sure sub-domains are not automatically white listed when you add a domain, include the '@' sign: "@example.com", for example. In this case, mail from "heinz@heinz.example.com" will not be white listed.

If you already have a message from the sender you want to add to the Safe Senders list in your Outlook Inbox (or the Junk E-mail folder, of course), the procedure is even easier:

- Open a message from the sender (or a sender at the domain) you want to add to Safe Senders.
- Select Actions | Junk E-mail and then Add Sender to Safe Senders List or Add Sender's Domain (@example.com) to Safe Senders List.



KWAHERI YA KUONANA MR SHELAT!

The Ramco Group will lose a great leader this month when Mr Shelat retires after having worked with the Group since 1994.

He joined us to setup and manage ASL Packaging, a company which has performed consistently throughout its existence under Mr Shelat's capable hands.

Mr Shelat has been an inspirational leader, he leaves behind a well motivated workforce who have tremendous respect for him. This point was made abundantly clear in a series of emotional speeches given during a farewell party held at the factory. Many of the staff expressed gratitude for his guidance and wished him a happy retirement.

Mr Shelat's other strength is his ability to trouble shoot mechanical problems - being an engineer by profession, he enjoys the challenge of improving and maintaining machinery; a trait that improves productivity and efficiency in an organisation.

Mr Shelat, it has been a privilege to work with you and we hope you enjoy your well deserved retirement. We look forward to meeting you in your future travels. God bless and Asante sana Mr Shelat!



HOW TO MAKE YOUR OFFICE MORE ENVIROMENTALLY FRIENDLY

Operating a green business is not only good for the environment but good for your business too.

1. Turn off equipment when it's not being used. This can reduce the energy used by 25%; turning off the computers at the end of the day can save an additional 50%.
2. Encourage communications by email, and read email messages on screen to determine whether it's necessary to print them. If it's not, don't!
3. Produce double-sided documents whenever it is possible.
4. Before deciding whether you need to purchase new office furniture, see if your existing office furniture can be refurbished. It's less expensive than buying new and better for the environment anyway.
5. Reduce fax-related paper waste by using a fax-modem and by using a fax cover sheet only when necessary. You can scan & email documents to avoid use of paper.
6. Make sure your office has at least one large plant in it. They're not only green and pretty but great for recycling the air.

DO YOU KNOW YOUR CONSTITUTION?

November 2009 has witnessed the releasing of a new Harmonised Constitution Draft for Kenya. Although the draft was prepared by a panel of experts, that in no way excludes the common 'wananchi' from giving their own input.

The Government has taken a step towards making this document available to all Kenyans. Across the country, debates are being held to know the opinions of Kenyans on this Harmonised Constitution Draft.

This is your chance to air your views and make a difference. Let us build the Kenya we want!

***A copy of the Harmonised Constitution Draft can be found at www.coekenya.go.ke**

What do you think?

Who composed Kenya's national anthem?

A prize will be awarded to the first person who will send us the correct answer through their company's suggestion box or e-mails us at core@rgoc.org



