

EMERALD ISSUE | JULY 2025



CO R E

 RAMCO GROUP

Note from Amit, Group CEO

The first half of 2025 has been truly inspiring for the Ramco Group, showcasing our strong momentum and unwavering commitment to excellence. This mid-year offers a valuable opportunity to reflect on and celebrate significant milestones achieved across innovation, growth, sustainability, and social impact.

A standout achievement is the 10-year anniversary of Kitchen & Beyond, a testament to the brand's resilience and consistent growth. I'm also heartened by the increasing emphasis on team building across our companies, reinforcing that our people are truly the heart of our success and strengthening our culture.

We're making clear strides in our sustainability journey. The launch of Multivista's electric forklift is a meaningful step towards greener, more responsible industrial solutions, exemplifying our purposeful innovation.

Equally important is our steadfast commitment to the communities we serve. Through the Amara Charitable Trust and Ramco Jamii, our recent "Old Treasure, New Hope" campaign successfully revived pre-loved items,

directing proceeds to the education of underprivileged students. My sincere thanks go to the participating companies and especially to individuals who personally supported this cause. Your generosity highlights the good we can achieve together.

Our support for the Mizizi Padathon also made a powerful impact, providing essential menstrual hygiene products and education to underserved girls, helping them stay in school with confidence and dignity.

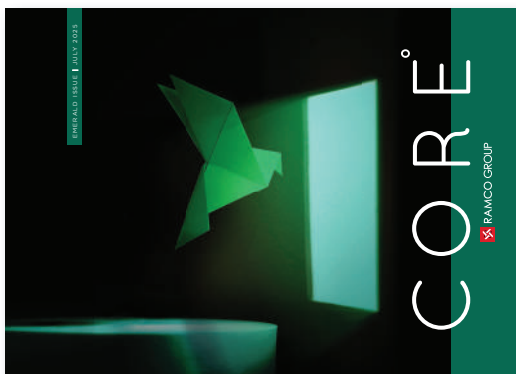
These initiatives affirm a core value: our responsibility extends beyond business. Making a positive difference in people's lives is not only a privilege but also fundamental to our growth.

As we look to the second half, I encourage you all to keep moving forward. Economic challenges are real, but so is our immense potential. With courage, determination, and adaptability, I believe we will continue to succeed.

Together, we're not just building businesses—we're driving industries forward and transforming lives.



A handwritten signature in black ink, appearing to read 'Amit', located below the portrait.



The Story Behind Our Cover

Featuring the elegant origami bird, our cover art extends a powerful narrative for Ramco Group. This symbol speaks volumes about transformation, precision, and the creative process - how we build something meaningful from simplicity.

Its graceful, upward flight embodies our collective confidence, aspiration, and momentum as we seize new opportunities. This forward movement reflects Ramco's inherent optimism and clear, forward-thinking vision toward a bright future.

The bird's minimalist design perfectly reinforces our commitment to focus and strategic clarity, showcasing how we achieve purposeful progress and innovation.

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

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Our Purpose

FORWARD TOGETHER, IMPACTING LIVES IN EAST AFRICA

At Ramco Group, we strive to lead Africa's growth through innovative, future-forward solutions that fuel progress and foster economic growth. With over 40 companies, 4,000 employees and an annual turnover of USD 400 million, we are a key player in East Africa's industrial landscape.

Our Philosophy

- We encourage
- We support
- We grow by powering each other's strengths

Our Mantra

- Be Brave
- Be Confident
- Believe

Our Core Values

- Courage
- Honesty & Integrity
- Innovation
- Commitment

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Ramco Group Ltd. | Nine Grove, Grevillea Grove, Westlands.
P. O. Box 18092-00500, Nairobi, Kenya. | +254 (0) 739 808 080
www.ramco-group.com



Note from Hasit, Group COO

At Ramco Group, we have always believed in staying ahead by embracing innovation. Today, one of the most powerful tools shaping industries worldwide is Artificial Intelligence (AI). While AI may sound complex or futuristic, its role in making businesses smarter, faster, and more efficient is already within our reach – and we are beginning to see its impact in our operations.

Currently, we are using AI in areas such as supply chain analysis and sales solutions. These applications are helping us make more informed decisions, streamline processes, and reduce manual effort in the decision cycle. For instance, in production, AI can analyze data to recommend ink recipes that produce the highest quality print while keeping costs optimized.

In supply chain management, AI models can predict supply and demand trends more accurately, enabling us to manage stock levels efficiently and avoid wastage or shortages. And this is not just a vision, but processes currently in use within the group.

Imagine what happens if we extend this further. AI could assist departments in creating precise job descriptions, reviewing legal documents swiftly, and automating routine administrative tasks.

This doesn't replace the human touch but enhances it – allowing our teams to focus on strategic and creative work where they add the most value.

However, there is one key ingredient that determines how far we can go, and that's Data.

AI systems depend entirely on the quality and accessibility of data. To harness their full potential, we need to ensure that all our existing and future information is digitized and well-organized. Without this foundation, even the most advanced AI tools cannot deliver accurate insights and the resultant decision made from inadequate insights may not be business friendly.

The journey ahead requires us all to embrace an data-driven mindset. By doing so, we prepare the ground for AI to become a trusted partner in achieving operational excellence, driving innovation, and shaping a smarter, more resilient Ramco. Together, let's build a future where technology works alongside us to unlock new possibilities and take our Group to even greater heights.



A handwritten signature in blue ink, appearing to read 'Hasit', with a stylized flourish at the end.

Safarilink Enhances Regional Travel with Kenya Airways



Amboseli/Tsavo West – Maasai Mara

This new direct route connects two of Kenya's most famous safari destinations, cutting down on travel time and eliminating the need for passengers to transit through Nairobi. Whether for the legendary wildlife of Amboseli or the scenic beauty of the Maasai Mara, this route ensures that visitors can enjoy faster and more convenient access to these prime safari spots.

Malindi – Lamu – Malindi

With the growing demand for travel between Kenya's beautiful coastal regions, Safarilink now offers a direct air link between Malindi and Lamu, two popular beach destinations. This new route brings flexibility for both leisure and business travellers, offering easy access to the serene beaches, rich culture, and vibrant communities of Kenya's coast.



As part of its ongoing commitment to enhancing regional connectivity and providing seamless travel experiences for passengers, Safarilink is thrilled to announce two major developments - a new code share partnership with Kenya Airways and an expansion of its route network across Kenya. These milestones solidify Safarilink's position as a key player in connecting the dots between Kenya's vibrant destinations, making travel smoother and more accessible than ever before.

Strategic Partnership: Code Share with Kenya Airways

In an exciting move to enhance both domestic and international connectivity, Safarilink has entered into a code share agreement with Kenya Airways - a partnership that brings passengers unparalleled convenience and access to more destinations across Kenya.

Through this partnership, travellers flying with Kenya Airways can now seamlessly book flights on Safarilink-operated routes under a single ticket, enabling direct connections to some of the country's most sought-after destinations, including the Maasai Mara, Amboseli, and coastal regions like Mombasa and Lamu. This collaboration opens the door to greater connectivity and fosters a more integrated travel experience for those exploring Kenya's world-renowned safari and coastal gems.

Route Expansion: Connecting More Corners of Kenya

Building on its reputation for expanding regional accessibility, Safarilink has introduced two exciting new routes, further enhancing its service offering and making it easier for travellers to reach Kenya's iconic destinations:

Celebrates 30 Years In Style!

On March 22nd 2025, Sai Office Supplies Ltd. Kenya brought together over 400 staff at Ruaraka Sports Club in Nairobi to celebrate its 30th anniversary with a day of bonding and team building.

Managing Director Mr. Anand Dave led the cake-cutting ceremony, marking three decades of successful business. Staff, sporting company T-shirts, then engaged in icebreaker games to foster connections in a relaxed setting.

Eagles Consultants, a team building and corporate training agency, facilitated structured activities. The morning session included challenges like IQ Rhythm, Focus Tower, and

the Customer Service Challenge, all designed to boost communication, creativity, and trust, encouraging new ways of collaboration.

After a buffet lunch, the afternoon featured interactive sessions such as Cake Tower and Plate Land. Thoughtful discussions on vision, core values, personality, motivation, and work-life balance deepened understanding among teammates and reinforced commitment to company goals.

The day concluded with a wrap-up, a closing speech from HR, and a thanksgiving prayer, followed by entertainment.

As one participant noted, the event revealed a new side of colleagues, reinforcing the value of team spirit.

The day left the group feeling more connected, appreciated, and ready to tackle future challenges, together.





KITCHENS
& BEYOND®

&

KOHLER®

Crafting Luxury Together

CELEBRATING
10
YEARS
OF
PARTNERSHIP



for East and Central Africa's largest mixed-use development. This showcased the breadth of Kohler's portfolio and our ability to curate luxurious, high-quality solutions for ambitious projects.

Perhaps the most significant testament to our strong partnership is the establishment of the only Kohler Signature Store in Africa, under the Kitchens & Beyond umbrella, completed in 2024. This exclusive showroom is an immersive experience, allowing clients and the design community to fully appreciate Kohler's artistry and innovation. It symbolizes our deep commitment to this partnership and our belief in bringing the best of global design to Kenya.

Looking back, our decade-long partnership has been built on mutual respect and a constant drive for excellence. As we celebrate this milestone, we eagerly anticipate the future. With Kohler as our trusted partner, we're confident in remaining at the forefront of luxury, delivering innovative and exquisite sanitaryware solutions for years to come. This decade of distinction is not just a reflection of our past success; it's a foundation upon which we will continue to build, crafting luxury, together.

For ten years, Kitchens & Beyond and Kohler have been united by a shared vision for luxury interior design. We've always believed in offering our discerning clients not just beautiful aesthetics, but enduring quality and innovation. Kohler, with its rich, 150-year heritage, perfectly embodies these values in sanitaryware. Their dedication to design, meticulous engineering, and premium materials deeply resonates with our own ethos.

This wasn't merely a business decision; it was a strategic alliance built on a shared belief in the power of exceptional products to enhance living spaces. A decade on, our collaboration has become the benchmark for design, performance, and service in a highly competitive market.

Kohler's undeniable legacy in luxury sanitaryware is synonymous with sophisticated design, consistently pushing the boundaries of form and function. Their dedication to creating pieces that are both beautiful and flawless made them the ideal partner for us.

Over the past decade, our partnership has flourished, solidifying our leadership in luxury interior design across East Africa. We're incredibly proud to have received Kohler's prestigious 'Best Growth' award twice, in 2018 and 2024.

Our collaboration also marked a significant milestone with the GTC Avic project, where we were entrusted with supplying sanitaryware

GROHE Empowers Sales Team with Expert Training



On May 29th 2025, our team at ASL Ltd- Trading Division, Lusaka Road showroom, had the privilege of engaging in a transformative hands-on training session led by Eddie Eksteen, Technical Support Specialist at GROHE.

The session was designed to expand product knowledge, refine practical skills, and ultimately enhance the quality of service we offer our clients. Eddie provided a comprehensive overview of GROHE's professional plumbing solutions, walking the team through methods of identifying products, distinguishing between similar models, and recognizing key innovations in plumbing technology.

Beyond technical training, Eddie also shared practical sales guidance - coaching the team on how to confidently respond to client questions, effectively communicate product benefits, and recommend optimal usage practices.

This impactful session empowered our team with deeper expertise and renewed confidence, ensuring every customer interaction is informed, insightful, and service-driven.

Safarilink Celebrates Partnership Over Breakfast



On April 29th 2025, a dynamic Breakfast & Learn session, held in collaboration with regional aviation leader Safarilink, offered an exclusive opportunity for our corporate clients' bookers, administrators, and PAs. This informative and engaging event showcased Safarilink's latest advancements, all meticulously designed to elevate the travel experience.

Safarilink, widely recognized for its exceptional service and innovative solutions within the regional aviation sector, presented their newest developments.

The session fostered direct interaction through a lively Q&A segment, allowing attendees to gain invaluable insights and a deeper understanding of Safarilink's comprehensive offerings. We are incredibly enthusiastic about the tangible value this presentation brings to our ongoing partnerships, reinforcing our commitment to providing top-tier travel solutions for our corporate clientele.



Amadeus Technology powers the global travel and tourism industry recognized Travelshoppe's 30 years of excellence in service delivery.



Travelshoppe team invited to officiate the grand opening of Etihad Airways new office in Kenya.



Travelshoppe team with the Endicott College students from Boston, USA on their education adventure trip to Kenya.

Fosters Creativity in Kenyan Classrooms

A quiet revolution is unfolding in Kenyan classrooms. Veda, Kenya's dynamic stationery brand, launched a nationwide series of Art and Craft activations, transforming school days into experiences of creativity, connection, and color.

These immersive activations bring Veda's core values to life. Through hands-on art and craft sessions, students, teachers, and parents explore creative learning. Veda reminds learners that education encompasses expression, imagination, and play. Impactful Sessions and Far-Reaching Results Sessions include guided painting, group paper crafts, and creative coloring challenges using Veda's diverse product range. These lively events are guided by Veda's Brand ambassadors and facilitators, making each activation personal.

The impact has been far-reaching. In months, Veda's activations reached hundreds of thousands of learners across over 3,600 schools, with more visits planned. The response is overwhelmingly positive. "We've never had such an engaging experience," shared a teacher.

Inspiring a Love for Learning

For Veda, this initiative extends beyond brand presence; it's about showing up where it matters: in schools, inspiring a love for learning through creativity.

The activations also offer insight into what teachers and students need.

As the program expands, Veda remains committed to making art and craft a regular, enriching part of the learning journey. The goal is simple: to spark curiosity, fuel creativity, and leave a lasting mark in young hearts and minds.





Redefines Interiors with Innovative SPC Marble Finishes



We're transforming interior décor with our innovative SPC Marble Finishes. Perfect for both homes and businesses, these finishes offer the authentic beauty of marble alongside unmatched convenience, versatility, and value.

Authentic Marble Look

Our SPC Marble Finishes capture marble's timeless elegance. Available in various grains and colors, they bring a luxurious, high-end appearance to any space, ideal for walls, furniture, and accent surfaces.

Easy Application Options

Choose from two user-friendly options: The foam-based SPC Marble finish features a self-adhesive, peel-and-stick backing for quick,

effortless installation—great for DIYers and pros. Hardboard panels, finished with UV PVC marble, are designed for simple glue-on application, complemented by aluminum accessories for a seamless, professional result.

Enhanced Durability & Versatility

Both options are engineered for lasting performance. The foam variant is lightweight yet resilient, offering minor sound insulation and moisture resistance. The hardboard panels, made from robust PVC resin and calcium carbonate, are moisture-proof, fire-resistant, and boast sound-absorbing and heat-insulating properties.

Our SPC Marble Finishes suit a wide range of applications. Whether upgrading a home, office, or commercial space, these finishes work beautifully for wall claddings, stylish furniture surfaces, and decorative accents, fitting seamlessly into any design vision.

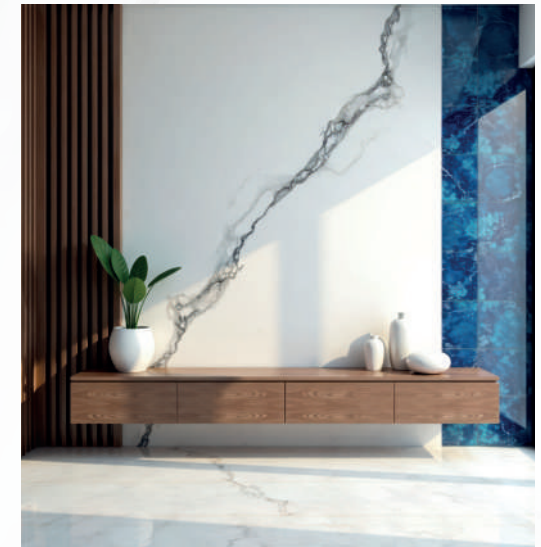
Affordable Luxury

Compared to traditional marble or specialized paints, SPC Marble Finishes offer a cost-effective alternative without compromising style or quality. Enjoy the sophisticated look of marble at a fraction of the price, making premium design accessible for more projects and budgets.

Why choose the new SPC Marble Finishes?

- Authentic marble aesthetics
- Simple, fast installation
- Durable and resilient construction
- Versatile for multiple uses
- Affordable compared to other marble finish options

Transform your interiors effortlessly with ASL Limited's SPC Marble Finishes - where beauty, practicality, and value come together to elevate your space.



MULTIVISTA Introduces New Electric Forklifts

Globally, businesses are increasingly embracing sustainability, driving significant interest in environmentally friendly initiatives within warehouses and industrial sites. This rising demand is advancing the material handling industry, with a clear shift towards electric machines due to their environmental benefits and cost-effectiveness over combustion engines.

Xoog, pronounced Z-o-o-g and meaning “Strong” in an African language, is a brand dedicated to Sustainable Warehouse Solutions. Positioned as a one-stop provider in material handling, Xoog focuses on two core pillars: Innovation and Sustainability.

Our mission is to deliver high-quality, efficient, and safe warehouse solutions, with products designed to drive the future of the industry.

Xoog recently launched its Ionic Electric Forklifts in Kenya, marking a significant step as a futuristic and sustainable brand. These forklifts effortlessly move materials in both indoor and outdoor environments. Powered by Lithium-Ion batteries, our Ionic Electric Forklifts range from 1500 kg to 5000 kg.

Their energy-efficient design, stable frame, and ability to lift up to 4.5 meters make them ideal for reaching challenging heights.

With side shifters, materials can be easily moved in wide or narrow spaces. The solid, rigid tires ensure smooth movement even on rough surfaces.

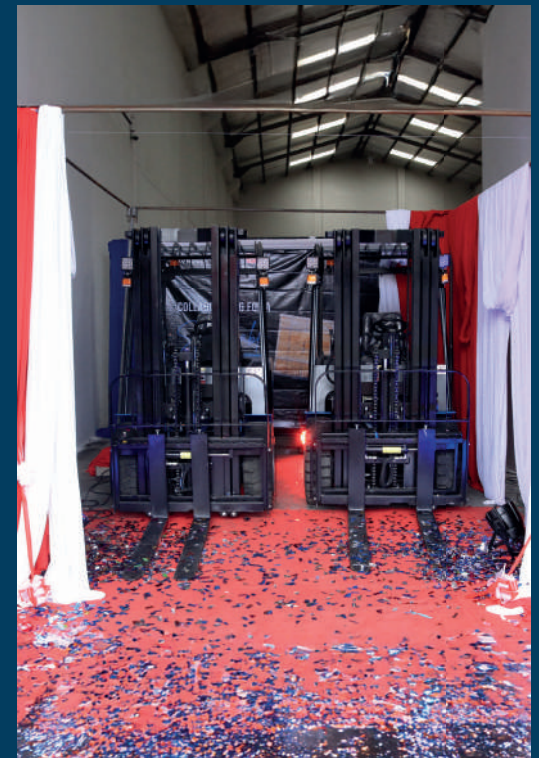
Our fast-charging capabilities mean a full charge in just 4 hours, delivering up to 8 hours of efficient operation depending on usage. This translates to minimum energy consumption, maximum performance, and a superior ROI.

Each Xoog product undergoes a rigorous multi-stage quality control process to meet the highest industry standards, guaranteeing excellence. Our company is registered in the UAE, with R&D facilities in Japan.

A Sustainable Partnership in Kenya Xoog has partnered with Multivista Kenya to make material handling effortless and shape a sustainable future in Kenya.

Our vision is to lead Kenya’s warehousing industry by delivering innovative, reliable, and environmentally friendly solutions that transform how businesses handle materials. We celebrated the soft launch of Xoog & Multivista Ramco on May 8th, 2025, with the esteemed presence of C R Patel, Amit Patel, Kartik Patel, Raj Srungarapu (The Print Store Ltd.), Mahesh Jayaraman (Director), and Yogendra Prasad (Country Manager).

Xoog is expanding its offerings in Kenya to include electric stackers and electric hand pallets, further transforming intralogistics. Xoog is truly where Innovation meets Sustainability.



New Xoog electric forklifts unveiled at the launch.



Raj Srungarapu, Mahesh Jayaraman, Kartik Patel, and Yogendra Prasad alongside Amit Patel as he holds a symbolic key during the Xcog electric forklift launch.



Mahesh Jayaraman and Amit Patel cut a celebratory cake at the launch.



Esther Makokha welcomes Mahesh Jayaraman with a bouquet of flowers.

MULTIVISTA

Wins Fuji Electric's Game Changer Partnership Award

Multivista Kenya Ltd. recently achieved a momentous feat, receiving the Game Changer Partnership Award from global energy leader Fuji Electric at their Energy Channel Meet in Sri Lanka. This prestigious recognition highlights Multivista Kenya's exceptional performance in delivering Fuji Electric's automation and energy solutions across East Africa, driving efficiency and innovation in local industries.

The Multivista team stated, "This win reflects our team's passion, our clients' trust, and Fuji Electric's commitment to collaborative success." As a joint venture with Ramco Group, Multivista Kenya bridges world-class industrial solutions with the East African market. This global recognition affirms Ramco Group's dedication to innovation and strong, trust-based partnerships.



BROEKHOF
AFRICA LTD

Sustainable Solutions Take Center Stage



Stephen Gachoki, Matthijs den Dulk, James Cocker, Ms. Alexia Odondo, and Jeroen van Dillewijn of Broekhof/Paardekooper at the International Floriculture Trade Exhibition (IFTEX).

This year's International Floriculture Trade Expo (IFTEX), held from June 3rd to 5th 2025, was a resounding success for Broekhof Africa! Over three vibrant days, we connected with a wide range of industry professionals and generated valuable leads, promising exciting opportunities for the year ahead. The turnout was exceptional, especially the strong presence of buyers – a truly encouraging sign of growing market interest.

Engaging directly with buyers of Kenya's finest flowers allowed us to address key supply chain challenges. We showcased how Broekhof's innovative, sustainable packaging and post-harvest solutions can significantly elevate their operations. A major highlight was introducing Vaselife International to the Broekhof Africa portfolio. This strategic partnership brings enhanced synergy and robust support to the cut flower industry across East Africa.

We're incredibly energized by the momentum from IFTEX and can't wait to build on this success!



MULTIVISTA

Showcases at IFTEX 2025 Floriculture Expo in Nairobi



Amit Patel, Alfred Wambui (Multivista), and Muhammad Yusuf (Ramco Plexus) at the International Flower Trade Exhibition (IFTEX).

From June 3rd to 5th 2025, Nairobi's Visa Oshwal Community Centre buzzed as it hosted the 15th International Flower Trade Exhibition (IFTEX). This vibrant event united flower breeders, growers, exporters, and buyers from Africa, Europe, and the Middle East, showcasing everything from cut flowers and potted plants to propagation materials and horticultural technologies.

High-level buyers from major European markets like the Netherlands, Germany, and the UK attended, alongside regional

stakeholders from Ethiopia, Uganda, Tanzania, and South Africa.

Among the key participants was Multivista Kenya, a Ramco Group company, proudly displaying its robust portfolio of Kirloskar group solutions, from generators to pumps. Strategically positioned, Multivista drew over 200 visitors during the three-day event, engaging with stakeholders across the floriculture and wider agribusiness sectors.

Their presence highlighted the crucial role of reliable power solutions in supporting Kenya's expanding horticultural infrastructure. Through meaningful interactions and live demonstrations, Multivista Kenya underscored its commitment to powering a limitless future-not only through technology but also via strategic collaborations that empower local industries. The company's participation emphasized the synergy between energy and agriculture, reinforcing its vision for sustainable development across East Africa.



Hosts Gala Dinner to Celebrate Industry Champions

In a night filled with celebration, camaraderie, and appreciation, Pidilite East Africa Limited, a joint venture between Ramco Group, Crown Paints Kenya PLC, and Pidilite Industries India, hosted an unforgettable gala evening on March 28th 2025 at the prestigious Radisson Blu Hotel in Upperhill, Nairobi. The event brought together key stakeholders from across the construction industry - Architects, Quantity Surveying firms, Structural Engineers, Civil Contractors, and Retail Partners - for a well-deserved evening of recognition and connection.

The purpose of the evening was clear: to appreciate the industry players who have been instrumental in the continued success and growth of the Dr. Fixit brand and the broader

Pidilite portfolio in East Africa. Their unwavering support and contribution have helped set new standards for construction excellence in the region.

The event was further elevated by the esteemed presence of our strategic partners, Crown Paints Kenya PLC and ASL Trading. Their collaborative efforts with Pidilite have continued to reinforce our commitment to quality, innovation, and customer satisfaction across all project scales.

The highlight of the night was a powerful keynote address delivered by Dr. Rakesh Rao, CEO of Crown Paints Kenya PLC. Dr. Rao's message resonated with the audience as he

emphasized the importance of partnerships, innovation, and the future potential of the East African construction sector. His inspiring words reinforced the spirit of unity and progress that underpinned the evening.

The gala concluded with dinner, networking, and live entertainment - a perfect ending to an evening dedicated to acknowledging the people who build the future, one project at a time.



Anindya Basu addressing the audience at the Gala Dinner.



Rakesh Rao awarding one of the customers, Innovative Planning and Design Consultants.



The Pidilite team hosts the unforgettable gala dinner.



The ASL Trading team, one of our strategic partners, attends the gala dinner.



Rewards Dealers with Inaugural Trip to Türkiye

In a landmark initiative, Pidilite East Africa treated a select group of top-performing partners to an exclusive trip to Turkey. This first-of-its-kind gesture celebrated their outstanding sales achievements and unwavering commitment to the Dr. Fixit brand.

Hosted by PEAL, the trip demonstrated deep gratitude to partners whose drive fuels the growth of their waterproofing solutions. Distinguished guests, including Dr. Rakesh Rao (CPKL) and Mr. Kartik Patel (Ramco Group Finance Director), joined the enriching tour.

Anindya Basu, Business Head at PEAL, emphasized, “This trip celebrates the trust, performance, and enduring partnerships forming our business’s backbone.

We believe in growing together.” The journey highlighted shared accomplishment and community, affirming that people and partnerships are the true engines of success. Pidilite East Africa looks forward to continuing this tradition.



Achieves FSSC 22000 v6 Certification

Setting New Standards in Quality, Safety, and Global Compliance

Ramco Printing Works Ltd., is proud to announce its recent achievement of the FSSC 22000 v6 Certification, a globally recognized standard for food safety management systems in the production of food packaging and packaging materials.

This milestone reflects our unwavering commitment to quality, safety, and continuous improvement in line with international best practices. The Food Safety System Certification (FSSC) 22000, developed by the Foundation FSSC and benchmarked by the Global Food Safety Initiative (GFSI), ensures that Ramco’s processes meet stringent requirements for hygiene, traceability, risk management, and legal compliance across the food packaging supply chain.

The scope of certification covers the design and manufacture of primary and secondary food packaging, providing assurance



to both local and international clients that Ramco meets globally accepted safety standards.

As consumer awareness and regulatory requirements around food safety continue to grow, this certification positions Ramco Printing as a preferred packaging partner in the region and beyond - particularly for food manufacturers seeking trusted suppliers aligned with their safety and sustainability goals.

This certification reinforces the trust our clients place in us to deliver safe, reliable, and high-quality packaging solutions, especially in industries where food safety is critical. We remain committed to delivering packaging solutions that not only protect products but also safeguard the health of consumers across Africa and beyond.



Hosts JITO Business Delegation from India for Factory Visit



JITO business delegation with Ramco Printing representatives at Ramco Group Industrial Park.



The Ramco Printing team takes the JITO delegation through the production process.



Mahmoud Safideen shaking hands with Kirit (KR) Patel, Chairman of Ramco Group.

On February 26th, 2025, Ramco Printing Works Ltd. proudly welcomed a distinguished business delegation from Ahmedabad, India, at the Ramco Group Industrial Park. Organized by the JITO Business Network (JBN Ahmedabad) and powered by Pagariya Group, Nagpur, this high-profile visit connected industry leaders, entrepreneurs, and investors with Ramco's cutting-edge printing and packaging capabilities.

The delegation received a comprehensive factory tour, gaining firsthand insight into Ramco Group's advanced manufacturing processes and diverse operations across East Africa. As a conglomerate of over 40 companies, Ramco Group leads in printing,

packaging, and manufacturing, driving innovation and excellence in the region.

JBN, a global initiative under the Jain International Trade Organization (JITO), fosters trade, investment, and networking among Indian entrepreneurs. This visit served as a catalyst for mutual growth, allowing Ramco Group to connect with Indian business leaders keen on exploring Kenya's dynamic industrial and commercial sectors. The JBN Ahmedabad delegation showcased their products and services, paving the way for potential partnerships in manufacturing, printing, and trade expansion.

The event was graced by Mr. Kirit (KR) Patel, Chairman of Ramco Group, whose presence

underscored the Group's strategic focus on building global relationships. Mr. Mahmoud Safideen, CEO of Ramco Printing Duo, also led the event, ensuring a seamless experience for the visitors.

Their involvement highlighted Ramco Group's commitment to international collaboration, innovation, and investment-driven growth.

As Ramco Group expands its footprint, partnerships with global networks like JITO offer significant opportunities for market and investment growth, marking the beginning of stronger Indo-Kenyan business synergies.



Sponsors Amara Charitable Trust Education Fund

On March 20th, 2025, Ramco Group sponsored a bowling fundraiser at Sarit Centre for the Amara Charitable Trust's Education Fund. This event underscored Ramco's dedication to education and community empowerment, raising vital funds for underprivileged children.

Ramco's Internal Audit and Debt Collection team participated, enjoying a lively bowling session that also strengthened team spirit and reinforced their commitment to education. The Amara Charitable Trust empowers children

in underserved communities with quality education, fostering academic excellence. Ramco's sponsorship highlights its corporate social responsibility in youth empowerment.

Beyond the lanes, the event facilitated networking among professionals. Funds raised will directly support school refurbishments, vocational training, and scholarships, demonstrating Ramco Group's commitment to initiatives that positively impact young learners and the broader community.



Supports Mizizi Padathon with Donation of Sanitary Pads

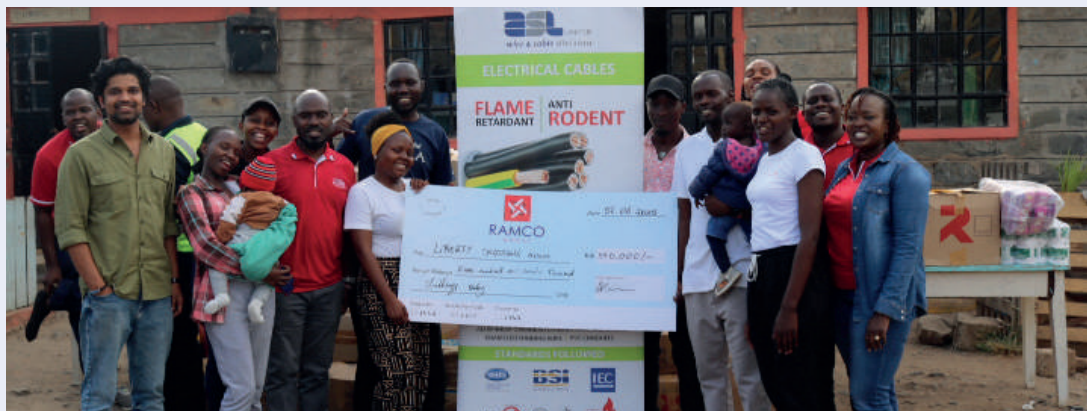
On July 27th 2025, Ramco Group demonstrated its commitment to community health by donating over 1,000 packets of sanitary pads to the Mizizi Padathon initiative. Prital Patel officially presented the donation to Alice Mwangi (Mizizi Wellness).

This contribution aims to provide menstrual hygiene products and education to underprivileged girls, ensuring they don't miss school due to lack of access. Prital stated, "At Ramco, we believe in championing dignity and equal opportunities for every girl." Mizizi Wellness expressed gratitude, noting the pads will significantly combat period poverty in Kenya.

This partnership reaffirms Ramco Group's dedication to impactful social responsibility and fostering a healthier, more equitable society.



Old Treasures, New Hope: A Testament to Ramco Jamii in Action



The ASL Wire and Cable team poses for a group photo.



Aloyce Boi (HR, Polythene) hands over the cheque to Shalom Naomi, Director of Liberty Care Center.

On June 7th, 2025, the spirit of Ramco Jamii shone brightly as Ramco Group representatives delivered the proceeds of this year's CSR campaign, Old Treasures, New Hope, to Liberty Care Center in Mlolongo.

This initiative, driven by staff contributions of used items and funds, became a testament to compassion, partnership, and sustainable impact.

From Giving to Transformation

Thanks to the generous response across our companies, the campaign raised over Ksh. 570,000, earmarked for school fees for Liberty's children.

Beyond monetary aid, the board, leadership, and staff also donated:

- Dry food supplies
- Numerous creative books and novels
- Assorted shoes and clothes for children and caregivers.

These contributions were not only practical but also deeply symbolic of the care within the Ramco family.

A Home Changing for the Better

This year's visit revealed inspiring progress at Liberty. Children proudly showcased their new poultry house, part of growing sustainable projects enhancing food security and long-term self-reliance. Vegetable



Lilian Ogembo also from ASL Chemicals represents the company at the event.



Joseph Magu from ASL Credit represents the company at the event.

gardens, composting, and structured chores are teaching responsibility and resilience. Ms. Shalom Naomi, Director of Liberty Care Center, emphasized, "We are raising future leaders who understand the value of work, community, and sustainability."



Special Thanks to Our Change Makers

The handover ceremony was filled with joy and shared stories. Ms. Naomi sincerely thanked the entire Ramco Group: “Your kindness today will echo in the lives of these children for years to come.” A child presented an original artwork, now displayed at Ramco Group’s head office, a vibrant reminder of unity’s power.

We recognize and deeply appreciate the generosity of the following companies and leaders for their outstanding support in this year’s drive:

- The Ramco Group Board
- ASL Ltd - Chemicals Division
- ASL Credit Ltd
- ASL Ltd - Wire & Cables Division
- Ramco Printing Works Ltd
- Travelshoppe Company Ltd
- Platinum Packaging Ltd
- ASL Ltd - Apostrophe’



Your leadership continues to inspire and set the pace for impactful corporate citizenship.



Let’s Keep Building Ramco Jamii

Old Treasures, New Hope is a growing movement within Ramco, encouraging employees to drive lasting change.

We invite more companies and staff to participate in future CSR initiatives through donations, skill-sharing, or involvement.

To get involved in Ramco Jamii, register at www.ict-a.co/jamii/ or email comms@ramco.co.ke.





Hosts Financial Empowerment Session at Nine Grove



Rachael Oyamoh, CEO of Rambhai Staff Sacco, leads a financial empowerment session for ASL Ltd., Apostrophe and Serenity Interiors staff.

On May 23rd 2025, ASL Ltd Apostrophe and Serenity Interiors hosted a joint staff financial empowerment session at the Apostrophe Showroom, Nine Grove, Ground Floor.

The session was facilitated by Rachael Oyamoh, CEO of Rambhai Staff Sacco, and focused on building financial literacy among employees.

In line with its mission to promote financial wellbeing, Rambhai Staff Sacco is inviting all staff across the Ramco Group of companies to join the SACCO and access a wide range of financial services.



Licensed and regulated by the Sacco Societies Regulatory Authority (SASRA), Rambhai Staff Sacco offers a variety of member-friendly financial products, including:

1. Development Loans
2. Education Loans
3. Emergency Loans
4. Holiday Loans, among others.

The SACCO plans to work closely with HR teams to conduct on-site presentations and member recruitment workshops across the Group.



“Our aim is to empower Ramco employees with tools that support long-term financial stability and personal growth,” said Oyamoh.

Membership is open to all Ramco Group staff, and interested employees are encouraged to contact Rambhai Staff Sacco directly for more information.





Welcomes New GM

TYRON IMMELMANN GENERAL MANAGER



Tyron joins Kitchens & Beyond as the new GM, bringing extensive experience in marketing, brand management, and commercial leadership across various African markets. He holds a BCOM in Marketing Management from the University of Johannesburg, further enhanced by a Management Development Program from Connemara Academy and a Certificate in Product Management from the University of Cape Town.

His career highlights include a pivotal role at Kansai Plascon SA, where he established the Channel Marketing Department and launched house brands with major retailers.

Interests: Tyron is an avid trail runner and enjoys game park visits, golf, padel, and hockey. He also dedicates time to reading on personal growth, leadership, and spiritual development, valuing strong interpersonal relationships and a collaborative leadership style.

Expectations: As GM, Tyron is eager to contribute to the growth and vision of Kitchens and Beyond. He is committed to fostering a culture of collaboration, innovation, and high performance while driving strategic initiatives that deliver value across the business.



Strengthens Partnership Through a Game of Padel



Halftime photo of during the padel match between Tyron Immelmann and Ashpal Saberwal from Kitchens & Beyond and Gurmukh Singh Panesar and Jaswant Kalsi from Grasp Architects.

The recent padel match between Kitchens & Beyond and our valued partners at Grasp Design served as a refreshing reminder of the power of connection. These informal meetups are invaluable in nurturing a more collaborative and understanding business relationship, laying a foundation of trust that extends beyond a business transaction.

The energy on the padel court was infectious, filled with laughter, friendly banter, and spirited rallies. It was a fantastic opportunity to unwind and de-stress together, creating shared positive memories outside the usual professional context. Witnessing colleagues and partners

strategize on the court, cheer each other on, and celebrate small victories builds a sense of unity and mutual respect that is often difficult to cultivate within the confines of formal meetings.

This shared experience not only injected fun into our interactions but also subtly reinforced the importance of teamwork and communication – skills that are just as crucial in our business endeavors.

Investing in social gatherings with our business partners yields benefits that ripple throughout our professional interactions. By fostering genuine relationships and creating a more relaxed atmosphere, we build a stronger sense of “togetherness”.

The padel match with Grasp Design was a resounding success, underscoring the importance of nurturing partnerships outside of boardrooms and meetings that ultimately strengthen our professional ties. As Kitchens & Beyond, we look forward to more of these engagements and opportunities to build strong relationships with our partners.

Fosters a Culture of Safety



From May 26th 2025, every employee from the Nine (9) ASL Limited – Trading Division branches came together at their Head office at Lusaka Road for an engaging and impactful Environment, Health & Safety (EHS) training session.

The training aimed to strengthen awareness, preparedness, and individual responsibility around workplace safety. Participants were taken through key areas such as administering first aid, correctly identifying and positioning firefighting equipment, and following proper emergency evacuation procedures. The sessions also included practical fire safety drills using the correct equipment, ensuring employees had hands-on experience in responding to real-world scenarios.



Beyond the practical skills, the program reinforced the importance of cultivating a proactive mindset towards environmental, health, and safety matters. It was a timely reminder that safety is not just a checklist - it's a shared responsibility.

This initiative is a reflection of ASL Limited - Trading Division's unwavering commitment to building a strong safety culture across all our locations. By investing in the knowledge and skills of our team, we continue to take meaningful steps toward a safer, healthier, and more resilient future, because a safer team truly builds a better tomorrow.

Celebrates Mothers on Mother's Day



As we celebrated Mother's day at ASL Packaging on May 12th 2025, as it was a day for us ladies to reflect on the important roles we play both at the workplace and at home. The valuable lessons about life, love, and happiness that we shared on this day will always remain in our hearts forever.

"Happy mother's day to all moms who work hard both at the workplace and at home to provide for their families". We appreciate all of you.



Building a Culture of Growth: Our Commitment to Learning & Development

By Wilfred Achachi



At Ramco Group, the Learning & Development (L&D) Committee champions continuous learning as a vital lever for growth, innovation, and long-term success. We're building a learning culture that strengthens our people, empowers our teams, and drives success across all our companies.

Beyond Training: A Learning Movement

Learning for us is a continuous journey, not a checkbox. We're fostering a thriving culture of development by creating meaningful, structured learning directly tied to our work. We've proudly rolled out impactful programs across ASL Packaging, Printstore, Pressmaster Africa, Ramco Printing, Polythene, Flexoworld, ASL Credit, and Travelshoppe,



with many more to come across our 40+ companies. Participants receive Certificates of Participation, symbolizing their growth and commitment to excellence.

Collaboration Beyond Boundaries

We introduced interdepartmental and inter-organizational training and knowledge exchange programs. This initiative will break down silos, encourage collaboration, and lead to new synergies and potential internal business opportunities. We're cultivating a network of informed, agile, and future-ready professionals, fostering collaboration, networking, and a deeper understanding of our group's diverse capabilities.

Invest in Learning, Grow Together

Learning is an investment. We invite every company, department, and team to embrace this learning culture by encouraging participation, suggesting topics, and nominating champions. When our people grow, our companies thrive.

As the L&D Committee, we're committed to making every session count. With every certificate awarded, workshop completed, and skill gained, we take another step forward as a group.

Together, we learn. Together, we grow. Let's keep growing-together!
#RamcoViva!



Journey to 100% Staff Appraisals

At PPL, we believe people drive business growth. We've transformed our approach to performance, moving from assumptions and silence to clarity and continuous conversation. This journey, starting in November 2023, has culminated in 100% participation in performance appraisals, a true cultural shift.

The Foundation: Clarity and Empowerment

Our transformation began by defining the "what" and "why." In November 2023, we issued Job Descriptions (JDs) and Key Performance Indicators (KPIs) to every employee, ensuring everyone understood their role and its contribution to the bigger picture. In January 2024, we empowered our teams with SMART goal-setting training, fostering ownership and confidence.

Digital Transformation and Continuous Feedback

We embraced SeamlessHR for our digital transformation, streamlining goal-setting and appraisals. By December 2024, we completed our first year-end appraisals on the platform, fostering honest, career-focused dialogue. Listening to feedback in early 2025, we consolidated our process to SeamlessHR and increased feedback frequency. Today, new hires receive JDs and KPIs within days, achieving a 100% onboarding rate for alignment and accountability.

Performance as a Business Driver

At PPL, performance conversations are now frequent, structured, and transparent. Managers act as coaches, and employees are empowered with clear expectations. Performance management is no longer an HR task; it's a business driver, culture-builder, and growth enabler. We complement SeamlessHR with team-specific dashboards like Pipedrive, Drift, and SAP for a 360° view of performance.



Miraflex printing operators receive a trophy for best output.

Lessons Learned and Looking Ahead

Our journey offers key lessons: start with clarity, empower teams, invest in the right tools, listen and adapt, and make it continuous. We're exploring analytics and feedback loops to further our culture of accountability and excellence.

At PPL, we haven't implemented a system; we've embraced a mindset. Our people don't show up; they shine. It's not a system; it's who we are.



Anand Chandarana awards Millicent Nyakengwa for best performance.



Interior Design Tips for a More Purposeful Office Space By Jinal Nakar



Whether you're working from a home office or managing a busy corporate floor, the way your space is designed can directly influence focus, productivity, and well-being.

A good place to start? Organisation using Kaizen principles - the Japanese philosophy of continuous improvement.

Start with a Simple Rule: Everything in Its Place

Kaizen encourages small, consistent steps toward better efficiency.

In the office, this means:

- Minimising visual clutter
- Using built-in or labelled storage to keep desks and shared areas tidy



- Keeping frequently used items within easy reach.

These simple actions free up mental space and make your environment feel calmer and more intentional.

Boardroom Design Tip:

If you're updating your boardroom, aim for a space that supports clear thinking and meaningful dialogue. Here's how:

- Use layered lighting - bright enough for meetings, soft enough for presentations
- Stick to neutral tones for walls and furniture to reduce distractions

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- Add texture with wall panels or upholstery to bring quiet depth without overwhelming the room

These details might seem small, but they help shift the energy of a room - making it feel focused, grounded, and ready for real conversations.

Highlights Why Data Protection Matters Under the 2019 Act

In today's digital world, data has become one of the most valuable commodities. From social media to online shopping, data flows in and out of various platforms every second, shaping our digital experience. With this exponential increase in data exchange, ensuring that personal and sensitive data is handled with care has never been more crucial. This is where data protection laws, such as the Data Protection Act of 2019, come into play.

The Rise of Data Protection Laws

The Data Protection Act of 2019, an update to the previous 1998 legislation, was introduced to respond to the rapidly changing digital landscape. It was enacted to safeguard the privacy of individuals by regulating how personal data is collected, stored, processed, and shared. This law emphasizes the need for organizations to respect the rights of data subjects, ensuring transparency, accountability, and security.

Key Principles of the 2019 Data Protection Act

The Data Protection Act 2019 outlines several core principles, including:

Data Minimization: Organizations must collect only the data that is necessary for a specified purpose, ensuring that no excessive data is gathered.

Transparency: Data subjects must be informed about how their data will be used. Organizations must

clearly state their purpose for collecting data and how it will be processed.

Accountability: Data controllers (those who determine the purpose and means of processing data) are responsible for ensuring compliance with the data protection principles. They must demonstrate that they have taken adequate steps to protect personal data.

Security: Organizations must implement appropriate technical and organizational measures to safeguard data from unauthorized access, loss, or damage.

Rights of Data Subjects: The act enforces the rights of individuals, allowing them to request access to their data, correct inaccuracies, and, in some cases, erase their data (known as the "right to be forgotten").

Data Transfers: Strict regulations govern the transfer of personal data across borders, ensuring that data protection standards are upheld even in countries with less stringent regulations.

Organizations must remain committed to upholding data protection principles, while individuals must be proactive in understanding their rights and responsibilities. With continued focus on privacy, transparency, and security, we can build a safer digital future. ICT Africa Consulting Limited is a registered data processor and controllers.

Explains the Meaning Behind Their Vertical Identities

Ekon – Building Materials



Ekon is an African name that means strength or power, which perfectly represents our leadership in the Hardware sector. With operations stretching across the East African region, we chose the name Ekon to symbolize our strength, resilience, and heritage. From steel and plumbing to adhesives and paints, Ekon is built to serve and built to last.

Altus – Manufacturing



Altus is a Latin word meaning 'big' or 'deep', symbolizing scale and substance. It is a fitting name for our Manufacturing division, which specializes in a wide range of industrial products, including custom stainless steel solutions, plumbing pipes, and electrical cables. Altus represents our deep commitment to quality and our big ambition to lead industrial manufacturing in the region.

Oritsu – Services & Trading



Oritsu is an Asian derivative that means 'being the right partner'. We felt this was the perfect name for our Services division, which covers everything from interior design and security to cleaning and corporate support services. Oritsu embodies our promise to be a trusted, versatile partner for businesses across industries.

Plexus – Print & Packaging



Plexus is an intricate network or web-like formation, similar to our Print and Packaging sector, which has a strong presence, providing solutions from creative concept to finished product. From security printing to flexible packaging and labels, Plexus connects diverse print services into one cohesive ecosystem serving East Africa and beyond.

Kora – Office & Distribution



Kora is a traditional West African musical instrument, known for its harmony and cultural depth. The name reflects the instrumental role of our Office Supplies and Office Automation sector, which operates in four countries with 17 outlets. Just like the kora brings different notes together to create music, we bring together innovative solutions that support productive workspaces across the region.

Domus – Property



Domus is Latin for 'home', a place of comfort, stability, and belonging - ideals at the heart of our Real Estate division. Whether it's residential developments or commercial properties, Domus creates spaces that are not just built well, but built to enrich lives and support growth.



Organizational Design for a VUCA Business Environment through People

By Morris Kimeu



The past 5 years have been among the most VUCA (Volatile; Uncertain; Complex; Ambiguous) business environments both locally and internationally. From the COVID-19 pandemic

to political unrest and civil demonstrations, the decline in government spending as well as company closures and redundancies. Large, medium and small organizations alike have felt the impact. With the new US administration slashing aid initiatives and the all too familiar “Trump Tariffs” imposed on countries across the world, the AI (Artificial Intelligence) revolution; it’s clearly no longer business as usual.

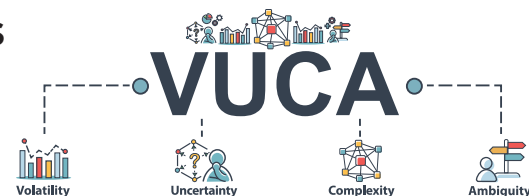
Business leaders are increasingly exploring ways to build resilience, innovate and operate efficiently. Looking at organizations functionally; COOs are seeking ways of optimizing internal operations; Procurement is rethinking supply chain options and constantly diversifying sourcing hubs; Finance is designing resilient financial models, monitoring forex rates and securing reliable financing while keeping an eye on CAPEX; ICT is keeping an eye on omni-channels and cybersecurity; Commercial

heads are constantly thinking about market expansion, more SKUs and customer obsession. How about HR?

With a plethora of initiatives that drive organizational resilience as far as talent is concerned, one of the compelling ones is scenario modelling. This is a strategic planning method that involves creating different plausible future scenarios based on varying assumptions about how current trends, potential future events and key decisions might affect the organization. For short, it’s a What-IF Analysis that helps businesses anticipate potential outcomes and prepare for various possibilities.

The approach focusses on the external factors that affect organizations, that is PESTEL (Political; Economic; Social; Technological; Environmental and Legal Factors) and it can be summarized as follows:

1. Come up with the 2 factors that are most significant in terms of potential impact to the organization, for example Political and Economic factors.
2. Come up with 4 potential scenarios that can be drawn up in quadrants i.e.,



- Scenario 1: Best possible scenario when both factors are favourable to the organization at the same time.
 - Scenario 2: Worst possible scenario when both factors are unfavourable to the organization.
 - Scenario 3: Factor A is favourable, but Factor B is unfavourable.
 - Scenario 4: Factor B is favourable, but Factor A is unfavourable.
3. Ideate and explore HR strategies that could steer the organization through each of the 4 scenarios i.e. training and upskilling initiatives; job rotation programs; skills and career mapping; succession planning; coaching and mentoring among others.
 4. Implementing the strategies in collaboration with the senior leadership team and employees.

The illustration below can be of help to that end. With effective scenario modelling and organizational design, HR is well poised as a functional leader in supporting the organization to navigate a VUCA business environment.

Let's Welcome Our New EHS Team



JIMMY NGAU
EHS COORDINATOR

Ramco Plexus proudly announces Jimmy Ngau as our new Environment, Health and Safety (EHS) Coordinator, reinforcing our dedication to excellence.

Jimmy brings a strong academic and professional background. He holds a B.Sc. in Wildlife Enterprise and Management and a NEBOSH International General Certificate in Occupational Safety and Health with Distinction. As a Registered Associate Expert with NEMA, he offers vital technical and regulatory insight.

Previously a Safety Officer, Jimmy oversaw HSE operations in construction, manufacturing, and oil & gas. He contributed to major projects like an international airport rehabilitation and national fuel station rollouts for global energy brands. His expertise includes designing EHS management systems and leading proactive risk mitigation.

Interests: Jimmy stays informed on current affairs by reading digital newspapers, reflecting his commitment to continuous growth.

Expectations: He aims to elevate Ramco Group's EHS standards to global benchmarks, seeking collaborative teamwork and support for lasting improvements in safety culture and environmental stewardship.



EDDY ARIRI
EHS COORDINATOR

Eddy Ariri is the new Environment, Health and Safety (EHS) Coordinator at Ramco Plexus, bringing with him over seven years of focused experience in occupational health and safety. His professional background spans three years in manufacturing and four years in logistics and transport-industries where he successfully embedded safety systems and ensured compliance with regulatory requirements.

He holds a Bachelor of Science degree in Occupational Safety and Health and is professionally qualified as a Health and Safety Engineer. This technical expertise enables him to approach workplace safety with precision and foresight, always aligning best practices with industry standards.

Interests: Outside of work, Eddy enjoys swimming, playing basketball, and reading self-help books. He values personal development and seeks to create impact through mentoring and coaching initiatives. He is married and excited to integrate into the team and contribute meaningfully.

Expectations: In his role at Ramco Group, Eddy is keen to grow his industry knowledge, broaden his professional network, and help raise the Group's safety culture to a highly competitive standard. He aims to promote proactive safety initiatives that ensure a secure and thriving workplace environment across all departments.



LILIAN MONG'INA
EHS COORDINATOR

Ms. Lilian Mong'ina joins Ramco Plexus to strengthen Environmental, Health & Safety (EHS) systems across the Group. She brings with her extensive experience in quality, environmental, and occupational health & safety management, having held key roles at The Nairobi Hospital, Rolta East Africa Ltd., and Dunhill Consulting Ltd.

She holds a Bachelor's degree in Environmental Studies and is currently pursuing a Master of Science in Occupational Safety and Health. Lilian is also a Certified NEMA Expert and an ISO 14001:2015 & ISO 9001:2015 Lead Auditor. Her additional qualifications include Certified Kaizen Practitioner and trained Occupational Safety & Health Committee Member, among others.

Interests: Lilian enjoys participating in both professional forums and social gatherings where she can connect with people and share knowledge. She is married and a proud mother of two, with a passion for mentorship and continuous improvement.

Expectations: In her new role, Lilian is committed to building proactive and preventive safety systems that go beyond compliance. She believes safety is a dynamic mindset, and she aims to instill a culture of safety awareness and engagement across all levels of the organization.

 M: +254 739 808 080 info@ramco.co.ke	EKON	 T: +254 (20) 6983000 info@asltrading.co.ke	 M: +254 (0) 707 222 999 info@kitchensandbeyond.co.ke	 M: +254 (0) 729 234 315 info@apostrophe.co.ke	PLEXUS	 M: +254 (0) 714 666 999 info@ramcoprinting.com	 M: +254 (0) 731 661 848 info@printstore.co.ke
 M: +254 (0) 707 908 929 info@ppl.co.ke	 M: +256 (0) 758 718 718 info@ovidian.ug	 M: +254 (0) 722 201 921 info@aslpackaging.co.ke	 M: +254 (0) 722 514 623 info@pressmaster.co.ke	 M: +254 (0) 745 660 600 info@broekhof.co.ke	 M: +254 (0) 713 928 242 sales@pantheraworld.com		
 M: +254 (0) 729 053 793 info@sintelsecurityprint.co.ke	 M: +254 (0) 722 616 181 info@wildelegance.co.ke	 M: +254 (0) 722 203 099 info@polythene.co.ke	 M: +254 (0) 712 861 479 sales@flexoworld.co.ke	ALTUS	 M: +254 (0) 722 290 267 info@asleng.co.ke	 M: +254 (0) 110 896 481 info@aslwelding.co.ke	
 M: +254 (0) 735 433 358 info@asl cables.co.ke	 M: +254 (0) 722 510 711 info@die-experts.co.ke	 M: +254 (0) 784 554 554 info@kronaplastics.co.ke	 M: +254 (0) 792 600 700 infokenya@pilmil.net	KORA	 M: +254 (0) 709 091 000 info@saioffice.co.ke	 T: +256 (0) 200 900 018 info@saioffice.co.ug	
 T: +255 (0) 679 991 221 info@saioffice.co.tz	 T: +250 788 313 952 info@saioffice.co.rw	 M: +254 (0) 707 346 347 info@officemart.co.ke	 T: +255 (0) 679 991 221 sales@officemart.co.tz	 M: +254 (0) 709 091 000 info@officetechnologies.co.ke	 M: +254 (0) 0715 995 266 info@ict-a.com		
ORITSU	 T: +254 (0) 705 633 343 info@aslcredit.co.ke	 M: +254 (0) 718 441 358 info@liftcare.co.ke	 M: +256 (0) 704 703 153 info@aslservices.ug	 M: +254 (0) 731 982 040 marketing@multivista-kenya.com	 M: +254 (0) 705 633 343 info@aslleasing.co.ke	 T: +254 (20) 669 0000 res@flightsafarilink.com	
 M: +254 (0) 719 275 230 info@aslchemicals.co.ke	 M: +254 (20) 514 8700 info@travelshoppe.co.ke	 M: +254 (0) 743 418 423 info@serenityinteriors.co.ke	 M: +254 (0) 726 552 037 info@ovidian.co.ke	DOMUS	 T: +254 20 665 2220 M: +254 722 874 460 info@ramco.co.ke	 S&H INVESTMENTS LTD.	