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February 2011



COOR


ramco
GROUP

RAMCO GROUP PUBLICATION



CHAIRMAN'S MESSAGE

I would like to extend hearty New Year wishes to you and your families. I will look back at 2010 with appreciation to all of you as this was the year that a few individuals, who had the vision for a more unified group,

embarked on this journey and with your support and commitment, we hope this will be achieved.

I would also like to welcome two new companies to our umbrella and hope that we can learn from their teams as well.

This is Africa's decade, and I can only encourage all the readers of this newsletter to make 2011 their year. The Ramco Group is certainly looking forward to seizing new opportunities and surpassing its goals. What is particularly exciting is the opening of the EAC and, as we look towards establishing group companies within the region, I applaud the Kenyan government for making this common market a reality. So much to look forward to.

Kirit Patel

LETTER FROM THE EDITOR

Welcome to the second decade of the new millennium. I hope the start of the year has everyone geared up with goals that they would like to achieve.

I do not believe in having New Year's resolutions as they seem to be forgotten by March, but for those of you who find that they work – I hope there is more on the list than losing a few kilos and you can let me know the secret of making them work. As the Core editorial team, we hope to make the coming issues a better read and keep the Ramco Group spirit going.

Hope you enjoy the issue!

Prital Patel

EDITORIAL TEAM

a CreativeEdge design



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

A BIT OF HISTORY

As we endeavour to explore new activities in 2011, we continue to reflect on the journey that led to us being the Ramco Group. After Juma Hardware Store, next on the action path was ASL Steel Division, which was then known as Associated Steel Ltd.

With the hardware business already well established, the late M.R. Patel saw an opportunity for diversification into the stainless steel sector, and invested with the family into this existing company in 1988. Associated Steel Limited was in the manufacturing of stainless steel equipment such as sinks and hospital equipment to name a few, and has since expanded its product portfolio further.

No company would excel if it had a good product but a poor team and a weak support system. The staff at ASL Steel definitely operate more like a family unit. Good teamwork and dedication is clearly visible in the company. What is also commendable about this unit, is the number of staff who have been there for many years and remain committed to taking the company to greater heights.

To the ASL team, we salute you and we hope that you continue to do so and remain as exemplary pillars of our founder's core values.

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RAMCO GROUP PUBLICATION

TOP

100

3 Ramco Group companies gained recognition in the prestigious KPMG Top 100 Mid-Sized Companies

The KPMG Top 100 survey ranks the fastest growing medium sized companies to showcase business excellence as well as highlighting some of the most successful entrepreneurship stories in Kenya.

Travelshoppe victoriously made its maiden entry into the competition at No. 95 while Creative Edge was at No. 66.

Ramco Printing Works, on the other hand, moved higher by graduating from Top 100 to Club 101 after attaining the upper annual revenue limit of Ksh 1 billion.



Amit Patel, Managing Director, Ramco Printing (centre), is awarded for graduating to Club 101. With him (L-R): Stanely Kinyanjui, Capt. Elly Aluvale, Josphat Mwaura, CEO, KPMG and Linus Gitahi, CEO, Nation Media Group.



Travelshoppe Staff display their Top 100 Award trophy and certificate.

KARIBU!

KENTAINERS
innovative solutions • for water & sanitation

SEAL HONEY LIMITED.
"THE STATIONERY MASTERS"



Creative Edge team are all smiles as they receive their award.

The entire Ramco Group extends a warm welcome to Seal Honey and Kentainers, the newest members to join our family.

Seal Honey is a renowned stationery company while Kentainers manufactures water tanks. Both companies bring years of valued expertise and service to the group.



Anand Gore of Sai Office (far right) at the launch with Arlene Nazareth and Jonathan Duncan of APC.

APC SWAP CENTRE LAUNCHED

Sai Office Supplies has officially opened an authorised APC Swap Centre in Nairobi to provide local warranty support on APC single phase units and the SUVTP range.

The APC Swap Centre enables Sai Office Supplies to offer customers higher level of service for warranty exchanges on all APC products, quicker response times and will enhance customer satisfaction.

The launch, which was held at a colourful ceremony at the Norfolk Hotel, further stamps Sai Office Supplies authority as a reliable and a leading distributor of a wide range of global leading brands.

APC is the world's largest manufacturer of power back up systems and a global leader in critical power back up systems and cooling services.



Amy Wakesho of Travelshoppe receiving the award from Jonathan Hull of Virgin Atlantic.

WE ARE RED, HOT & HAPPENING

Travelshoppe was recently awarded the Red Hot and Happening Award for Best Improved Sales in 2010 by Virgin Atlantic.

This has been a very good year for Travelshoppe and this award is proof of Travelshoppe's exemplary customer service and support to leading airlines of the world. Virgin Atlantic is UK's second largest long haul airline and one of the world's leading passenger airlines. This prestigious award places Travelshoppe way ahead of other travel agencies in the region and emphasises the high esteem in which the company is held by clients and industry players.



REBRANDED

As we grow, we evolve and strengthen our commitment to be the leading office supplies distributor in East Africa



A company typically adopts a new identity to match new achievements, and Sai Office is no exception to this. We have a new look!

Since its establishment in 1994, the old Sai Logo served as a symbol that promised and delivered excellence with regards to offering complete office solutions.

This is the character adopted in the latest look and enhanced to reflect the growth. The adoption and application is expected to compliment its long standing business objectives which advocate continuous progress and improvement.

Overall, the introduction of a new logo is a timely move that takes advantage of fast growing intra-regional trade and attests to Sai Office Supplies mission of being the ideal IT distributor and services company, and full warranty centre; which ultimately makes the company the most reliable IT distributor of leading global brands in East Africa.

SAI OFFICE UNVEILS TWO NEW PRODUCT RANGES

Sai Offices Supplies has launched two new product lines to better serve growing market demand for quality, speed and reliability. First is the Printronix Printer series that offers industrial and back-office enterprise printing

solutions. It delivers the lowest cost-per-page output and is the most dependable printer for long-term performance.

Along with this, Sai will now distribute Thermaline T4M Barcode Printers.



ASL TANZANIA TO SHOWCASE INTERNATIONAL BRANDS

ASL Tanzania always seeks to be the market leader, which is why we have introduced a number of new brands to our offering.

One of these is Ideal Standard, a leading provider of innovative and design-driven bathroom solutions.

Another new brand in our stores is Cobra Watertech, which produces one of the most comprehensive ranges of plumbing fittings in the world, ensuring that there is an attractive product suitable for every purpose.



ISO CERTIFICATION UPGRADE FOR ASL PACKAGING

ASL Packaging has once again excelled with the upgrading of its ISO status from ISO 9000 – 2001 to ISO 9001 – 2008; The Company will hold this status for the next three years, i.e. 2010 – 2013.

The commendation was given after the company underwent an SGS Audit in April 2010. After the findings and review on non-conformities, ASL Packaging was re-certified and upgraded for manufacturing corrugated cartons and packaging materials that provide safe and attractive packaging for perishable and non-perishable products. The certification goes to show that ASL Packaging has demonstrated a commitment to high levels of service quality, customer satisfaction and continually improved its quality management systems.

An ISO 9000:2008 certification offers benefits which include more reliable operations to meet customer requirements and an improved corporate culture. SGS is the world's leading inspection, verification, testing and certification company. It provides audit and certification services to a wide variety of customers and enhances their business processes.

RAMCO PRINTING IS NOW A SUPER BRAND

The trendsetting market leader in printing solutions was granted the East African Superbrands certificate, as a recognized symbol of quality, reliability and distinction in its service category



Ramco Printing received the award from Superbrands East Africa Ltd, following a survey of customers and branding specialists from Kenya, Uganda, Tanzania, Rwanda and Burundi.

Superbrands is the independent jury on branding that conducts an independent survey of consumers and brand gurus to rate brands based on their quality, reliability and distinction in their product categories. It has operations in over 82 world markets.

With this status, Ramco Printing will be entitled to use the Superbrands award stamp on their advertising and packaging to show clients that they have achieved this award in recognition of their excellence. The influential status is also proof to existing and potential clients of the exceptional standing that Ramco Printing Works holds in the printing industry.

Well done to the team, another feather in your cap!

“We all have to expand our capabilities to encompass the changing world, its growing diversity and, indeed, its complexity.”

Lachlan Murdoch

CHANGES...

We extend a warm welcome to Rishi Chauhan, the new Managing Director of Market Power International. He takes over from Derek Steel, who is now the Group Marketing Director. Congratulations to the both of them.

RAMCO GROUP SCHOLARSHIPS AWARDED



Following the establishment of the internal Group Education Fund last year, 18 secondary school children have been successfully awarded education sponsorship after a rigorous selection process of 35 applications received.

Congratulations to the children of these employees on being awarded the scholarship:

- Douglas M. Okore, Peter O. Odhiambo - Lino Stationers
- Roy Maluki, Kizito M. Chiboli - Office Mart
- Francis M. Luseno, Martin Mutuku - ASL Steel Division
- Isaac Nyangai, Julius M. Njega, Apollo O. Oigo - ASL Packaging Division
- Peter O. Lelo - ASL Trading Division
- Samuel Waruhiu - ASL Heavy Fabrication Division
- Aron Nzioka - Juma Hardware
- Antony M. Gathiru, Abinael O. Obaga - Ramco Printing Works
- Moses M. Gucu, James O. Kea - Polythene Industries
- Richard M. Makau - Platinum Packaging
- Maureen A. Odana - Office Technologies

** Future education sponsorship will be announced.*



MPI HARNESSING THEIR SKILLS

With the new Indigo Press beginning operations at Ramco Unit 1, MarketPower International and Ramco Printing recently attended a training workshop on Indigo Press that was preceded over by Richard Finan.

The workshop, which was held on 14th August 2010, is a series of sessions that was attended by the marketing departments of the two companies and was a well needed platform that taught the attendees how to bridge client needs with the wide range of services offered. With many of the companies clients needing customised, urgent and fast deliveries on print jobs, it was necessary for the employees to understand and know how to optimize the Indigo Press as well as satisfy their clients and offer efficient services.

The Indigo Press is a Print-On-Demand solution that offers off-set print quality with fast deliveries. The press is ideal for printing of business cards, calendars, magazines, brochures, fliers and invitations among many more items.

Checklist

How to create a better to-do list

✓ Identify the Most Important Task on Your List

Look over your list and choose the one thing you absolutely want to make sure you accomplish. Put a big star next to that one. That's your super-special to-do item for tomorrow. When you get up and start to work, do your super-special item before you open your email, listen to your voice mail, or let anyone interrupt you. By choosing a super-special to-do each day, you can guarantee that you'll make at least a little progress on that item.

✓ How to Prioritize Your To-Do List

Give your items priorities. People treat priorities like they're this Big Thing. They're not. Priorities are just your best guess as to the best order to do things in. Put important emergencies first.

What comes next depends on your deadlines, your shifting work priorities and your mood.

✓ Use Your To-do List as a Touchstone

Tomorrow morning, get up and do the super-special item on your list. Only then should you check your email and voice mail to find out if anything urgent came in. Then spend the rest of your day with your to-do list somewhere in sight.

One final tweak: if something comes up and you decide to work on it even though it's not on your list, add it to your list. Then cross it off when you're done. By reviewing your list at the end of the day, you'll be able to see which interruptions or unexpected items ended up taking priority over your daily items. If you notice a pattern over time that certain interruptions consistently disrupt you, those can become candidates for working into your to-do list before they become interruptions.

Work less, do more, and have a great life!

By Stever Robbins, author of Get-It Done Guy's 9 Steps to Work Less and Do More

OFFICE TECHNOLOGIES LTD CELEBRATE THEIR 7th BIRTHDAY



Office technologies staff as they celebrated their seventh birthday.

*It was celebration galore for
Office Technologies who celebrated their
seventh birthday on October 1, 2010.*

*Basil Serrao and Beena Patel,
on behalf of the OTL Management,
thanked their staff for all their input
and contribution through out the
years and in the years to come.*

Get organised

STOP smoking

Find a job

LOSE ~~20 pounds~~~~10 pounds~~

5 pounds

DAILY RESOLUTIONS

A large number of people make New Year resolutions; and a larger number forget them even before the end of January! Rather than make an annual list, here are changes to incorporate into your daily routine that will last you a lifetime:

- 1. Live healthy:** Your health is the most important investment you will ever make. Watch what you are eating, go for the necessary medical check-ups and keep fit.
- 2. Manage your time wisely:** Be accountable for the 24 hours that make up your day. Successful people have long discovered that every second counts in moving from an okay existence to a great one. Prioritise and work with a to-do list. Ticking off each activity once you finish it gives you a sense of accomplishment that motivates you to get more done in a day.
- 3. Stay out of debt:** You are better off having no money at all than having creditors run you out of town. Use a budget and follow it to the letter. It usually goes that if you're expenses are more than 60% of your salary, you are living dangerously.
- 4. Spend time with loved ones:** Often times we are caught up in the whirlwind that is life, trying to achieve that extra measure of success – whatever we deem it to be. Establishing strong bonds with both family and friends takes work. As you strive to achieve the goals you have set out in other areas of your life, ensure your social bonds top the list.
- 5. Give back:** Don't wait for a help drive to be charitable. It is true that those who give of whatever they have, cheerfully, always receive a double portion.
- 6. Protect the environment:** Make it a habit to do something for the environment every week. It's the small steps such as recycling or not littering that count. As cliché as it may be, it is indeed necessary that we all play our part in leaving the environment better than we found it.

P.S.

I LOVE YOU

Who said Valentine's has to be the same old boring cards and chocolate. Shut out the cynical Anti-Vals voices, indulge yourself and your loved one, and be creative while at it.

- 1. Take a walk** down memory lane by revisiting your 'firsts' together- that initial dinner, the picnic, the dance, etc. Combine a couple of firsts in one evening to make it memorable. Best of all, you can recreate them at home.
- 2. Send your loved one** on a treasure hunt that ends in the person finding the gift of the evening.
- 3. Ditch the night-out** for a DIY 5-star hotel indoor set up. Whip up an elaborate multi-course meal for your spouse, complete with all the trimmings.

Since even the best laid plans can go south, be flexible and roll with the punches and just have fun. Happy Valentine's!



THE MAGIC OF THINKING BIG



The Magic of Thinking Big is a book that is a must read for all.

It captivates you from start to finish; some chapters more than others. The chapters that really stand out are Believe you can succeed and you will; Build confidence and destroy fear, and How to think and dream creatively.

David J. Schwartz's style of writing and use of language makes the book an easy read; not to mention how he titles each chapter and smoothly guides you through them. The author, through the book, explains how one can achieve their goals, be it financial or personal.

He emphasizes on attitudinal change, urging the reader on by saying, "Don't sell yourself short. Conquer the crime of self deprecation. Concentrate on your assets. You are better than you think you are."

He further warns against taking our near and dear ones for granted instead, nurturing every relationship, at home or in a work environment. He says, "Use positive language to encourage others. Compliment people personally at every opportunity. Everyone you know craves praise. Have a special good word for your wife or husband every day."

After reading this book one feels enlightened, encouraged and with a very deep conviction to get out of their comfort zone and reach for the stars.

If it is motivation you seek in all spheres of your life, The Magic Of Thinking Big is just the book to get you going.

"Don't sell yourself short. Conquer the crime of self deprecation. Concentrate on your assets. You are better than you think you are." *David J. Schwartz*

OFFICEMART AT CHARITY WALK

Officemart got their walking shoes on in support of the annual Bible Translation and Literacy (BTL) walk. The event is a benefit held to raise funds for communities living in Kenya's most marginalised regions.

As a Kenyan organisation, BTL brings literacy and scripture to these communities, and by supporting this mission, the Officemart staff actively displayed the group's values by going beyond the office and into the community.

Manish Chauhan and Sharina enjoying the walk.



Ramco Group staff join other participants at the start-off point during the Standard Chartered Marathon.

RAMCO GROUP AT THE STANDARD CHARTERED MARATHON

On October 30 2010, Ramco Group employees were part of the 14,000 participants at the Standard Chartered Nairobi Marathon, with representation in the family race, 10km, 21km and a participant brave enough to take part in the 42km race.

Proceeds raised from the run go to the bank's charity, 'Seeing is Believing', which aims to eradicate avoidable blindness.



Koros Kiprotich of Platinum Packaging is awarded by Ramco Group HR Alice Mutitu for participating in the 42km race.



Benedict Munyasia of Creative Edge during the Marathon.



STATIONERY PROVIDED TO A LOCAL SCHOOL

As a way of contributing to the society, we donated stationery to Gatoto Primary School to be used by the students.

Gatoto Primary School is located in Mukuru kwa Reuben and donors and well wishers support various education initiatives present in the school.

**We are happy to be part
of this great initiative.**

HOW TO BUILD YOUR SELF ESTEEM

If you look deep enough, you can find ways to improve in those areas where you experience low self esteem...Take each step ahead with a smile and to a more confident you!

- Visualize yourself taking a more active role in your activities. Slowly you will be less shy and introverted, instead participating more in family, work and community activities. This does not mean being aggressive - it just means you will try to play more of a part in your immediate environment.
- Every morning give yourself a pep talk that today will be a brighter and better day for you. When you do this, you create a mind set that allows you to be better prepared to take advantage of great opportunities that come your way, opportunities which used to pass you by before.
- Break down your dreams, goals and aspirations into two categories: short term and long term. Doing so allows you to work on your short term goals on a daily basis. In time, you will find that your long term goals become achievable. Being organized this way helps keep goals realistic.
- Speak to your close friend and ask him/her how he/she perceives you. If possible, get more than one friend to do this. Then compare and contrast this with how you view yourself. You may find that your friend(s) has insights into your character, traits and attributes that you may not have noticed before.
- Try to identify areas in your life where symptoms of low self esteem are most prevalent. Perhaps you are conscious about your looks or your weight. Maybe someone once told you that you have terrible teeth so you stopped smiling altogether? Or perhaps it is your walk that you are conscious about? Your hair style?

Everyone has an aspect of their life where low self esteem can be felt. Identify such areas so that you can work on improving how you perceive yourself.



The truth about you

BY GRAND MASTER WRITE

A famous saying goes, "your eyes are the windows to your soul." Well, as much as your eyes can tell a lot about your personality and what you are feeling, did you know that one of the simplest ways to know someone's character or personality is by looking at their handwriting?

So to know what your handwriting says about you here's what to look out for:

1. The size of your written words reflects your self-esteem and ego. Large handwriting shows great self-confidence and self-worth while small handwriting shows that you are not entirely confident of yourself.
2. If your words are spaced out, it could mean that you are a loner. If your words are

too close to each other, it could be a warning to give the people around you space – literally. Even spacing shows that you're organized, disciplined and that you manage your time well.

3. If your words slant to the right, it means that your heart rules your mind; you are caring, warm and kind. If your words slant to the left, it means that you may be subjective, cold and indifferent and you keep your emotions hidden. If you write with a vertical slant, your mind rules your heart, you are objective and you keep your emotions in check.
4. Take note of how you write your g, j and y. The way you loop these letters indicates your social skills. A large loop

indicates that you are social and like to be around people. Straight letters without loops indicate that you are going through some emotional trauma or you do not like to get too close to people.

5. If your handwriting is large and open, you are an open and expressive person. If your handwriting is small and narrow, you could be perceived as an introvert and someone who is not comfortable around large crowds.

If you ever want to know the character of a colleague, friend or business associate, a quick look at their handwriting can reveal some interesting insights. Begin your journey with the above tips and get insight to your character and of those around you.



HEALTHY HEARTS

Heart related illnesses are one of the leading causes of incapacitation and fatalities in both men and women. High blood pressure, diabetes, high cholesterol levels, obesity and stroke are just some of the risk factors for these conditions, which have become prevalent in younger people due to poor lifestyle choices. Approximately the size of a clenched fist, you need to ensure your heart is functioning at optimum, and this requires simple but important changes to your daily routine.

1.

Quit Smoking: This is a major cause of heart disease and a smoker's risk of heart disease is twice that of a non-smoker. Your body will forever be grateful to you for doing away with this vice.

2.

Get moving: Keep the effects of daily wear and tear at bay by getting and staying active. It doesn't require a marathon though that is not such a bad thing. A daily walk for 20 minutes is all it takes. This helps in maintaining overall body health and weight, which is key in fighting off risk factors for all illnesses.

3.

What's on your plate?

A high fat and cholesterol diet increases your risk of elevated cholesterol levels while high salt intake has been linked to high blood pressure; two of the leading stress factors on your heart. High fibre foods

4.

such as whole grain foods for example brown rice, oats and barley are particularly good for the heart as are fruits and vegetables like broccoli, sweet potatoes, cucumber and onions to name a few.

5.

Take a Deep Breath: It is not always possible to get through the knocks of life with positivity, energy and enthusiasm. This is where coping mechanisms come in handy. Music, yoga, sports, dancing...whatever helps you relax. The aim here is to deal with stress, a major risk factor, and in a healthy way.

Family history: Find out if there is history of heart disease in your family. This will help you be proactive in caring for your heart.

RAMCO GROUP LEAGUE 2011

It has been edge-of-the-seat football action since the Group League was set up in 2010. The past year saw the group companies fight it out for supremacy, the Creative Edge and Platinum Packaging Limited teams emerging as the finalists. In early 2011, it will be battle royale as each team hopes to mark its place in the Group's history as the first league title holders. And as preparations for a new season loom around the corner, league committee members promise it will be more competitive and hope all the group companies will be involved. See you on the pitch!



PROUDLY KENYAN

Where was your last trip out of Nairobi but within Kenya? This is the year that domestic tourism is top on the agenda for the tourism industry in the country. The push is towards getting Kenyans to enjoy their country through out the calendar year rather than only the April/August/December rush. There are numerous packages targeting the local market with great discount prices that you should take advantage of. Make 2011 the year you explore Kenya! A great place to start is www.kws.go.ke

What do you think?

Who was the first woman to be a member of parliament.

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



Answer to the Last Quiz:

Q: Which Kenyan football club did Joe Kadenge play for? AFC

The winner was Victoria Wanza of Polythene Industries. She was awarded two movie tickets.



Creative Edge staff during "Kofia day"



ASL Packaging showing how it is done at the Ramco Group football league



Lazarus Ngolota from Office Technologies waiting in anticipation for his team to play at the Ramco Group football league

Captured Moments



Winner of the last Core quiz, Victoria Wanza of Polythene Industries, being awarded movie tickets by Gautam Patel



Sai Office during their team building session at Crayfish Camp Naivasha



MarketPower staff at their end of year party

