

QUARTZ ISSUE | DECEMBER 2024

COORÉ



RAMCO GROUP

Note from Amit, Group CEO

As we close 2024 and step into 2025, I am filled with gratitude for the resilience and dedication each of you has shown throughout this year. It has been a year of learning and growth as we navigated challenges, some of which were unplanned and unprecedented, shaped by evolving business circumstances and Kenya's dynamic political climate.

In times of economic uncertainty, maintaining positive energy and collaboration becomes more critical than ever. Our strategic goal remains clear: moving forward together to create a lasting impact in East Africa. This vision is not just a slogan; it is a mission that inspires us to uplift one another and drive meaningful change both within our organization and the communities we serve.

This year, we have undertaken several initiatives to ensure our continued relevance in these changing times. From innovation and system improvements to staying deeply attuned to our customers' needs, we remain committed to the core of our existence—our customers. Supporting this commitment is the backbone of our organization: our team. As the famous saying goes, "Change is the only constant."

While we continue to embrace new ways of doing things, let us not lose sight of who we are as members of the Ramco Group and the values we uphold. Every challenge we encounter offers an opportunity for personal and professional growth. By harnessing our individual strengths and supporting one another, we can create a powerful synergy that not only enhances our workplace but also expands our influence across the region.

Let us continue to prioritize knowledge sharing and celebrate our successes and learnings. These collective efforts lead to what matters most—satisfied customers who are at the heart of everything we do.

As we look to the future, I encourage all of us to foster an environment where everyone feels empowered to contribute their best. Together, we have the opportunity to make a significant difference, not just in East Africa, but beyond.

Thank you for your dedication and unwavering spirit. Let us step into 2025 with purpose, determination, and a shared commitment to impactful change. Wishing you and your family a joyous and restful festive season.



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



The Story Behind Our Cover

The river and paper boat on the cover symbolize the unwavering resilience of Ramco Group. As the river currents reflect the ever-changing business environment, the paper boat captures the spirit of determination that drives our companies forward, no matter the challenges.

Our intentional choice of the Quartz stone represents strength and durability. Ramco Group remains steadfast, adapting to challenges while maintaining a solid foundation for growth and innovation, just like Quartz.

This simple image reflects how we continue to move with purpose, proving that even in the toughest times, progress is always our goal.

Steadfast in Motion

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

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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
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- Commitment

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Note from Hasit, Group COO

Enhancing Efficiency Through Digitalization

At Ramco Group, we continuously seek ways to leverage digital tools to improve efficiency and reduce costs. One recent advancement is our enhanced fleet management system, which provides real-time insights into fuel usage, flags inconsistencies, and helps us plan vehicle maintenance more effectively. By maintaining a reliable fleet, we minimize supply chain disruptions and boost operational efficiency.

Strengthening Our Supply Chain

The new fleet management system improves logistics control, keeps vehicles in top condition, and prevents costly breakdowns. Scheduled maintenance helps meet customer demands and avoid delays, streamlining our supply chain for greater reliability and responsiveness.

Revolutionizing Recruitment

We are also transforming how we approach recruitment with the introduction of Manatal, an Applicant Tracking System software. This new system allows us to streamline the hiring process, ensuring that we attract and on-board top talent efficiently across all companies within the Group.

Commitment to Safety

Safety is a core value at Ramco Group. We are proud to introduce our new EHS slogan: Health & Safety: My Right, My Commitment. This

reflects our belief that safety is both a right and a responsibility for all employees. Along with this, we have rolled out the Golden Rules of Safety, ensuring practical and actionable guidelines are in place to safeguard everyone across the Group.

Embracing Process Automation

In sales, we've automated key processes to improve customer communication. This shift has allowed us to respond to inquiries faster and serve our clients more efficiently, particularly within our Plexus companies.

Innovating Procurement Solutions

We are currently working on a Procurement solution that will cater to all users within the Group. This centralized system will streamline purchasing processes, making procurement more efficient and transparent across all our operations.

Pipedrive: Revolutionizing Sales

The introduction of Pipedrive has transformed how our sales teams operate. This tool enables direct communication from the field to the back office, leading to quicker turnaround times for quotations and better delivery timelines. By using this, we're able to streamline operations and enhance customer satisfaction.



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


**KITCHENS
& BEYOND®**

Unveils the Latest in Innovative Design with BAGNODESIGN

Step into a world of luxury like never before with Kitchens & Beyond's latest addition: BAGNODESIGN! Known for combining sophistication with cutting-edge design, BAGNODESIGN brings you a stunning collection that redefines elegance and functionality in every corner of your home.

Our brand-new showroom at The Promenade in Westlands is now open, and it's where BAGNODESIGN's incredible pieces come to life. From ultra-chic outdoor and indoor solutions to stylish kitchen appliances, slabs, and sanitaryware, each item is designed to make a statement. Picture the perfect balance of innovation and luxury, transforming your spaces into a masterpiece!

But that's not all—there's even more excitement on the horizon! We're thrilled to announce two upcoming showrooms that will elevate your luxury experience even further. First, the one and only Kohler Signature Showroom in Africa, where you'll discover Kohler's most cutting-edge designs. Then, later this year, get ready for the Nolte KUCHEN Showroom, showcasing Nolte KUCHEN's famous craftsmanship and modern flair. These new spaces will make it easier than ever to bring world-class European brands into your home!



Our flagship showroom at The Promenade, plus the Kitchens & Beyond Express at Lavington Curve, now showcase these novel designs offering you a fully immersive experience in the best of European luxury.

At Kitchens & Beyond, we're not just about products; we're about delivering a whole experience! Our friendly and knowledgeable team is here to help you make your dream space a reality, whether you're exploring BAGNODESIGN's innovative collections or looking ahead to our new showrooms, we're ready to guide you every step of the way.

With a legacy of excellence that's earned us the Snaidero Award, Kohler Award, and Superbrands status, Kitchens & Beyond continues to raise the bar for luxury in Africa. Come see the future of design with BAGNODESIGN at Kitchens & Beyond, where luxury meets innovation and your home becomes a showpiece.





**KITCHENS
& BEYOND®**

Awarded Best Kitchens and Interior Solutions Supplier 2024



We are thrilled to announce that Kitchens & Beyond has been recognized by the Kenya Professional Realtors Association (KPRA) with the award of Best Kitchens and Interior Solutions Supplier 2024! This is yet another milestone that serves as a testament of our commitment to excellence, by our team of dedicated experts.

KPRA's aim to lead in developing standards of internationally-accepted business practices, greatly amplifies our reputation to craft and deliver first-grade quality products of luxurious brands! We extend this credit to our esteemed global partners, as well as our clients for continually pushing Kitchens & Beyond to keep raising the bar!



Trio Elevators East Africa Rebrands as Lift Care Limited

Trio Elevators East Africa has officially rebranded as Lift Care Limited, ushering in a new era for the company with a new brand identity. This change includes the introduction of a new logo and a new company name, reflecting its continued commitment to providing top-tier elevator solutions across the region. The rebranding is part of the company's strategy to better represent its values and vision as it moves forward, with the new logo symbolizing Lift Care Limited's focus on elevating service quality while maintaining the core principles that have always guided the company. Along with the name and logo change, the website URL has also been updated to www.liftcare.co.ke. However, the website itself remains unchanged, continuing to offer the same reliable information and resources that clients have come to trust.

Lift Care Limited remains committed to providing innovative and dependable elevator solutions, ensuring they continue to meet the needs of their customers in the East African market.





Safarilink

Raising Flying Standards with New Hangar and Bigger Fleet

Safarilink continues to lead the aviation industry with its relentless commitment to innovation, sustainability, and community engagement. As we chart new milestones, we are excited to share some of our latest achievements, reinforcing our position at the forefront of regional aviation.

The New Hangar Project

In 2023, Safarilink proudly unveiled its state-of-the-art hangar, setting a new standard for aircraft maintenance and operational efficiency. Equipped with cutting-edge technology, this facility enhances our ability to service multiple aircraft simultaneously, reducing turnaround times and ensuring our fleet operates at peak performance. The expanded capacity underscores our dedication to safety and excellence, allowing us to better meet the growing demands of our clients with greater precision and speed.

Expanding Our Fleet: New Caravan Aircraft

In 2024, Safarilink bolstered its fleet with the addition of two new Cessna Grand Caravan aircrafts, bringing our total to 10 Caravans. These advanced planes, outfitted with the latest avionics and safety features, offer superior performance, comfort, and cargo capacity perfectly suited to the diverse and



challenging environments we operate in. Additionally, with four Dash 8 aircrafts in our fleet, we now offer enhanced versatility, serving larger passenger groups while maintaining the high standards of reliability and efficiency our clients expect.

Enhancing Connectivity: Evening Flights to Mombasa

Recognizing the need for greater flexibility, Safarilink introduced an additional evening flight to Mombasa, one of Kenya's most popular coastal destinations. This new schedule provides more travel options, improving convenience and connectivity for



our passengers. The evening service has been warmly received, contributing to increased reliability and catering to the rising demand for travel to and from Mombasa.

Strengthening Community Engagement

At Safarilink, success goes beyond aviation; it's about the positive impact we make on the ground. Our commitment to social responsibility is demonstrated through various community initiatives in education, healthcare, and environmental conservation. These efforts reflect our core values of sustainability and service, as we work to uplift the communities we serve and contribute to lasting, meaningful change.

Looking Ahead

As we continue to innovate and grow, Safarilink remains steadfast in our commitment to delivering exceptional aviation services. Guided by our values of safety, sustainability, and social responsibility, we look forward to shaping the future of regional aviation and sharing more of our journey with you.



Upgrades Hermosa Paints Rack Storage System in Record Time

ASL Engineering successfully completed a project for Hermosa Paints, primarily on upgrading their rack storage system at their Industrial Area warehouse. Initially faced with a challenging 14-day timeline, our dedicated team accomplished the upgrade in just 7 days allowing Hermosa Paints to resume operations without delay. From the outset, we understood Hermosa Paints expectations, which were to enhance their storage capacity while ensuring minimal disruption to their ongoing operations. Our team remained committed to delivering a tailored solution that met these critical needs.

ASL Engineering utilized high quality materials to design a customized rack storage system that maximized efficiency and organization.

Our planned approach ensured precise execution across all phases of the project, allowing us to complete it ahead of the stipulated timeline. The outcome was a fully optimized storage system that not only met Hermosa Paints current demands, but also provided adaptability for future growth. This project highlighted the firm commitment of our company to providing top-tier solutions even under the most demanding timelines.

Our ability to exceed expectations while maintaining high standards of quality, reflected our expertise in engineering and custom fabrication. We take pride in delivering results that enhanced our client success and streamlined their operations, reaffirming our position as a leader in the industry.



Launches Enamel Winding Wires and PVC Flexible Conduits



PVC Flexible Conduits

ASL Wire & Cable is the leading manufacturer of flame retardant and anti-rodent PVC insulated electrical and armored cables, conduits and Trunking in Kenya. The Ramco division continues to work on increasing its product range as well as production capacity, and is proud to announce the launch of two new product lines that will enhance its offerings to the industry. The new products are Enamel winding wires and PVC flexible conduits.

Enameled winding copper wire is widely used in transformers, inductor coils, relays, electric machines, electric motor coil winding, switch gears, fans, etc. Enamel winding wire has a thin layer of insulation which protects the coiled wire from short-circuiting, ensuring safety and reliability in all installations.

The enameled copper wire is made from pure and high-quality copper which provides good conductivity, has good insulation, high-temperature resistance, good strength, and tensile resistance, making it not easy to break.

Flexible conduits offer an exceptional solution for your cable management needs. ASL flexible conduits are meticulously designed to offer the highest level of flexibility without compromising on strength, ensuring ease of

installation even in complex routing areas. Our flexible conduits comply with KEBS standards assuring you of its quality, safety, and suitability for a wide range of electrical applications. Whether you're managing cables in a residential setting, commercial building, or industrial environment, our PVC flexible conduit is the ideal choice for a reliable, compliant, and user-friendly solution.

Overall Winner - Product of the Year (2024/2025) MSME Category

Congratulations to ASL Ltd.'s - Wire & Cable Division for being awarded the overall winner in MSME category, Product of the year (2024/2025) for PVC Insulated Non Armoured Cable - Flame retardant and anti-rodent at the Kenya Quality Awards 2024 & World Quality Day by Kenya Bureau of Standards.

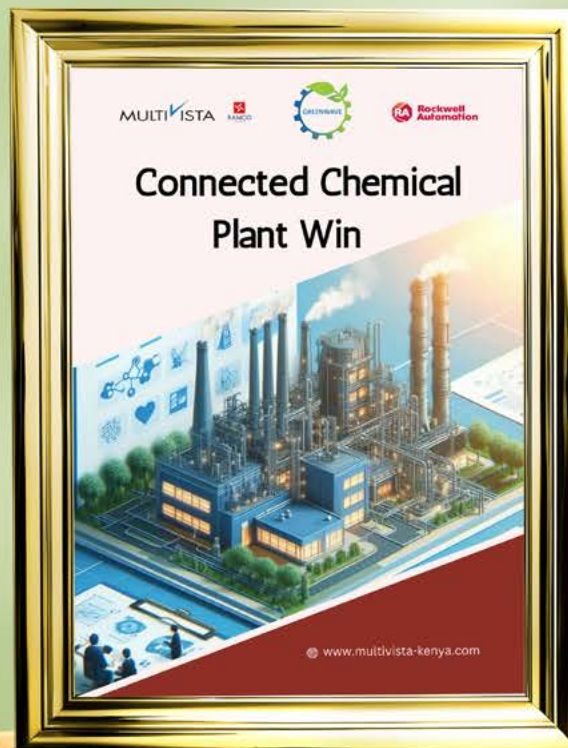


Impacting Tata Chemicals' Production Efficiency through Automation

Tata Chemicals Magadi Limited (TCML) is a cornerstone of the African economy as the continent's largest soda ash producer and a key exporter from Kenya. Situated at Lake Magadi, TCML, formerly known as Magadi Soda Company, has been integral to the region's socio-economic fabric since its acquisition by Tata Chemicals in 2005.

Challenge: TCML plant is over 100 years old and still has older pieces of equipment in its plant, and was currently constrained by this older platform of hardware and software, of which the new-generation workforce was not conversant with the existing system.

Solution: Multivista Kenya Collaborated with GreenWave in understanding TCML's challenges through multiple site study visits, Technology Consultant engagement and most importantly documenting the limitations of the existing system. They volunteered for a Proof of Concept to convince the TCML



Production and Maintenance team of Rockwell Automation's Process Control System and its capabilities. TCML had Siemens equipment in the plant which led to Siemens being an active player in this opportunity. However, the ease of partnering and flexibility offered by the Multivista/GreenWave duo tilted the project in favor of the Rockwell solution.

Application: Complete Process Automation for chemical manufacturing plant.

Significance of this installation:

- Complete plant and process visibility
"A Connected Chemical Plant"
- Higher uptime and improved maintenance capabilities
- Plant-wide alarms and event management, Real-time plant MIS reporting
- Integration to their SAP ERP system
- Unlimited remote web-based monitoring

Discover Our Innovative Solutions on Our New Website

Ovidian Kenya has recently launched its new website, marking a significant step forward in its mission to provide modern solutions in the digital printing services sector. The website is designed to offer a comprehensive digital experience for their clients, partners and stakeholders, featuring a sleek modern design that prioritizes user experience, making it easier than ever to navigate and access detailed information about Ovidian Kenya's extensive range of services. Ovidian Kenya is committed to delivering top-notch service and the new website reflects this dedication. The company believes that this online platform will serve as a valuable resource for their clients and a gateway to their innovative solutions. They invite everyone to explore the website and discover how Ovidian Kenya is playing a crucial part in shaping the future of the industry.



www.ovidian.co.ke

A Revamped Website for Increased Community Engagement

We are excited to unveil the newly revamped Ramco Jamii website with modern features and a rich interface. This website comes with dynamic functionality enhancing user experience with seamless navigation, making it easier to explore Ramco Jamii's impactful community initiatives.

The Ramco Jamii new website includes a responsive design that adapts across devices, an improved structure for easier access to information, and a more dynamic visual presentation. Unlike the previous single page setup, the new architecture enhances performance with faster load times ensuring a smoother browsing experience for all users.



www.ict-a.co/jamii/

The Collective Force of Ramco Group at AMEX Healthcare



The AMEX Healthcare Design and Build Renovation Project represents the best of Ramco Group: Outstanding solutions delivered through collaboration and expertise. This turnkey project brought together six of Ramco Group's distinguished companies, Serenity Interiors, ASL Ltd. – Apostrophe, Multivista, Ramco Printing, ASL Ltd.'s – Trading Division, and Sai Office, each contributing their strengths to achieve a cohesive and remarkable outcome.

At the heart of the project was Serenity Interiors, whose great design and construction capabilities laid the foundation for its success. Serenity Interiors has effortlessly translated the client's vision into reality, crafting spaces that are strikingly beautiful and functionally effective. From the initial conceptual designs and detailed space planning to the selection of high-quality materials and finishes, Serenity Interiors ensured every little detail spoke volumes about harmony and elegance. Their work included coordinating construction activities to ensure that the timelines would be met but not at the expense of quality, and customizing furniture to meet exacting requirements, setting the bar high in modern healthcare design.

Supporting Serenity Interiors was ASL Trading, supplier of superior sanitary ware and fittings to complement the design vision. Their products added a touch of sophistication while ensuring practicality and durability, perfectly in line with the functional needs of the project.

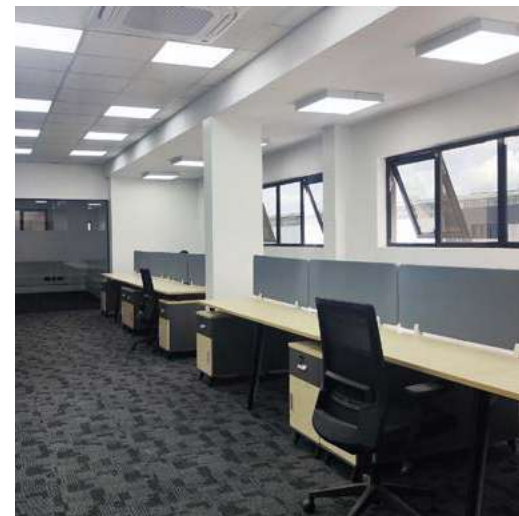
Ramco Printing introduced innovative ways of improving the aesthetic appeal of the space. Their expertise in providing privacy with style came out with the application of decorative window films, while a reception wall mural was custom-designed to meet the client's brand identity and thematic goals. It lent a very engaging and polished look to the facility.

The electrical infrastructure related to the project was carefully handled by Apostrophe, the electrical division of ASL Ltd., including installing smart lighting systems that combined energy efficiency with customizable illumination, sourcing and installing modern electrical fittings, and implementing a reliable backup generator. Apostrophe also integrated sustainable power solutions to promote eco-friendliness and meet contemporary standards.

Multivista ensured unbroken power supply with a heavy-duty backup generator system. This addition guaranteed operational continuity, critical for a healthcare facility, and underlined Ramco Group's commitment to reliability.

Finally, Sai Office introduced the latest access control systems, making the project more secure. The integration of biometric and card access together with professional security management software enabled this facility to be secure while its management became easy to handle, thus protecting all valuable assets and the client.

The AMEX Healthcare project represents the perfect example of how expertise, innovation, and teamwork come together to produce results that transform. While Serenity Interiors led from the front with their design brilliance, the contribution of all the participating companies brought out the best in the Group in terms of quality, functionality, and customer satisfaction. In the process, they created a space that serves its purpose while standing tall as a testament to Ramco Group's vision and values.





From Turkiye with Love

The Travelshoppe team co-hosted an intimate “Breakfast & Learn” session with Turkish Airlines. This exclusive event provided a platform for the airline’s representatives to unveil their latest offerings directly to Travelshoppe’s team. The focus wasn’t just on delicious Turkish breakfast, the session offered a deep dive into Turkish Airlines’ innovative products and services. Travelshoppe’s team gained invaluable insights into new routes, onboard experiences, and exclusive travel packages.

The interactive format encouraged open communication, where Turkish Airlines representatives addressed questions and provided detailed information on how their offerings can enhance Travelshoppe’s client experiences.

Travelshoppe’s team emerged equipped with the knowledge and tools to craft personalized Turkiye itineraries for their clients. The “Breakfast & Learn” session fostered a collaborative environment where both parties could explore opportunities to better serve travelers seeking unforgettable journeys to Turkiye.





Launches the Kirloskar Generators in Tanzania



His Excellency Shri Manoj B Verma, Deputy High Commissioner (fourth left), Sai Office Tanzania Chief Executive Officer (CEO), Mr Harit Gandhi (left), and Kirloskar team.

Sai Office Tanzania along with Kirloskar Oil Engines launched their latest Diesel Generators in the Customer event at Hotel Dar es Salaam, Tanzania on 19th Sep. 2024. We had 60 customers attending the event of whom gained knowledge on the latest engineered product from Kirloskar. The attending customers represented from wide range of segments such as Mining, Constructions, Power & more.

The event was graced by His Excellency Shri Manoj B. Verma, Deputy High Commissioner of India, and Shri Narender Kumar, Second Secretary, High Commission of India, Tanzania

shared his thoughts with gathered industry leaders. The key highlight was the launch of Kirloskar Diesel Generator in Tanzania ranging from 10 kVA to 2000 kVA, aimed to provide reliable power generators with salient features in the product.

Kirloskar Oil Engines Limited, founded in 1946 and popularly known as KOEL, possesses more than 7 decades of engineering excellence. With engines used for more than 100 different applications and supplied to over 50+ countries, Kirloskar generating sets have been designed giving highest consideration to end users, offering unmatched features

and immense benefits to them; from easy installation and increased reliability to faster service, lower maintenance costs and increased uptimes. Kirloskar generating sets offer distinct advantages which set new standards in engineering.

In addition, Sai Office launched the new Annual Preventive Maintenance for the service titled 'Power of Big 5'. This is the 1st service scheme ever launched in Tanzania. For any critical applications, after-sales service is mandatory to avoid operation and production loss, reduced operating equipment efficiency, increased power consumption, expensive downtime, and increased service cost. The Power of Big 5 is a first-of-its-kind customer benefit program extended to all new Kirloskar Diesel Generators from 100 kVA to 2000 kVA. Sai Office ensures the generator will be serviced for a period of 5 years at no cost and to reduce breakdown expenses of the generators.

The benefit of this scheme is to ensure the servicing offered as per OEM recommendations to keep up the efficiency, and will be carried out OEM trained service engineers, using of OEM parts for the increased product life.



Gives Loyalty Marketers an Edge with Loyalty Masterclass



Creative Edge FCB Nairobi CEO Prital Patel (Middle), with Truth Loyalty & CRM's Academic Director Amanda Cromhout, and some of the participants at Hyatt Regency.

Ramco Group recently participated in the inaugural Truth Loyalty Program Diploma Masterclass, in partnership with Truth Customer Academy, a South African knowledge sharing firm. The two-day Diploma in Loyalty, (CADipl™) Masterclass, championed by Creative Edge, an award-winning creative agency in Nairobi, offered an in-depth look at Global Customer Loyalty trends, Data-Driven Analytics, Programme Design, and provided insights on designing loyalty programs based on consumer data. It also covered various customer retention marketing strategies.

The Masterclass took a holistic approach as loyalty programs are not just an add-on, but an integral marketing initiative that can increase Customer Lifetime Value (CLV). This translates to an increase in revenue while not necessitating an increase in sales spend, grow brand loyalty and equity, turn customers into loyal brand advocates, be the brand differentiator in a cluttered category, enhance emotional connections, and induce repeat business, making the significance of the diploma immeasurable.

The pioneering cohort, made up of leading marketing experts from over 11 countries, is well on its way to impacting brands positively through innovative Customer Loyalty Marketing campaigns. As part of our efforts to upscale internal talent, several individuals drawn from ASL Trading, Creative Edge, Sai Office and Safarilink were in attendance.

The Masterclass is just one of the many initiatives that Ramco Group has designed with the aim of impacting the region and transforming brands.

ASL Trading, Ramco Group's pioneer brand, which has been at the heart of importation of hardware, building materials and electrical materials in Kenya for over 70 years, launched its inaugural loyalty program, Tujenge na ASL. The program is aimed at enhancing the customer experience and build bonds that transcend transactions to build loyalty.



Celebrating Customer Service Excellence in 2024

ASL Trading proudly celebrated Customer Service Week 2024 from October 7th to 11th, embracing the theme “Above & Beyond.” This annual event underscores the vital role of customer service in enhancing experiences and building lasting loyalty among our clients. The theme this year serves as a powerful reminder of ASL Trading’s unwavering commitment to not only meet but exceed customer expectations, reinforcing our dedication to delivering exceptional service at every opportunity.





Empowering Homepreneurs with Agility and Growth

At Platinum Packaging, we are committed to empowering homepreneurs, those transforming ideas into reality from their homes. With Sprint Pamoja, we offer tailored, short-run packaging solutions to meet their unique needs. Time is precious, and this streamlined service enables quick access to high-quality packaging for small-batch production, product launches, or experimental ideas, helping innovators move swiftly from concept to market.

Sprint Pamoja is more than a service; it's a celebration of entrepreneurship. By offering flexibility, speed, and support, we inspire confidence and foster growth, ensuring homepreneurs have the tools they need to thrive. We're proud to be a partner in their success, delivering not just packaging but possibilities.

Fueling Our Clients Progress with Factory Visits

At Platinum Packaging, we are dedicated to building relationships that inspire growth and success. Our open days at the new facility provide clients with a firsthand look at our latest packaging innovations and advanced capabilities, fostering collaboration.

We've connected with esteemed companies likew KAPA Oil Refineries, Farmers Choice, Norda Industries, Promasidor, and Capwell Industries, strengthening invaluable partnerships. These events also highlight our refreshed vision and renewed value proposition, reinforcing our commitment to being a trusted partner. We are proud to nurture these connections, ensuring clients and employees feel confident in choosing Platinum Packaging for their success.





Showcases Expertise at TVET@100 National Research Conference

Sintel Security Printing Solutions Limited participated in the TVET@100 National Research Conference held at Kabete National Polytechnic from July 29th to 31st 2024. The event was dedicated to enhancing employability, entrepreneurship, and lifelong learning among youth and adults. The expo was opened by the Prime Cabinet Secretary, Dr. Musalia Mudavadi and graced by President Dr. William Ruto. The conference also featured esteemed dignitaries such as Dr. Esther Thaara, Muoria Principal Secretary State Department for TVET, and Pirkka Tapiola, the Ambassador of Finland.

Sintel Security Printing Solutions Limited showcased an impressive array of products at the expo including certificates, result slips, textbooks, diaries, calendars, and promotional items, highlighting the capacity and capability of Ramco Group as a whole. Their display gained them access to all the National Polytechnics from the Principal Secretary State Department for TVET, providing Sintel with credibility across the 24 National Polytechnics in Kenya.

Sintel Security Printing Solutions Limited was invited as the sole printer for the International Association of Technical Universities and



Jahou Samba Faal (Dr. Hc) ATUPA Secretary General with Rajesh Mishra of Sintel Security Print Solutions Ltd.

Polytechnics in Africa (ATUPA) expo organized by the Kenya Association of Technical Training Institutions (KAITI). The event featured 13 African and European countries presenting a remarkable opportunity for Sintel and Ramco Group to explore and penetrate international markets. The Sintel Security Printing Solutions Limited participation underscored Ramco Group's commitment to quality and innovation in the print industry positioning them as a key player in both national and international markets.





Ramco Plexus Represented at the 54th ATUPA International Conference

Held from August 26th to 30th, 2024 at Lake Naivasha Resort Kenya, the conference themed “Revolutionizing TVET in Africa: Embracing Innovations for Sustainable Development,” was held in alignment with the African Union’s designation of 2024 as the Year of Education. The event brought together participants from 12 African countries and was organized by the Association of Technical Universities and Polytechnics in Africa (ATUPA) which represents 246 institutions across 21 countries. The focus was on enhancing Technical and Vocational Education and Training (TVET) curriculum, integrating entrepreneurship and addressing labor market needs.

Keynote speakers were Prof. Laila Abubakar, the Chairperson of the ATUPA Executive Board, Dr. Jahou Samba Fall, the ATUPA Secretary General, Hon. Julius Migos Ogomba, Kenya’s Cabinet Secretary for Education, and Dr. Esther Muoria, Principal Secretary of TVET Kenya.

Sintel Security Printing Solutions Limited played a crucial role in representing Ramco Plexus at this high-profile event by effectively communicating the company’s expertise, strength, capacity and dedication to enhancing educational outcomes across



Rajesh Mishra With CS Education Mr Julius Ogomba & PS Education TVET, Dr. Esther Muoria.

Africa. Our display at the exhibition pavilion featured a diverse range of educational and promotional materials, including textbooks, booklets, t-shirts, caps, and specialized security printing products such as certificates and result slips. These offerings highlighted the vast capabilities of Ramco Plexus and its commitment to supporting Africa’s educational institutions with top-quality resources.

This event provided an invaluable opportunity for Ramco Group to network with Vice Chancellors, Chief Principals, and Principals of various National Polytechnics, opening

doors for significant business opportunities for the group. Additionally, Ramco Group is in the process of partnering with ATUPA on mutually beneficial terms which will enhance our visibility and reach across all 21 member countries. Our participation in the ATUPA conference also opened doors with the Kenya Association of Technical Training Institutions (KATTI), the governing body of all National Polytechnics in Kenya which has agreed to engage Sintel in providing certificates and result slips that meet approved standards of quality and security. This partnership aims to standardize these documents across Kenya for all TVETs.

Showcased Excellence At Propaper Tanzania 2024

Ramco Group took center stage at Propaper Tanzania 2024, held from November 7th to 9th, and was honored to have Mr. Manoj Verma, the Deputy High Commissioner of India to Tanzania, visit the team. His interaction with Ramco's representatives highlighted the scope for regional and international collaborations in paper, print, and packaging.

Mr. Verma, recognised the Group's commitment to sustainable practices and cross-border collaboration, each accordant with common priorities for the growth of East Africa's industry.

As the Diamond Sponsor, Ramco Group showcased an impressive range of products and divisions, with Ramco Printing leading the way. Also, Ramco Printing showcased its 2024 catalogues for diaries and calendars that received a very high level of interest from customers.

On the display list was a focus on the key divisions for Ramco: UNO, DUO, HEX, and IX – each showing off the Group's quality and versatility in both print and packaging solutions. This vast visibility reiterated the leadership of Ramco within the industry, continuous exposure at all points in time.



His Excellency Shri Manoj B Verma, Deputy High Commissioner (middle) with Ms. Marwa Ramadan and Diana Omanga of Ramco Group.

Invaluable support was extended by the Sai Office in Dar es Salaam, with the active engagement of CEO Mr. Harit Patel, Sales Lead Mr. Ramasubramanian Chandrasekar, and Sales Executive Ms. Ndamila Mbaga, maximizing the Group's presence and impact at the exhibition and their collaboration underlining the central role of Ramco's network within Tanzania.

The event also generated some very promising leads, having potential business partnerships forming with exhibitors from the Gulf region and India, among others.



Ms. Ndamila Mbaga of Sai Office Tanzania poses with some of the clients at the stand.



Commitment to a Greener Future on World Environment Day



Ramco Group marked World Environment Day on 5th July 2024, by leading a significant community impact initiative in collaboration with Essenspark Limited and other dedicated organizations. The theme for this year, “Land Restoration, Desertification, and Drought Resilience,” underscored the importance of sustainable practices in combating environmental challenges. The team gathered at Mukuru Kwa Njenga in Nairobi for a clean-



up and tree-planting initiative that went beyond a typical corporate activity. This event demonstrated our solid commitment to environmental stewardship as volunteers from Ramco Group and our partners worked tirelessly to collect litter and debris, contributing to a cleaner and healthier environment. The planting of trees further reinforced our dedication to cultivating a greener future.

This initiative brought together corporate entities and local residents with a shared vision for sustainability. The day was marked by a spirit of collaboration, and we extend our heartfelt gratitude to our partners as well as volunteers whose dedication made the effort a success. Reflecting on this impactful day we were reminded of the power of collective action in tackling environmental challenges.





Advancing Workplace Safety, Wellness, and Sustainability



Platinum Packaging Limited recently reaffirmed its commitment to Environmental Health and Safety (EHS) through impactful initiatives that underscored the importance of maintaining a safe, healthy, and environmentally responsible workplace. The company recognized outstanding employees, including Travis Orito as the First Aider of



the Quarter and Daniel Kioko as the EHS Committee Member of the Quarter, for their exceptional contributions to workplace safety. Additionally, Daniel Abulala was honored as the Housekeeping Champion of the Quarter for his dedication to cleanliness and organization.

In addition, Platinum Packaging Limited dedicated a week to Men's Mental Wellness in June 2024 by launching a Men's Club and planting four palm trees to mark the occasion. The palm tree planting was led by Group HR Director Dennis Nyongesa and a designated area was set aside for men's talks. This initiative emphasized the company's commitment to

supporting the mental health of its team and fostering a workplace where everyone felt valued and supported.

The company also hosted a medical camp that offered free psychiatric clinics, medical check-ups, counselling, dental care, and visual screening. Partners for this event included Nairobi West Hospital, Britam, and Bristol Park Hospital. This medical camp reflected Platinum Packaging Limited dedication to the overall well-being of its employees.

Platinum Packaging Limited took proactive steps towards environmental sustainability on World Environment Day by planting five trees within the Platinum Plant. This campaign

led by Ramco Group COO, Mr. Hasit, who also assisted in compound cleaning not only enhanced the green spaces around the facility, but also reinforced the company's commitment to environmental stewardship ensuring a healthier planet for future generations.

Platinum Packaging Limited introduced the "Hug in a Mug" program, an HR initiative designed to strengthen interdepartmental communication and collaboration. The program offers relaxed and informal sessions where employees can engage with colleagues from different departments, fostering valuable cross-functional discussions and knowledge sharing.

Through these interactions, the company aims to break down silos, promote transparency and enhance overall team effectiveness. The sessions are guided by key principles including "No Blame Game," "Focus on Solutions," "No Anger," "Respect Everyone's Voice" and "Follow-up Actions and Feedback on Feedback." Each month interdepartmental "Hug in a Mug" sessions bring together team members from various departments to exchange ideas, share updates, provide support, build connections, and voice constructive opinions.



Commemorate International World Heart Day

ASL Packaging Limited celebrated World International Heart Day on 17th August 2024 by hosting a successful medical camp in collaboration with Scion Hospital. The event focused on promoting heart health and overall wellness among ASL Packaging Limited staff offering comprehensive screenings including checks on kidney health, blood sugar levels, Body Mass Index (BMI), and general health assessments.

A total of 128 staff members took advantage of these free services ensuring they remain informed and proactive about their health.

ASL Packaging Limited also facilitated staff registration for their NHIF hospital of choice through Scion Hospital, further supporting their long-term health needs.

The company Limited extends heartfelt gratitude to the Ramco Jamii Wellness Committee, Scion Hospital, and their COO, Mr. Mark Ludlow, for their dedicated efforts in making the event a resounding success. They look forward to continuing their commitment to employee wellness with more programs in the future.



Driving Growth and Excellence through Employee Upskilling Programs



Ramco Group's Learning and Development Committee initiative under Ramco Jamii, reflects our ongoing commitment to enhancing employee skills. Through diverse training programs focusing on soft skills such as leadership, negotiation and communication, alongside technical skills like ERP and office applications, we aim to equip our teams with the tools to excel in today's dynamic business environment.

Several Ramco Group companies including ASL Packaging, ICT Africa, Sai Office Suppliers, and Polythene Industries participated in these programs. Feedback from these companies highlighted that the

training sessions revolutionized organizational culture, enhanced employee engagement and boosted productivity. Employees gained practical knowledge, strengthening teamwork, improving client relationships and driving overall success.

To recognize their efforts, participants were issued completion certificates celebrating their commitment to growth and learning. As we reflect on these impactful programs, we remain dedicated to expanding such initiatives ensuring our employees continue to drive growth, innovation and collaboration, ultimately securing a brighter future for Ramco Group.



Celebrates 100 Days Accident-Free

ASL Packaging Limited reached a milestone of 100 continuous days without an accident in 2024, a factor which has been attributed to its good commitment to workplace safety. This is quite impressive, considering the nature of the operations and machinery applied in its factory. The success can be partly attributed to the company's proactive approach toward HSE.

Addressing Safety Challenges

Starting in 2024, the trend in the accidents of ASL Packaging had become disturbing, seldom ever exceeding 90 days without an injury. Management responded with several programs that would bring responsibility and safety into perspective for the workforce.

The major initiatives included:

In-depth training programs: Various training sessions on hazard recognition, machinery safety, and preparedness against adverse situations were given to employees for taking care in case such risks occurred.

Public Information Campaigns

Public information campaigns were continuously strengthened with the priority of safety. Workers had to be continuously involved with visual aids and printed materials that emphasize best practices and personal responsibility.

Hiring Safety Experts

Industry-based safety experts were hired who developed protocols required to achieve compliance.

Celebration and Recognition

They celebrated 100 days of zero accidents with a reward of bread during tea time as a recognition of their contributions in making the workplace safe. They also recited the safety slogan of the company: "Meet the person responsible for your safety and the safety of your colleague," emphasizing collective responsibility in adhering to safety standards. On the same day, the EHS Committee was in a brainstorming session to continue improving safety and ways of maintaining this trend.

Future Plans

In the coming three months, ASL Packaging is targeting to work for 200 days without accident incidences and long-term, it will work at zero accidents per year. The company always strives to ensure that health and safety are guaranteed to all its employees, visitors, and the community at large.

Community Involvement

Beyond factory operations, ASL Packaging actively advances safety in its neighbourhood through outreach programs and residents'

involvement in environmental audits. The company ensures that every interest is taken in responsible stewardship to ensure cordial relations from the neighbours.

Success by ASL Packaging Limited is an achievement that has testified to the commitment the company has toward issues of safety and environmental responsibility, hence giving a foothold toward further success in continuing to create a much safer workplace for all.





Father's Day Men Talk Webinar: Fostering Mental Wellness and Support across Ramco Group

Ramco Group through Ramco Jamii hosted a Men Talk webinar to commemorate Father's Day celebrations. The theme of the webinar was "Father's Day Special," which reflected the critical role men play in the society while also focusing on addressing challenges they face including financial burdens, health concerns, and work environments. As part of their dedication to employee well-being, Ramco Group also relaunched its toll-free support number, 0800 724 866 which is available Monday to Friday from 8 a.m. to 5 p.m., to ensure employees feel valued and empowered. Participants expressed appreciation for the Group's focus on mental wellness reinforcing the importance of this initiative.

Ramco Group's HR Director, Denis Nyongesa, led the webinar with over 35 participants from various Ramco Group companies; he focused on stress management and mental health. The session fostered a sense of solidarity encouraging men to openly discuss often-overlooked issues such as mental well-being, breaking myths around mental health and the importance of Environmental, Social, and Governance (ESG) perspectives. The event concluded with a Q&A session where participants shared experiences, engaged in thoughtful discussions and left feeling more supported and connected.



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TOLL-FREE NUMBER



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stressed, or depressed?
Call our toll-free line for
a safe space to talk and
unpack your burdens.
We are here for you!



Champions Education for Underprivileged Children



Ashwani Ganjoo
CEO ASL Ltd. - Chemicals Division

“Just take a step forward and view Corporate Social Responsibility (CSR) as a vital part of your vision, and inspire others to do the same.”

In a strong commitment to social responsibility, the CEO of ASL Chemicals Ltd., Ashwani Ganjoo, announced the support for the Old Treasure New Hope Campaign, that covered the school fees for less privileged children at Liberty Children's Home in Mlolongo. He believes it is essential to uplift those in need, stating, “Children are the future of any society.” Education is crucial for empowerment, allowing future generations to fulfill their dreams. Without education, it feels like walking in darkness.

According to Ashwani, education is the only tool through which the children of underprivileged backgrounds, can be empowered out of poverty into a position where they can realize their fullest potential and contribute toward a more enlightened society.

He encourages fellow leaders to join this cause, asserting that helping those in need doesn't require much.



A Day of Giving at Liberty Children's Home

Ramco Jamii once again extended a helping hand to Liberty Children's Home in Mlolongo on 8th June 2024, upholding their spirit of compassion and commitment while bringing smiles and hope to the young residents.

A Saturday of Joy and Unity

The Ramco Jamii team set out to make a difference at Liberty Children's Home. The visit began with warm greetings and an engaging opening prayer led by Ms. Faith Gatura, Liberty's Secretary. This set the tone for a day filled with heartfelt interactions and shared moments of joy.

As the team connected with the children through songs and introductions, the bond between the visitors and the young residents deepened, creating an atmosphere of companionship that lasted throughout the day.

Supporting Liberty's Mission

Ms. Shalom Naomi, the Director of Liberty Children's Home, provided an insightful update on the home's progress and ongoing challenges. This open dialogue reinforced the importance of continued support and inspired the team to maintain their commitment to the children's welfare.



A key highlight of the day was the handover of a cheque worth KES 200,000. A heartfelt gratitude is extended to ASL Ltd.'s Chemicals Division for this outstanding financial contribution, which was pivotal in covering school fees for 40 children in primary and secondary schools, as well as one student at Maseno University for the entire year of 2024. This substantial support will greatly alleviate financial concerns allowing them to focus on their education. In addition, several school uniforms were purchased to ensure that primary school children are well-prepared for their academic journey.

Shared Meals and Lasting Memories

Lunch was a simple yet meaningful affair prepared by volunteers and shared among 40 children and 21 adults. This communal meal reflected the essence of the visit which was mainly a get together to support and uplift the children of Liberty.

The afternoon was filled with games and interactions led by Jackson, a social worker at the home. These moments of play allowed the Ramco Jamii team to connect with the children on a personal level, creating memories that will be cherished for years to come.



Ms. Faith Gatura, Secretary Liberty Children's home receives a gift hamper from Denis Nyongesa, Group HR Director Ramco Group.

A Community of Contributors

The success of the visit was made possible by the collective efforts of Ramco Group Companies and their partners. Special thanks to ASL Ltd.'s Chemicals Division for their substantial financial contribution alongside generous donations from The Print Store Ltd., who donated stationery which an essential need, for the children's learning and development. Platinum Packaging Ltd., Sai Office Ltd., Travelshoppe Company Ltd. and ASL Packaging Ltd., made significant

contributions in-kind, enhancing the overall impact of the event and providing much-needed resources for the children. These contributions, both financial and in-kind, were integral to the day's success and demonstrated the incredible impact of collective effort.

A Future of Continued Support

Ramco Jamii members departed from Liberty Children's Home with a profound sense of accomplishment knowing their contributions had made a real impact. This visit represented just one chapter in an ongoing journey of partnership and support with Ramco Group Companies continually aligning their CSR initiatives with the needs of Liberty Children's Home.

Ramco Jamii is dedicated to strengthening this relationship through regular visits, mentorship programs and sustained support for the children's education and well-being.

Together, we look forward to nurturing the dreams of these young children, and fostering a future filled with endless possibilities.



Eliud Rickson Ligari's Story of Hope and Appreciation



Eliud Rickson pictured with Catherine Juma of ASL Packaging during one of the visits at Liberty Care Centre.

The story of Eliud Rickson Ligari is a heart warming testimony to what Community Impact can achieve. Having grown up in Mlolongo, Nairobi, he went through a lot of challenges. However, the support he got from Liberty Care Centre, supported by ASL Packaging Ltd., happened to be the most vital determining factor in his life. "Their care gave me hope and the drive to pursue my dreams," Eliud reminisces.

In the recent holiday, Eliud interned at the ASL Packaging Ltd., a member of the Ramco Group. In fact, this was a life-changing experience, owing to various accounting skills and life lessons such as integrity, team spirit,

and professionalism he gained there. "The internship was a life-saver," he admits. "The monthly stipend eased my financial burdens, allowing me to focus on my education."

Encouraged by such support, Eliud started SPARKLES Generation-an organization that tries to uplift orphaned children. His team visits orphans with not only donations but also joy and hope where these kids have been forgotten. "Your belief in us inspires us to rise above our circumstances and create positive change," says a grateful Eliud.

Eliud's case is the ultimate expression of corporate benevolence that has completely changed lives. His progress is exemplary in that it allowed him to stand on his own feet with the help of ASL Packaging and Liberty Care Centre, which empowered him to help others who suffered or could be going through equally horrific experiences.

"Thank you for being beacons of hope in our lives," shares Eliud. "Your generosity empowers us to pursue our dreams and give back to those in need."

Ramco Jamii conducts annual donation drive activities under the Impact Committee on Liberty Children's Home, which was adopted

by Ramco Jamii in 2023. All these CSR efforts are guided by the pillars of Education, Empowerment, Health and Sanitation, and Environment of Ramco Group.



A recent photo of Eliud, currently a student at Maseno University.

RAMCO
GROUP

HR Director's Message



Workplaces determine an employee's well-being by virtue of the fact that we spend most of our lives at work. For this is the reason, therefore, it becomes a fertile ground where employee mental wellness can be managed or get out of control.

The work dynamics, country's economy and general high cost of living, have contributed to stress, anxiety, depression, lifestyle adjustments, budget shrinkages, etc. The consequences of these include strained relationships, irritability, anger, and sometimes hopelessness.

Work-related conflicts are on the rise, impacting productivity due to the above factors. Relationships are not stable and separation as well as divorce cases are rampant. Court cases have increased as people opt to resolve issues through litigations which even worsen relationships and social networks.

Men are big casualties of mental wellness challenges. Group Human Resource Office has been deliberate since the beginning of this year to create soft interventions for men working in Ramco Group. Some interventions have made men vulnerable and to openly seek support among peers to discuss issues that are bothering them.

We have held men talks in several companies which culminated to a 'men only' webinar that I facilitated on 15th June 2024. The turnout was great, being the first men-only webinar. The topics included definition of what mental wellness is; types of mental wellness; risk factors; debunking common myths and misconceptions about mental health; candid discussions how men handle money; family dynamics; career factors; childhood traumas; positive and negative coping mechanisms among others.

We discovered a direct correlation between mental wellness and financial wellness, especially for the men matters to. We also discovered that since men keep a lot of stuff within themselves, it has not helped them in the stabilization of their mental wellness.

In consideration of the above reasons, we have decided to launch 'Men's Club' for each company. This will be a space where men will openly discuss their issues and seek support from others who experienced and overcame the same. These clubs will be led by Wellness Champions in the respective companies for continuity purposes.

All these interventions are geared towards supporting men in places where they spend most of their time, that is at their work places.

We are looking forward to more interactions on this and voluntary enrolment of Wellness Champions who will team up with Group HR Office in support of all men.

Let's Welcome Our New Leaders at Ramco Group



AMAY PATEL
FINANCE MANAGER



Amay Patel is the new finance manager at Ramco Plexus, bringing a strong academic foundation with degrees in Finance and Supply Chain Management from Strathmore University. He is a qualified ACCA having top-ranked both nationally and globally. Amay's career is marked by significant experience in budgeting, reporting, and strategic decision making. His tenure at the Kenya Revenue Authority (KRA) has provided him with deep insights into governmental financial structures further enhancing his expertise.

Interests: Amay enjoys both playing and watching cricket, and has a passion for travelling.

Expectations: In his role at Ramco Plexus, Amay is keen to leverage his financial expertise to drive growth and optimize capital structure contributing to the company's long-term success.



ALLAN WAMBURA
LEGAL & RECOVERY OFFICER



Allan Wambura joins us as the Legal and Recovery Officer for Ramco Plexus. He holds a Bachelor of Laws Degree from the University of Nairobi and a Postgraduate Diploma from the Kenya School of Law. With a strong background in Dispute Resolution, Allan has successfully advised and represented local and international clients in complex disputes, including high-value litigation and debt recoveries. His expertise spans both court proceedings and quasi-judicial bodies. As a member of the Law Society of Kenya and its Nairobi Branch, Allan is driven by innovation, learning, and problem-solving in his legal career.

Interests: In his free time, Allan enjoys reading novels, hiking, mountaineering, and cycling.

Expectations: Allan looks forward to growing within the legal and recovery function at Ramco Plexus, aiming to become a benchmark in debt recovery while fostering collaboration and excellence within the team.



EDWARD OBOGI
CHIEF ACCOUNTANT



Edward Obogi joins Wild Elegance Africa Limited as the Chief Accountant, bringing with him a solid foundation of over 8 years in financial management and accounting. He holds a Bachelor's degree in Business Management (Accounting) and is a certified CPA holder. His previous role as an Accountant allowed him to sharpen his skills in areas such as MA, tax compliance, and financial reporting. His experience with SAP Business One has made him an adept at integrating financial controls and ensuring accuracy in reporting.

Interests: Edward is passionate about football, loves exploring new destinations and is an active member of his church choir. He is family-focused, cherishing time spent with his young family.

Expectations: In his new role, Edward is eager to streamline accounting processes and strengthen the company's financial operations. His goals include fostering a strong team culture and ensuring that both customer and supplier transactions are handled efficiently and within expected timelines. Edward is driven by a desire to see his contributions positively impact both his colleagues and the broader business environment.



NAFTAL OTIENO
HR MANAGER



Naftal Otieno has been appointed as the HR Manager at ASL Limited for the Trading, Industrial and Chemicals Divisions. With over 10 years of experience Naftal has held HR roles at G4S Kenya, Kilimall International and Armaan Limited where he built a strong track record in managing the full employee lifecycle, including disciplinary processes and union relations. His expertise spans recruitment and selection, labour law compliance, conflict management and policy formulation and implementation. Naftal is an associate member of the Institute of Human Resource Management and holds a Bachelor of Commerce degree in HR Management as well as a Higher National Diploma in HR.

Interests: In his personal time Naftal enjoys reading books, spending time with his family and watching football.

Expectations: Naftal looks forward to fostering collaboration, open communication and creating an environment that values integrity. He expects to be supported by his team and provided with the necessary tools to contribute meaningfully to the organization.



WINFRED GICHARU
HR MANAGER



Winfred Gicharu steps into her new role as the HR Manager of Ramco Printing Works Limited bringing a wealth of experience and qualifications. She holds a Bachelor of Commerce degree in Human Resources and is a Certified Human Resource Manager (CHRM). In her previous role as Head of HR, she gained extensive experience in key HR functions including recruitment and talent acquisition, employee onboarding and training, performance management and compensation design. Winfred is skilled in employee relations, compliance with labour laws, organizational development, and using HR analytics to guide strategic decisions.

Interests: Outside of work, Winfred enjoys swimming, nature walks, and spending quality time with her family.

Expectations: Winfred is eager to make a meaningful contribution to Ramco Printing Works. She aims to fully understand her role and responsibilities, develop new skills through training opportunities, and access the necessary tools and support systems to excel. She looks forward to making a positive impact on the workforce and successfully overseeing her projects from inception to completion.



SERAH WANGETHI
HR MANAGER



Serah Wangethi is the new Human Resource Manager at Platinum Packaging Limited (PPL) bringing over 20 years of extensive experience in HR management. She holds a Bachelor of Business Administration degree in Human Resource and is certified by various professional institutes. Previously, she served as the Deputy Head of Human Capital Excellence at Bidco Africa Limited where she excelled in labor law compliance and HR operations. Serah has also held senior management roles at organizations such as PepsiCo, H. Young & Co. (E.A) Limited. and Namsi Group of Companies.

Interests: Serah values spending quality time with her family, engaging in activities that foster strong connections. Outside of family time, she enjoys listening to jazz music and refining her baking skills.

Expectations: In her new role at PPL, Serah is eager to contribute to the growth and success of the team by creating a positive and inclusive work environment. She aims to leverage her extensive experience to ensure employees thrive and the company continues to achieve its strategic goals.

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