



Happy, Healthy Living

MARKET

BIDCO began its journey in 1991 and within a period of two decades has grown in leaps and bounds establishing itself as a leader in the FMCG sector. The group's products cover edible oils, laundry and beauty soaps with a wide bouquet of brands that are the envy of every marketer across the African continent.

Aided by its strong technologically advanced manufacturing and supply chain systems, the company has attained immense success in a short span of time. Under the able stewardship of its CEO, Mr Vimal Shah, who is recognised as a visionary leader across the continent, BIDCO remains focused on meeting and exceeding customer needs. BIDCO's aim is not only to ensure customer satisfaction but also to earn their loyalty by offering quality world class daily consumer products at competitive prices.

Armed with all the right credentials and certifications, the latest being the ISO 22000, BIDCO manufactures and markets high quality and popular products with a vision of becoming the market leader throughout Africa by 2030. BIDCO's willingness to embrace and adapt state-of-the-art technology has kept them well ahead of the rest. Bidco employees are fully aware of the role of technology for any meaningful future development and efficient management in production processes.

The company prides on being a socially responsible corporate with the interest of the community at heart. The organisation is committed to ensuring that its operations and activities are not responsible for any adverse impact on the environment or to the local communities in which it operates. Modern packing facilities ensure that all products are hygienically packed in fully recyclable quality packing materials. Being present in the full value chain, BIDCO helps promote the growth of local farmers. At Nakuru, it buys sunflower and Soya beans from over 10,000 farmers at best market rates. BIDCO also produces world class

animal feeds and has been a champion in agribusiness supporting agricultural development in the region.

BIDCO's products are marketed in sixteen African countries in the COMESA and SADCC markets. The company has a vision of attaining over 51% market share in each of the African markets it covers, eventually aiming for the number one status in Africa. Currently BIDCO's market share in the various categories is as follows:-

- Fats- about 40%
- Oils- about 45%
- Detergents- about 15%
- Soaps – about 30%

ACHIEVEMENTS

BIDCO has recently acquired the highly regarded ISO 22000:2005 and Hazard Analysis and Critical Control Points (HACCP) certification for Food Safety presented by Bureau Veritas Kenya. This is in addition to the ISO 18000 certification in 2007 (for occupational health and safety management system specification), ISO 9002/I in 1999 (for Quality Management Systems) and ISO 14000 in 2004 (for Environmental Management). It is the first FMCG Company of its kind to enter into an e-commerce network for all its multi-location facilities, through V-sat and Internet in East Africa with a centralised and shared service platform.

HISTORY

BIDCO's heritage can be traced back to 1970 when the chairman and founder, Mr Bhimji Depar Shah set up a garment manufacturing company in Nyeri, Kenya. In 1985 following the liberalisation of the textile industry in Kenya, BIDCO shifted to soap manufacturing in Nairobi.

In 1991, BIDCO moved its operations to Thika with the opening of BIDCO Oil Refineries plant. This marked a turnaround for BIDCO as it now concentrated on its core competencies of manufacturing and marketing edible oil, fats and soaps.

Between 1994 and 1997, BIDCO increased its capacity by 500%. This growth led to the acquisition of Elianto business from Unga Group Ltd in 1998. In a year's time this business grew exponentially by 400%.

In 2001, BIDCO moved into Tanzania where it acquired Shivji and Sons Ltd, a soap manufacturing plant in Dar-es-Salaam, marking the entry of BIDCO into one of Africa's fastest growing markets.

2002 demonstrated BIDCO's prowess when the company acquired leading brands in East Africa from Unilever. BIDCO has maintained all these brands under the same superior quality providing total customer satisfaction.

In 2010, BIDCO implemented SAP-ERP paving way for more efficient and integrated business functions across the board.

BIDCO also launched a new product, Olive Gold Blend, in the same year.

In 2011, BIDCO went into the beauty industry by launching a beauty bar range, 'Pure and Natural' Woman. It was also the Gold winner of the SAP quality award in Africa in the same year.

In 2012, the company commissioned the Cogen Power Plant and 'Pure and Natural' Soap Flakes was also launched.

In 2013, BIDCO launched two hygiene products – Pure and Natural Active Man and Power Boy ProActiv Liquid Detergent. In the same year BIDCO also launched Nuru Lemon Fresh Scouring Powder.

PRODUCT

BIDCO produces oils and fats in a number of categories including:-

COOKING OILS

ELIANTO - East Africa's famous 100% pure corn oil made from locally grown fresh corn. Suitable for various types of cooking such as salad dressing, deep frying, stewing and many more.

SUNGOLD - Made from refined sunflower oil. Suitable for salad dressing, shallow or deep frying, and stewing.

SOYA GOLD - Made from refined soya bean oil. It is one of the richest sources of Omega 3 and Omega 6 essential for normal growth and development.

GOLDEN FRY - East Africa's leading fortified cooking oil. Superior vegetable cooking oil made from pure palm oil and is cholesterol-free.

OLIVE GOLD - A fine blend of refined palm oil and refined soya bean oil. Fortified with Vitamins A and D.

COOKING FATS

YELLOW FATS

CHIPSY - Fortified superior yellow vegetable fat made from palm oil.

COWBOY - Superior yellow vegetable fat made from palm oil. Enriched with beta-carotene which is provitamin A.



WHITE FATS

KIMBO - Made from pure palm oils which is a source of natural Vitamin E. Enriched with vitamin A and vitamin D.

MALLO - Fortified pure white vegetable fat. 100% Refined Palm Oil.

MARGARINES

BIDDY'S - Transfat free. Used for baking, spreading, making sauces, and making sandwiches.

HYGIENE PRODUCTS

POWER BOY DETERGENT - The most effective all round "Total Laundry Solution". Power Boy is a white washing powder with anti-bacterial agents that give you the power and total protection from germs.

POWERBOY PRO-ACTIV LIQUID DETERGENT - A liquid detergent with a concentrated formula that has Stainex enzymes that penetrate deep into fabric.

GENTAL - A blue washing detergent with Stainex enzymes to fight stubborn stains.

WHITESTAR - Superior Washing Bar with Glycerine that is gentle on hands.

NURU - Multipurpose soap that can be used to clean laundry, utensils and even for skin care.

BEAUTY RANGE

PURE & NATURAL ACTIVE MAN – All-in-one body soap with antibacterial protection.

PURE & NATURAL WOMAN - Beauty soap formulated to offer all-in-one complete skin care solution.

BAKING PRODUCTS

MARIANDAZI - A multipurpose baking powder suitable for all baking applications such as cakes, mandazi and pastries.

RECENT DEVELOPMENTS

BIDCO recently launched a new product; Power Boy Pro-Activ Liquid Detergent. It is a liquid detergent with a concentrated formula that has Stainex enzymes that penetrate deep into the fabric giving you 2.5 times more stain removal power than the best washing powders, antibacterial agents that kill 99.9% germs leaving your clothes free of bacteria and odour; while its long lasting fragrance leaves your clothes bursting with freshness all day long.

Also recently launched was Pure and Natural Active Man – an All-in-one Body soap with antibacterial protection giving invigorating mint freshness.



Recently launched is also Nuru Lemon Fresh scouring powder which is an effective all-purpose cleaner with an extra strong formulation that leaves surfaces clean, new and sparkling. It also gives all round germ protection and has a rich enlivening fragrant scent.

EzeBIDCO is a new partnership service between BIDCO and Equity Bank. It is a swipe and pay service for the purchase of BIDCO products. EzeBIDCO targets retailers, distributors and wholesalers with an easy and convenient way to order, purchase and pay for BIDCO products through a credit card. This service enables retailers, distributors and wholesalers to get quick and timely delivery of goods within 24 hours after ordering. It also enables them to place orders for goods conveniently at any given time of the day.

PROMOTION

BIDCO uses various media to promote its brands including: Periodicals and Newspapers e.g. Parents Magazine, Asian Weekly, Daily Nation Newspaper, Safesteps Magazine. Broadcast: Citizen TV, NTV, KTN, Easy FM, East FM, KISS FM, CLASSIC FM, Milele FM , Radio Citizen.

Outdoor – billboards have been put up in strategic locations across the country promoting various brands.

'Sun Gold Sunrice Superchef Challenge' Promotion – BIDCO has sponsored the Superchef contest which is now gaining popularity and at the same time promoting Sun Gold which is the brand ambassador for the contest used by the chefs. **'Deals for Meals' Promotion** – Bidco ran a 'Deals for Meals' promotion in 2012 where customers received vouchers to enjoy a meal at various restaurants with every Sun Gold or Elianto purchased.

Cowboy Chapati Competition - BIDCO holds several Chapati competitions in the coastal region to popularise the Cowboy brand which is synonymous for giving chapatis a sweet flavour and a distinct aroma. The idea to develop a Chapati cooking challenge emanated from the renowned 'Chipsssssy!' TVC that aired in the 1990s showing women from different parts of the country narrating how they cooked their chapattis.

BIDCO has a back office that focuses on telesales to B2C as well as B2B customers. The staff communicates to 6,000 plus consumers about BIDCO products. The office makes maximum use of electronic communication to convey information about new and existing products to its extensive database of clients, customers and manufacturers.

BRAND VALUES

The BIDCO logo is made up of an oval globe depicting worldwide recognition and strong African presence. It is surrounded by two arches reflecting the 'care and protection' that BIDCO embraces as a responsible corporate citizen. The logo contains a 'passage', through which the name "BIDCO" lies. The passage represents The BIDCO Way of Management, Service and Quality.

This passage is broadened on either end representing BIDCO's approachability - open to ideas, innovation, inspiration and



abundance.

The passage is what every BIDCO employee, every BIDCO product and every BIDCO consumer experiences. It also reflects BIDCO's spirit of providing possibilities and opportunities for success and growth.

BIDCO is ISO 9001 and ISO 2200 certified which ensures that BIDCO maintains consistency in its processes and the quality of the final products. BIDCO uses the Kaizen Principle in its day-to-day running of operations which guarantees that workmanship is of the highest quality, systematic and consistent. BIDCO's Products, Processes and Services reflect customer's needs, environmental friendliness, and the welfare of the community; Good Corporate Governance and best management practices and policies. Value-based approach provides a strong foundation for growth.

- Empowered Working Environment.
- Foresee and Lead "CHANGE".
- There is Always "A Better Way to Do Things".
- Use technology to have an edge over competition.
- Human Resource is the only sustainable competitive advantage.
- "Soil to Pan" full value chain to enhance farm income and economic growth

www.bidco-oil.com



Things you didn't know about BIDCO

BIDCO is named after its patriarch, Mr Bhimji Depar Shah's first two names initials.

BIDCO employs over 5,000 people directly and provides for gainful employment in the value chain for approximately 20,000 people.

Kimbo and Elianto, the two famous BIDCO brands, also hold the prestigious Super brands title.

BIDCO brands are marketed in sixteen African countries in East, Central and Southern Africa.

Superbrands