

# METL

## GROUP

### The People's Brand

#### MARKET

MeTL Group is a leading economic force in Tanzania with major investments and successful operating companies in all key business sectors. The Group employs more than 24,000 people across the country and has diverse interests in manufacturing, trading, agriculture, energy and petroleum, financial services, mobile telephony, real estate, transport and distribution. A visionary organisation, the MeTL Group continues to pave the path to industrial development in Tanzania by continually striving for excellence and ethically sound growth.

Understanding the complexities in the delivery of fast moving consumer goods is essential to any business and a well-developed distribution network is crucial to ensure that MeTL products reach all potential customers. Having a fleet of over 1400 vehicles, 24 branches and over 100 retail outlets, MeTL makes its products available across the length and breadth of the country.

The last few years have seen emergence of retail chains offering consumers in Tanzania a wide range of international brands, thus making consumers more brand conscious. To cater to this emerging market, MeTL has invested heavily in the development of new consumer packs, improving the packaging of its products and advertising through various media across the country. MeTL's market share has been growing steadily over the past few years.

The Tanzanian economy is growing at an impressive rate of over 7% per year, and the

purchasing power of the Tanzanian people is rising with it. This, coupled with the growing population, means sustained growth in the years to come. MeTL Group is planning to expand its capacities of various manufactured products exponentially over the course of the next few months. For example with the expansion of East Coast Oils and Fats which consists of physical refinery, a dry-fractionation plant and a soap manufacturing facility MeTL is at an advanced phase of increasing its capacity from 600 tons per day with additional

capacity of 1,650 tons a day, giving a total capacity of 2,250 tons per day. The



soap plant's current capacity is eight tons per hour, and with the expansion is producing a total of twenty tons per hour. MeTL is also expanding its wheat mill, which has a current capacity to mill over 240 tons per day, and with the expansion will be able to produce 1,000 tons of wheat flour per day. In all manufacturing areas MeTL has set up state of the art factories incorporating best practices. East Coast Oils and Fats is also developing a refining plant for soft oils which will generate a capacity of 300 tons per day to produce soybean and sunflower oil.



#### ACHIEVEMENTS

One of MeTL's greatest achievements is that it remains one of Tanzania's largest and most diverse exporters that commands an impressive network that consists of people, infrastructure, technology, market intelligence, logistics and distribution.

MeTL procures a wide range of agricultural commodities at the farm gate from all corners of Tanzania. It has an extensive infrastructure of more than 100 retail outlets all of which are equipped with warehouses, vehicles and personnel that purchase commodities at the farm gate, clean, process, sort and grade the goods, ready to meet the needs of the international market. MeTL also deals with the World Food Programme by exporting wheat bran to the Middle East.

MeTL's textile mills manufacture high-quality African print fabrics such as khanga and kitenge in 100% cotton and polyester. It specialises in manufacturing gray cloth, bed sheets and drill material - the bulk of which are exported to the Democratic Republic of Congo, Rwanda, Mozambique and other neighbouring countries. Sizeable quantities are also exported to Greece and Italy.

Sisal fibre yarn, twines and ropes are exported to industrial users in Japan, India and other countries in Asia. In Europe, MeTL exports to Spain, Italy, Belgium, Holland and France. As well as to Ethiopia, Saudi Arabia and Yemen.

Mo Cashews Ltd exports raw cashews in shells as well as top-grade processed cashews to several global markets including the USA, Pakistan, Sri Lanka, South Africa and the Middle East.

As the only manufacturer of bicycles in East Africa, National Bicycles Company Ltd, finds itself in the advantageous position of securing export markets in neighbouring African countries.

Due to its great success in producing the highest quality of products, East Coast Oils and Fats won President Manufacturers award in 2008.

In 2010 Golden Crescent Assurance, an MeTL Group Company, received the prestigious President's Manufacturer of the Year Awards in the category of Finance, Insurance, Real Estate and Business Services.

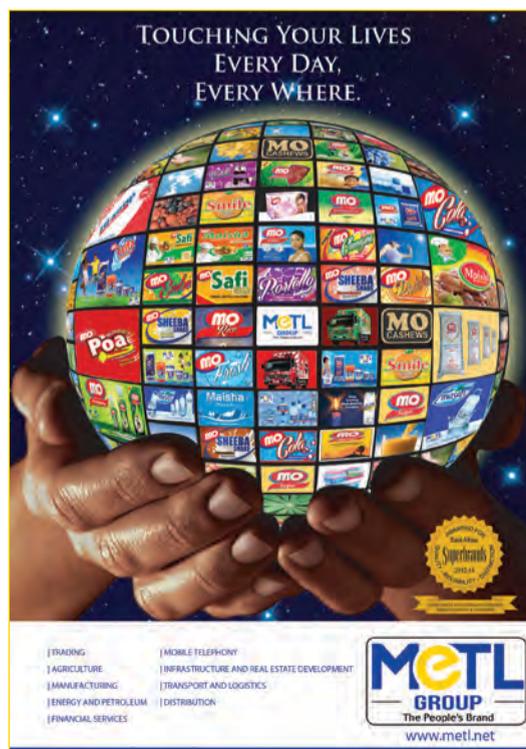
#### HISTORY

Mr. Gulam Dewji founded MeTL in the 1970s. The nationalisation of the 1970s was followed by a period during which the business climate was difficult even in areas that were not directly affected, such as trading operations. Many businesses emigrated and this created a vacuum into which a new, younger generation of individuals like Mr. Dewji could find a niche. He set up a road haulage operation, with one truck, transporting produce from one town to another, and later on moved into the sale of second hand clothing.

The firm's move from trading to industrial processing came in 1998 made by Gulam's eldest son Mohammed Dewji, when it began a rapid sequence of entries into agri-business and manufacturing ventures. Some of these were new Greenfield ventures (palm oil refining, soap and candles, cashew-nuts processing, bottling, juices and water). Others involved the acquisition of an existing enterprise in financial distress (a sisal processor, a wheat flour miller, a bicycle maker and textile industries.) During Mohammed's tenure MeTL has grown twelve fold and diversified in many sectors like agriculture, finance, distribution and manufacturing with current revenues of over one billion dollars.

#### PRODUCT

METL is known as "The people's brand" because its products cater to the everyday needs of the masses. You wake up in the morning and brush your teeth with Fluordent toothpaste, you take a shower using the Ivy/Protector/Mo soap, you wash your clothes with Poa/Taifa detergent you have your tea



which is grown in one of MeTL's plantations and add either KK sugar or Mo sugar. Mama prepares your breakfast using Safi Wheat Flour and Safi Cooking Oil, as you leave for your workplace you wear Khanga/Kitenge made in one of their textile mills, riding on Phoenix (Made in Tanzania) bicycle. You drink Maisha/Masafi water or Pride juice to quench your thirst.

MeTL constantly innovates packaging of products keeping in mind the changing needs of their consumers. MeTL was the first company in Tanzania to introduce water and juice packed in PVC glasses. This new concept is gaining popularity as consumers are finding it much more convenient to sip a drink from a glass rather than from a conventional PET bottle.

MeTL has also recently introduced cooking oil packaged in 100 ml and 250 ml sachets. Small consumers in the market have accepted this product very well as they no longer have to spend their wages buying in bulk but now have the opportunity to buy in smaller quantities. Furthermore, these sealed sachets provide a hygienic alternative.

This new concept provides a quality control, as it prevents the oil from getting contaminated. The main products under the brand are:-

- Cooking Oil: Safi, Mo, Maisha
- Wheat Flour: Safi, Poa, Maisha, MO
- Maize Flour: Mosembe
- Laundry Soaps: Poa, Taifa, Sura, Kosha, Super Taifa
- Toilet Soaps: Ivy, Protector, Mo
- Detergents: Poa, Taifa
- Sugar: KK Sugar, Mo Sugar
- Mineral Water: Maisha, Masafi, Just Chill
- Juice: Pride, Smile
- Candles: Taifa
- Petroleum Jelly: Jell-O-Jell
- Glycerine: Mo
- Bicycles: Phoenix, Avon
- Textiles: Afritex, 21st Century, Musoma Textiles
- Cashews: Mo Cashews
- Sisal Bags: TPM
- Sisal Yarn: 21st Century Holdings

## RECENT DEVELOPMENTS

MeTL constantly introduces new products in order to better meet the needs of consumers. In the past consumers would use laundry bar soap to wash clothes. Bar soap would prove to be tedious and harmful to the hands. In its efforts to account for changing consumer needs, MeTL has ventured into spray dried detergent powder, which is a user-friendly alternative.

Star Oils Tanzania is currently implementing the first phase of a project to store and create nationwide distribution of petroleum products through a chain of nearly 200 pump stations. The total storage capacity of this facility will be 46 million litres.

East Coast Oils and Fats is also commissioning a twelve ton per hour margarine plant. East Coast is going for a captive power generation and this project is unique in the sense it produces all power, steam and carbon dioxide in one plant.

MeTL is in the process of launching Mo range of premium products, starting with Mo Oil, Mo Laundry Soap, Mo Toilet Soap and Mo Wheat Flour.

## PROMOTION

MeTL Group promotes its brands via multiple channels such as **Print Media**; Advertises in various local and international magazines, **Broadcast Media**; Mainly focused in mass media listenership programmes such as match commentaries on TBC Radio which is widely heard throughout the country, RFA Radio, Mambo Mambo, This is broadcast between every Monday to Friday. This is an interactive session, about strange news, amazing facts. **Road Shows**; Road shows are organised across the country to promote products and branches and run for a minimum period of fourteen days in each location depending on the size of the coverage area. **Trade Fairs**; The Dar es Salaam International Trade Fair or the Saba Saba Trade Fair - MeTL participates every year where MeTL was awarded for "best domestic products".

The Made in East Africa Trade Fair 2012 was the largest marketplace for domestic, regional and



Mafuta Safi kwa Afya Yako

international service providers to EAC market under the theme "Buy East African. Build East Africa".

Nane Nane Fair is a national event celebrated to recognise farmers' contribution to the Tanzania economy. MeTL participates every year;

**Print**; MeTL Group has introduced posters and banners in different events and sales promotions

Fliers are printed for different products and are distributed throughout the countries via branches and customers.

Banners are printed for different occasions and events.

More than 300 trucks are branded with METL brands.

More than 75,000 square feet are painted with METL Brands around the region.

MeTL also promotes its products through an interactive Facebook page.



MeTL is constantly adding new products to its range keeping up with changing



## BRAND VALUES

The brand's promise to its customers is to provide the best value for their money and to stand as the only answer to their specific need.

MeTL is committed to providing the highest quality of products at an affordable price for consumers. Furthermore it is dedicated to providing modern environmentally conscious manufacturing.

MeTL is truly "The people's brand" as it meets the needs of the common man from the time they wake up to the time they go to sleep.

consumer tastes. MeTL has created a system to make sure that raw materials are procured from the finest sources and quality of products is constantly monitored. Furthermore MeTL conducts market research to gain consumer feedback because it believes in listening to and understanding the needs of the people and catering to their every demand.

[www.metl.net](http://www.metl.net)

## Things you didn't know about MeTL

MeTL has a workforce of 24,000 people; that's almost 3.5% of formal employment in Tanzania.

MeTL is a \$1 billion revenue empire and contributes to 3% of Tanzania's GDP.

MeTL has been in existence for four decades and started its business in Singida – Central Tanzania.

MeTL has four textile mills in Tanzania and Mozambique and produces 100,000 kilometers of cloth that would wrap the world two times.

Star Oil has a petroleum tank farm of a capacity of 48 million litres at Dar es Salaam.

MeTL has presence in Malawi, Mozambique, South Africa, Tanzania and Dubai.

MeTL helped revive the sisal industry in Tanzania. It contributes 40% of the country's exports.

MeTL exports 20% of the total tea production in Tanzania.

MeTL has grown twelve fold in just over a decade.

MeTL secured a syndicated loan facility of \$100 million with RMB which is one of the largest loan facilities ever provided for the trading of commodities in East Africa.

Through its MeTL Foundation the company has drilled 35 deep water wells in the suburb of Singida thus allowing accessibility to clean water by 70% and has spent over \$3 million over the last five years.



Superbrands