



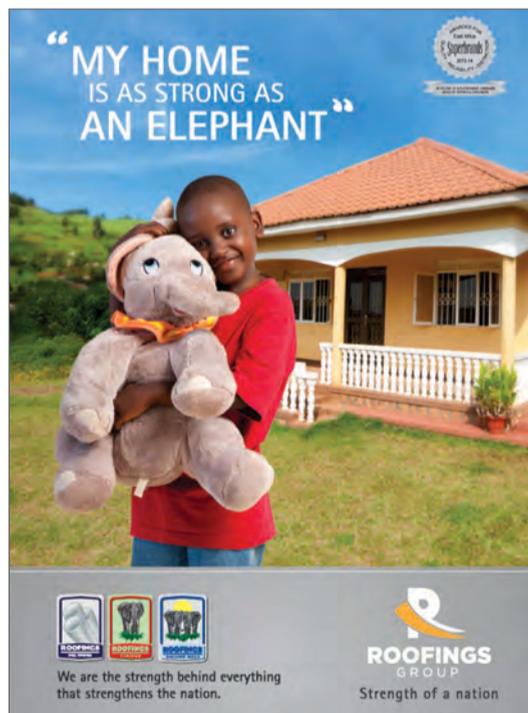
MARKET

Roofings Ltd produce the largest variety of steel products in Uganda. They have two companies under Roofings Group - Roofings Limited (1994) and Roofings Rolling Mills (2009). Products for Roofings Limited are targeted at the entire construction sector across Uganda, South Sudan, Congo, Burundi, North Tanzania and even to Kenya. Roofings Ltd produce a quality product and pride themselves in having large stock holding capacity to cater for demand. Through their sustainable and transparent business practices, they have become a trusted brand in Uganda and beyond.

Roofings Group has close to 40% of the declared market share in Uganda.

For coloured sheets this stretches to 65%, Hollow sections and MS plates (HRC products) 60%, Galvanised wire products (Chain link and Barbed wire) 70%, Galvanised sheets 25%, steel bars 20%, Nails 35%, BRC and Welded mesh 40%. This market share translates into an annual turnover in excess of \$ 160 million.

Roofings Ltd produce more than 1,000 products (including various dimensions, etc.) and produce something for each market segment – because of



all various thicknesses that they manufacture. Their brand reaches out to all levels of consumers due to the nature of the commodity.

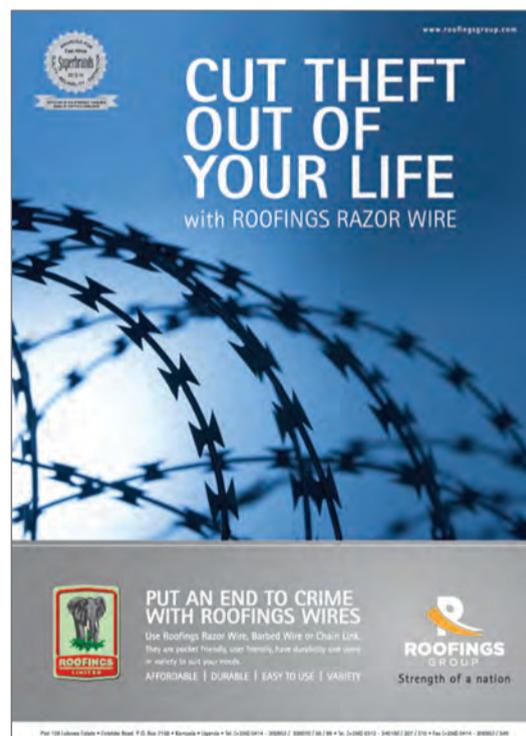
Since the commissioning of Roofings Rolling Mills (Namanve) they have essentially doubled their production capacity, through backward integration and producing their own input, they will be adding substantially more value to their product, additionally, their turnover is set to grow exponentially and it is anticipated that it will more than double in the next two years.

ACHIEVEMENTS

Companies in the Roofings Group have won many accolades over the years and amongst these are:-

Roofings Limited

- Presidential Gold Award for the best exporter of metal products for five consecutive years (2003-2007) and the Presidential Platinum Award for best overall exporter in 2008.
- Presidential Transformers award awarded to Mr Sikander Lalani (Chairman) for his role played in developing the Ugandan economy.
- Kacita Quality awards: Best steel Manufacturer (2010, 2011), Overall Corporate excellence award 2012.



Roofings Rolling Mills

- Uganda Investment Authority investor of the year award: Runner up in 2012 (Phase 2), Most innovative investment of the year 2010 (phase 1).
- Roofings Group has been awarded (ISO) 9001, ISO 14001 and OHSAS 18001 simultaneously – Quality Management System, Environmental Management System and Occupational Health and Safety Management System respectively. By developing these international, highly recognised systematic approaches, Roofings Group boasts unrivalled professionalism and strong commitment to the development of society through advanced industrial practices and conserving the environment.

Roofings Group invested heavily in environmental conservation (only company to have achieved ultra low emission of pollution in steel sector) and was the first company to have a permaculture design and practices teaching programme (Forever Forestry) to reach out



and educate the community on environmental conservation across schools, churches and hospitals to mention but a few.

Roofings Group was also the first company to donate surplus oxygen to hospitals and the first company to do its own customs declaration, which was a pilot project for URA. Roofings Group is also the first company to partner with a Japanese firm through equity participation and technical assistance agreement to ensure transfer of knowhow, technology and quality.

HISTORY

Roofings Limited is a privately owned company located on Entebbe Road in Lubowa Estate, six km's from Kampala city centre. Established in 1994 by Chairman Mr Sikander Lalani, under license of Uganda Investment Authority (UIA), Roofings commenced operations in December 1995 with an initial investment of \$2 million and a labour force of 60 employees. Today, the investment value for the group has reached \$220 million, employment stands at 2,500 and with a market share of approximately 40%; Roofings is by far the leading manufacturer of quality steel products in Uganda. The company started manufacturing Roofing sheets as the name suggests but today, in under twenty years produces the widest range of steel products in the region.

The brand has steadily developed due to the quality aspect of their product and service delivery, they rebranded in 2010 to show the contemporary position which Roofings group has taken in the market through heavy investment and innovation by adopting latest technology

and knowhow. The brand has developed into a household brand in Uganda and Roofings are proud to say that they are the most popular steel manufacturer in the country.

PRODUCT

The following products are produced at Roofings Limited:-

Galvanised and pre-painted iron sheets

- Super V and VI, Super Eco, Ecotile, Super Tile, Ordinary
- Corrugated, Plain Sheets, Bull Nose/Crimped
- Galvanised Expanded Metal lath



- Sheets, Gutters, Valleys, Ridges and Flashings

Hollow sections

- Round, Square, Rectangular, Structural Tubes

Mild steel plates

- Mild Steel Plates, Louvres, Chequered Plates
- MS Expanded Metal

Open profiles

- Z-Purlins, Facia Boards, Cold Rolled Channels, Door
- Frames, Omega Sections, Bottle Sections, Slitted Coils
- Cold Rolled Angles

Wire products

- Nails (Wire Nails, U-Nails, Ceiling Nails), Binding Wire,
- Drawn Wire, Round Bars, BRC and Welded Mesh

Galvanised wire products

- Barbed Wire, Galvanised Plain Wire, Galvanised Binding
- Wire, Galvanised Chain Links, Razor Wire

PVC

- Roofings Polypipes and fittings

Trading items

- Hot Rolled Angles, I Beams, Window Sections (T and Z)
- Reinforcement Steel, Black Round Bars, Square Bars,
- Galvanised Pipes, Mild Steel Flats

Accessories

- Filler Blocks, Self Tapping Screws, J- Bolts, Ridge Caps
- Roofings Nails and Ruber Washers, Wood Screws,
- Insulation Materials, Translucent Sheets.

Roofings Rolling Mills is engaged in backward integration, where they produce some of the raw

materials used in Roofings Limited, and they also supply to other steel manufacturers in the region, including Kenya:-

- Galvanised wire coils (Phase I)
- TMT (High Tensile) Reinforcement bars (Phase II)
- Pickled, Cold rolled, Cold Annealed, Galvanised and colour coated coils (Phase III)

These products are not directly targeted to the end user, except for TMT bars. Other products require additional forming or processing before classifying as a 'finished good' to be supplied to the end users.

Roofings Ltd products are designed to achieve durability, affordability and variety. They aim to continuously upgrade their technologies and business practices to cater for these three criteria. Through the investment at RRM, they are able to control the quality, reliability, costs and design upstream so as to get the best results downstream before their products reach the customer.

RECENT DEVELOPMENTS

Roofings Ltd have recently added PVC, HDPE and PPR pipes and fittings in their new factory Roofings Polypipes and Irrigation Systems Ltd, which was inaugurated in 2011.



They added Structural steel pipes and plates, in 2011, in Lubowa.

They commissioned RRM, officially launched by the president of Uganda in October 2013. This is a three factory complex: Wire galvanising factory, Melting, casting and hot rolling mill factory, Cold Rolling mill and coil coating factory.

Roofings Ltd have signed up with Yodogawa Steel Works (Osaka/Japan) in 2011 to transfer know how and technology, they are also equity partners in the new project RRM.

PROMOTION

The brand uses various media, TV, Radio, Internet, Print and Outdoor. They also have run standalone TV ads on WBS, NTV and Bukkede.

The brand ran road shows in Uganda's Eastern and Western region with promotional giveaways, radio promotion with product giveaways, etc which have been largely successful.

The brand and product campaigns of 2012-2013 have caught the eye of the public and have added substantial value to the brand.

Roofings Ltd are subscribed to an SMS service

to sensitise their existing customer base on latest events, promotions, etc.

Roofings Ltd have only recently started the development of modern retailing (e-commerce, etc.) however they do get inquiries through their website and visitors on their website from all over the world.

BRAND VALUES

The core qualities attributed to the brand are:-

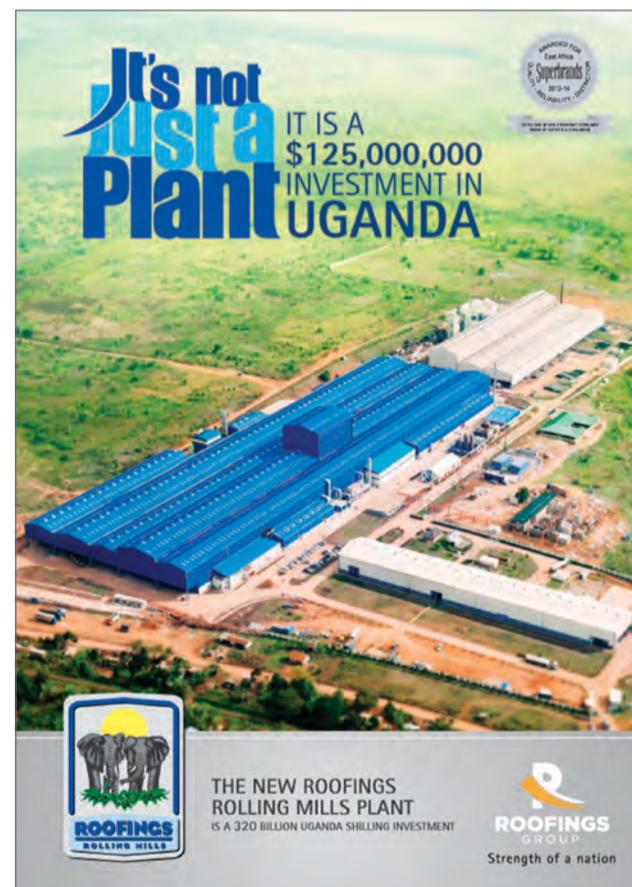
- Strength
- durability
- reliability
- variety
- affordability

The company's logo which incorporates the elephant is a sign of durability and strength.

In house Roofings adopts five core values: Integrity, Customer Focus, Diversity, Team Work and Innovation, and the company encourages all its staff to live by those values.

Roofings Group has most modern laboratories and tests all its products, customers have a choice to request for Test Certificates to be accompanied with their products purchased.

www.roofingsgroup.com



Things you didn't know about ROOFINGS

Roofings Group is the most environmentally friendly steel manufacturer in East Africa.

Roofings Group is the highest tax payer in the steel manufacturing sector in Uganda.

Roofings Group has acquired Japanese technology and know-how, perfected over 75 years to produce the highest quality products in Uganda.

Superbrands