

CHAI BORA



Chai Bora creates meaningful employment opportunities in Tanzania and the region and is a recognised Superbrand in East Africa where it has established a market share as the leading tea company in the country, with close to 50% market share.

Chai Bora sees itself on a great growth trajectory by increasing the availability of tea brands, coffee and food brands.

ACHIEVEMENTS

The company has in the last four years been celebrated as a Superbrand.

The company's factory in Mafinga is ISO 22000 certified and is the only tea packing company in Tanzania to be ISO 22000 certified.

This certification to Chai Bora is testimony that the Company believes that success depends on the supply of high quality products, packages and services that meet or exceed customer and consumer expectations of quality.

HISTORY

Chai Bora started existence in 1995, in Dar es Salaam, in a factory owned by Tanzania Tea Packers Ltd (TATEPA). The factory was then relocated to Mafinga near the tea growing area the following year. Chai Bora Limited was incorporated in 2006 and acquired by the Transcentury Group, in 2008. Catalyst Principal Partners acquired Chai Bora Limited in December 2012 from Transcentury Group. The company has today a workforce of about 300 permanent employees.

Chai Bora was the first private tea blender and packer in Tanzania. Previously there was only one tea packer that had a legal monopoly as a government parastatal and Chai Bora had to engage in aggressive promotions to change the mind-set of the consumers.

Chai Bora brand has rapidly grown over the years, to become the leading tea brand in Tanzania with a market share exceeding 50%.

RECENT DEVELOPMENTS

In November 2014, Chai Bora expanded its portfolio by introducing instant coffee by the brand name Café Bora. This is aimed at bringing the best of Tanzanian grown and processed coffee closer to the people at an affordable price while making use of Chai Bora's wide reaching distribution network. This will be coupled by the launch of Café Bora ground Coffee to cater for a wider range of the Tanzanian demography. Entry into the Coffee sector will allow Chai Bora to help market Tanzanian Coffee in East Africa and

MARKET

Chai Bora, traditionally a tea blending and packing company has grown into a food and beverage entity. This has been achieved by growing portfolio to include various tea blends, instant and ground coffee and processed foods that includes tomato sauces, chili and, jams and chutneys.

The company began life in 1994 as a subsidiary of TATEPA, and was fully incorporated in 2006 as an independent firm.

Chai Bora has a commanding presence in Tanzania with tea and food processing factories located in Mafinga, at the heart of tea and vegetable growing in Tanzania. Chai Bora tea has attained market leadership through its quality tea blends with an internationally quality certification - ISO 22000:2005. The African Infusions herbal products are ECOCERT organic certified.

Chai Bora is currently owned by Catalyst Principal Partners, a Private equity company. Chai Bora's vision is to create the leading food and beverage business in Tanzania with presence in SADC region.

Chai Bora targets both top-end and bottom-end markets by providing quality and internationally accepted distinctive tastes in beverages and sauces.

The company has exploited both traditional shops and modern retailing in major supermarkets to ensure reach, penetration depth and visibility across the entire country. This has contributed in a big way to increased sales, and brand equity.



help increase earnings to local Coffee farmers. Café Bora is a blend of high quality Robusta and Arabica coffee grown in Tanzania.

At the beginning of 2015, Chai Bora acquired Dabaga's Vegetable and Fruit Canning Company Ltd, based at Ipogolo in Iringa. This is with the aim to move Chai Bora from a beverage company to a food and beverages processing company. Dabaga's brings into Chai Bora's portfolio food products including Tomato sauce, Ketchup, Chili sauces, Vinegar, Chutneys and Jams.

These two products range, Dabaga's and Café Bora were launched officially in May 2015 with a ceremony attended by Chai Bora distributors, retailers and staff. This was covered by various media houses ensuring that consumers are made aware of the developments in the company.

PRODUCT

Chai Bora is a Swahili word meaning 'Quality tea' or 'better tea' the name has grown from a brand to a food and beverage company with a range of quality products in 3 categories.

Tea.

- Nguvu blend
- Supreme blend
- Premium blend
- Luxury blend
- Masala blend
- African infusions (Herbal teas)

Coffee:

- Café Bora instant coffee
- Café Bora ground coffee (To be launched Q1 2016)

Sauces:

- Tomato sauce and ketchup
- Chili sauce
- Pili pili kali
- Garlic chili sauce
- Hot Pili pili
- White vinegar
- Mango pickle
- Crushed Garlic
- Crushed Ginger
- Honey
- Fruit jams

PROMOTION

Chai Bora has been focusing on promoting its brands via broadcast media, especially in national and regional radio stations, as well as national television stations. Chai Bora has also been active in experiential marketing and below the line advertising.

In all key promotional materials the brand owns slogans such as "chaguo la Watanzania" (Tanzanians' choice), "Kilele cha ubora" (the ultimate in quality) and "Ladha ya Kila Kinywa" (a taste for every palate), "the true taste of African coffee" for Café Bora, "chaguo la wote" (everyone's choice) for Dabaga's products and the most recent "Jisikie Nyumbani" (Feel at



home) for tea brands. These have been very successful including jingles that over the years have become national anthems of sorts.

BRAND VALUES

Chai Bora is a well-known brand in Tanzania and currently selling in DRC, Botswana and in Kenya.

Chai Bora Commands the highest retail penetration, highest visibility and highest Share of Voice in the hot beverage category in Tanzania.

It is believed that CHAI BORA is the most prominent brand in Tanzania with a national appeal and international standards.

Chai Bora is managed by a Team of highly skilled professional managers who are driven by a vision to be best.

Company Vision

"To be the most admired, innovative, accessible highest quality products/brands in the region, by the most efficient, dynamic, and responsible, organisation generating sustainable returns to stockholders in the region"

Company Core Values

- Integrity - They are a team with high integrity, dedicated and transparent individuals engaging in their day to day responsibilities of the company. They will carry out their company objectives with a cost conscious approach and decide impartially for the benefit of the company.
- Customer Driven - All their actions will focus towards satisfying their customers' needs



through innovative high quality products and delivered through efficient distribution channels for the benefit of their end consumers with a view to attract their products over the competition.

- Sense of Urgency - They carry out all their engagement with a scene of urgency for the benefit of achieving the company goals well on time, with a view to outpace their competition.
- Team Driven - They are a dynamic team with a performance driven attitude and mutual respect for each of them, towards achieving company strategic intents of the business.

- Corporate Responsibility - All their action will ensure that they are a responsible company who are operating within laws, rules and regulation in the countries where they operate, with a view to ensure that the public will admire their company for their products and actions.

www.chaibora.com



Things you didn't know about CHAI BORA

Chai Bora is the market leader in the tea category in Tanzania.

Dabaga's is the oldest sauce producer in Tanzania.

Chai Bora has been awarded Superbrands prestigious award and TOP 100 mid-sized company award three times in a row.

Chai Bora has achieved to 100 company award in Tanzania for the last four years.

Chai Bora is a socially responsible organisation that interacts with, and passes on, accrued benefits to the society in which it does business.

Chai Bora is a member of the AIDS Business Coalition (Tanzania), a non-governmental organisation that offers services to facilitate the introduction of HIV workplace programmes.

Monthly training clinics are held at Chai Bora on HIV/AIDS.

Chai Bora has been a constant visitor to the Mafinga AIDS orphanage centre in Mufindi where staff socialise with the AIDS orphans and donate gifts.

Superbrands