



Malbros

DAAWAT

Rice & Pasta



high duties of up to 75%. These however have now been cut to 35% in view of the current surge in basic food prices in a move that is likely to stimulate further demand for rice in the coming year. The Malbros Daawat brand, owned by Mjengo Limited, currently has the highest brand equity in the organised rice category and has the highest brand recall among consumers. It comprises a differentiated product portfolio, which gives a wider choice to consumers. It is a registered and recognised trademark within Africa.

Daawat's performance has been exceptional. In just a single decade the brand has captured 23% of the formal market with the Company's annual turnover to touch KES 3 Billion. In this, Daawat has established itself against other brands and the informal rice sector, which dominates the country. The informal sector accounts for 85% of total rice consumption in the country, while the formal sector, defined as branded, packaged rice, makes up 15%. Daawat's sales volumes are projected to double in the next five years as the formal sector gains ground due to modern trade and enhanced consumer earnings. This is set to be further fuelled by the introduction of line extensions to the Daawat brand to cater for different consumer segments. The available products under the umbrella of the Daawat Rice brand are Daawat Basmati, Long grain, Aromatic, Biryani, Brown, and Parboiled.



MARKET

The Kenyan rice market gets its boost from the rapidly expanding and more demanding middle income. With more disposable income, the middle income are more discerning than ever before. Malbros Daawat Rice offers Quality Rice products with variety and deserving price. Eating patterns have also been shifting. In Kenya rice consumption is growing sharply. Kenyans now consume approximately 300,000 tons of rice a year, with annual per capita consumption estimated at ten to eighteen kg. The country's rice consumption is increasing at a rate of approximately 12% a year compared with 4% for wheat and 1% for maize, with rice now expected to surpass wheat as the country's second most important grain food, behind maize.

Kenya remains a net importer of rice, growing only 20% of its demand, in spite of its potential to produce enough rice for the region through irrigation. The deficit is imported from countries such as Pakistan, India, Thailand, Uganda and Tanzania. This import dependency has triggered sometimes

ACHIEVEMENTS

The Malbros Daawat brand has attained its Royalty due to its consistency in Quality. It is this consistency that has seen it maintain its Premium Image and Trust in the consumers' minds. Instrumental in Daawat's emerging market dominance has been its packaging. Daawat was one of the first rice brands to be presented in an attractively coloured, well-designed, and clear packaging, which has

positioned the brand above the often dull competitor brands, making it stand out on the display shelves. Mr Raj Malde, the Managing Director, spearheaded the move to offer high quality packaged rice at affordable prices by setting up a state-of-the-art packaging unit in Thika. Daawat is the first, and only, brand in its category to achieve Superbrand status. Daawat was also the first to create awareness on Basmati Rice in the market and taking the category to its heights.

HISTORY

Malbros Daawat has grown from modest beginnings to become East Africa's most recognisable rice brand. It was launched in the East African market in 2001 by Mjengo Limited, which holds the sole rights to the Malbros Daawat brand in most countries in East and Central Africa. The opening of Mjengo's Thika

packaging plant for Daawat rice laid the foundation for a sustained and deliberate effort by the company to set new standards in the packaged rice subsector. To fully understand the story behind this resilient brand,





Malbros

If you **LIKE** Pishori,
you will **LOVE**
Daawat
Aromatic

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...transforms every meal into a feast

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one must first appreciate the unlikely origins of its parent company. Mjengo Limited, tucked away in the industrial town of Thika was established in 1991 as a wholesaler of building materials. Soon after, the Managing Director, Mr Raj Malde, a second generation entrepreneur with a keen eye for profitable ventures, saw the need to expand the business. In 2001 the company restructured its business plan with focus now being on developing and distributing its own products. Malbros Daawat Rice became Mjengo's flagship brand. Though the brand awareness was low at the time, a growth strategy to raise the visibility of the product was adopted and within a relatively short time, Daawat was a force to reckon with in all major retail outlets. Continuous investment in the distribution infrastructure, advertising and market activation, coupled with the consistent quality of the product has been the secret behind the success of the Daawat brand in Kenya. In addition, better servicing of retailers through efficient supply chain management and strong category development yielded higher off-take, as did investment in consumer promotions, media and advertising, which together fuelled brand growth as well as afforded it a higher top-of-mind recall.

PRODUCT

Daawat is marketed under the family brand "Malbros", which represents a seal of quality. The transparent packaging allows consumers to



see the quality grains, giving new customers the confidence to try the brand. However at the heart of Daawat's growth has been product diversification, which has enabled Daawat to capture different segments of the market. The Daawat brand has six main types of rice spread across the main segments, namely Basmati, Long Grain, Brown, and Aromatic Rice. In the Basmati segment, Daawat Basmati is the market leader having 45% share of segment and the highest brand recall among consumers. They also contribute a significant percentage of revenue to the business, with Daawat Basmati being a major contributor.

The Long Grain is considered to be at the bottom of the price pyramid. Daawat Long Grain captures significant share in its market segment and has the highest brand recall due to the value for money proposition. The high-in-nutrition brown rice is targeted at health conscious individuals. Though Brown Rice being a niche segment, Daawat Brown Rice is growing at a steady pace and gives high health satisfaction. It is rich in manganese, vitamins and iron and high in fibre compared to white rice. The oil in whole brown rice reduces cholesterol and Daawat is now positioned as one of the few brands offering whole brown rice. Daawat Parboiled, the most recent addition has provided a better cooking experience to the commercial kitchens. In larger format retailers, the Daawat brand now has the highest brand recall of all rice brands.

RECENT DEVELOPMENTS

Daawat are continually innovating and improving, new and existing products, which provides a better experience to their customers. The introduction of the new Daawat Spaghetti and Pasta range has created quite a stir in the market. The consumer reception is proof that the Malbros Daawat brand understands what their customers are looking for. It has already attained third position on the shelf in its first year of existence.

Daawat Aromatic has recently launched a campaign to place itself on par with Pishori, if not better.

PROMOTION

Daawat uses a variety of media to reach its end users. Amongst these are - Print Media and Broadcast Media, the most recent being a Cooking Show Sponsorship. Daawat's advertising has made its slogan - Transforms every meal into a feast – into a household saying. Daawat also uses Social Media platforms such as their Facebook page to promote the brand, using an interactive approach with the audience. They also have a website and microsite which promotes the brand.

BRAND VALUES

Daawat has endeavoured to build the brand as a wide choice product and sell the notion of a complete food package by encouraging complementary foods that accompany rice. This has had a positive impact on brand satisfaction on both the benefit and affordability scores. The brand has carved out a reputation for quality, consistency, reliability, trustworthiness and affordability. It is also gaining a reputation for satisfying the cooking needs at every occasion across diverse social strata. Satisfaction, in terms of value for money and culinary quality, continues to be a constant goal for Daawat. The raw materials are chosen from the finest paddy fields after rigorous quality checks. Fumigation, sifting, and other production procedural methods are adopted to keep the product fresh. There is compliance of hygiene and maintenance of safety tools at the highest level on the production floor.

www.mjengo.com
www.daawat.co.ke



Things you didn't know about DAAWAT

Daawat is an Urdu word which means "Invitation to a Feast".

Daawat Basmati Rice has been instrumental in shaping and boosting the Basmati segment, which now has approximately 19% in the Branded Rice Category share against a category share of just below 1% in 2001.

Both Daawat Rice and Pasta are marketed under the family brand "Malbros", which represents a seal of quality. The transparent packaging allows consumer to see the quality grains, giving new customers the confidence to try the brand.

The Malbros Daawat brand, owned by Mjengo Limited, currently has the highest brand equity in the organised rice category and has the highest brand recall among consumers.

Superbrands

