

## MARKET

Multi Cable Limited has fast become an established Tanzanian based company, offering an extensive range of products in Tanzania and neighbouring countries. Based in Dar Es Salaam, the capital city of Tanzania, the company manufactures quality products for the Electrical industry such as Industrial and Domestic cables, Aluminium Conductors, Heavy Duty Conduit Pipes, PVC pipes and many more.....

Multi Cable Ltd's cable compounds are characterised by excellent electrical, thermal, mechanical and outdoor properties and superior surface finish. Their FR compounds offer lower flammability, smoke density in fire situations.

They also import high quality electrical items compliant to BS standard under their own Brand Name "MCL" and they are Approved Distributors of HAVELLS and KDK JAPAN.

Multi Cable Ltd believe the basis of their achievements are their distinct team of devoted and conscientious individuals around the region. With eleven years of manufacturing experience

in the Cables and Pipes industry, they've realised the impression and influence just one person can make with a company and incessantly endeavour to seek out those pioneering and novel individuals who are ready to establish their reputation of brilliance and innovativeness.

For Multi Cable Ltd, quality is the main consideration, not to just attract new customers but also to retain their reputation in the market. The satisfaction of their customers runs foremost in their minds and that fervour translates into providing an enviable range of products. Multi Cable Ltd products are manufactured using the most up to date technology. Modern production capacity and measuring equipment, with highly qualified workforce and experienced engineers, ensure that only cables and pipes of the highest quality leave their factories. Their compounds are made from the best quality raw materials available in the market. The workmanship is checked at every level of production to ensure flawless products and complete customer satisfaction.

Some of the tests carried out at their factories are Annealing Test, Conductor Resistance Test, High Voltage Test, Insulation Resistance Test, Armour Wire Resistance Test and many more.....;

Multi Cable Ltd's philosophy is to make the company more responsive to its customers' needs and better able to attract new ones, with a vision to be a cost effective manufacturer and supplier of quality products and services that provide the best customer value. The continual renewal and innovation strategy that Multi Cable Ltd undertakes has helped to constantly improve its goal in delivering to its customers superior products and efficient reliable services. Multi Cable Ltd follows the guiding principles of quality first. They strive to create a diverse and competent line of quality products to each target market.

With Multi Cable Ltd's rapid expansion throughout Tanzania and the neighbouring countries, they have now opened a manufacturing unit in Mombasa, Kenya (Multi

**MCL**  
MULTI CABLE LTD  
• CABLES • PIPES • ELECTRICALS •

## LED LIGHTS

Advertisement for LED lights showing various types of bulbs (A19, A21, PAR, MR16, T8) and a photograph of a modern living room with a chandelier and large windows.

**MCL**  
MULTI CABLE LTD  
• CABLES • PIPES • PLASTICS •

## CABLES

- ARMoured CABLES,
- SINGLE CABLES,
- TWIN WITH EARTH CABLES,
- FLEXIBLE CABLES,
- WELDING CABLES,
- ALUMINIUM CONDUCTORS,

Advertisement for cables showing various types of cables (armoured, single, twin, flexible, welding) and a stack of coils in different colors (red, green, black, grey).

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## SWITCHES

Advertisement for electrical switches showing various types of switches (single, double, three-way, four-way) and a photograph of a living room with a sofa and ceiling lights.

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MULTI CABLE LTD  
• CABLES • PIPES • PLASTICS •

## PIPES

- PVC PIPES,
- HDPE COILS,
- PPR PIPES,
- HOSE PIPES,
- ROUND & SQUARE BOXES,
- PLASTIC ACCESSORIES

Advertisement for pipes and plastic accessories showing various types of pipes (PVC, HDPE, PPR, hose) and plastic fittings (elbows, tees, caps).

Cable (Kenya) Ltd) and a branch in Kampala, Uganda (Multi Cable Uganda Ltd).

Multi Cable Ltd are the perfect solution and the most effective company in the market.

Their products are mainly targeted to Construction Companies, Real Estate Companies, Mining Sector, Government Housing Projects, Local Distributors, Local people, Consultants, Electrical companies etc.....

### ACHIEVEMENTS

Multi Cable Ltd is ISO 9001:2008 and ISO 14001:2004.

Multi Cable Limited have

been selected as Tanzania's Top 100 Mid-Sized Company for five years continuously, from 2011 to 2015.

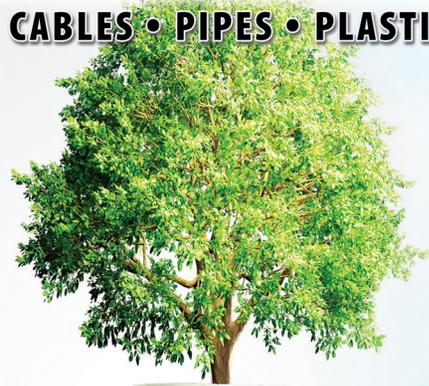
Multi Cable Limited were awarded Best Exhibitors in the annual Engineers' day 2013 in the manufacturing category.

Multi Cable Limited have achieved Tanzania Bureau of Standards (TBS), Kenya Bureau of Standards (KEBS).

### HISTORY

Multi Cable Limited was started in 2003 by five brothers using their own saved funds. The products manufactured were a small range of cables and pipes and, after nine years of manufacturing experience in the cables and pipe industry, they have experienced rapid business expansion throughout the region and in the neighbouring countries such as Kenya, Uganda and Zambia with more projects coming soon in Rwanda and Burundi.

When this brand started, the major problem was the competitive market and fake products



**"LIFE WITH LIGHT, LIGHT WITH MCL"**



ISO 9001:2008 Certified

ISO 14001:2004 Certified



TZS 104:1982



TZS 107:1982



TZS 1227:2009



which were available in the market for cheaper prices. But due to their aggressive marketing, correct pricing, in time delivery and most importantly quality of the products, Multi Cable Limited were able to overcome these problems and became established as one of the Super Brands in the market.

They have experienced huge growth in the brand by also expanding their business in the region and into neighbouring countries in East Africa.

### PRODUCT

Multi Cable Limited manufactures a wide range of products including:-

- Cables for housing and Industrial use.
- PVC Pipes for drainage.
- Conduit Pipes for passing electrical wiring.
- Aluminium Conductors for high tension power lines.
- HDPE Coils for passing through fresh water.
- PPR pipes for passing hot and cold water

All Multi Cable Limited cables are embossed

or printed with the brand name, lengths and sizes to allow customers to see that they are buying the genuine article.

### PROMOTION

Multi Cable Limited use a wide range of media in order to get its message across to its target audience including:-

Billboards,

Posters, Light Boards to every customer, and also advertising through Media Groups.

The company's campaigns have been very successful, and their current slogan "Life with Light, Light with MCL" has gained wide acceptance among the general public.

The company are currently working on direct mailing schemes and also on marketing via the internet. These promotional activities will start shortly.

### BRAND VALUES

The most important brand value that the company clings to is quality and purity with 99.9% purity of copper being used in manufacturing their cables. All power cables are XLPE insulated with the highest grade and all cables are tested three times rated Voltage to pass high voltage testing etc. Multi Cable Limited promise to their customers that they will never compromise on quality.

The Multi Cable Limited brand logo is the trademark that has satisfied its customers by giving 100% assurance on all products under the brand's logo.

[www.tangazo.com/MCL](http://www.tangazo.com/MCL)

### Things you didn't know about MCL

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Superbrands

