



MARKET

The main products under the KAYSALT brand are KAYSALT, KAYSALT PREMIUM & HABARI.

These products are targeted to capture major market share in both local and export markets of East Africa.

The brand targets the bottom-end of the market, with a 70% market share.

ACHIEVEMENTS

In 2008, KAYSALT PREMIUM was introduced in the market. The product was further enhanced by obtaining the FORTIFICATION MARK, because Iodisation of Salt is very important in Kenya, to prevent Iodine Deficiency Disorder.

In 2012 and 2013 (2-rounds of monitoring), a detailed salt survey held in the country on Kenya Market Salt Iodate, by Kebs & Nutritionists with PHOs & Teachers. At the end of the survey it was concluded that KAYSALT PREMIUM Brand had the highest compliance at 87%.

In 2014, KAYSALT PREMIUM, received "A touch of Kenya" Mark Logo from Brand Kenya Board. This Mark is only bestowed upon Kenyan goods locally manufactured products that meet high standards of quality.

HABARI was the "first" to capture the export market in the year 2000 and has gained wide popularity in international markets such as Uganda, Congo and Rwanda etc.

HISTORY

Krystalline Salt Limited started out as the Chairmans' dream to become a leading salt producer in East and Central Africa.

Krystalline Salt Limited was established on 20th February 1984, primarily as a salt manufacturer, with sales and distribution as a support function. It took almost a decade of hope, struggle, dedicated staff and mostly patience, to harvest the 1st batch of salt.

In 2007, they achieved a milestone when they acquired Mombasa Salt Works (formerly called Fundisa salt), which was the oldest Salt works in Kenya, that was started by Germans in early 1920. With the unifying of the two companies, Krystalline Salt Limited had an even very stronger presence within East and Central Africa.

In 2007, the company modernised its salt refinery operations using the most up-to-date machinery enabling most of the operations to be automatic.

Through practise of Kaizen, they continue to embrace and adapt to new state of the art technology, well managed production, operations,



adhering to set operational standards and product parameters.

PRODUCT

Since introduction to the market their brands, Kaysalt, Kaysalt Premium and Habari have gained popularity and is designed to promote the East African economy. It has become the preferred choice of consumers in retail stores, both in the local and international markets such as Kenya, Uganda, Tanzania, Rwanda, Burundi, South Sudan, Congo and Malawi.





PROMOTION

Every year KAYSALT distribute unique advertisement and promotional material that promote their CSR goals, such as our Solar Lamps, Khangas, energy efficient stove and reusable non woven shopping bags.

BRAND VALUES

Mission

To be the market leader and consumers first choice of quality premium salt by striving to provide superior customer service, achieving management efficiency and lowering cost of production by leveraging technology and use of best practices.

Vision

To be recognised as a East Africa's leading producer of Quality Edible Salt.

Values

- Integrity, Passion & Ownership
- Evolution through continuous innovation
- Service excellence through efficiency and consistency



Kaysalt

Iodated salt produced for Tanzania market available in Tanzania in packs of 200g, 500g, and 1kg

Kaysalt Premium

Iodated salt produced for Kenyan Market available in packs of 200g, 500g, 1kg, and 2kg

Habari

Iodated salt produced for Uganda, Rwanda, Burundi available in packs of 200g and 500g packs.

Kaysalt Refined Salt

Iodated salt available in 25kg and 50kgs.

Kaysalt Coarse Salt

Iodated coarse salt available in 50kg bags.

Kaysalt Bakery Salt

Iodated fine powder salt available in 50kg bags

RECENT DEVELOPMENTS

Krystalline Salt Limited made a conscious decision to join the United Nations Global Compact as in 2013. This reinforces their long-term commitment to the U.N. principles protecting human rights, labour, the environment, and combating corruption.

In Collaboration with Joint Crediting Mechanism and Government of Japan, Krystalline Salt invested in the largest Solar Hybrid system in Kenya in 2016. The 991 kWp system is a PV-diesel hybrid project that produces 1.6GWh of clean electricity annually.

In the last quarter of 2017, KAYSALT opened a new Printed Film Plant factory for In-house usage for packing our own salt products.

- Commitment to quality and safety

Quality Control

KAYSALT has well managed production operations that adhere to operational standards and product parameters.

They have a full-fledged laboratory where products are tested for quality from time to time. This includes raw materials and the finished products.

Products are also inspected by KEBS for all parameters and certification obtained.

www.kaysalt.com



Things you didn't know about KAYSALT

- The largest solar hybrid system in Kenya was installed at Krystalline Salt in 2016
- Kenya Forest Service Silver Award was awarded to Krystalline Salt as the First Runners Up 2017 for growing over 2 million trees
- Krystalline Salt takes its CSR mandate seriously, by building schools, providing education bursaries and building hospitals for their community.