



LANDMARK

HOLDINGS LIMITED

MARKET

Landmark Holdings is a premier construction company serving all your construction requirements under one roof. From its humble beginnings, starting out at its small office off Enterprise road, Landmark has grown to become a leading contractor in the industry, employing over 2000 people and deploying state of the art machinery on its sites. The firm has also established several construction support industries within its head office compound. Today, Landmark offers a number of services including

- Building construction of Residential, Commercial, Industrial and Mixed use developments
- Roads, Civil Works and Infrastructure development
- Supply of Precast Products
- Supply of Ready Mix concrete
- Value Engineering and Design and build solutions
- Engineering, Procurement and Construction (EPC) solutions
- Mass excavation and disposal
- Supply of all joinery and cabinetry products
- Heavy and light fabrication
- Aluminium and Façade, Design and Build Solutions
- Real Estate Development
- Equipment Rental

Over the years, Landmark has undertaken and completed contracts for various reputable clients in the public and private domain. The projects executed vary in type, complexity and all present an array of different challenges. Today, Landmark's projects fall in the following categories

- Middle-income mixed use developments – 49.5%
- High-end mixed use developments – 10.3%
- High-end commercial developments – 9.0%
- Low-end residential developments – 7.2%
- Public sector developments – 23.8%
- Private sector – 75%

Given the above project mix, Landmark has been able to attain a market share of 5% in a highly fragmented industry consisting of hundreds of players. Moreover, Landmark consistently achieved sales of over USD 25 million over the last few years. With the dedication and commitment of the directors and management team, Landmark has achieved double digit growth in assets and sales over the last few years and intend to surpass all previous year sales volumes in the year 2017

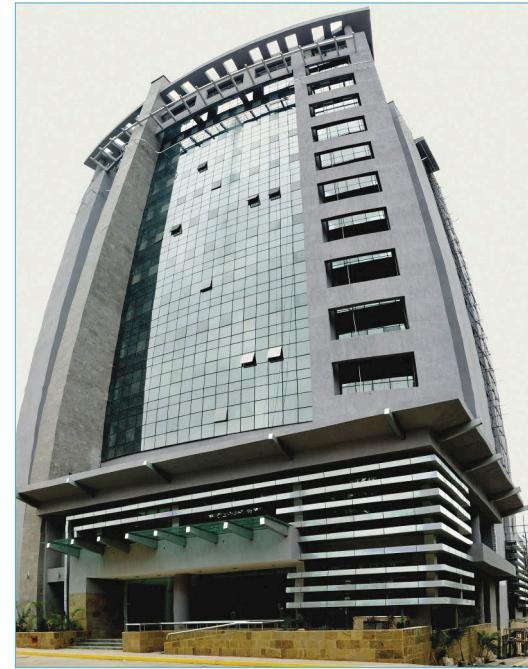
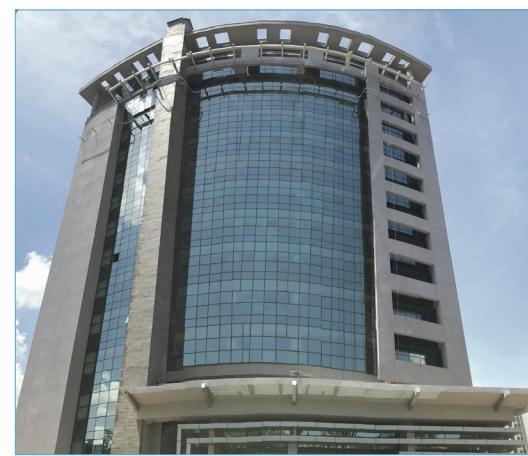
ACHIEVEMENTS

Landmark Holdings is a company that aims to live up to its name by constructing several of the nations "Landmark" buildings and project. For the directors, be it a small or large project,

every project is given the same importance and is considered to be a Landmark. The perseverance to achieve quality, affordable and rapid construction was made evident when the firm was awarded Construction Excellence Award for Overall Building Contractor of the Year and Contractor of the Year for Commercial and Mixed Used Projects.

Aside from awards, Landmark has been instrumental in development of the nation by opening up areas for development and creating employment.

Landmark was the first construction company to execute a large scale mixed use housing project in the greater Nairobi Metropolitan area of Athi River. The project was a first of a kind in the country and paved way for a massive real estate development boom in the area. Additionally, Landmark has undertaken projects in the Turkana county as far north as the Ilemi Triangle where the firm was responsible for providing training to workers, water supply and construction of airstrip opening the region to communication and accessibility. Furthermore, in the Lodwar area, Landmark is



currently constructing the first building to have a lift in the Lodwar area setting the stage for more multi storey buildings to be constructed.

HISTORY

Landmark Holdings was founded by Mr Manjit Singh Sethi and his brother Perminder Singh Sethi in 1999. The brothers have extensive experience in the construction industry across East Africa and aimed to consolidate and build on the experience through the birth of Landmark Holdings.

The business grew as the Kenyan economy flourished and in 2005, the business welcomed the current CEO Harveer Singh Sethi, son of Mr Manjit Singh Sethi. In 2010, as the business continued to grow, there was a need for more reliable trustworthy senior management, this requirement was fulfilled by Sahib Singh Sethi and Satveer Singh Sethi, who joined the business after their further studies. At this point, the firm became a fully family owned business consisting of multi generation of directors within the same family. The family builds itself on pride of family values, morals, ethics, equality and the same values transcend in the business they have built together.

As in many industries, building a brand name takes several years especially in the construction industry due to the fact that projects tend to run longer than 18 months at a time. Landmark's projects are a symbol of their brand and what they stand for. From day one, Landmark worked tirelessly to complete and execute its projects using innovative methodology on site, effective deployment of machinery and utilising quality human resources. With each new project, Landmark has carefully invested in its machinery to differentiate itself from its competitors where possible.

Similarly, they have invested, trained and retained their most productive staff. The company understands the importance of employing people that will enable the brand to be associated with professionals. After all, what good is the latest technology if you do not have the right people to

operate the machines.

Over the years, Landmark has achieved various milestones in the industry in relation to human capital and machinery.

As the company continues to grow, Landmark has a bright future. Over the coming years, the firm intends to increase its focus on safety, develop affordable real estates and continue to invest in its employees and equipment. Lastly, Landmark shall also continue its corporate social responsibility initiatives such as supporting various hospitals, schools and local communities

PRODUCT

Landmark is a construction company, making it a service provider. They generally work for a third party and the architects that design the projects.

However, the end product is what has been created by Landmark. With each build, they ensure the material, machinery and labour used is of the highest quality and meets the requirements and vision of the architect and industry standards. Each project is audited, both architecturally and structurally to ensure that there are no design flaws, ensuring the safety and functionality for the end user.

RECENT DEVELOPMENTS

In an effort to solve the affordable housing crisis in Kenya, Landmark, are now also focusing on their own real estate development projects, primarily on affordable and sustainable housing. They are in the process of launching two projects: Kitengela Plains and Athi Heights. Both these projects are located in the rapid developing Nairobi Metropolitan Area.

The projects will incorporate the use of aluminium system formwork and is a first of its kind, particularly with high rise residential units. The project has been designed by architects based in Mumbai, who have extensive experience in affordable housing. The reinforced concrete structure takes optimum advantage

of the system formwork. The methodology will allow Landmark to achieve lower costs and faster construction speeds with a superior quality end product.

Landmark have recently acquired a truck mounted placing boom pump; this adds a significant piece of equipment to their already impressive collection. Additionally, they have also expanded and added further capacity to their precast factory by installing 2 new Italian machines.

PROMOTION

Primarily Landmark advertises in construction journals/magazines particularly when there is a feature on their projects. In their industry they do not require traditional forms of advertising or promotion, their skill and reputation are all they need.

BRAND VALUES

Landmark is not only committed to their customer, but also to their employees.

They guarantee:

Customers – they guarantee a safe and secure finished product, speedy delivery and affordability.

Employees – Safe and secure environment while promoting the use of technology and training. Also promotion of equality regardless of race or gender.

Mission

Landmark's mission is to become a trusted leading provider of high quality, safe, rapid and affordable construction and engineering services in Sub Saharan Africa.

Vision

Landmark's vision is to create long-term shareholder value via unmatched service delivery to their customers by providing quality, efficient and reliable services.

Goals

To further develop their corporate strengths, they are committed to reinvestment in construction technology, human resources, information technology and equipment.

www.lhl.co.ke

Things you didn't know about Landmark

- Landmark is a family owned and run company.
- Landmark believes in investing in the latest technology and people.
- Landmark has worked on over 25 projects over the last 10 years
- Landmark most expensive piece of machinery is a truck mounted placing boom pump which cost the company USD 300,000
- Landmark has constructed over 1300 housing units.
- Landmark has put up over 100,000M² of glass and facades.
- Landmark has laid over 400,000M² pre-cast paving blocks.
- Landmark has moved 1,500,000M³ of earth.
- Landmark was the first construction company to do large scale mixed housing project in the Nairobi Metropolitan area of Athi River. The project was a first of a kind and as result, spurred massive real estate development in the area.

