



# The Home of Brands



## 2023 Company Profile

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**A Word from  
our CEO**



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Dear Stakeholders,

When my father, Gulamabbas Dewji, started the MeTL Group in the 1970s, it was a small trading company with a bold vision and an insurmountable commitment to providing great value products at affordable prices.

Since I joined my father in 1999, our company has grown by leaps and bounds, becoming a major economic powerhouse in East Africa. Today, we remain insatiably committed to maintaining that stature. Developing new products, introducing new services, investing in new technology and knowledge, while continuing to offer our consumers value for their money has been our focus and privilege.

MeTL Group successfully operates companies in Tanzania's key economic sectors, including agriculture, manufacturing and processing, energy and petroleum, transportation and logistics, financial services, and real estate, employing over 37,000 people.

While we are Tanzania-born and grown, MeTL Group's products and services are borderless, with an ever-growing presence throughout East and Southern Africa. Our products span Kenya, Uganda, Rwanda, Burundi, Zambia, Mozambique, Malawi, the Democratic Republic of Congo, and Ethiopia.

Today, our conglomerate of companies contributes nearly 5% of Tanzania's GDP, yet, the contribution we are most proud of is the impact our businesses and brands have had on people's lives.

Through the Mo Dewji Foundation, we have spent over 5 million USD over the last eight years on improving access to quality education, providing affordable, quality healthcare, supplying safe drinking water, and empowering women in communities across Tanzania and Zanzibar.

We are excited about these achievements and are fortified by our purpose, remaining "the people's brand." I hope this profile provides insights into the ways we pursue that purpose and our long-term goals.

Regards,

Mohammed Dewji  
**CEO & President**

## BOARD OF DIRECTORS



**GULAMABBAS DEWJI**  
CHAIRMAN



**MOHAMMED DEWJI**  
CEO & PRESIDENT



**HUSSEIN DEWJI**  
DIRECTOR OF SALES



**FATEMA DEWJI**  
DIRECTOR OF MARKETING



**HASSAN DEWJI**  
DIRECTOR OF HUMAN RESOURCES

# ABOUT THE METL GROUP

The People's Brand

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## Our Mission & Vision

MeTL Group is on a mission to become the leading provider of essential goods across Africa. Our vision is consumer-centric – to establish ourselves as a profitable world-class enterprise that manufactures products that elevate peoples' quality of life.

We envision a world where our products support people's lives from the moment they wake up in the morning to when they turn down for the night. Our continued commitment to introducing new products and services and investment into new technology and knowledge offer our buyers and consumers value for money.



## Our History & Strategy

From Our Family  
to Yours

MeTL Group is one of Tanzania's largest conglomerates, producing and trading agricultural, industrial, and consumer goods. Our affordable quality products are available all over Tanzania and across Eastern and Southern Africa, thanks to our efficient distribution network.

Our core business focuses on providing locally produced, value-added products and services that meet everyday needs. We accomplish this by adopting new manufacturing technologies and infrastructure, maintaining ethical and socially responsible business practices, investing in our people, and protecting our planet.

The Group's corporate strategy has evolved as our businesses have grown, matured, and diversified into new sectors and regions over the last 50 years. Starting as a family-owned trading company in the 1970s, driven by a desire to offer quality goods at affordable prices, by the late 1990s, our strategy had transformed. This transformation shifted toward local manufacturing and intra-regional trading to strengthen Tanzania's growth and development in private industry.

The early 2000s saw a massive expansion, as the Government's privatisation policies allowed for major acquisitions. This expansion set the stage for a new phase in our strategic plan, one that would see us through to the next decade – vertical integration and regional expansion.

# Our Business

Providing Quality Products and  
Services at Affordable Rates

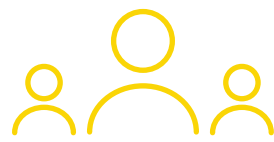
The Group's determination to cater to all customer needs has led to investments that crisscross diverse sectors. Our range of businesses across agriculture and agro-processing, energy and petroleum, foods and beverages, textiles and printing, insurance and financial services, transport and logistics, port operations, electronics, pharmaceuticals, and trade, truly make us the people's brand.

## Key Business Facts



38,000+

**employees in 3  
global offices**



150,000+

**customers in 6+  
countries**



5%

**GDP contribution**



200+

**fulfilment centres  
40+ depots across  
the country**





# AGRICULTURE



Agriculture accounts for approximately 65% of Tanzania's GDP and 30% of the country's foreign exchange earnings. MeTL Group's farming activities are aligned with Tanzania's agricultural growth and development plans and the Group's vision of becoming a fully integrated company.

We work closely with local smallholder farmers through our out-grower development scheme to improve the quality and yields of local farms, boosting individual farmer incomes while growing rural economies. MeTL Group currently has over 34,500 hectares of sisal, over 8,000 hectares of tea, 80 hectares of macadamia, 80 hectares of avocados, and 1580 hectares of cashews growing on our farms.

Produce from the MeTL Group farms and supply from local smallholder farmers feed directly into the Group's textile mill, tea packaging factory, cashew processing plant, sisal processing plant, and edible oil refinery.

Surplus produce from MeTL Group farms and other agricultural products purchased directly from the farm gates are cleaned, processed and graded at points of purchase so that they can be exported globally. Our agricultural export portfolio includes cocoa, sesame seeds, sunflower seeds, pigeon peas, yellow gram, cardamoms, castor seeds, coriander seeds, green moong, groundnuts, honey, soya beans, tea, red beans, maize, gum Arabic, and beeswax.

Fallow land development, along with further land investments for large-scale cultivation of our products, will boost our production capacities and fulfil increasing demand both domestically and among export markets.



# SISAL

## From Leaf to Fibre

MeTL Group operates 11 sisal plantations, spanning over 34,500 hectares in five Tanzanian regions – Morogoro, Tanga, Coast, Kilimanjaro, and Lindi. Group farms produce approximately 10,000 metric tons of sisal fibre per annum, contributing 35% to Tanzania’s total sisal production. We aim to double land capacity and produce between 18,000 - 20,000 metric tons of sisal fibre per annum to meet growing domestic and export demands.

At the farms, the sisal leaves are processed into fibres using decorticators. The subsequent waste pulp produced is a potent biogas material with the potential to produce electricity. MeTL Group’s 11 decorticators can produce 6-12 megawatts of energy. Today, an approximate 2 million USD investment is in the pipeline to commission each centre to produce one megawatt of power from freely available sisal waste material.

The bulk of the sisal fibre produced on MeTL Group estates undergoes value addition via 21st Century Holdings LTD, the Group’s sisal-spinning mill before it is sent to market. Excess fibre is exported predominantly to markets in the Middle East, Europe, Nigeria, and India.



# COTTON

## Sustainable Cotton Trade

MeTL Group is the largest textile producer in Sub-Saharan Africa, boasting an annual production of over 100 million running metres of fabric. To achieve and maintain this position, MeTL has established sustainable backward integration programs. These include setting up our own cotton ginnery and upskilling local cotton farmers’ business groups, helping to improve the quality and quantity of their yields.

The Group’s cotton ginnery was established in 2011 and has an installed capacity of 300 bales per day (105,000 bales per annum). The plant can process 6,000 kg of seed per hour, totalling more than 45,000 metric tons of seed per annum.

Since the ginnery was established, MeTL Group has processed seeded cotton for spinning purposes and exported cottonseed to various global markets, including India, China, Bangladesh, Thailand, Vietnam, Malaysia, Indonesia, Korea, Kenya, and Switzerland.

Our ginnery, combined with our bulk purchase of seeded cotton, have, directly and indirectly, ensured sustainable livelihoods for more than 6,000 cotton farmers countrywide.



# OIL PALMS

## Affordable Edible Oil, Rich in Antioxidants

Tanzania imports and consumes approximately 50,000 metric tons of crude palm oil every month. MeTL Group imports more than twice that much annually for its refinery – 120,000 metric tons of crude palm oil. With an increased demand for refined palm oil globally, the world’s largest exporter, Malaysia, has started processing crude oil and developing its local refineries. Leading to a market shortage of importable raw materials globally.

To reduce dependence on imports of raw materials and contribute to Tanzania’s agrarian rural economy, MeTL Group is acquiring 25,000 hectares of land for large-scale oil palm cultivation. Deploying a forward integration plan, the group will process crude palm oil in its own refinery, the largest in the region.

Oil palms are projected to grow well in Tanzania, where arable land and weather conditions are adequate, thanks to its location – within the required 20 degrees latitude from the tropics. The proposed fallow land for oil palm cultivation is expected to yield approximately 130,000 crude oil metric tons per annum, meeting MeTL Group’s processing factory requirements.



# SUGAR

## A Fully Integrated Tanzanian Sugar Refinery

Tanzania’s annual Sugar production is about 360,000 metric tons, while the estimated demand for domestic sugar stands at about 470,000 metric tons, leaving a 23% gap in the market.

MeTL Group aims to produce 1 million metric tons of refined sugar from locally grown sugarcane within the next five years. The Group is acquiring 25,000 hectares of land to operate as a sugarcane plantation and is setting up a sugar refinery in the Coastal region.

To meet the 1 million metric ton sugarcane per annum goal, MeTL Group intends to establish close partnerships with sugarcane farmers and farming cooperatives across the country.







# CASHEWS

## Value Addition for a Better Cashew Industry in Tanzania

Global demand for cashews is increasing by 9% annually, and Tanzania is currently the eighth-largest producer in the world. While the country produces about 158,000 metric tons of cashews annually, value addition and processing of raw cashews are lagging, with over 80% of all in-shell cashews transported to Asia for further cracking and sorting.

Established in 2002 and located in Dar es Salaam, Mo Cashews is MeTL Group's cashew processing plant. Currently, it helps offset the country's raw cashew export by processing over 10 metric tons of raw cashews per day (3,650 metric tons per annum). Mo Cashews offers an assorted variety of cashew nuts, from raw to roasted, in various sizes and grades.

As the only cashew processing plant in the commercial capital of Tanzania and one of the largest cashew processing facilities in the country, its raw materials are in high demand. MeTL operates 1580 hectares of cashew farm, maintaining good long-term relationships with local farmers to fulfil factory demands.

Mo Cashew's newly modernised and mechanised plant will allow it to increase its cashew nut processing operations, offering farmers a purchasing guarantee for raw cashew nuts and reliable transport, logistics, and storage facilities. Processing cashews within the country is both better for the environment and economy, contributing to local employment opportunities. The company currently employs more than 450 people and supports more than 1000 farmers.

### Key Figures

3,000+

metric tons of raw cashews processed annually

450+

full-time employees

1580

hectares of cashews planted

# TRACTORS & IMPLEMENTS

A One-Stop Solution for All Farming Needs



With heavy investments in agriculture and agro-processing industries, MeTL Group is committed to spearheading transformation, equipping Tanzanian farmers with technology that increases productivity, crop yields, and ultimately, livelihoods. Founded as a one-stop shop for farming solutions in 2013 for all Tanzanian farmers, MeTL Agro provides Tanzania's large farming community with reliable farm implements at economical prices.

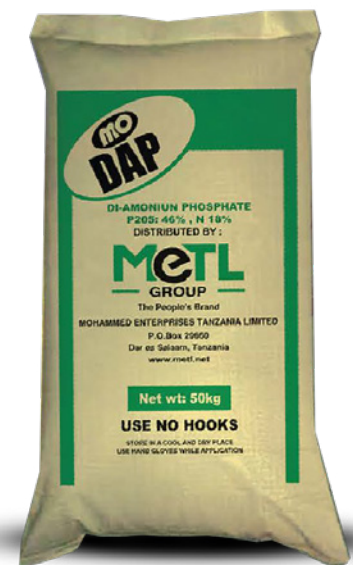
MeTL Agro supplies pre- and post-harvest equipment that conforms to international quality standards. The Company stocks disc ploughs, disc ridges, tipping trailers, non-tipping trailers, slashes, boom sprayers, subsoilers, and cultivators, as well as high-quality Mo-branded fertilisers: Mo-Urea, Mo-CAN (Calcium ammonium nitrate), Mo-DAP (Di-ammonium phosphate), Mo-SA (Ammonium sulphate), and various grades of NPK (nitrogen, phosphorus, and potassium).

Across MeTL Agro product offerings, we supply farmers with competitively priced, quality farm implements. With outlets across Dar es Salaam, Masasi, Iringa, Mwanza, Shinyanga, Kahama, Dodoma, Arusha, Mbeya, Songea, Sumbawanga, Tunduma, and Kigoma, farmers are guaranteed access to our products when they need them. MeTL Agro employs 15 people across the country.

MeTL Agro is TAFE – Tractors and Farm Equipment Limited's exclusive seller and distributing partner in Tanzania. TAFE is an Indian manufacturer incorporated in Chennai in 1960. It boasts an annual turnover of INR 10,000 crores, the third-largest tractor manufacturer globally and the second-largest in India by volume. TAFE sells over 180,000 tractors (domestically and internationally) annually.

The Group's long-term partnership with TAFE ensures that it can deliver after-sales services at minimal to zero cost. Each tractor sold by MeTL Agro receives three free services, and it provides each customer with a job card that shares service notices for each appointment. MeTL Agro has 200 TAFE-authorized service centres and more than 100 trained technicians capable of servicing TAFE machines spread across Tanzania. Twice a year, the company brings technicians from India to upskill and update technicians' product knowledge.

MeTL Agro has sold over 500 TAFE tractors and reached over 10,000 farmers with farm implements, planters, and ploughs. It is our hope that more stakeholders partner with farmers to provide financing opportunities that afford the technical advances required to develop the agriculture industry.





## Key Figures

500+

TAFE tractors sold

200+

authorised  
service centres

100+

trained  
technicians

10,000+

farmers  
reached





# MANUFACTURING



MeTL Group is recognised as one of the top manufacturing powerhouses in Tanzania. Its wide reach and deeply penetrated distribution channel across East and Southern Africa make it a key component in the promotion of domestic manufacturing and employment. MeTL is renowned for pioneering technological advancements, high standards in environmental practices, and large social contributions.

Our transformational pursuits and businesses across edible oils, soaps, food, beverages, textiles, energy and petroleum, electronics, and agro-processing, have put us on track to become a leading local producer and distributor of essential goods in Africa.

Our centralised sales and marketing division acts as an umbrella organisation, selling products manufactured and traded by the Group. With more than 100 retail outlets and an extensive network of more than 50 regional branches throughout Tanzania, we ensure a constant supply of MeTL Group products to all stockists.

Our comprehensive distribution system and innovative selling mechanisms deliver products across the country, making their way to every doorstep - from Dar es Salaam to the most isolated rural villages. With our branches in Malawi, Kenya, Uganda, Mozambique, Zambia, and the Democratic Republic of Congo, MeTL Group has begun assertively exporting products to neighbouring countries.





# SISAL PROCESSING

From Fibre to Yarn



MeTL Group acquired a sisal-spinning mill, 21st Century Holdings LTD, in 2001 to further integrate its sisal processing operations. The mill is located in Dar es Salaam and produces sisal yarns, twines, and ropes for local and export markets.

Through 21st Century Holdings LTD, MeTL Group manufactures tie ropes, sisal fabric, specialty ropes, and polishing cloths for local markets, while producing fine yarns for export, which are further processed into wire ropes, floor coverings, sisal buff, and carpets.

MeTL Group also acquired TPM LTD (1998), a sisal bags manufacturing factory employing close to 650 people. The company's two factories, in Morogoro and in Kilimanjaro produce 10 million sisal bags per annum, more than 35% of Tanzania's total annual sisal output.



MeTL sisal bags are manufactured in line with Tanzania's Bureau of Standards (TBS) regulations and are used primarily to package agricultural commodities countrywide. TPM uses palm oil to condition sisal fibres, making them hydrocarbon free and suitable for packing food materials like coffee, beans, cashew nuts, pulses, cocoa, maize, and cloves.

All export orders fulfilled by 21st Century Holdings LTD and TPM are customised to customer specifications. Our export markets include Japan, India, Israel, Spain, Italy, Belgium, Poland, Greece, France, Ethiopia, Germany, and other East African Community states.

## Key Figures

7,000+

metric tons of sisal processed annually

100%

customisation ability

10

million sisal bags produced per annum



# TEXTILE MANUFACTURING

From Fibre to Garment



MeTL Group's 21st Century Textiles Limited is one of the largest composite textile mills in Sub-Saharan Africa. It was designed by specialists and equipped with world-renowned machinery from Schlafhorst, Rieter, Trutzchler, Sulzer, Picanol, Monforts, Artos, and Stork amongst others.

Located in Morogoro, 21st Century Textiles is the largest employer in Tanzania's textile sector. Acquired by MeTL Group in 1998 from then Morogoro Polyester Textiles Ltd, the plant has undergone intensive modernisation and expansion. Between 2006 and 2010, the Group invested 100 million dollars to upgrade all areas of the company—spinning, weaving, and processing with the latest state-of-the-art technology.

21st Century Textiles produces high-quality cotton and blended yarns, woven and knitted fabrics, and finished garments. Staple products include Wax Kitenge, Khanga, Batiki fabric, household linens, yarn-dyed wrappers, such as Maasai cloth and kikoi, PV Suiting for uniforms, grey and canvas fabric, cotton yarn (for export), and finished woven garments, such as Security Uniforms, PPEs (Overall - Overcoat), Hospital Uniforms, School Uniforms, and a range of Round neck and Polo T-shirts.

With cotton being the preferred fibre in tropical and sub-Saharan climates, demand is expected to grow, in line with population growth levels. Operating as a

composite fibre-to-garment factory, 21st Century Textiles is uniquely positioned to capture a majority share of the market, thanks to its short lead times, quality control and customisation ability at every stage, and reliable distribution channels across Tanzania and in neighbouring countries.

As we grow our textile production capacity, we aim to practise sustainability.

We currently recycle and reuse 2 million litres (50%) of our factories' wastewater daily. The Group plans on investing in a wastewater treatment plant to increase our reuse rate to 90% over the next five years.

## Brands Manufactured



### Key Figures

45,000+  
metric tons of cotton  
processed annually

2300+  
full-time employees

100  
million running metres of  
fabric produced per annum



# EDIBLE OIL REFINERY

Pure and Clear Oil for Your Health



MeTL Group's subsidiary, East Coast Oils and Fats is a state-of-the-art facility composed of a refinery, a dry-fractionation plant, and soap, cooking fat, and margarine manufacturing units. It is the largest plant of its kind on the African continent and boasts an installed production capacity of over 750,000 metric tons per annum.

Strategically located approximately 1.8 km from the Dar es Salaam port, this modern manufacturing facility utilises natural gas from Songo-Songo Island, about 15 km from Tanzania's mainland and 200km south of Dar es Salaam. The plant's railway siding provides cost-effective delivery options and ensures the company's competitive edge when it comes to quality, costs and logistics.

East Coast embodies MeTL's vision to reach households everywhere with its wide range of home care, personal care, and food processing products. The company mainly trades in edible oil but also manufactures soap, cosmetics, cooking fats, margarine, bread spreads, tea blends and packaging, and liquid and powder detergents. MeTL Group, through East Coast Oils and Fats, boasts 60% of the total market share in edible oil sales from the plant's 45,000 metric tons production monthly.

East Coast Oils and Fats currently has three oil refineries capable of refining 2400 metric tons per day (over 70,000 metric tons per month), a manufacturing line of soaps with an aggregate capacity of 12,000 metric tons a month, a cosmetics line producing over 300 metric tons per month, and cooking fat and margarine production line that produces 600 metric tons per month of product.



## Some of Brands Manufactured



### Key Figures

45,000

metric tons of edible oils processed monthly

2300+

full-time employees

29

branches delivering products across the country and exports to 11+ countries



# FLOUR MILLING & PACKAGING

Fresh and Natural Goodness for You and Your Family



21st Century Food and Packaging Limited is MeTL Group's wheat and maize milling factory; established in 2005 when the group took over National Milling Corporation Ltd., commissioned in 1990, the original mill had a total wheat milling installed capacity of 240 metric tons per day.

In 2011, 21st Century Food and Packaging renovated the mill, furnishing it with the latest technology, upgrading the wheat cleaning and tempering operations, and investing in a modernised carousel packing system.

Over 500 people work at 21st Century Food and Packaging Limited. The factory has a total wheat milling capacity of 1,250 metric tons per day and a maize milling capacity of 300 metric tons per day. Wheat and maize flour from the factory are distributed locally and account for over 25% of the local market share. 95% of the mill's byproducts – maize bran, wheat bran, and wheat pollard – are currently exported to international markets, specifically in the Middle East, where they are used for animal feed.

MeTL Group's wheat and maize flour brands, Mo Safi, Mo Poa, and Mo Maisha, are packaged in various sizes according to customer needs. They are supplied countrywide through its reliable and efficient distribution channels.







# Brands Manufactured



**Unga wa Ngano**



**Unga wa Ngano**



**Unga wa Ngano**



Key Figures		
400,000+	500+	50,000
metric tons of flour produced annually	employees	metric ton grain storage facility

# SOAP & DETERGENTS

Quality Soap at Every Price Point



ROYAL SOAP &  
DETERGENT INDUSTRIES LIMITED



MeTL Group's subsidiary, Royal Soap and Detergent Industries Ltd., has been manufacturing detergent powder, detergent paste, and liquid detergent using fully automated technology since 2013. Employing over 400 people, the factory is located in the Mabibo Industrial Area of Tanzania's commercial capital, just 15 km from the Dar es Salaam port.

The factory has more than three million litres of liquid chemical storage capacity and 7,000 square metres of warehouse space, where raw materials, packing materials, and finished goods are stored.

Focused on in-house brand development, the company offers original equipment manufacturing (OEM) services for Tanzanian and international customers looking for a local manufacturer. Royal Soap and Detergent Industries currently produce five in-house detergent powder brands, Poa, Taifa, Protector, Boom, and Mo Halisi. Each one services a different market segment and is packaged in varying sizes according to customer needs.

All Royal Soap and Detergent Industries products comply with the Tanzania Bureau of Standards (TBS) standards and undergo a rigorous internal quality control process to ensure unflinching customer satisfaction. Specially designated quality managers oversee every stage, from initial production to packaging and delivery.

Royal Soap and Detergent has one of the largest production capacities in East Africa, churning out 10 metric tons of detergent powder per hour (87,600 metric tons per annum) in its fully automatic spray-dried detergent powder production plant. The plant can produce high, medium, or low-density synthetic detergent powder, meeting any and all customer requirements. Its fully automatic sulfonation plant produces 2 metric tons per hour (14,400 metric tons per annum) and 100 metric tons per day of liquid sodium silicate, and its fully automatic sulfuric acid production plant produces 98% concentrated sulfuric acid 5,475 MT/Yearly.

MeTL Group aims to improve Royal Soap and Detergent's cost efficiencies by investing further in producing raw materials for detergent manufacturing. In 5 years, the Group will expand its product range to home care products, such as all-purpose cleaners, glass cleaners, toilet cleaners, and dishwashing paste.





## Brands Manufactured



### Key Figures

7

metric tons of product per month

400+

employees

3

million litres liquid storage capacity



# DRINKS & BEVERAGES

Refreshing Taste, Mo Energy



MeTL Group's A-One Products and Bottlers Ltd. (A-One) is the group's 3rd largest factory and its most profitable business, employing more than 15,000 people. Launched in 1997, A-One began producing and distributing three water brands, Masafi, Maisha, and Just Chill, and one non-carbonated flavoured beverage, Pride.

A-One's 48 million USD investment in state-of-the-art manufacturing facilities with three world-class beverage production lines and its simultaneous launch of PET (polyethylene terephthalate) preforms and PET bottles ensured its self-sufficiency and ability to fulfil daily packaging requirements.

In 2001, the factory began producing PP (polypropylene) buckets and lids as well as HDPE (high-density polyethylene) jerry cans, fulfilling the packaging requirements of the Group's East Coast Oils and Fats Ltd. A-One has the capacity to produce over 12 million PP buckets and more than one million HDPE jerry cans per annum.

MeTL Group's initial beverage lines proved so successful the company saw an 11-fold increase in both production and sales. In 2012 A-One added flavoured carbonated and non-carbonated soft drinks. These were available in over 20 varieties under the MeTL Group's premium umbrella brand, "Mo," quickly becoming one of Tanzania's leading beverage producers.

A-One's flagship soft drink, Mo Xtra, is the country's most consumed drink, earning a 70% share of the CSD drink market. Other flavours include Mo Kola, Mo Chungwa (orange), Mo Passion, Mo Apple Pop, Mo Lemon, Mo Pineapple, Mo Portello, Mo Vanilla, Mo Tangawizi, and Mo Malto.

A-One's beverage production capacity is 60 million cartons per annum, and its filling capacity is 24 million cases of water and flavoured drinks per annum. The company's modern reverse osmosis plant delivers 100 cubic metres of mineral-rich water per hour., making it one of the largest water treatment plants in East Africa.

A fleet of more than 300 vehicles provide door-to-door service to A-One customers across the country. A-One has several other bottling plants in Uganda and Mozambique, with plans to expand operations by establishing new manufacturing divisions in Mbeya, Mwanza, Moshi, and Zanzibar. This will allow for surplus production, awarding us the possibility to capture more of the Tanzanian market and to export products across Africa.



# Brands Manufactured



## Key Figures

150  
million USD annual  
revenue

15,000+  
employees

60  
million cartons  
produced per year



## High-Quality Fuel in the Right Quantity, and the Best Price

Started in December 2010, Star Oil (T) Ltd is one of MeTL Group's newest business ventures. Located near Dar es Salaam's port at Kurasini, the company's petroleum depots are connected to four harbour-to-plant pipelines for bulk petroleum product procurement direct from the Kurasini Oil Jetty (KOJ) port into the company's storage tanks.

Star Oil's strategic location allows for fast offloading capacity, resulting in significant operational savings. The facility has three loading gantries, with a loading capacity of 5 million litres per day, making Star Oil the most efficient petroleum depot in Tanzania.

Star Oil's storage facilities can store 38 million litres of petroleum products. Coupled with the Group's reliable and efficient distribution channels, Star Oils supplies petroleum products to petrol stations, manufacturing plants, and other bulk consumers of petroleum products, locally and in neighbouring Uganda, Rwanda, the Democratic Republic of Congo, Zambia, Malawi, and Burundi.

Star Oil operates a network of 14 retail pump stations across the country and aims to increase this number to 50 petrol stations within the next two years. For the best fueling experience, each Star Oil retail pump station operates a service centre, a convenience store, and a cafe. Star Oil retail pump stations' company-owned, company-operated model allows customers to enjoy high-quality fuel at the best price.

Nearly 20 million litres of fuel are sold and distributed by Star Oil every month, a considerable market share. MeTL Group plans to install other storage facilities across the country, in Mozambique, and Rwanda, enhancing the nationwide distribution of petroleum products and fulfilling increasing demand in neighbouring countries. MeTL Group also plans to diversify its petroleum product offerings to include lubricants and liquefied petroleum gas for use in domestic gas cylinders.







### Key Figures

150

million USD annual revenue

90+

employees

3.5

million litres dispersed per day



## BUSINESS SERVICES

MeTL Group has amassed extensive business expertise in its more than 40 years of running successful companies. From financial services to distribution solutions, we leverage our operational knowledge to provide safe, fast, and reliable products and services to businesses across East and Southern Africa.

Our reputable companies attract exceptional, experienced talent and are the best at helping our business partners with customer fulfilment and in achieving growth.

## FINANCIAL SERVICES

Mo Coverage, More Peace



Mo Assurance has disrupted the traditional insurance market by bringing affordable insurance that can be purchased easily by all customers. For as low as TZS 1500 per month (USD 0.64) people can buy coverage easily on their mobile phones through Tigo or Vodacom. With only 40 employees and three regional offices in Arusha, Mwanza, and Zanzibar, Mo Assurance has capitalised on mobile technology and MeTL Group's brand recognition, growing its footprint and client base to more than 80,000.

Mo Assurance offers more than 25 general insurance products in partnership with Milvik and distributed through Tigo and Vodacom. Our range of insurance products include travel and health insurance, fire, allied & special perils, burglary, consequential loss insurance, accident, theft and fraud, product liability, public liability, marine cargo, workmen's compensation, motor insurance, domestic package for homeowners, and contractor's all risk insurance.

Insurance carriers promise that when customers have mishaps, they will get them back on track. At Mo Assurance we pride ourselves as an insurer who puts lives first while offering exceptional customer service and paying claims promptly. Our goal is to grow our product offerings to 1,000,000 in the next five years – we are on track.

Mo Assurance is MeTL Group's first venture into the country's financial services sector. Mo Assurance, launched in 2007 is unique amongst Tanzania's insurance business fraternity. It is the first fully Tanzanian, private sector insurer.

A late entrant into the insurance business, Mo Assurance is proud to have a significant share of the market and be one of the country's top 5 profit-making insurance companies. We attribute our success in Tanzania to our groundbreaking micro-insurance offerings.



# TRANSPORTATION & LOGISTICS SERVICES



Safe and Reliable Means of High-Volume Transportation



MeTL Group's transport and logistics company, Glenrich Transportation, provides reliable, high-volume transportation in Tanzania and other countries. Initially, it only serviced MeTL Group transportation needs, however, Glenrich has expanded its operations and now offers full-service logistics, from port clearance to road transportation to third parties.

The Glenrich fleet is made up of more than 1,000 different types of vehicles with carrying capacities ranging from 0.5 to 34 metric tons. Glenrich vehicles come from reputable manufacturers like Scania, DAF, MAN, and Renault to efficient and prominent Chinese brands like FA. Vehicles include containerised semi-trailers, flatbed semi-trailers, side body semi-trailers, containerised inter semi-trailers, dump trucks, and two to eight-ton box bodies. Our fleet is maintained and serviced regularly

by 120 trained mechanics based in Glenrich's own fully equipped workshop in Dar es Salaam.

Glenrich offers transportation services from Dar es Salaam to anywhere in Tanzania, Kenya, Uganda, Zambia, Rwanda, Burundi, Malawi, and the Democratic Republic of Congo. Our large-capacity vehicles allow clients to consolidate shipments, increasing efficiency and reducing overall freight costs.

With a 24-hour operations centre and GPRS units fitted on all vehicles, Glenrich Transportation can offer clients real-time daily consignment reports. As the MeTL Group of companies expands its operations and demand for large-volume transportation increases, Glenrich plans on snowballing its fleet to meet the growing demands of consumers in East African countries for years to come.

# IMPORT & EXPORT SOLUTIONS

Convenient and Secure Shipping Logistics  
for Tanzanian Businesses



MeTL Group's East Coast Liquid Storage Limited has operated an Inland Container Depot (ICD) and a Container Freight Station (CFS) since 2008. The two are transshipment points for export and import cargo operated jointly with the Tanzania Revenue Authority (TRA) and in collaboration with the Tanzania Ports Authority (TPA) to provide customs clearance and port logistics services for MeTL companies and other businesses.

East Coast Liquid Storage Limited offers handling and temporary storage of import/export laden and empty containers, warehousing, temporary admissions, and re-export services. Equipped with high-tech equipment and a skilled efficient team located only a kilometre from the port, ICD and CFS guarantee fast cargo movement to and from the port.

In close collaboration with our sister company, Glenrich Transportation, we provide ground transportation across Dar es Salaam, picking up and delivering high-volume cargo from our customer's point of sale or production. Glenrich Transportation has dedicated 120 trucks to support ICD and CFS facilities' import and export operations. While also providing on-the-spot cargo insurance solutions for clients through our insurance company, Mo Assurance.

East Coast Liquid Storage Limited processes an average volume of 1,000 import containers through its ICD monthly and an average of 1,300 export containers through its CFS i. Both facilities can process both container, loose cargo and bulk cargo shipments. MeTL plans to open the most extensive CFS facility in Dar es Salaam, in Mbagala, where we can process 5,000 containers monthly.



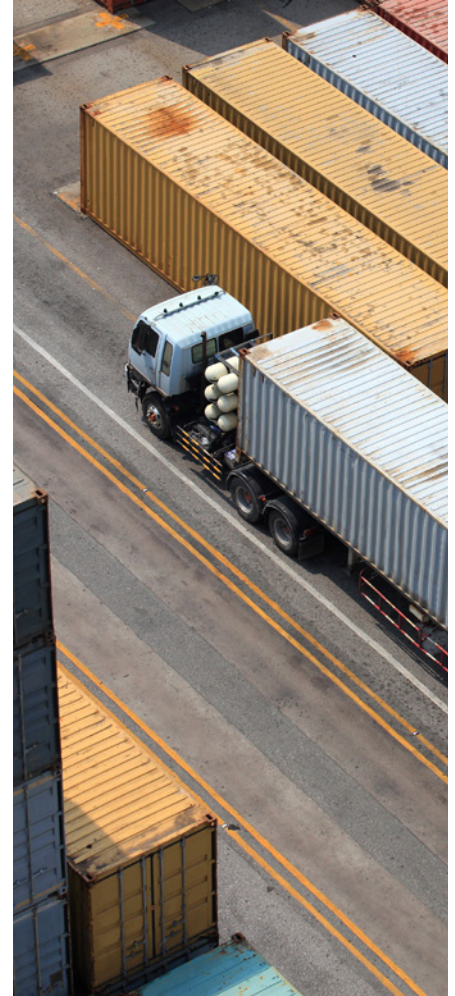


# GLOBAL TRADING

In recent years, MeTL Group's strategy has focused on local manufacturing to strengthen Tanzania's industrial development. Still, global trade remains one of our core businesses. Our trading product portfolio consists of more than 200 products, each in significant quantities.

Our Companies import a myriad of things, including pharmaceuticals, cement, fertilisers, dry cell batteries, automobile parts, trucks and light and heavy-duty vehicles, hurricane lanterns, sewing machines, air conditioners, electronics and electrical equipment, consumer goods, and sundries items from around the globe. We also import liquid commodities, such as palm fatty acid (PFAD), palm stearin, crude palm oil, and olein, all of which help us meet our importation requirements – over 500,000 metric tons per annum.

More than 40 years of global trade experience has made us experts at anticipating and responding to market and consumer trends. By sourcing quality goods at affordable prices, the Group has built on its success year after year, brand after brand.



## MeTL BAJAJ

East Africa's Number One Distributor of India-Made Automobiles



Bajaj Auto India Ltd is the world's largest three-wheeler manufacturer and India's second-largest motorcycle manufacturer. MeTL Group is its only distributor of auto products and spare parts in Tanzania, Zambia, Mozambique, and Malawi.

MeTL Bajaj was established in 2018 as a manufacturer of two-wheeler automobiles, popularly known in Tanzania as Bodabodas. In May 2021, it introduced three-wheeler automobiles, commonly referred to as Bajajis.

MeTL Group imports all products in Complete Knock-Down (CKD) conditions. Packaged in small boxes, we assemble them at the MeTL Bajaj state-of-the-art assembly plant in Dar es Salaam. The plant provides employment and technical expertise to local Tanzanians, employing 52 technicians who assemble up to 6,000 motorcycles per month.

MeTL Bajaj has trained over 10,000 mechanics and expert technicians to repair Bajajis and Bodabodas. And with over 200 Spares and Service (2S) centres widely distributed across the country, Bajaj users can repair and replace

machine parts on demand. As an added perk, every Bajaj product is insured for three months by Mo Assurance upon purchase.

Our six branches and network of 300+ MeTL Bajaj dealers across Tanzania continue to grow our reach, selling automobiles and supporting the country's last-mile logistics. Every one of our 100,000+ buyers is part of our customer engagement program, trained to take care of their machines and manage their finances, so they too can grow their businesses.

## ELECTRICALS & ELECTRONICS

Electricals and Electronic Appliances at Every Price Point



MeTL Group is committed to bringing technologically advanced products to Tanzanian consumers.

We have been an authorised distributor of LG Corporation products in Tanzania since 2014. The Group's 60+ dealerships across the country stock and distribute premium segments of LG product lines, including air conditioners, televisions, washing machines, refrigerators, coolers, and microwaves. We provide South Korean warranties on all products and after-sale services through our LG-trained service centre. Yet, in 2015, MeTL Group also established the Mo Electro brand, selling more affordable home appliances that cater to the masses.

MeTL Group is also licensed to distribute HBL India and Panasonic electronic home appliances while working to establish Mo Electrical, our own brand of electronic appliances. Our goal in the next five years is to set up an ultra-modern electric and electronic appliance assembly plant to offer upgraded products at more affordable prices to consumers.



# MeTL SUNDRIES

## Mo Branded Products From Trusted Global Suppliers

Aside from ramping up local production capabilities by setting up manufacturing plants across Tanzania, MeTL Group imports sundry items that it does not currently produce.

Over the years, MeTL Sundries has acted as a business development and market study section of the MeTL Group, selling imported goods to identify opportunities to set up a local factory to produce them.

To date, the MeTL Sundries division has led to the establishment of two companies; MeTL Printers Limited, a factory that prints close to 38,000 cartons of exercise books per month and Tanzania Matchbox Industries Limited, which produces 25,000 cartons of matchboxes monthly.

All MeTL Group sundry items are manufactured as white labels in partnership with trusted global producers and are imported in large volumes under the Mo Brand. The MeTL Sundries division identifies, imports, sells and distributes all sundry items. MeTL Group imports are typically Fast Moving Consumer Goods (FMCGs) that complement products already in the group's repertoire, such as pasta, yeast, batteries, biscuits, confectioneries, stationery items, and personal hygiene products, among others.

We have mastered the art of identifying and pricing mass-consumed products, lessening consumers' profit burden. Furthermore, leveraging our distribution and sales capabilities allows us to provide Tanzanians with quality products at affordable prices.

MeTL Group sees Tanzania's potential to become a manufacturing hub. We continue to work tirelessly to capture a significant market share of the FMCG sector to curb the influx of low-quality Chinese imports. To date, our most significant accomplishment has been dominating the pasta market, displacing Italy-made pasta, Santa Lucia. In the next ten years, MeTL Group will open a pasta plant to satisfy local market demands and to be able to export within the region.





# OUR COMMITMENT

At MeTL Group, we make long-term commitments to serve the communities in which we operate. We believe businesses are responsible for supporting economic and social development and are committed to stepping up to the challenge and setting an example.

## People

A Better Life for Every Tanzanian



We aspire to significantly improve the lives of Tanzanians through our initiatives. Initiatives focused on ensuring access to affordable and quality healthcare, clean water, and education. And we honour this commitment through the Mo Dewji Foundation.

The Mo Dewji Foundation is a registered charitable organisation founded in 2014 by MeTL Group CEO Mohammed Dewji to alleviate poverty and hardship and enrich the living conditions of Tanzanians. All of the Foundation's administrative costs are covered by the generosity of MeTL Group, so that 100% of proceeds go directly towards programs that improve Tanzanians' lives.

The Mo Dewji Foundation currently operates several programs focused on promoting access to education – especially for disadvantaged and vulnerable youth – strengthening healthcare systems, and building clean water facilities in rural communities to assist with disease prevention. The foundation works by implementing its own projects, offering need-based grants, and partnering with other charitable organisations and businesses to fund and implement causes aligned with the Group's mission.

Through the Mo Dewji Foundation, MeTL Group has impacted the lives of over 100,000 people over the past 7 years.

## Our Programs Foster Access to

### QUALITY HEALTHCARE

*We believe every person deserves quality and affordable healthcare.*

Over the years, the Mo Dewji Foundation has partnered with various healthcare providers and foundations to build hospitals, fund treatment, and offer free diagnostics, medication and health education. In 2022, through our partnership with Muhimbili Hospital's Tumaini la Maisha, we have afforded high-quality cancer treatment to over 100 paediatric cancer patients.

### CLEAN WATER

*We believe access to safe and clean water is a fundamental human right.*

The Mo Foundation builds wells in rural communities to ensure access to clean and safe water. The foundation's water access program has successfully built over 20 wells across the Singida and Pwani regions, and we plan to expand the project's reach across the country. Our wells save lives and prevent water-borne diseases, as well as empower rural women, helping them reclaim the time they spend travelling long distances to collect water multiple times a day.

### HIGHER EDUCATION

*We believe education is the greatest gift you can give a child.*

The Mo Foundation Scholars Program offers low-income, high-achieving students scholarships to attend prestigious higher learning institutions across the country. 111 promising young Tanzanians from each region, including Zanzibar, will graduate from the program in 2022. Most Mo Foundation Scholars join the MeTL Graduate Development Program for hands-on technical and management training and professional mentorship, preparing them to join Tanzania's workforce.



# Planet

Producing Responsibly to Safeguard Our Environment



MeTL has always taken a proactive approach to our environmental management practice. The Group's Recycling plant was established to offset plastic waste production, help the government protect our environment, and earn foreign currencies. Our plant recycles clear and coloured plastics and offers free transport and collection services to small recycling companies across the country. We have established collection centres at all our depots, ensuring the maximum amount of plastic waste is recycled.

MeTL Group also partners with local NGOs and environmental initiatives to conduct beach clean-ups, raise awareness, and plant trees as part of its extended commitment to environmental conservation.

MeTL Group's recycling plant currently recycles 6,000 metric tons of plastic annually, almost 30% of the country's plastic bottle waste. Between 2015 and 2021 alone, the Group recycled about 40,000 metric tons. Recycled plastic waste is exported to South Africa, Europe, China, and India for further processing into new plastic products.

Our goal in the next two years is to invest about 500,000 euros more into high-tech and performance machines at our plant. This will enable us to handle the entire recycling process, from plastic bottle collection to processing them into granules, without outsourcing any part of the process. In Tanzania, MeTL is the only large-scale plastic producer with its own recycling facilities. We are at the forefront of establishing a manufacturers' union to set up a larger recycling plant that can recycle all types of plastics, not just bottles.



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