

*Our competitors copy our work,
but cannot replicate our passion*



*Touching Lives,
Bringing Smiles*

Education
and
Child Care

Hope After
Disaster

Medical
and
HIV camps

Sustainable
Development
Initiatives

Sponsoring
beauty
pageants

National
Sports Clubs
& Events

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*Explore, Enlighten and Enhance -
Everyday, everywhere people look
forward to these moments which
Reddys Global delivers*



www.reddysglobal.com


Reddys Global Industries



An integrated approach to procurement, supply and deliveries sets the team apart from the rest of the competition

The Reddys' range of spirits satisfy the tastes and needs of customers across Africa

An integrated business house with its core business interests in Beverages and Mining, Reddys Global Industries is fast succeeding in its journey to become a global leader in delivering high-quality products and services to customers through innovation, strategic acquisition and organic growth.

With over 20 years in the beverage market and a vision for innovation and development, Reddys Global Industries has successfully evolved from being a predominantly marketing and brand-focused company based out of Africa to becoming a global organization with a portfolio of strong brands in the beverages segment and as a mining leader.

Reddy Global Industries' global organic expansion is highlighted by the fact that the African region has been its area of focus and nearly all the group's turnover came from beverages and mining interests, underpinning its successful diversification strategy. The group started off as Afro-American Industries Limited, selling branded beverages, based out of Dar-es-salaam in Tanzania. Over the years they

expanded to Mozambique and moved up to become market leaders. Cameroon, Zambia, Ivory Coast followed, soon after. Following these successes, Afrus Industries Limited was started in Ghana, and today they are a major beverage player to reckon with, in this part of the African region too.

Reddys Global Industries has significant presence across Tanzania, Cameroon, Ivory Coast, Ghana, Mozambique, and Zambia.

seamless fashion

With hundreds of people under their wings, across Africa, the group is making firm strides in improving the quality of life of its stakeholders, through sustained value-addition to their people and their immediate communities.

In the mining sector, Shiloh Minerals Ltd is active in Tanzania and Mozambique while Bethel Mining Ltd operates out of Ivory Coast. The group is winning over more and more valuable clients in Africa, with their integrated approach to procurement, supply and deliveries happening in a

Infused with the corporate DNA to Explore, Enlighten and Enhance, Reddys Global Industries continues to enhance the lives of all those who are their stakeholders - consumers, employees, associates and founder promoters.

This philosophy has been the driving force behind the many initiatives that are implemented to expand the business across Africa. As a global company, Reddys manages all its operations with a keen eye on quality, across beverages, breweries and mining interests.

What we do:

The group is built brick-by-brick, by market savvy promoters who understand customer preferences and are good at designing service offerings in the right quotient.

Over the years, the founding directors at Reddys Global Industries have created, acquired and ENHANCED

beverages that satisfy the tastes and needs of customers across the shores of Africa.

This delicate and fine understanding of "value" helped strengthen their global presence. This laid the seed to the group's culture to deliver new services and product lines that empower the buyer and participating stakeholders.

In Tanzania, Mozambique, Cameroon, Ivory Coast, Zambia and Ghana, the Reddy's range of spirits are a trend onto themselves - the Zed flavored spirits of Orange, Lime and Pineapple get along with the Royal family of Whisky, Gin, Brandy and Rum; As their consumers hold sway with the Tyson range of Gold Spirit and Vodka, smiling along with Dollors Gin, their market leadership strikes down competition and has an edge with their Champion Rum and Whisky range of products.

Within a few years, the promoters understood that the people of Africa were endowed with great mineral resources, but were deeply in need of accelerated investments from foreign investors. To EXPLORE better living and working conditions, they badly



A clear focus on Quality and Development drives the success of this group

Our values guide our actions, and we carry out our business in the most ethical manner.

needed leadership that could rise to the sophistication of today's mining industry challenges. It was clear that with better infrastructure and capital support they were bound to be empowered to tap into their resources – human and natural.

This understanding led to the launch of Shiloh Minerals Limited (SML), based out of Tanzania, in 2008. Today SML is respected not just as an organization that enables mining in the African region, but as an exceptionally superior operational leader in prospecting and exploring with the most sophisticated technology

Setting benchmarks to the mining industry, SML delivers uncompromising quality assurance in every process from prospecting and securing, to procuring and quality assurance and customer satisfaction. The promoters stress on following robust safety systems in compliance with international standards not only by complying with laws but also by establishing and upholding their own set of rigorous specifications.

In tune with the group's vision to provide customers with the widest range of quality products and services at the most affordable price and with a strong philosophy of safety

and reliability at the core of their expansion, the group has consistently won the appreciation and acceptance of the local governments and people – wherever they've ventured.

SML is an exceptional operational leader in prospecting and exploring with the most sophisticated technologies.

The value addition from the Reddys Global's human resources offers an **ENLIGHTENING**, vibrant and competitive market economy for the African people.

The Value We Add

What started as a simple effort to offer high-quality spirits at affordable prices, alleviating the need for procuring unhealthy spirits, has over the years become a mission that has resulted in socio-economic benefits to communities. Funds and practical support are provided for communities that are touched by their businesses around the world – through corporate initiatives, brand campaigns and employee volunteering.

Today, Reddys Global Industries focus on social equity and equal opportunity.

After a decade-and-a-half of operations in Africa the group continues to be guided by its mission:

Our company's foundation is built on our values, which distinguish us and guide our actions in carrying out our business in the most ethical manner.

The group is committed to employing personnel from disadvantaged communities and in engaging them in training and skill-development activities, offering employable skills.

The founders do not shy away from addressing the prevailing social inequities in Africa.

That's the reason why they focus on activities that ensure education and employment, changing the lives of their communities, for the better.

Wherever they go, the management and the employees stay focused on:

- Improving the working conditions of employees
- Managing natural resources, in a positive way
- Mitigating the effects of environmental pollution and its effects on bio-diversity
- Creating value locally, improving their relative global importance.

Education and Child Care, Hope After Disaster - A program that supports disaster management and recovery efforts for the African people - Supporting medical and HIV camps, and initiatives supporting sustainable development are some of the hallmark programs of the group.

At Reddys Global social responsibility is not about being part of a CSR program, but it is about creating a sustainable world with better living conditions, greater positive action and creating an environment that nurtures larger social mobility.



The Reddys Group expands organically and through acquisition

Y.S. Sunil Reddy:

Founder and Managing Director of Reddy's Global Industries, Y.S. Sunil Reddy handles the group's strategy and planning, financial operations, investor relations, purchasing, facilities and order management.

Sunil is much respected for his business acumen and admirable ability to turn-around any loss-making enterprise into an enviable and profitable venture. Sunil planned and executed the group's foray from Beverages to Mining and now to beer markets. He is a highly successful business person with a thorough understanding of the challenges and nuances of horizontal integration of products and services.

He drives every miniscule effort of the group to deliver high-quality products and services to customers. His leadership, technology insight and operational expertise strengthen the Reddys Global Industries' culture of "people-first."

Sunil Reddy holds a bachelor's degree in Commerce, from the Loyola College of Madras, India and a Masters in Business Administration from Oklahoma City University, USA.

Y.S. Anil Reddy:

Y.S. Anil Reddy, in his role as Founder and Managing Director is a gifted administrator and marketing strategist. He is a natural when it comes to problem solving and is a quick thinker who can react to the market needs with agility. Anil Reddy focuses on delivering strategic partnerships

Right from the choice of bio degradable plastic for single-use sachets for beverages; exploring economic models that create incentives for collection and reuse of packaging material, to increasing awareness about minimizing the environmental impact of packaging itself, there is a lot of stress on sustainable packaging - A thoughtful policy-making that extends all through the supply chain.

Much effort goes into creating awareness about the Group's products and services through promotions and events. These activities serve the dual purpose of brand-building through the press, television, radio and many other new-media and outdoor media platforms. Many regional beauty pageants, National Sports clubs and sporting events are sponsored by the group, nurturing talent and creating loyalty to the brand.

On an average more than 4000 people are benefited, directly or indirectly, in every country that Reddys Global Industries operates from - spanning across education, improved living conditions, better environment, better salaries and wages than the rest of the industry, equal opportunities for employment and on the whole, greater respect for holistic development of the individual.

in the branded beverage marketing space, minerals and mining exploration verticals for the Reddys group. Anil's "just-in-time" process definitions across the shores, without compromising on client satisfaction, has saved a lot for the group's bottom line and has helped the group build a solid reputation as a beverages and beer market leader and as a mining equipment expert, in Africa.

Known for his eye for detail, Anil picks the right talent for the right job. Staff and teams adore him because of his friendly and motivating spirit that nurtures teams even in harsh conditions.

Anil Reddy holds a bachelors degree in Commerce from Loyola College of Madras, India and a Masters in Business Administration from ITM, India.



Creating a Sustainable World With better living conditions

The Future

The group has set its eyes on expanding their reach across Africa in mining operations, and the beer category, which is a very attractive long-term investment opportunity. The promoters understand that even non-alcoholic malt drinks vie with traditional African beers and international brands in this fast-growing market. Together with increasing economies of scale and efficiency savings, the buying trends of the African people promise steady margin expansion and strong cash flows, and Reddys Global Industries is galloping its way to regional expansion - organically and through acquisition - resulting in an increase in their collective share of the market.



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