



BIDCO LEADS THE WAY AGAIN AND LOWERS PRICES!

Thika, 3rd March, 2015: Kenya's leading edible oils, hygiene and personal care manufacturer **Bidco Africa Limited** has *lowered the prices* of its everyday consumer products effective from the 1st March 2015.

The change affects the recommended retail prices of popular units in the Bidco basket including Golden Fry, Kimbo and Chipsy brands in the oils and fats category; and Msafi, Kuku and Bull brand laundry bars soaps.

“There has been an obvious reduction in the cost of energy and fuels in the past few weeks and we are very positive that this will persist going forward. We are ensuring that these reductions are directly reflected in the price reductions and passed on to our consumers across Kenya. *We want our consumers to enjoy the benefits of these reductions enhancing their Happy Healthy Living!* As businesses, we welcome the efforts being made by the Kenyan Leadership in Government who have focused on lowering the costs of doing business and costs of living and anticipate that this year inflation will be very well controlled as it is beneficial for all including the Country and the Consumers” Bidco CEO Vimal Shah explained.

“The President and consumers have been asking manufacturers to respond positively to the new energy and fuel situation in the country and we are pleased to do so,” he added.

Bidco has been reducing its prices since last year for different products in the Bidco basket and therefore currently there is a reduction in a range up to 18% across multiple brands and SKU's when compared to previous 2014 prices.

An example of some of these latest reductions will now result in the following: a 1Kg pack of Kimbo/Chipsy/Cowboy will now retail for Kes 203 (which is Kes 11/= less). A two litre pack of Golden Fry will retail for Kes 352/= (which is Kes 20/= less) and the 3 litre pack for Kes 504/= (which is Kes 28/= less). A 2 litre pack of Ufuta/Bahari vegetable oil will retail for Kes 329/= (which is Kes 19/= less.). While Tiger white 600gms soap bar will retail for Kes 57/= (which is Kes 6/= less).

We anticipate many more manufacturers will follow Bidco's lead, as it's the reality of the times.

Ends.

About Bidco Africa.

Bidco Africa Ltd is the market leader in edible oils, fats, soaps, margarine and detergents in East and Central Africa and products marketed in 16 African countries.

Some of the world class brands from the group include Kimbo, Elianto as well as other leading brands like Golden Fry, Sun Gold, Olive Gold Blend, Soya Gold, Bahari Fry, Ufuta, Chipsy Plus 3, Cowboy, Chipo and Mallo. Bidco's margarines including: Biddy's and Gold Band are also very popular alongside baking powder: Mariandazi. Laundry soap Brands include: White Star, Pink Star, Blue Star, Green Star, Yellow Star, Bidco Cream, NURU multipurpose soap, Tiger, Bull among others. Bidco's washing detergents includes the new Powerboy Pro-Activ Liquid detergent, Pure & Natural Soap flakes for baby's clothes, Powerboy Detergent, Gental Detergent and Nuru Scouring Powder. Bath soaps include: Pure & Natural Anti-bacterial Beauty Soap and Pure & Natural Active Man.

Bidco is celebrating 30 years of enhancing Happy Healthy Living in 2015.

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