Bidco Oil Refineries has launched the new website to create a one stop solution for the company’s range of products to the consumer community. The new website is of cutting edge technology offering Bidco’s products and information line in order to make known to our consumers all about our products and the entire Bidco at large. The launch came with detailed information about Bidco, Bidco’s products, Media Corner, Social Responsible Corporate, Partner with Bidco, Careers, articles, Newsletter sign up and an update sign up button. With the New website, we hope to reach more people with our products and be the number 1 market share in Africa by 2030.
From The Editor’s Desk

It’s the start of the year and am hoping everyone of you have new expectations and hopes. Time is moving, and the more it moves the more we get to accomplish our goal to grab, grow and sustain number 1 share in the Africa markets by 2030. With dedication and passion for our work, we will definitely make it as Bidco.

It is with great privilege that I present to you the 1st quarter 2011 Newsletter Happy Healthy News. I would like to encourage more people to be contributing to the Newsletter anytime and any suggestion is welcome.

I am thankful to the entire Bidco family at large for your cooperation and especially to my department colleagues, who together we are bringing this newsletter to you.

– Maureen Wachuka - CCPR

A LONG TIME AND A GOOD TIME WITH BIDCO

A wise woman once said: “Recognition is not a scarce resource. You can’t use it up or run out of it.” We here in Bidco couldn’t agree more, and that is why long service awards are recognized.

There is something exceptional about this man, his passion for work. Walter Agonda the long Service award winner, of his 53 years, 25 of them have been dedicated to service for the prestigious company Bidco Oil refineries.

Walter Agonda joined Bidco in 1987, as Soap Crusher operator at Nairobi and is now Plant in-charge of Soap Plant 1, Thika. One of the many highlights he lists from his time at Bidco is a positive working environment. “The Company has respected me so much, and promoted me with time” he says. “I have been rewarded too and I feel appreciated. They’ve been wonderful and I guess that’s one of the reasons why I’m still here.”

Looking back, Walter says that he has no regret whatsoever to ever joining Bidco, he has especially grown with experience from time to time. When he joined, the company operated with only one plant with a production capacity of 10 metric tonnes per day and currently production is over 120 metric tonnes.

Walter also values the respect among all Bidco employees. Another thing that Walter can boast about Bidco Is the cutting edge technology applied in its operations, which has attributed to the current world class standards and brands.

A typical day for Walter starts with a Daily Working Management meeting, where employees of the department meet, follow up on previous day work, solve any problem if at all there was, allocate target for the day and later operations start. Now that’s when the combined effort of each individual result in achievements of an organization.

With Walter, there is a lot to be picked, responsibility makes big things happen and we all have to contribute to the end goal with dedication.

One stop shop for BIDCO News
BIDCO CEO’S CELEBRATED IN THE EASTERN AFRICA EY YOUNG ENTREPRENEUR OF THE YEAR AWARDS 2011

Bidco CEO Mr. Vimal Shah and Group Executive Director Mr. Tarun Shah were honored at the prestigious Eastern Africa Ernst & Young Entrepreneur of the Year 2011 awards ceremony held at the Mara Ballroom, Intercontinental Hotel on 24th November, 2011. Mr. Vimal and Mr. Tarun were recognized as finalists in the Master Entrepreneur category. The finalists were picked from a host of nominees from Kenya, Uganda, Tanzania, Rwanda and Ethiopia who had to go through a rigorous vetting process before the ultimate winner was crowned at the gala event.

Congratulations Mr. Vimal Shah and Mr. Tarun Shah!
Vimal Shah, CEO of Bidco Oil Refineries Ltd added another feather to his cap when he received the 2011 Superlative Trailblazer Award, recognizing him as a Warrior of the Marketing Society of Kenya, during an event held at Uhuru Gardens. The award recognizes Vimal’s role as a top leader in the development of Kenya and for running one of the most outstanding businesses in Africa.

Bidco Director, Chris Diaz, was also awarded Fellow honor of the Marketing Society of Kenya as one of the leading Marketing Directors in the region.

Bidco Oil Refineries was also honored among the top ten marketing companies of 2010/2011 for the launch of Pure and Natural, Power Boy, Nuru and Kimbo marketing campaigns.

Chris Diaz, who is Director of Business and Marketing, was appointed as the Chairman of the Board of the Africa Marketing Confederation (AMC) which becomes one of the largest marketing professional bodies in Africa. The AMC which will function like the European Marketing Confederation will have 54 countries marketing bodies including international organizations like Chartered Institute of Marketing.

We at Bidco congratulate Mr. Chris Diaz for this and are proud to be associated with him.

Another to the Board of Trustees
Mr. Vimal Shah is the newest Advisory Board member of The Tony Elumelu Foundation. This is an African based and focused non-profit foundation, which seeks to enhance and facilitate the competitiveness and growth of Africa’s private sector. Among several initiatives, the foundation mentors young African professionals across the continent through its annual African Markets Internship Programme (AMIP) – a highly competitive 10-week program which places top African MBA students in fast growing African-owned companies across the continent. The foundation also provides strategic grants to African-focused leadership and entrepreneurship non-profit organizations of African origin.

And I just want to work with good Directors!
Mr. Vimal Shah is the newest Advisory Board member of The Tony Elumelu Foundation.

Swalleh joins us from Congo United FC, where he held a similar role for the past four months. Prior to joining Congo United, Mr. Swalleh was the head coach of Thika United for 10 years.

Mr. Swalleh has had an illustrious career, having helped Thika United reach the number 3 position in the Kenya premier League in 2009. He also headed the national Women’s team to world cup qualification in 2006 and Thika United to the finals of the Presidents cup against KCB in 2005.

His career in soccer spans 30 years, having started out as a goal keeper in 1981 at Murang’a United. He went on to be part of the founding team of Kenya Securicor where he also coached in between 1993 and 1996. In 2000, Mr. Swalleh stamped his presence as a coach to watch when he led the Aberdares team to the finals of the International Coca Cola finals.

With Mr. Swalleh’s vast experience and achievements, Bidco united hopes to achieve all their goals and much more this year as they are under his guidance and training.

The entire Bidco family welcomes Coach Swalleh and wishes him all the best as he takes up the new post, by giving him all the support. KARIBU TENA COACH SWALLEH!
A VISIT BY THE DEFENCE FORCE

Bidco Marketing Director, Mr Chris Diaz with the visitors

Bidco Team Leader - Sales & Marketing, Mr Mitul Shah receiving a gift from visitors

Learning session during the visit at the Refinery plant

The visitors being taken through the soap plant process
A day without sunshine is like you know, night. So why not let the sunshine in!

Anyone’s life truly lived consists of work, sunshine, soap, plenty of fresh air and a happy contented spirit. Want all this? Nuru multipurpose Soap is the solution, with a sparkle to life. The soap comes with four variants all with special ingredients to cover your entire soap requirements. If you want a soap to keep germs away for the family, Nuru green has the antibacterial for that purpose, a soap to be gentle on your skin? Then you would want to go for Nuru White with glycerine which helps in giving an enhanced look for your skin. Anytime you are experiencing those tough stains in your laundry and have tried all sort of ways, try no more, Nuru Blue has that quick stain remover that will ease all your laundry. It’s in the tough economic times and this times call for smart people who need to be wise in their spending to survive. Then here comes a solution for you, Nuru Yellow, it is perfect for that shower after a sweaty day, it gives you the lemon fresh scent and not only that, for your clothes, they need that freshness too after the long day, you need not look anywhere else, you have Nuru yellow. I told you with Nuru life is made easy you save and you can afford it in whichever SKU you want be it 60gms or 175gms. Make life easy with Nuru and Keep your face to the sunshine and you will never see the shadow.

Kindly share your experiences | memories with these brands to stand a chance to win Gift Hamper.
Send e-mail to: ccpr@bidco-oil.com

Bidco Oil Refineries participated in the 2011 Taste awards as sponsors of different category awards. The taste awards are all about enjoying food, drink and entertainment, and in turn place Kenya on the map as a great dining and entertainment destination for both local and international people. The event was successful and Bidco was well presented by our directors who awarded the winners of the various Bidco sponsored categories. Among the categories included, Bidco award for Chef of the Year, awarded to Hubert de Marais, Executive Chef at Fairmont, Elianto award for Best Family Experience, awarded to Carnivore Simba Saloon, Bidco Award for sustainable Champion of the Year, Tatu at the Fairmont Norfolk and lastly the Sungold Sunflower Oil Award for Best vegetarian Selection, awarded to Haandi.
<table>
<thead>
<tr>
<th>Location</th>
<th>Product Details</th>
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<tbody>
<tr>
<td>Kitale to Kisumu</td>
<td>Kimbo white cooking fat being fortified with essential vitamins, is loved by all mothers and is always at the heart of every meal.</td>
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<tr>
<td>Eldoret to Emali</td>
<td>Elianto pure winterized corn oil is the most famous corn oil when cooking or frying your favourite meals.</td>
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<tr>
<td>Gigiri to Githurai</td>
<td>Gental washing powder with stainex enzymes removes stubborn stains from all your washing at home and also leaves your hands softer.</td>
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<tr>
<td>Thika to Tharaka</td>
<td>Tiger quality assured bar soap is available for all purposes, from laundry to utensils.</td>
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<tr>
<td>Busia to Bondeni</td>
<td>Biddys margarine spreads its nutritional value of 7 vitamins which are essential for the body’s growth thus making it good for the whole family.</td>
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<tr>
<td>Mt Kenya to Maasai Mara</td>
<td>Msafi bar soap washes clean; it’s affordable and lasts longer, leaving your washings with a clean sweet scent.</td>
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<tr>
<td>Pangani to Pumwani</td>
<td>Pure and Natural beauty soap is the choice for the women who want it all, and comes with 4 different variants.</td>
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<tr>
<td>Nakuru to Nanyuki</td>
<td>Nuru multipurpose soap is a must have in every home to meet the daily hygiene needs.</td>
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<tr>
<td>Chakavali to Chepalungu</td>
<td>Chipsy pure yellow cooking fat brings the goodness of Vitamin A, D and Beta carotene making your food have a yummy taste.</td>
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<tr>
<td>Malindi to Marsabit</td>
<td>Mallo white cooking vegetable fat has extra purity for less, letting you get the most.</td>
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<tr>
<td>Samburu to Sondu</td>
<td>Sungold brings the goodness of pure, winterized and nutritious sunflower seed oil, which is also heart friendly and delivers a sweet aroma in the kitchen when cooking.</td>
</tr>
<tr>
<td>Gusii to Garissa</td>
<td>Golden Fry pure vegetable cooking Oil with Vitamin A &amp; D fries more, lasts longer and comes in user friendly packaging.</td>
</tr>
<tr>
<td>Mombasa to Mumias</td>
<td>Mariandazi baking powder is every baker’s friend and has no equal giving you quality mandazis and cakes.</td>
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<tr>
<td>Voi to Vihiga</td>
<td>Veebol white cooking fat is loved by all bakers for its softness when using in baking.</td>
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<tr>
<td>Bob to Beatrice</td>
<td>Bidco’s products are loved by all.</td>
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The HCM implementation team is visiting various areas of Bidco as a part of the Blueprinting phase.

Technology is the way

The Human resource department is now in the process of implementing SAP. This is the leader of ERP and HCM area. The advantages are against current adhoc based manual system, meaning we will have all policy, rules in place and totally electronic, workflow based, error free, search free hence increase the efficiency of people thus increase the morale of the staff. Another interesting feature with SAP HR is its integration with other modules wherever required. This is the first time Bidco is going to a HR system, the Human Capital Management, which will definitely make our organization more efficient, strategized, more incorporated and fit for today and tomorrow.
REASONS WHY BIDCO BRINGS SMILING FACES AND MAKES LIFE REALLY COOL

LIFE NI COOL NA BIDCO’S GOODS

- NI COOL KU-USE PRODUCTS ZILE COOI
- BIDDYS NI SWEET UKIWA HOME AMA SCHOOL
- GOLDEN FRY NI SHWARI KWA AINA ZOTE ZA FOOD
- GENTAL HUNGARISHA NGUO ZOTE KAMA MOON
- UKI-FRY NA ELIANTO ITALETA UTAMU NDANI YA ROOM
- KIMBO INA UBORA KUTOKA MORNING HADI NOON
- GUNDUA SIRI YA UTAMU NA COWBOY UKI-COOK
- PURE & NATURAL NI POA NDANI YA BAFU AU POOL
- POWERBOY INA POVU NYINGI, UKIFUA INAKUPA MOOD
- SUNGOLD HAINA CHOLESTROL NA HUFANYA HEART IWE GOOD
- NURU HULETA USAFI NYUMBANI VERY VERY SOON
- CHIPSY INA VITAMINS MORE NA HUPA HEALTH YAKO BOOST
- OLIVE GOLD NI DELICIOUS UKIPIKA KUKU AMA GOOSE
- MARIANDAZI HU-BAKE VI POA NA HAU NEED ANY PROOF
- WHITESTAR HU-REMOVE STAINS KWA SUFURIA HATA SPOON
- MALLO HUKAANGA CHAKULA KINAKUWA SOFT KAMA WOOL
- UKITAKA KUWA SONKO NI LIFE USICHEZE NA BOOK

HAPPY HEALTHY LIVING NI SLOGAN COOL
He acted with dedication and hard work, and he made a difference, through the achievements.

Watch out for the next issue, the man behind the success story, Chairman of Bidco, Mr B.D Shah.
All things in life are temporary. If going well, enjoy it, they will not last forever. If going wrong don’t worry, they can’t last long either.

Old Friends are Gold! New Friends are Diamond! If you get a Diamond, don’t forget the Gold! Because to hold a Diamond, you always need a Base of Gold!

Often when we lose hope and think this is the end, GOD smiles from above and says, “Relax, dear, it’s just a bend, not the end!

A blind person asked St. Anthony: “Can there be anything worse than losing eye sight?” He replied: “Yes, losing your vision!”

“Knowledge speaks, but wisdom listens.”

“You can avoid reality, but you cannot avoid the consequences of avoiding reality.”

If a man does his best, what else is there?”

Try to learn something about everything and everything about something.”

“The true measure of a man is how he treats someone who can do him absolutely no good.”

“Knowledge speaks, but wisdom listens.”

“You can avoid reality, but you cannot avoid the consequences of avoiding reality.”

When you do the common things in life in an uncommon way, you will command the attention of the world.”
Customer in a hotel:
Waiter, this soup tastes funny!
Waiter: Oh! the chef must have been laughing when he prepared it sir.

How do you get holy water?
Boil the hell out of it.

What has four legs, is big, green, fuzzy, and if it fell out of a tree would kill you?
A pool table.

The true measure of a man is how he treats someone who can do him absolutely no good.