

**NORDA INDUSTRIES LTD**

PO BOX 60917-00200  
MOMBASA ROAD  
NAIROBI, KENYA

**TEL:** (020) 236 7881/2 | **FAX:** (020) 236 7880  
**MOB:** 0732 401 786 | **E-MAIL:** sales@norda.biz

## COMPANY PROFILE

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**Beginnings**

Norda Industries Ltd (Norda meaning North) was founded in 2008, by Tajdin Hussain Jaffer, a successful Industrialist who owns various operations in Rwanda and DRC. Norda started as a small scale corn snacks production unit with the entire operation being run at their existing location at Mombasa Road near Mlolongo.

The company has since grown and now has an administration block for offices, a modern, fully equipped factory and additional warehouses for future expansion.

The company directors are Mr. Tajdin Jaffer, Mrs. Khatun Jaffer and Mr. Faraz Ramji who acts as the managing director.

**Our Vision**

"To be recognized and respected as a leading manufacturer and distributor of consumer goods in East Africa."

**Our Mission**

"To serve all segments of the market by producing top quality products, and to raise the standard and variety of regionally manufactured consumer goods through innovation and continuous improvement."

**Products**

The Company currently manufactures and markets several food snack products under successful brand names: "BITEZ", "URBAN BITEZ", "FOOTBALLZ" & "TAMU TAMU" each holding their own brand identities in the market.



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**BITEZ** is an original tasty and crunchy corn snack. It is extruded from the best quality local maize, fried in fresh vegetable oil, flavoured with various mouthwatering ingredients and hygienically packed in 30g packets for convenience in both clear packs and foil packs.

BITEZ Crunchy Corn is available in the following flavors:

- ❖ Roast Chicken,
- ❖ Tomato and Chilli,
- ❖ Barbeque Sauce
- ❖ Cheese and Onion
- ❖ Chilli and Lemon



**FOOTBALLZ** is a puffed corn product, with added health qualities being baked and not fried. It is extruded from the best quality local maize, oven baked and lightly flavoured to taste. It is hygienically packed in a 25g foil packet to maintain its freshness.

FOOTBALLZ comes in two simply kicking flavors

- ❖ Barbeque
- ❖ Fun & Fruity



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**URBAN BITES** is the latest addition to our product range. These delicious crisps are made from the highest quality local potatoes which are sourced directly from Kenyan farmers. They are lightly fried in golden vegetable oil and flavored with unique, tasty spices. Urban Bites are hygienically packed into 30 grams matt-finish foil packets.

We offer Urban Bites in 2 different cuts and 5 lip smacking flavors



**The Classic Cut**

- ❖ Trendy Tomato
- ❖ Summer Salt
- ❖ Samba Salt & Vinegar



**The Groovy Cut**

- ❖ Funky Fruit Chutney
- ❖ Party Paprika

**TAMU TAMU** is our nutritious corn curl snack product extruded from the best quality local maize, it is baked and not fried, flavoured with exciting ingredients and hygienically packed in 20g packets for convenience. We currently offer Tamu Tamu Corn Curls in the following flavors:

- ❖ Fun and Fruity
- ❖ Tomato Ketchup

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**Health & Safety**

The Company maintains a high level of health and safety and it meets all government requirements relating to this. As a food manufacturer, we are committed and believe it is our responsibility to ensure the highest quality and safety of our products.

**Employment**

Norda employs approximately 70 people directly. Indirect employment is done through contracting of farmers in Bomet district of Kenya. Contracts are signed with the farmers to ensure their consistent livelihoods at a fair price (fair trade) while guaranteeing consistently excellent quality raw materials.

**Quality Standard & Recognitions**

- ❖ HALAL bureau of certification – All of our products are 100% Halal.
- ❖ KEBS – All of our products have been approved and certified by the Kenya Bureau of Standards.

**Plant and Machinery**

For the manufacturing operations the company has installed the state of the art machinery consisting of three production lines: extruded fried corn snacks, extruded baked corn snacks, and potato crisps. The Company also has fully automated packaging lines that guarantee hygiene, weight accuracy and freshness.

We trust that you will find our products an excellent addition to your current product range and we are confident that your customers will share our appreciation. Please find enclosed a price list for your consideration.

Please do not hesitate to get in touch with us should you require any assistance or if you have any queries. You can contact our dedicated sales team on (020) 236 7881/2/3/4. Our Sales Manager is Mr. Faizul Matheen (0720 129 999) He will happy to provide you with any information that you may require.

Also, do feel free to contact me directly at any time.

Yours Sincerely,

**Faraz Ramji**  
Director  
0734 188 958