



**Maisha Bottlers & Beverages Limited**  
P.o box 22196m Plot no. 71, kipawa industrial estate, Ilala Dar es Salaam.

**Progress Report**

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## Maisha Bottlers & Beverages Limited

### **1.0.Introduction**

The proposed investment of integrated soft drinks and packing materials project is being implemented by Maisha Bottlers and Beverages Limited. The company is desirous to become the leading local producer of soft drinks in Tanzania. The project is aimed to capture the ever-growing demand for soft drinks in Tanzania.

The beverage sector comprises of alcoholic and non-alcoholic drinks. The alcohol sub-sector includes the distilling of ethyl alcohol, the distilling and blending of spirits and the brewing of wines, cider and beer. The soft drinks sub-sector comprises of the processing and bottling of juices, carbonated drinks, natural spring water and mineral water.

MeTL Group, through Maisha Bottlers and Beverages Limited, has investment interests in the production of soft drinks and packing materials for soft drinks. Presently, the Group owns and operates three plants producing bottled water, flavoured juices and carbonated drinks all under A-One Products and Bottlers Ltd.

Maisha Bottlers and Beverages Limited is a private limited liability company under Tanzania' Company Laws. The company is registered with the objectives of, among other things, involving in soft drinks and packing materials manufacturing and distribution and development of related industries.

METL Group, as the mother company, is a Tanzania registered private limited liability company with the business objectives of engaged in all economic sectors including trading, agriculture, manufacturing, energy, commercial services and other sectors. METL Group has investment interests in over 30 registered companies throughout the Eastern, Central and Southern African.

Under this project was estimated to cost TZS 58 billion, Maisha Bottlers and Beverages Limited is positioning to invest in the water bottling and carbonated soft drinks plants and plastic bottles manufacturing plant. The company is applying for certification from Tanzania Investment Centre (TIC) for fiscal and other investment incentives.



## Maisha Bottlers & Beverages Limited

### 1. Planned activities for the Period

Maisha bottlers & beverages ltd, an associate company of METL Group of Dar-es-salaam, Tanzania. There was planned activities which provide a roadmap for a Greenfield investment of an integrated soft drinks and packing materials manufacturing plants in Mbeya and Dar-es-salaam, Tanzania. The activities being implemented by MAISHA Bottlers & Beverages Ltd (“MAISHA BOTTLERS”) and it’s located at Iyunga Industrial area in Mbeya and Kipawa Industrial Area in Dar-es-salaam.

The following were the activities planned on implementation of the project:-

#### 1.1.Site preparation for civil work

On site preparation this was the first activities and it was include the following tasks

- Extension of 12\*8 mt of 24\*40 warehouse
- To prepare 12\*48 existing juice preparation area to convert for CSD Prep
- To prepare 6\*9 for chiller
- 16\*90 old plant refurbishment
- 7\*21 mt mezzanine for pet CHILLER
- KHS and line 10 machine foundation
- CO2 tank and accessories platform
- Removal of mezzanine at 12\* 48 at bulk filling and Juice Preparation side

#### 1.2. Equipment shifting

- BFP – 1,2,3,3 shifting along with associated utilities
- Bulk bottle blowing machine shifting along with keepro and chumpower
- Bulk water filling machgine-1 and 2
- TFM Machine Installation
- BFP and Bulk filling machine shifting
- Chiller of PET machine at 18\*90 mt area to be shifted at mezzanine
- Relocation of line 8 with modifications
- HDPE office shifting



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### 1.3. Utilities

- Power supply identification and additional/planning/arranging cables
- Fixing cable trays
- Steam-steam line designed for suitable pressure and temperature
- P& ID of steam line
- Pipes/fittings prv/condensate traps instruments ordering/arranging
- HP air power and water arrangement for air compressor and cooling tower
- HP air compressor installation and commissioning
- HP Air compressor positioning and commissioning
- HP air line/receiver fabrication and merge to main line
- Air receiver positioning

### 1.4. Syrup Preparation

- CO2 tank/vaporizer and filtration unit installation/piping to filter
- Equipment size evaluation/identification/ordering
- Installation –sugar dumping-preparation
- Syrup preparation/pasteurization and filtration
- Simple syrup cooling and storage
- Blending tanks installation
- Piping and instrumentation
- Product water storage and distribution
- Chiller for preparation
- CIP kitchen tanks installation
- Two circuit to prepare with recirculation
- All piping and instrumentation
- Utilities like power, water, steam and air line laying
- Juice preparation pipes and instrumentation
- Mixing/blending tanks
- Pasteurization and homogenization equipment installation
- Juice tanks final products tanks and connection to filter



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### 1.5.Line

- civil works as per the layout floor, drainage and ceilings
- utilities power, steam ,air and water line up to location
- machine shipment arrival
- shipment clearing and transport from port to plant
- arrange crane and fork lifts ti locate machines
- rigging of equipment's and positioning as per the layout
- equipment's unbox and physical verification
- mechanical leveling of machine
- conveyor installation
- electrical panel installation along with cable trays and cable laying
- pneumatics panel and connections
- drivers and internal cabling equipment wise according to drawing
- dry run to check functionality all machines
- synchronization check by varying speed conveyor
- machine commissioning for function and logic
- water trials
- punch list of issues faced and action plan with timeline
- product trial at medium speed
- capacity trial full speed
- mechanical efficiency trial

### 2.0. Achievements made on the project implementation to date

Maisha bottlers & beverages ltd is a new investment company intending to enter the Mbeya soft drinks market as well as the Dar-es-salaam market. The project achieved the following from its proposed

#### 2.1. Dar Es Salaam Plant

- Site preparation for civil works is complete and building is done according to the layout



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- Machine and Equipment installation are done for 50% for production of bottled water and carbonated soft drinks.
- Utilities for maisha bottlers and beverage ltd is complete and the infrastructure is useful to support the production
- Syrup preparation is done completely for Maisha Dar es Salaam Plant.
- Civil works and Building set up is complete at maisha dar Es Salaam Plant
- All associated accessories installed and commissioned for lines expect line are done for other lines but for line 10 is still pending.
- The plant has capacity to produce 1,500,000 cases of both bottled water and carbonated soft drinks.

### 2.2. Mbeya Plant

- Site preparation for Civil works is 99% complete
- Equipment's and Machine installation is still pending
- Utilities infrastructure for Maisha Mbeya some are still Pending
- Line installation are still pending for Maisha Mbeya Plant
- The project will procure and install 30,000 Bottles per hour for production of bottled water and carbonated soft drinks.
- The plant will have capacity to produce 1,500,000 cases of both bottled water and carbonated soft drinks.
- The project will also procure and install soft drinks packages manufacturing plant for production of bottles for own use.



## Maisha Bottlers & Beverages Limited

3.0. See below table for Updated Information of the following:-

S/No.	Information	Description	Current project status
1.	Shareholders information	Current shareholders names, nationality and percentage of ownership	<b>1. Dixita Mohamed Dewji, Tanzania, 90%</b> <b>2. Hassan Gulam Abbas Dewji, Tanzania, 5%</b> <b>3. Hussein Gulam Abbas Dewji, Tanzania, 5%</b>
2.	Company communication information	Email address	<b>mbb@metl.net</b>
		Mobile number	<b>0758 077 732</b>
		Land line telephone number	<b>+255 222 861 248</b>
		Physical address (plot No., Block No, street, district and region	<b>Plot no. 71, kipawa industrial area, ilala dar es salaam.</b>
3	Contact person	Name	<b>Mohammed Rashid</b>
		position	<b>C.E.O</b>
		Communication details (email, mobile and telephone	<b><u>m.rashid@metl.net</u> +255 758077732</b>
4	incorporation	Certificate of incorporation no.	<b>135462</b>
5	TIN Information	TIN certificate No.	<b>133-986-243</b>
6	Project Objective	Project core Activity	<b>Manufacturing of Beverages</b>
7	capacity	Project capacity per Year	<b>18,000,000 cartons</b>
8	Direct employment	Foreign-men	<b>6</b>
		Foreign- women	<b>1</b>
		Local-men	<b>50</b>
		Local-women	<b>20</b>
9	Indirect Employment	Estimated total No.	<b>650</b>
		Types/area Indirect Employment	<b>-checking for reject</b> <b>-collecting reject</b> <b>-arranging product Goods</b> <b>-taking produced goods to store</b>



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### 4.0. Project financial Expenditure to date (USD)

	Foreign (USD)	Local (USD)	Total (USD)
Land building	0	4,995,000	4,995,000
Plant and machinery	0	13,940,938	13,940,938
Vehicles/aircraft	0	1,241,000	1,241,000
furniture	0	50,000	50,000
Office Equipment	0	85,000	85,000
Insurances cover	0		
Pre operational expenses	0	296,727	296,727
Working sub-total capital	0	6,071,281	6,071,281
<b>GRAND TOTAL</b>	<b>0</b>	<b>26,558,665</b>	<b>26,558,665</b>

### 5.0. Project Financing

The proposed project was been financed through equity and external loans. The company was solicit for USD 15,977,000 loan for capital expenditure and put equity of USD 10,645,000 as summarized below:

	Amount (USD)	Source country
Local Equity	15.977M	Tanzania
Local loans	10.645M	Tanzania
Foreign Equity	-	
Foreign loans	-	
Total Investment	26.622M	Tanzania



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### **6.0. Problems and solutions:**

One of the biggest challenges we encounter on the implementation of this project It was the delay of materials and some installation faults which affect the effectiveness of the machine productivity. For the instance Line 1 ordered in 2018, commissioned in the month of June 2018, the line performance/efficiency was less than 35 % and ingredients yield were very less hence losses were huge. So we invited Machine manufacturer and investigate thoroughly. With some modifications it has reached to 50%.

Further round of meetings started with supplier till then kept Line 2 on hold for delivery so that machine manufacturer can correct those completely, after final meeting and agreement to correct Line 1 and subsequent changes of Line 2 they have been advised to ship Line 2 but, in the meantime, COVID- 19 pandemic took over worldwide and erupted plan. The line has finally been shipped in December 2020 and reached Dar es salaam on 9<sup>th</sup> Jan,21

Once got clearance from port then will start installation and commissioning process which will be furnished in March 2021 and post process and product certification from TBS and concern authorities' commercial production will take place thereafter. Civil work and utilities supply lines are about to be ready to cater upcoming new line.



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### **7.0. Future plans:**

MAISHA BOTTLERS will invest in physical facilities including land and buildings, machinery and equipment, and other support facilities for production of soft drinks and packing products. The company will invest in two plants to be in Mbeya and Dar-es-salaam.

We have started expanding our business at Dar with two more high speed lines which is almost 5000 sq.mt expansion. This will definitely generate more than 500 jobs for Tanzanian.

We have planned to expand 7000 sq.mt facility for CSD and Juices segment for which we have started working.

For Mbeya we have already started civil construction work which is about to be completed within couple of month and machines are already ordered.- Mbeya facility will be 10000 sq. mt development.

We are planning to install New KHS Germany lines which will come to enhance production capacity of CSD plant at Dar. New production line with new syrup preparation section and auxiliaries- utility to support production lines will generate more employment and revenue for our country growth.

Equipment already ordered and shall arrive in Dar in June 21, may take three months to start so we can say that from next season time i.e., September/October 21 we will be equipped with more capacity to serve customers.



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### **8.0. Recommendations and any other comments:**

Tanzania is a Country with population of over 50 million people. People belonging to different income levels use different brands, which fall under different segments, but all income level uses soft drinks.

Rural consumers in Tanzania constitute 80% of the population. Rural is growing, with more and more soft drink brand being launched in discount segment targeting the lower socio-economic strata of consumers. Maisha Bottlers and Beverages Ltd will target its products to the lowest income strata in urban as rural areas, positioning its brands as a way to remove dirt and clean body.

We kindly requesting TIC support to continue partnering country growth and provide more and more employment to our fellow Tanzanians.