



**AZAM MEDIA LIMITED**

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Dar es Salaam

Tanzania

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# **AZAM MEDIA LIMITED**

(To set up a Disaster Recovery & Teleport Facility  
Azam Media Kibaha Teleport)

At

Kibaha,  
Dar es Salaam

**--- AN INVESTMENT PROPOSAL ---**

March 2024



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## 1.0 EXECUTIVE SUMMARY

This document presents an investment proposal from M/s Azam Media Limited (AML), a related party of M/s Said Salim Bakhresa & Company Limited, encompasses the development of its inaugural project, the Azam Media Teleport Kibaha Project. This initiative entails the construction of a Disaster Recovery (DR) site along with a full fledge teleport facility. The DR site serves as a backup location equipped to ensure seamless continuity of operations in the event of unforeseen disruptions or emergencies. Meanwhile, the teleport facility facilitates the transmission of television signals via satellite, enabling the distribution of TV connections to targeted clientele in Tanzania and Global. Additionally, the project aims to establish Azam Media as a major media hub in Africa. This is not a revenue generating project but rather an infrastructure supporting Azam Media Limited's business operations.

Azam Media Limited (hereinafter referred to as AML) is a part of the group of companies established by Bakhresa group. The primary company M/s Said Salim Bakhresa & Company Limited (hereinafter referred to as SSBC), has been a strategic investor over the years Milling, PP Bags and Transportation business. These projects are registered with TIC and successfully executed within the agreed timeframe.

The project is intended to fully utilize the goodwill of Group's logo 'AZAM', which has been awarded as Superbrand in recent years and has been No. 1 choice of the people of Tanzania and other East African Countries.

The project is estimated to cost USD \$ 30 million, the major components of which being that of Equipment and Civil Construction. We envisage the financing of the project through self-funding out of the trading and service activities of the company. The project is expected to be completed by March 2025.

AML currently operates to serve over 1,000,000 subscribers and provides quality TV services. The project is required to provide a back up to the existing service facility which was established in 2013 and thus ensure a continuous stream of revenue of around USD 110 Million with a profit of around USD 20 Million.

The expansion project has a lot of economic and social benefits including that of generating direct employment to approximately 50 Tanzanians. It is therefore financially attractive and economically desirable to warrant the Tanzania Investment Centre's approval and support.



In summary project highlights are as shown below:

## **1. SHARES**

- Authorized share capital is 20,000 ordinary shares of Tshs. 100,000 each.
- Subscribed and paid up share capital is 17,000 shares of Tshs. 100,000 each.

## **2. SHAREHOLDERS**

Mr. Abubakar Said Salim Bakhresa	51.0%
Mr. Omar Said Salim Bakhresa	24.5%
Mr. Yusuf Said Salim Bakhresa	24.5%

## **3. DESCRIPTION OF PROJECT**

To set up a Disaster Recovery & Teleport Site – Azam Media Teleport Kibaha.

## **4. TYPE OF ENTERPRISES**

Media Company

## **5. INVESTMENT COSTS (MILLION)**

Local                      USD \$              30

## **6. PROJECT FINANCING (MILLION)**

Internal                    USD \$              30

Loan                        USD \$              0

Total                        -----  
USD \$              30  
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## **7. TECHNOLOGY AGREEMENT**

None

## **8. OPERATIVE DATE**

April 2025

### **2.0 PROJECT BACKGROUND**

#### **2.1 INTRODUCTION**

This project is aimed at establishing Azam Media Teleport Kibaha as the only first true Teleport facility in Tanzania and a Disaster Recovery site for Azam Media.

#### **2.2 PROMOTER AND OWNERS**

##### **2.2.1 THE COMPANY**

AML, on its own and through its subsidiary, has been part of multiple project relating to the media industry since 2013. This includes the initial investment towards set up of Media industry, setting up of DTT network etc. Multiple projects were successfully implemented in other business areas by SSBC, another company of bakhresa group, incorporated in 1983, and whose core business is WHEAT GRAIN MILLING. The company operates three modern wheat milling plants at its Kipawa, Mzizima & Buguruni Industrial Complex.

##### **2.2.2 SHARE HOLDERS AND DIRECTORS**

AZAM MEDIA LIMITED has a paid up share capital of Shs. 1.70 Billion, held by following members of Bakhresa Family: -

Mr. Abubakar Said Salim	51.0%
Mr. Omar Said Salim	24.5%
Mr. Yusuf Said Salim	24.5%

The above shareholders constitute the Board of Directors of the Company.



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### **2.2.3 EXPERIENCE IN MEDIA BUSINESS**

Azam Media launched its pay-TV operations in late 2013 by providing support services to Media companies. It then moved into content production in 2018, thereby increasing its hold on the content market. In 2021, it entered into network services by implantation of DTT network in Tanzania, through Azam Digital Broadcast Limited (ADBL).

In 2020, it started the services of PayTV in Tanzania through its company Azam TV Limited (ATL).

ADBL and ATL were merged into AML in 2022 and since then AML is the single company providing Network, Content and PayTV services in Tanzania. It has since experienced remarkable growth in the region. Demonstrating a commitment to introducing cutting-edge technology and captivating content, it has established itself as a formidable player, rivaling international pay-TV operators in terms of both quality and innovation.

### **2.3 Group Companies in Other Fields:**

(a) **Azam Marine Company Limited**

The company is engaged in transporting passengers by sea from Dar es Salaam to Zanzibar. The company owns four very high standard vessels named Azam Sealink 1, Sea Buses I, II and Super Sea Bus III. The Company has earned a reputation of providing high class service to the passengers.

(b) **Kilimanjaro Fast Ferries Limited**

The company is engaged in transporting passengers by sea from Dar es Salaam to Zanzibar. The company owns a fleet of very high standard vessels. The company has earned a reputation of providing high class service to the passengers. The project is registered with ZIPA.

(b) **Bakhresa Food Products Limited**

The company is engaged in the production of drinking water, ice-creams, Juice and Carbonated Soft drinks. The products of the company have gained wide acceptance throughout the country due to the high quality of its products. The company has expanded its production and marketing base manifold since its inception a few years ago.



(c) **Azam Bakeries Company Limited**

The company manufactures high quality bread, buns biscuits and cakes for the local market. The principal raw material, flour and packing materials are sourced from the group companies. The company has ambitious growth plans during the coming years, in view of the response received by its products in the market.

(d) **Omar Packaging Industries Limited**

The company is engaged in manufacturing plastic bags, rolls and other plastic packing materials. The company uses the latest printing technology for its products. A major portion of the company's sales comprises of supplies to the group companies. The company is poised for substantial growth during the current year, mainly due to the growth prospects of the group companies as well the growing demand for the company's products outside.

(e) **Azam Polysacks Limited**

The company is engaged in production of PP woven bags for use as Sacks for packing of Flour, Grain, cement etc. The company has recently finished its first financial year of operations and has achieved the targeted results successfully.

## **2.4 MEDIA POLICY OF TANZANIA AND REPORTS**

The Media Policy of Tanzania, 2001 encourages investment in the Media sector within certain defined parameters. However, the conditions have changed since then.

The population of the country is growing fast and so is the number of Television sets and users of Television Media. Since Year 2010, Tanzania started application of Digital Technology. The International Telecommunication Union (ITU) requires member states to migrate to Digital from Analogue by 2015. However, Tanzania is among the first set of nations, which are completing said transition.

## **2.5** Many of the projects of Bakhresa group are approved by Tanzania Investment Centre and are successfully running contributing to the economic growth of the country.



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The list of projects approved by TIC is given below:

1. Said Salim Bakhresa & Company Limited-----to set up wheat mill at Kipawa, Dar Es Salaam
2. Said Salim Bakhresa & Company Limited-----to expand and set up 500-ton wheat mill plant at Mzizima, Dar Es Salaam
3. Azam Bakeries Company Limited-----to expand and rehabilitate bakery division of SSBC and set up a new biscuit plant at Kipawa, Dar Es Salaam
4. Bakhresa Food Products Limited-----to set up food processing industry to produce ice cream products, artificial juices and mineral water at Kipawa, Dar Es Salaam
5. Omar Packaging Industries Limited----to set up a plastic packing material manufacturing plant at Kiwalani, Dar Es Salaam
6. Said Salim Bakhresa & Company Limited---to set up a PP bags plant to produce polypropylene bags at Plot No.110 Kipawa, Nyerere road, Dar Es Salaam.
7. Said Salim Bakhresa & Company Limited--- to expand and set up a new 500-ton wheat mill plant at Plot No.74/1, Nyerere road, Dar Es Salaam
8. Said Salim Bakhresa & Company Limited---to set up a PP bags plant to produce polypropylene bags at Plot No.74/1 , Nyerere road, Dar Es Salaam.
9. Bakhresa Food Products Limited-----to set up food processing industry to produce ice cream products at Vingunguti Industrial Area, Dar Es Salaam
- 10.Said Salim Bakhresa & Company Limited- Grain Silo Project
11. Azam Media Limited Media investment in 2013
12. Azam Digital Broadcast Limited DTT network facility for 26 Towers in 2019.



It is noteworthy that all the projects approved by Tanzania Investment Centre under Bakhresa Group are successfully running and contributing to the economic growth of Tanzania.

### **3.1 LOCATION**

The Teleport and DR facility will be located at Plot No. 66EE, Mkuza, Kibaha. This location is ideal due to its elevation and proximity to City Centre. The premise is owned by Azam Media Limited.

### **3.2 CIVIL CONSTRUCTION**

Civil construction of the Office and Interiors will be undertaken by Job Plan Construction Company Limited. The civil construction cost is USD \$ 5.00 million.

Most of the construction material will be locally sourced. These materials include cement, concrete & steel rebar.

### **3.3 EQUIPMENT**

The project will be equipped with state-of-the-art technologies sourced from leading suppliers in the industry. Our Team of experts is actively engaging in negotiations with renowned suppliers worldwide to secure access to these cutting-edge resources.

## **COSTS**

### **4.1 FIXED CAPITAL COSTS**

The fixed capital costs for the expansion program is estimated at USD \$ 30 million summarized as follows:

	USD \$ Millions
	TOTAL
Civil Construction	5.00
Plant, Machinery and Equipment	25.00
TOTAL	30.00



#### **4.2 MANPOWER**

The project will employ 50 persons at an annual wage bill of TZS 1,500 Million.

#### **5.0 ECONOMIC AND SOCIAL BENEFITS**

- The project will generate direct employment to over 50 Tanzanians.
- Ensure Continuity of Communication and broadcasting.
- A broadcast teleport facility enables broadcasters to reach audiences worldwide through satellite communication. This global reach can expand market opportunities for content creators and distributors, leading to increased revenue streams and economic growth in the broadcasting industry and content creators.

#### **6.0 PROJECT IMPLEMENTATION SCHEDULE**

The execution of this project will be overseen by a team of professionals throughout its various stages. Completion of civil works and equipment installation is anticipated by February 2025.

#### **7.0 CONCLUSIONS AND RECOMMENDATIONS**

To leverage the prevailing governmental initiatives aimed at fostering private sector engagement in national economic undertakings, Bakhresa Group endeavors to expand and cement its involvement in the media sector, thereby tapping into the growing demand in Tanzania and neighboring regions.

This proposed endeavor holds significant economic and social merit for the nation at large, making a Tanzania Company a leading media hub in Africa. Thus, it is advocated for endorsement and backing from all relatable stakeholders. Given its substantial contributions to the country's economy and the substantial investment entailed, the sponsors earnestly anticipate the Tanzania Investment Centre's designation of this project as a strategic investment, accompanied by the provision of requisite incentives as outlined in the Tanzania Investment Act of 1997.