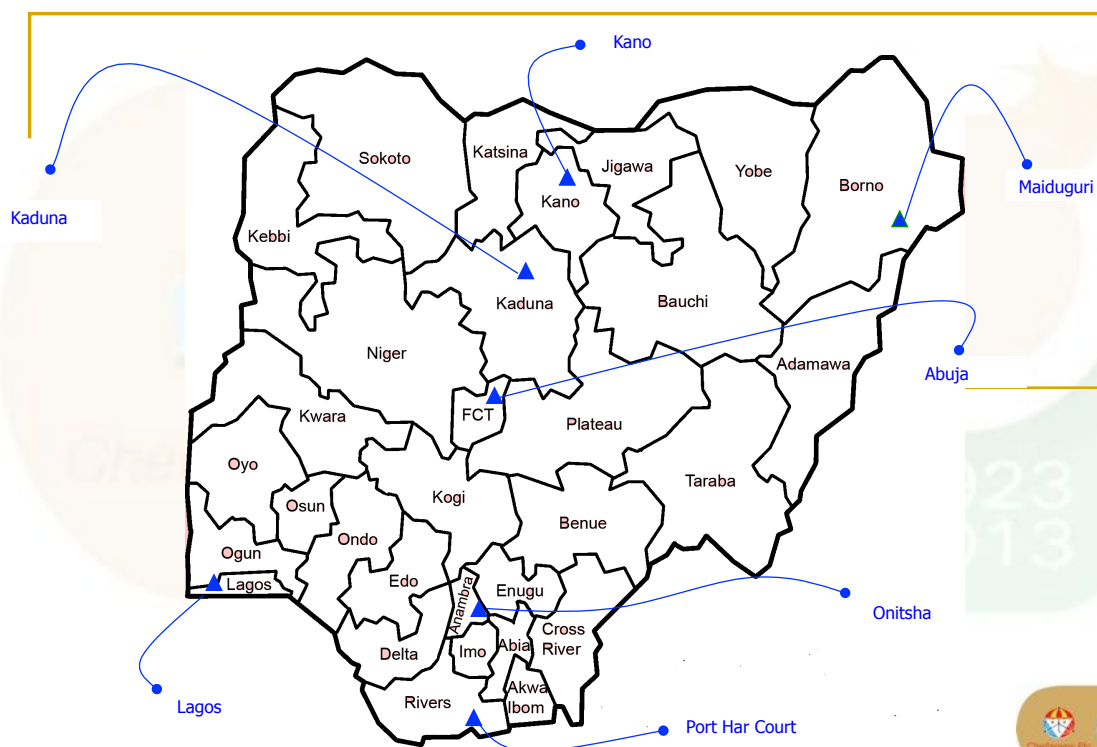




CORPORATE OVERVIEW



Chellaram's Plc Network in Nigeria



Business Units at Chellarams Plc



BRANDS

- FMCG
- Ingredients
- Consumer Durable/Electronics

INDUSTRIAL

- ← Polyurethane Chemicals
- ← Industrial Chemicals
- ← Machinery



FMCG



UHT Milk



Whipping Cream



Butter



Cheese



Focus:

- ♦ To partner International dairy product manufacturers
- ♦ Special emphasis in acquiring technological expertise of dairy majors of Europe, Australia/ New Zealand

Products:

- ♦ Fresh Long Life Milk (UHT)
- ♦ Milk Powder
- ♦ Malted Food Drink
- ♦ Butter & Cheese
- ♦ Frozen French Fries



Milk Powder



Dairy Habits

Fresh milk in Nigeria is scarce and available only in North.

In rest of Nigeria, Dairy products are more of an acquired habit

Urban Nigerians have acquired the taste only for dairy products like milk and use with beverages and cereals.

Rural Nigerians stick more with traditional foods and dairy products are not popular

However in the north of Nigeria, they consume milk and yoghurt (Fura Da Nono)



General perception that milk is for children



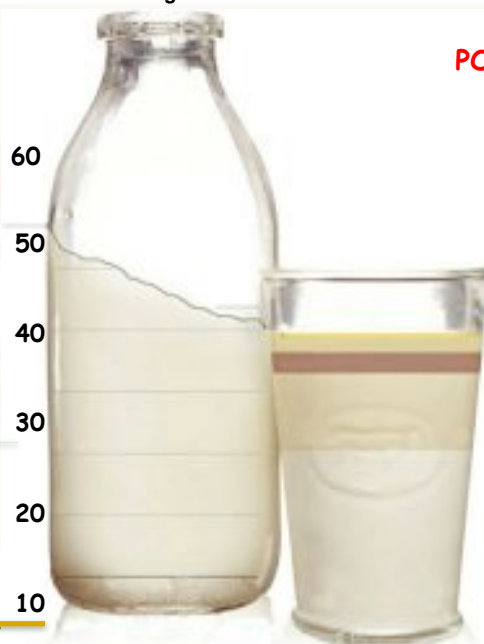
MILK CONSUMPTION

In kg

India
68.7kg

China
29kg

Nigeria
10
9kg



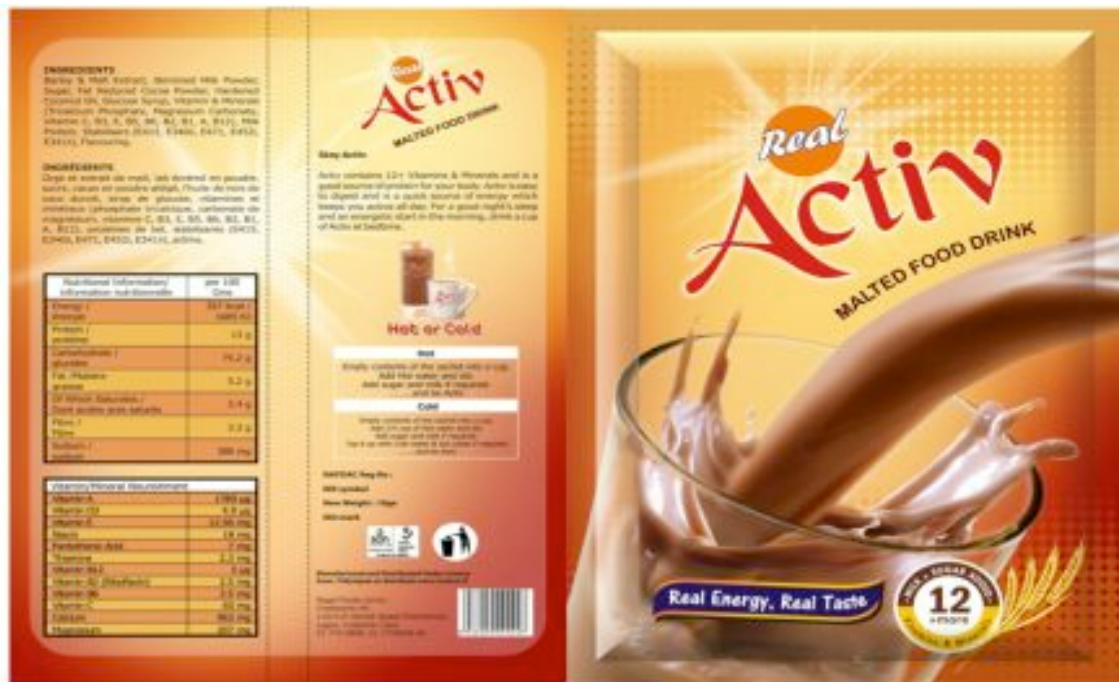
POOR MILK CONSUMPTION?

Nigeria's low per capita milk consumption is due to a combination of lack of awareness & advocacy and low purchasing power



Nigeria's milk consumption per capita per annum is at a low of 9kg

Our Latest Introduction



Ingredients

- **Focus**

- ♦ Specialty ingredients for
 - ♦ Dairy (Yoghurt & Milk based beverages)
 - ♦ Food industries
- ♦ Technical support and application
 - basic research/ Product Development
- ♦ Recipe technology.
- ♦ Material sourcing from renowned Manufacturers



Product

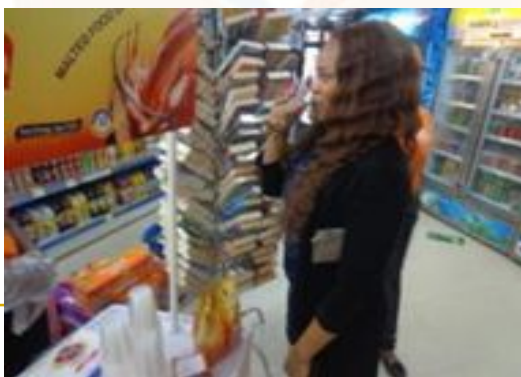
- ♦ World class products
- ♦ Whole Milk Powder
- ♦ Filled Milk Powder
- ♦ Skimmed Milk Powder.



Open Market Distribution



Super Market Distribution



Capabilities

A commitment to operational excellence drives the business at Chellarams Plc. This is backed by world-class systems and technology, ensuring consistent, streamlined supply chain management, transparent fiscal controls and timely service delivery.

Our capabilities include:

- ♦ Sales and Marketing
- ♦ Manufacturing
- ♦ Cold chain management
- ♦ Supply Chain
- ♦ Human Resource Development



Repacking of Milk Powder , Butter & Cheese



- ♦ Ultra modern facility in Lagos
- ♦ Fully automated packing line for sachet and Tins
- ♦ Repacking capability from 7g to 2.5 kg
- ♦ Offer contract powdered product
- ♦ State of the art cheese and butter repackaging plant.
- ♦ Quality control systems to meet strict hygiene and food safety requirements.
- ♦ Robust information systems
- ♦ Equipped with state of the art laboratory ensuring that all products packaged at the Chellarams Plc factory meet the highest standards of quality and safety.

The exemplary quality and standards of the products from the Chellarams food division have earned the QMS ISO-9001-2008 certification from the Standards Organization of Nigeria.



Cold Chain Management

Distribution Model:

- ♦ Reefer Imports
- ♦ Refrigerator Storage
- ♦ Rework in Controlled Temperature
- ♦ Redistribute in In-house Cold Vans

Implementation Model

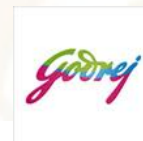
- ♦ Regulate supply chain from central Hub
- ♦ Network of Cold room in all branches
- ♦ Cold Room Vans
- ♦ HORECA



**PS- Chellarams PLC Quality Check is an imperative*



Some of the Principals we represent



Our Sister Companies.....



We are the Franchisees for KFC and AMEX (Travel Solutions) in Nigeria



110/114, Oshodi Apapa Expressway
Isolo, Lagos

www.chellaramsplc.com

