



*... We grow with you!*



ANNIVERSARY  
1993 - 2023

**Chronicles of our 30 year journey of growth, through provision of quality and affordable products and services to our esteemed customers**

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# Foreword

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Osho has been in existence for the last 30 years. The 30 years have come with high and low moments for the company. It has seen happy times on top of a mountain and sad times at the bottom of a valley. Many lessons have been learnt over the three decades and this has set the ground to move ahead in this twenty first century.

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# Editorial

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This publication entails the cocktail of moments as memory would reflect as the company moves closer to a half a century. The editorial team and all contributors are delighted to present this compressed 30 years experience.



# Inspiration from the Chairman & Founder



*Manoj Shah*

Our journey began with only 6 people working from our home's verandah, with only a dream to grow as our guiding light. Currently, we have established ourselves as one of the biggest institutions in our industry with our products present in over 10 countries in Eastern, Central & Southern Africa. We now have over 500 committed staff members and systems to guide us in achieving our dream of mutual growth for both ourselves and our customers.

In line with our slogan, "We grow with you" our growth over the last 30 years, can be attributed to our contribution in helping players in the agriculture sector achieve success. Since we began operations local manufacturing has always been a priority. We continue to have faith in our capacity to produce goods of the highest calibre that surpass global quality requirements.

We initially began offering bulk products to our customers, and then saw the need to offer smaller, more affordable packs. This greatly helped the majority of our customers who are smallholder farmers whom previously experienced capital blockage and lacked the economical means to manage pests and diseases.

This move revolutionized the agriculture sector by enabling smallholder farmers to produce more high-quality yields from their farms with some even exporting their produce to foreign markets. They were able to make a living from their farming activities comfortably and contribute to helping the country and our continent attain food security and bring in much needed foreign exchange.

We have a vision to become a global leader in our industry and provide our solutions to individuals facing similar challenges. This will only happen if we continue with the same commitment that we started with and dream bigger! Growth is not always easy but we are prepared to deal with the challenges that come our way, as we have continually done in the course of our 30 year journey!

# Reflections from the CEO



*Nisheel Shah*



It now marks 15 years being part of the Osho fraternity. I have experienced changes ranging from processes, expectations, deliverables and growth. I remember the time when two personal computers were shared by several people, monthly reporting would take over twenty days, there was very little visibility between departments and job roles were not clearly defined, amongst other light memories. What started as a short-term gig, ended up being a long-term passion.

Osho has now completely transformed through embracing world-class information communication technology to help us manage our business better. We have expanded our footprint into four countries directly and three more through distributor arrangements. On all metrics, we have grown significantly as we remain responsible citizens whose products and services return to the earth more than it takes from it. We have been industry-first in our customer management programs; awarding high-performing customers with trips to exotic locations. Osholites demonstrate higher levels of engagement and are aware of their expectations and the company vision.

In transforming the organisation in the past years, Osholites have made significant contributions both in terms of effort and time to meet the company objectives. We have a strong leadership team who has consistently gone beyond and above the call of duty to ensure organisational commitments are met.

There have been a lot of moments of euphoria in the past fifteen years, going live with a state of art enterprise management system back in 2007, customer loyalty schemes, watching Osholites progressing in their careers to become inspirational leaders and supporters to their teams and peers.

There have been several setbacks, including the fire which wiped out the factory and challenges in the adoption of changes in management and processes but we overcame all and emerged victorious.

I see Osho as an organisation that outlives everyone and continues to thrive in Africa; the first choice for the farmer and employer of choice. Osholites will be fully aligned with the company objectives, vision and its bright future. All Osholites live both in letter and spirit the Osho core values.

I celebrate 30 years of Osho, half of which have been transformational and rewarding. It can only get better in the next decade as we keep growing with you.

# Aspirations from the HOSM



*Rushabh Shah*

During my time at Osho Chemical Industries Ltd, I have seen Osho grow and mature into an agricultural powerhouse in East and Central Africa. A small company started in 1993 has now blossomed into the largest local manufacturer and distributor of Crop protection, Biologicals, Animal Health, Sprayers, Public Health, and Industrial Products.

We have taken many steps to transition Osho into a Sales and Marketing Organization through robust training of our personnel, performance-driven goals for accountability, execution of sales and marketing strategies and most importantly our success lies in ensuring we constantly meet the needs of our customers first.

We aim to serve all farmers no matter how small and ensure that quality products are sold at an affordable price. Our free extension services by our trained agronomists and sales personnel combined with our superb products ensure that their farming costs decrease, yields increase and therefore their net profits increase allowing them to provide a better quality of livelihood for themselves and their family.

30 years ago, one of the biggest concerns was whether enough food could be grown to feed a growing population. Thanks to the innovations that followed, agriculture now supports a population that has hit 8 billion. Today, farmers face challenges of addressing food insecurity and climate change, whilst also caring for the environment. This is a time of great transformation in the agricultural industry and I have always believed in the tremendous potential of technology to solve some of the greatest challenges we are facing - fighting climate change, protecting natural resources, biodiversity, and soil health, whilst also improving productivity and food security.

I am proud to say that Osho is at the forefront of this noble mission, walking this journey together with our farmers and I am confident that breakthroughs in agricultural innovation over the coming years will drive solutions the planet needs.

Whilst we aim to cement our position in markets we already operate in such as Kenya, Malawi, Uganda, Tanzania and Zambia, exciting new opportunities await us across our borders ensuring we keep on uplifting farmers from across the continent.

Osho We Grow With You!





# Our Team



## Customer Care Department

The customer care department is in charge of handling all enquiries and issues raised by customers. They are highly trained and are also able to help farmers with diagnosing issues on their farms and recommending the most suitable solutions.



## Finance Department

The Finance department handles the company's accounts and also offers support to our regional offices. They are also in charge of our credit control policy and maintenance of our customer & stakeholder accounts.



## ICT Department

They are in charge of installation, usage training and maintenance of all the IT systems in use. They also explore new solutions and improvements to existing systems to ensure that we are operating optimally and efficiently.



## Supply Chain

Order processing & dispatch make sure that products reach our distributors and customers on time and in good condition.

They are also in charge of product storage in our warehouses, inventory management and procurement of materials.



## PD & SE Department

The Product Development and Sales Enablement department is tasked with creating demand for our products at the grass root level. They are also in charge of ensuring distributors, stockists & farmers are trained on the best practices to increase yields & profits.

The department also organises farm visits where they offer free consultation, training and agronomy advice to farmers.



## Product Development

Product Development comes up with new products & solutions based on customer needs. They carefully assess all aspects that go into registration, production & distribution of a product to determine its commercial viability before it goes into production.



## Production Department

The Production Department ensures we produce high quality products to our customers.

They are continuously looking at new ways to improve production efficiencies and quality parameters.



## Quality Assurance

They ensure that all our products are of the highest quality and meet all the safety standards put in place by regulatory institutions.

They also ensure that the products are effective & give the intended results when they are applied.



## Sales Department

Osho's sales department ensures that all our customers are able to find our products at an arm's length, either by supplying them directly or through our network of distributors throughout the country.



## HR & Admin Department

Our Human Resources and Administration department is in charge of ensuring we have the best professionals in every department in order to maintain our high quality standards. They also ensure that staff receive frequent capacity building training to improve not only their skill sets for work but also to help them in their personal lives as well. The commitment of our HR department has seen us become a source of qualified manpower for the industry we operate in.



## Technical Department

Our technical department handles all matters concerning product registration. In liaison with the registration bodies and foreign raw material suppliers they collect and compile all the information required by regulation and ensure successful product registration across the region. They also include all the considerations required by our regulators to ensure all our products meet the set safety standards.

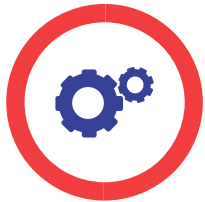


# Mission Statement



## Our Vision

To be the best in what we do!



## Our Mission

To provide quality and affordable life science, industrial, farm equipment and allied products and services in East, Central and Southern Africa.



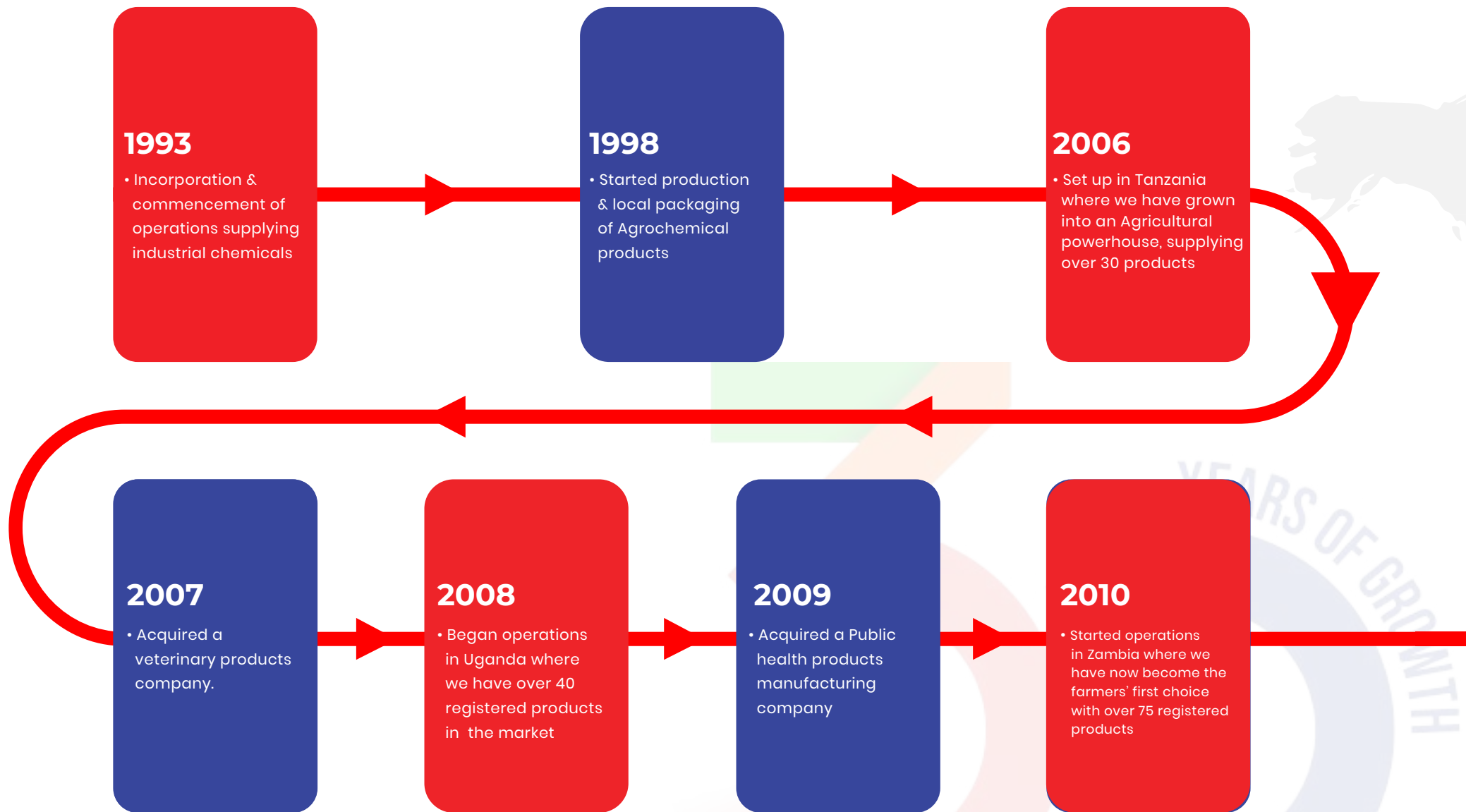
## Our Core Values

### Our Core values (G-R-O-W-T-H)

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- G** – Growth by ensuring customer success
- R** – Reliability and Integrity in what we do
- O** – Opportunity adept and innovativeness
- W** – Wealth Creation, Knowledge & Prosperity  
across the value chain
- T** – Teamwork
- H** – Health and safety

# Milestones





## 2020

- Attained ISO 9001:2015 for Quality Management System
- Began operations on our own inhouse efficacy trial sites to ensure we produce quality products
- Supplied locust control products to FAO in Ethiopia, Eritrea, Djibouti and Uganda

## 2021

- Established Osho Training Academy for staff training & capacity building

## 2022

- Attained ISO 14001:2015 for Environmental Management Systems
- Attained HACCP Certification
- Set up an online shop on our website
- Attained ISO/IEC 17025 Certification for our testing laboratory
- Through Osho training academy, our machine operators were able to get NITA certification.

## 2023

Celebrating our 30th Anniversary



## 2012

- Acquired food input chemical company
- Partnered with Kenya Highland Seed

## 2014

- Joint Venture with food processing chemical company
- Joint Venture with personal protective equipment company

## 2018

- Purchased next door property to expand Osho operations

## 2019

- Established a Goal Based Performance Management System

# Setbacks

## Flooding

There were major floods at Osho premises back in 1997 during El Niño. Below are some photos of how we were affected by the floods.

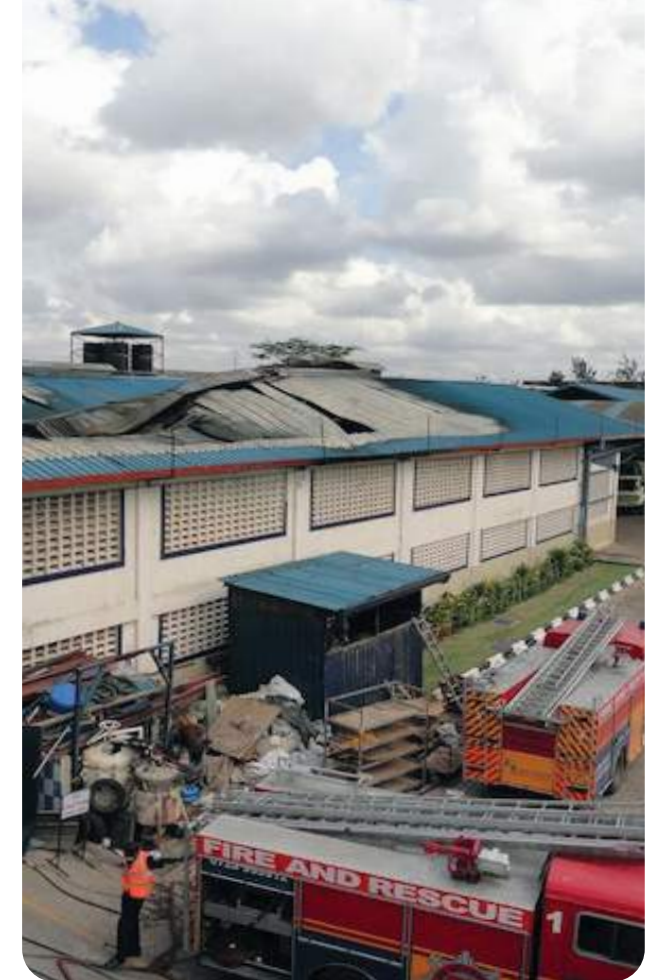


The floods led to destruction of property & material in storage. The losses incurred were dire and we saw the need to improve our facilities in order to avoid such heavy losses in future.

The premises & storage facilities were remodelled and upgraded with better drainage networks to counter the risk of floods re-occurring.

## Fire

There was a fire outbreak in 2014 which led to significant loss of property. Thankfully there was no fatality out of the incident. Here are some images of the damage caused.



While the losses incurred from the fire incident were huge, it was an opportunity for us to set up a world class production facility. Numerous safety measures were put in place including a fire hydrant and overhead reserve water storage tanks to avoid re-occurrence of such an incident.

Through our training academy we also ensure that we have internal fire marshals who are regularly trained and drilled to deal with fire emergencies.



## Where It **Began**

**The company was incorporated in 1993 by Mr. Manoj Shah. The operations started in early 1993.**

**O**sho started with six employees including the founding director. The operations started from a rented premises before acquiring our own property where the company is currently based. The main activities included trading in industrial chemicals until 1998, after which the focus mostly shifted to

agrochemicals. We saw a niche market where the company needed to supply affordable agrochemicals to farmers in smaller packs and for single use. Through time, the company ventured into other business segments including public health, animal health products, food chemicals, seeds and spraying equipment.

# Local Manufacturing

Osho has always had the agenda of local manufacturing at its foundation. We now boast one of the largest state of the art production facilities in the region. We have maintained belief in our ability to create world class products that exceed quality standards across the globe and that is why we are able to keep our promise of providing quality products at an affordable price.

Some of the production activities we have locally are,

fertilizer blending, formulation of agrochemicals, veterinary products, public health products & industrial solutions. We are proud to live by the Made in Kenya slogan! Our human resource is hard working, capable and it is our responsibility to ensure that we do not only create a platform for employment but also where people can perform to their best. This is why we are confident that we can continually provide the best quality products at an affordable price.



# Infrastructure

There has been great investment on the infrastructural resources of the organization. This was always based on the needs of the company to expand its operations to meet the needs of our customers.



The facility houses various activities within the company. This is where we have the various production lines including powder filling lines, liquid filling lines & coil production. They also offer warehousing for raw materials, bulk materials, packaging materials and finished goods.



Administration block.

The block comprises of offices for the following departments; Finance, SCM, Customer Care, ICT, Sales and Marketing, HR, Technical, Procurement and Directors offices

### Laboratory



### Biologicals Production



### Liquid Filling Lines



### Coil Production Lines



### New Cafeteria



### Effluent Treatment



### Reverse Osmosis Plant





The stage was set for the company to grow to what it is today, one of the largest chemical manufacturers in Africa with presence in Kenya, Tanzania, Uganda, Zambia & Malawi.



# Regional Expansion

The expansion journey began in 2006 with Tanzania. This made the products and services available to the customers across the border of Kenya.

The Regional Units have been adding products to their basket based on their market needs.



**Kenya 1993**



**Tanzania 2006**



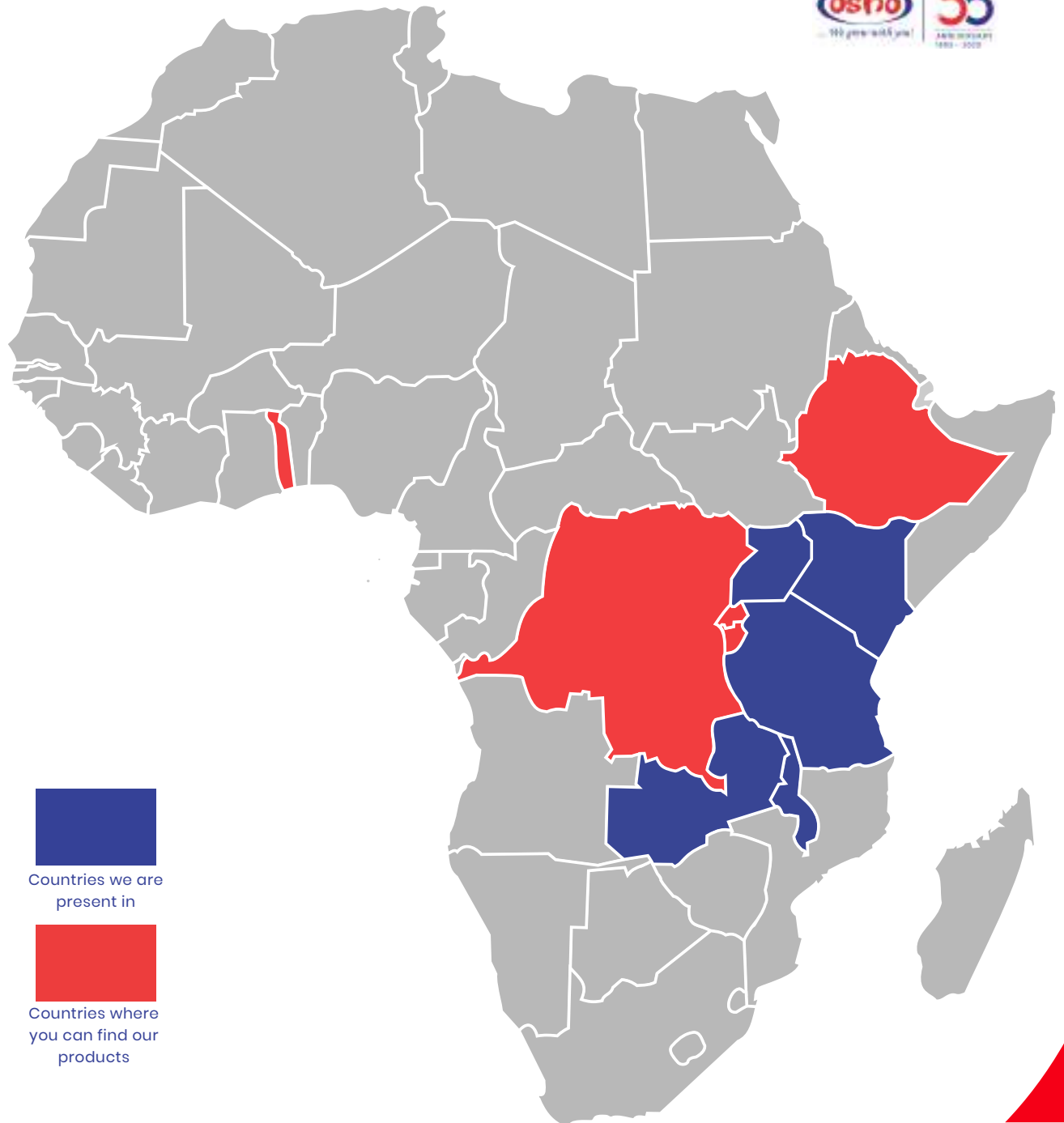
**Uganda 2008**



**Zambia 2010**



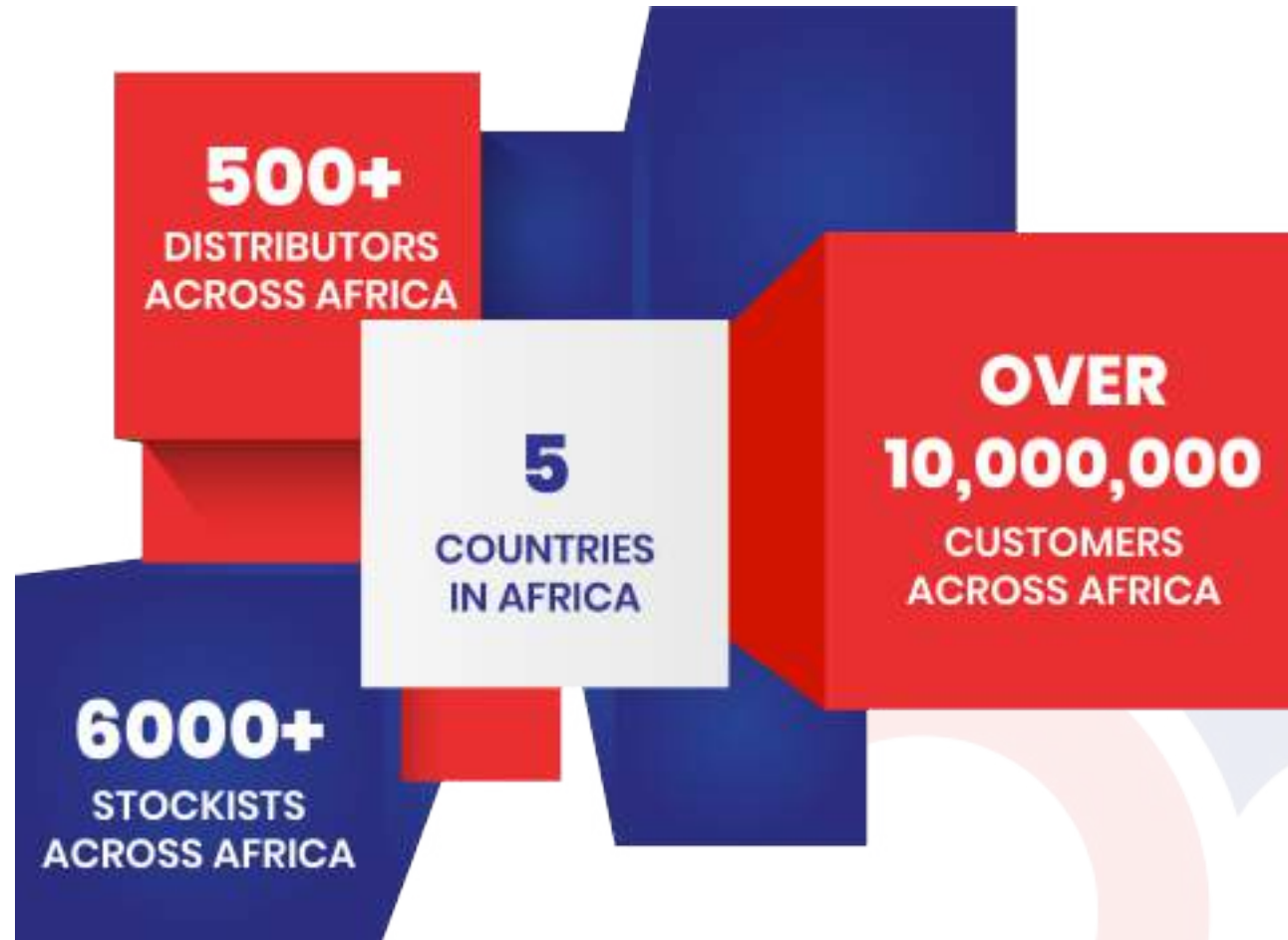
**Malawi 2014**



 Countries we are present in

 Countries where you can find our products

# Distributor Network





Osho Chemical Industries Ltd has been able to establish a large customer base across the region. We supply up to 10 million customers with our products.

This is achievable thanks to our strong network of over 500 distributors in the region and 6000+ stockists.

We have offices in 5 different countries in Africa, (Kenya, Uganda, Tanzania, Zambia & Malawi) with our products distributed to 10 countries in Africa.

The Osho brand is a household name amongst farmers! This was created through years of walking the journey together with our customers which has led to strong mutual relations and trust.



# Customer Wealth Creation

The growth of our customers is very important to us and we go the extra mile to ensure they have the technical knowledge and support they need for them to get the best out of their farms and businesses!

Here are some photos from the training exercises we have carried out over the years.





# Diversification

## Agrochemicals

In 1998 we began formulating solutions to improve plant nutrition at different stages of growth and manage plant diseases, weeds and pests that damage crops.

We revolutionised the agrochemicals market by offering smaller packages of our products making them affordable to smallholder farmers. This allowed them to make a living off their farming activities and even compete with other large scale farms.

Over the years we have gained a lot of experience, set-up an R&D team and deployed knowledgeable field agronomists to ensure your crops are healthy & protected.



# Animal Health

In 2007, we acquired a veterinary products company and started production of animal health solutions.

We have since expanded our range of products to more than 30 to suit farmers' needs in the country and the region.

We aim to become the leading veterinary supplier in the country in the years to come!



# Public Health Solutions

Our Public Health Solutions focus on prevention of diseases, household pest control, sanitation and personal hygiene.

One of our main focus points has been Malaria control in a region that has been ravaged by the disease in past years. We developed multiple products including aerosols, coils and vapourisers designed to kill and repel Malaria causing mosquitoes.

Mos-Kill, our main public health brand has a variety of other pest control products which are made using environmentally friendly natural pyrethrum.





# Industrial Solutions

When the company was established in 1993, we started with manual processes trading in industrial chemicals servicing various industries before we diversified.

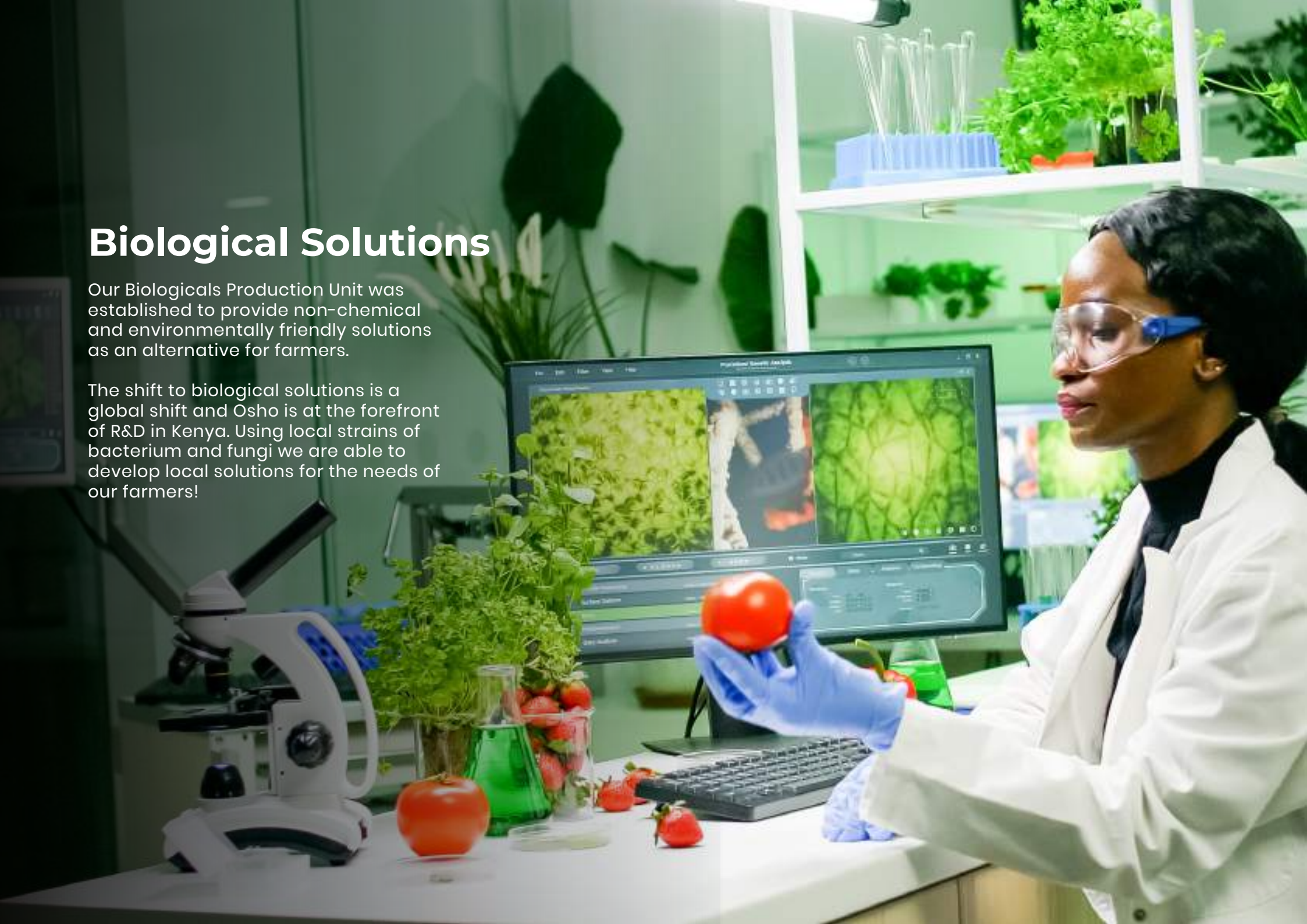
Since then we have been providing production companies with both small scale & bulk chemicals to enable their production processes.



# Biological Solutions

Our Biologicals Production Unit was established to provide non-chemical and environmentally friendly solutions as an alternative for farmers.

The shift to biological solutions is a global shift and Osho is at the forefront of R&D in Kenya. Using local strains of bacterium and fungi we are able to develop local solutions for the needs of our farmers!





## Sprayers & PPE

Since a number of our products require sprayers for application we started supplying farmers with different kinds, ranging from small handheld bottle sprayers, to large motorized pump sprayers to suit any farmers needs.

Our sprayers meet international quality standards & ensure that through basic maintenance, they can last a lifetime.

We also saw the need to supply farmers with Personal Protective Equipment to protect them from the harmful effects the chemicals may pose to humans who come into contact.

# Management System Certifications

## ISO 9001:2015 Quality Management Systems certification

In January of 2020, Osho Chemical Industries Ltd became ISO 9001:2015 Quality Management Systems certified! We successfully passed the yearly follow-up audit on our Quality Management System and now operate an integrated Quality and Environmental Management System (QEMS).



The parameters set by the International Organization for Standardization (ISO) are meant to facilitate international coordination and the standardization of industrial processes.

ISO 9001:2015 specifies requirements to plan, establish, implement, operate, monitor, review, maintain and continually improve a documented management system used to manage quality. We have been able to maintain quality standards since we attained certification & strive to improve in all areas.

## ISO 14001:2015 Environmental Management Systems certification

In January 2022, Osho Chemical Industries Ltd became ISO 14001:2015 (Environmental Management Systems) certified! We also successfully passed the yearly follow-up audit on our Quality Management System in compliance with ISO 9001:2015 and now operate an integrated Quality and Environmental Management System (QEMS).

ISO 14001:2015 Environmental management system provides the framework to allow us to demonstrate our social responsibility as a company and our endeavour to be more environmentally aware.

By achieving ISO 14001 certification, Osho is taking responsibility for the wellbeing of its employees and customers while meeting the increasingly high customer expectations of corporate responsibility, as well as legal and regulatory requirements in relation to the impact on the environment.

Commitment to quality is vital for us. We will strive to provide competent and comprehensive services and products, in full compliance with environmental sustainability and client requirements.





## HACCP Food Safety Management System Certification

In May 2022, we were delighted to be awarded a Food Safety Management System (HACCP) certification based on SANS 10330:2020 by the Kenya Bureau of Standards.

What this means for our customers is that our Animal Health solutions are safe and comply with the highest quality standards to ensure that the best products are made available for your animals! We are committed to maintaining standards that ensure we serve you better every day!



## ISO / IEC 17025:2017 Testing Laboratory Accreditation

In November 2022 we attained ISO/IEC 17025:2017 accreditation for our testing laboratory by Kenyan Accreditation Services.

This is in line with our core values and philosophy to always provide quality products that meet international quality standards & help our customers reap maximum benefits. Through our state of the art laboratories, we shall always strive to meet and exceed our customer's expectations as we continue to grow together.

# ICT Advancements



## ERP: (Business Central & Dynamic NAV 2018)

Osho Chemicals Industries have been using the current Microsoft ERP Solution since 2007 from version NAV 5.0 SPI to the current version Business Central. Throughout the years the

organization has been keeping abreast with the emerging technologies and gaining efficiency and productivity with every upgrade done to ERP System. The following are areas in which ERP is used to automate some processes: Finance Management, Sales Management, Supply chain Management and Manufacturing.

## Microsoft Dynamics 365



Microsoft Dynamics 365 was adopted back in 2015. It is an on-premise implementation that has undergone upgrades from Microsoft Dynamics CRM 3.0 to our current version Microsoft Dynamics 365 9.1.

It has improved customer management processes in Osho while at the same time providing data that is crucial to customer insight & market intelligence.

## Case Study by Microsoft on Osho Chemical Industries Ltd in 2012.

Microsoft Dynamics  
Customer Solution Case Study



Kenyan Agro-Chemicals Business Sharpens Focus, Clarifies Operations and Hones Efficiency with ERP Insight

**Customer:** Osho Chemical Industries  
**Website:** <http://www.oshochem.com/>  
**Country or Region:** Kenya  
**Industry:** Manufacturing and Distribution  
**Partner:** Akiliafrica

**Customer Profile**  
In 15 years Osho Chemicals has grown into one of the largest agro-chemical manufacturers and distributors in Kenya. The company focuses on three core areas of business, agro-chemicals, veterinary medicine, industrial chemicals and public health, including products to control mosquitoes which spread malaria in the region.

**Software and Services**  
• Microsoft Dynamics  
– Microsoft Dynamics NAV 2009

"With real time access to data, it empowers everyone to work smarter. It has saved staff the 10 days a month it used to take to gather and report on relevant information, which means they get to go home earlier and no longer have to work on weekends."

Nisheel Shah, Chief Financial Officer, Osho Chemical Industries

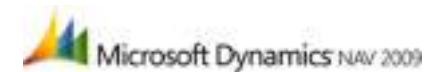
In 15 years Osho Chemicals has grown into one of the largest agro-chemical manufacturers and distributors in Kenya. The company focuses on three core areas of business, agro-chemicals, veterinary medicine, industrial chemicals and public health, including products to control mosquitoes which spread malaria in the region.

Impressive growth has been led by a philosophy of delivering the highest quality products and peerless customer service to small farmers, initially in Kenya, but now expanding into countries such as Uganda, Tanzania and Malawi. It's an approach that's working, with the company employing 250 people and generating revenue of 1.3 billion Kenyan Shillings (more than 10 million) in 2010.

Smallholder farmers are critical to the success of the region, and Osho Chemicals works with organisations such the World Economic Forum's Business Alliance Against Chronic Hunger, participates in the Farm Inputs Programme to prevent disease in poultry and runs its own field days and radio broadcasts to share knowledge and best practice.

To help its customers build the capacity that will ensure efficient food production in this part of Africa, Osho Chemicals selected Microsoft Dynamics NAV enterprise resource planning (ERP) technology to transform the way the company uses data to drive business.

For more information about other Microsoft customer successes, please visit: [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)





### Human Resource Management System(HRM)

Has been in use in Osho for over 7 years. We are currently upgrading to Dynamics 365 For Human Resources. Its a tool to empower employees to get the information

they need on their own through easy to use self service platforms. Here are the processes: Leave Management, Employee Development, Compensation Management, Task Management, Benefit Management and Personnel Management.



### Supply Chain Automation:

In order to improve efficiency and operations in warehouse transactions, Osho Chemical Industries implemented the use of handheld scanner devices to provide the business with the means for inventory

and goods tracking by the use of barcodes and QR codes. This has enabled us to minimize the human error during picking of goods, receiving of goods and dispatching of goods to customers.



### SharePoint

Microsoft SharePoint has been in use in Osho since 2015. It started as an on-premise implementation and later migrated to cloud. It has improved document management, communication

and collaboration. During the Covid 19 lock-down period, it made working easier since employees could access their documents from wherever they were working from.



### Jipange

Jipange was deployed in 2018. It's a tool that uses statistical methods to predict sales budgets (targets) based on customer and products metrics. It has increased

productivity and decision making by making the process of forecasting easier and very intuitive.



### Power BI

Osho has been using Power BI since 2019. Being a tool that helps visualize data that has been aggregated from different systems. Power BI has helped increase productivity and improved decision making by making generation and analysis of complex reports easier.

### Mavuno Loyalty Programme

This was our customer & distributor loyalty programme. People who registered accumulated points by making purchases. The points accumulated could be redeemed for prizes to show our gratitude for their continued loyalty, support & trust in our products.



# Organizational Management



The management style of the company has evolved over the years from an informal way of processes to a well structured performance management system.

There has been great improvement in the management of the organization over the years. The structure has been revised when necessary to address the current needs of the organization. Targeted trainings have been held to ensure

that teams are equipped with the necessary skills to execute their responsibilities.

The leadership team has been instrumental in management of the organization at the top level and will ensure that internal capacity is built within their respective departments.







Introduction of goal based performance management system in 2019 has change the overall management of the organization through many initiatives. This Includes:

Management Review Meetings; Conducted every month and attended by the leadership team to review the organisational performance of the prior month and plans for the coming month.

Town hall: Held every quarter of the year and attended by all Osholites, where the Directors have a forum with staff to update them on organisational performance and get feedback.

Weekly huddles: Held weekly on Mondays by the leadership team to report on progress and plans for the current week.

MPCs; One -on-one meeting between the reporting manager and the direct report held every month to discuss on performance.

End of year reviews to review full year performance and feedback. High performers are awarded with bonuses based on achievement of their targets.

Reward and Recognition: Individuals are awarded weekly, monthly and yearly based on performance and demonstrating our core values. This has set a culture of appreciation for high performance and upholding our core values.

# Stakeholder Engagement

PCPB and South Sudan delegation visit to Osho in 2021 for benchmarking and capacity building of the South Sudan Team



**Meru farmers delegation  
visit to Osho in 2022 for  
benchmarking and capacity  
building**



# Events & Conferences

There have been various organised events, conferences and workshops that the company has attended over the years.

These have been instrumental in shaping the organization through many lessons learnt and have cemented the brand image.

## Sukuma Twende Trust



## Changamka shopping festival

This is an event that we attend annually, organised to promote local manufacturing.



# Local & International Conferences

In order to get an outside perspective, Osho regularly participates in international conferences to establish best practices and implement them back home.

We also reward our best performing customers on foreign exotic trips giving them a chance to see the outside world, to show our appreciation and build loyalty.



Ethiopia 2019



Dubai 2017



Mauritius 2015



USA



Maasai Mara 2017



Singapore 2016



Germany



Jacto Conference, Brazil



Oman 2019



Microsoft Conference, Ireland



Rwanda 2018

# Staff Growth & Development

Osho Chemical Industries Ltd consists of professionals who have extensive experience in providing solutions in agriculture (crop & animal health), public health & industrial solutions. Our staff members are dedicated to helping our customers succeed.

## Staff Training

We provide training to our staff members to ensure that they are more knowledgeable in their fields & more efficient in their work. We also provide capacity building training to help them manage themselves and their finances for more comfortable & sustainable livelihoods.

## Staff Development

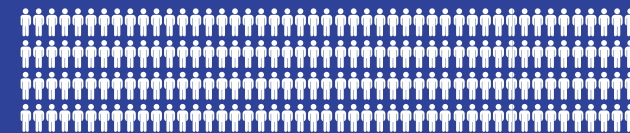
We offer workshops where they learn about the latest techniques and trends in crop management. They also attend seminars where they can meet experts in the field. This allows us to share more relevant and up to date information with farmers.

## Staff Retention

We understand that hiring employees is not always easy. That's why we do everything possible to retain our staff members by ensuring Osho is a great place to work at. We pay competitive salaries & also provide benefits like medical insurance & allowances.

## Staff Recognition

We recognize our staff members for their hard work and achievements. We award certificates and trophies to those who excel in certain areas. Our goal is to reward our staff members for their efforts and to show them that we appreciate their contributions.



2023 – 500+ Staff



2015 – 336 Staff



2003 – 200 Staff



1993 – 6 Staff







# Osho Training Academy

The Osho Training Academy was launched in 2020 in our new high tech training facility.

It was developed with the core mandate of identifying and executing trainings that are relevant for our employees in order to build their development and capacity.

Here are some of the moments captured over the years of various training activities.





# Osho Core Values Launch

During our last town hall, we officially launched the behaviours for our core values presented in the acronym, G.R.O.W.T.H.

- G** - Growth by ensuring customer success.
- R** - Reliability and Integrity in what we do.
- O** - Opportunities and Innovativeness.
- W** - Wealth Creation, Knowledge & Prosperity across the value chain.
- T** - Teamwork.
- H** - Health, Safety, and Sound Environment Practices.

Each core value has its own champion within the organization who will be in charge of ensuring that Osholites practice the behaviours related to each value.

This will result in growth and prosperity for the company, its customers and all the stakeholders involved at every stage of our journey.



# GROWTH

Growth by ensuring customer success.

## Behaviours

1. I connect with my customers regularly to understand their needs & concerns.
2. I meet my customers expectations.
3. I follow up and provide prompt response to my customers.
4. I share solutions and opportunities with my customers for their success.
5. I provide and receive feedback from my customer.

# GROWTH

Reliability and Integrity in what we do

## Behaviours

1. I meet set timelines.
2. I follow set standards.
3. I am consistent in everything I do.
4. I say what I do and I do what I say.
5. If I see something that I feel is incorrect, I speak to my manager and HR

# GROWTH

Wealth Creation, Knowledge & Prosperity across the value chain

## Behaviours

1. I learn everyday and practice all my learnings.
2. I give my expertise to team members whenever required.
3. I always work with an intention to add value.
4. I don't waste any resources (Power, Water, Material, Time.)
5. I succeed, my team succeeds and my company succeeds

# GROWTH

Opportunities and Innovativeness

## Behaviours

1. For every challenge or problem I encounter, I come up with solutions.
2. I love to explore new ways to continuously improve my work processes.
3. I do not achieve excellence at the expense of others.
4. I take risks and learn from my mistakes.
5. I share implementable ideas with Management.

# GROWTH

Teamwork

## Behaviours

1. I am cheerful and positive while at work.
2. I show respect to team members during arguments and tough conversations.
3. I collaborate with the various departments to achieve company goals.
4. I seek clarification whenever in doubt.
5. I go that extra mile to pitch in for any and every crisis at work.

# GROWTH

Health, Safety, and Sound Environment Practices

## Behaviours

1. I keep my workspace clean and clutter free.
2. I follow all health, hygiene & safety norms applicable.
3. I report all hazard & incidents.
4. I take my approved leave days for my overall well-being.
5. I prioritise my co-worker's health over tasks and deliverables.

# Fun At Work

Fun at work activities were introduced at our main HQ in 2020 in a bid to improve staff relations & teamwork within our departments.

Since then, there have been a number of themed activities including storytelling, cooking competitions & cultural displays.

Here are some moments captured from the activities.





# Oshogro SACCO

OSHO GRO SACCO Ltd was registered in the year 2012 under the Co-operative Societies Act of the Laws of Kenya as a limited liability society in order to mobilize savings and provide affordable credit facilities to its membership.

It is governed by both the laws of Kenya under the Co-operative Societies' Act CAP 149 Laws of Kenya and our duly registered by-laws. The running and management of the SACCO by the ably Management Committee is well guided by the Objective of *"Improving life standard by saving and acquiring loaning services at low rates of interest"*.



## VISION

To be the best preferred provider of financial services, products and solutions in the co-operative movement.

## MISSION

To empower our members socioeconomically through the provision of timely, affordable and diversified financial solutions and products.

## CORE VALUES

- Integrity
- Teamwork
- Customer oriented
- Innovation and creativity
- Efficiency and effectiveness
- Equity and Equality







# Empowering Livelihoods for over 10 Years



OSHOGRO pillars which are religiously embraced are:

- Membership
- Finance
- Saving
- Human capital
- Governance

OSHOGRO SACCO LTD draws its membership from employees of Osho Chemical Industries Ltd as prescribed by the defined common bond. The current membership stands at 260 members.

In future OSHOGRO plans to accomplish the following goals to ensure it keeps providing its members with better services to improve their lives:

- Working on increasing the Loans Portfolio
- More rapid member recruitment to grow the membership and investment portfolio.
- Introduction of a Housing Co-operative arm

# Awards & Certifications

Over the last 30 years Osho has been recognised and awarded for excellence in many different fields.

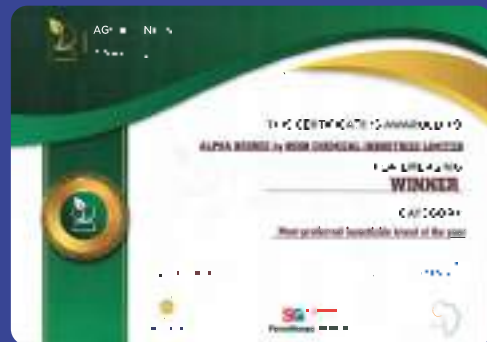
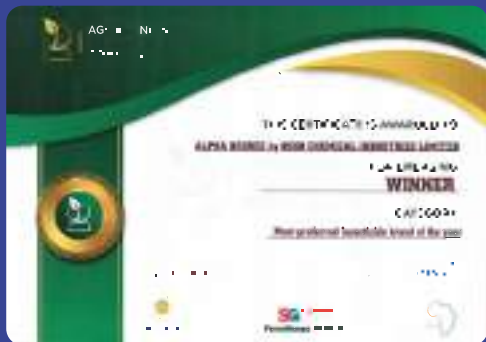
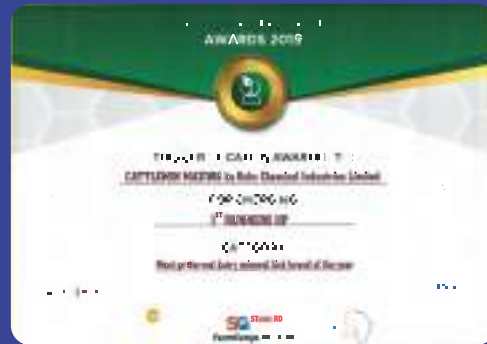
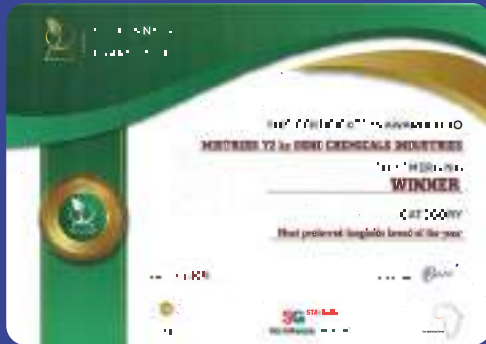
The exceptional quality of our products has also made them the most preferred option for farmers and in the process earned us recognition and awards. Some of these include Alpha Degree (now Degree Max) winning the award for most preferred Insecticide and Mistress being the most preferred Fungicide in 2019.

We have received recognition for our officers performing exceptionally well in their fields after being evaluated by external institutions. An example is when our QC team passed an Animal Feed Proficiency Testing Scheme by LGC from the United Kingdom, demonstrating their competence & experience.

Our use of renewable energy has also earned us recognition, most notably attaining the runner up position 5 years in a row in the Energy Management Awards by Kenya Association of Manufacturers.

We have also received awards for our leadership contributions to our associations, AAK, Croplife, KAM & Responsible care.

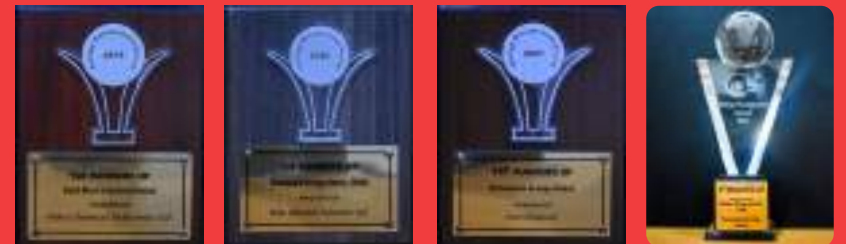




Awards we have received for our products being the most preferred by farmers



Back to back 1st runners up position for best crop protection company at the Avocado Society of Kenya Awards gala



The awards we have received for our use of renewable energy between 2018 and 2022.

# Community Social Responsibility



## M.R.I Centre & lift donation

Our CEO & COO donated funds to Jalaram Hospital for the creation of an MRI centre, on behalf of Osho Chemical Industries Ltd. in addition to this, we have also sponsored the construction of 5 lifts. This will allow the hospital to diagnose more cases effectively and improve the quality of healthcare they provide to patients. We remain committed to giving back to the community and achieving mutual growth.



## Joining hands with Jain Social Group

Osho has had the privilege to team up with Jain Social Group as well as St Mary's Hospital Gilgil, and the Jaipur Foot Project. Through these partnerships we have been able to contribute to a number of charity activities including sponsoring the 2007 Shah free eye clinic that provided free screening and operations on eye ailments and provide spectacles and hearing aids for those in need.



## Cleft-lip repair surgery sponsored by our CEO on behalf of Osho

Our CEO on behalf of Osho made it possible for this beautiful young boy to have a normal life by sponsoring his surgery to repair his cleft lip.

Now he can smile normally and without a worry! In these hard times we must step up where we can to help those around us! Watch this space for more CSR activities!



### **Sponsoring Heart Surgery for children**

During the 8th Children's Heart Surgeries Camp, in partnership with Jain Social Group, we were proud to sponsor heart surgery for one child.

The camp has been organised annually for 3 years, the main goal being to provide aid to children with heart defects in needy families so that they can live better, longer lives.



### **Donating sports equipment to Chandumba F.C.**

As part of our CSR, we donated sports equipment including kits and balls to Chandumba F.C. in Kakamega.

A girl from this team currently plays in the Spanish league. We are very happy to help these young talents in pursuit of their dreams.



### **Tree Rehabilitation at The Mau Forest**

Osho is at the forefront of maintaining a clean and healthy ecosystem. This can only be done by protecting and safeguarding our national forests and water bodies.

We are fortunate enough to be able to sponsor an acre of land in the Mau Forest where we were able to plant thousands of seedlings to rehabilitate the once majestic forest and improve the overall ecosystem of the area.



### **Building Our Society Through Education**

With education comes growth. Osho Chemical Industries Ltd puts great pride in education and will always be ready to aid and equip those in need of a quality Education.

After all it will be the next generation that will spearhead growth in our countries. We have provided textbooks, stationery and scholarships to local schools.

# Looking Ahead

We have a number of projects in the works for our future development plans. Below are some of them:

## Pyrethrum Production, Processing and export

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Most of our public health pest control solutions are made using natural pyrethrum. We aim to start production and processing of pyrethrum for our own products as well as distribution to other manufacturers locally and internationally.

The flowers will be grown by contracted Kenyan farmers ensuring we source locally and give the farmers a ready market to sell to with a favourable price for their produce.



## Long lasting insecticide treated mosquito Nets

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In addition to the other solutions for mosquito control, we want to start producing treated mosquito nets with long lasting effects to help combat the diseases spread by mosquitoes.



# Online Community Growth

Over the years, Osho has built a large online community consisting mostly of farmers. We used different tools to engage with the community, including our website and social media accounts.

We have also established an online shop to enable our customers to shop with ease and have their products delivered straight to their doorsteps.



Facebook is our main social media outreach tool. We currently have over 30,000 followers & plan to grow to over 1 Million followers in the next 10 years.



LinkedIn is our second largest social media community with over 3,000 active followers. Other than communicating our professional activities, we use linkedin to source for talent to fill vacancies as they occur.



We use our Twitter account to have real-time conversations with people around matters agriculture, to gain new insights and find out the market needs to provide relevant solutions.



Youtube enables us to provide vital information to the farming community. This includes tutorials, how-to videos & demonstrations.

We also show stories of how we impact the lives of our customers through testimonials.



Instagram is an avenue through which we can reach the younger crop of farmers through images and videos.



Like Instagram, TikTok is an avenue through which we can reach the younger generation of farmers, mostly through short video content.



YEARS OF GROWTH



# E-Commerce & WhatsApp Bot

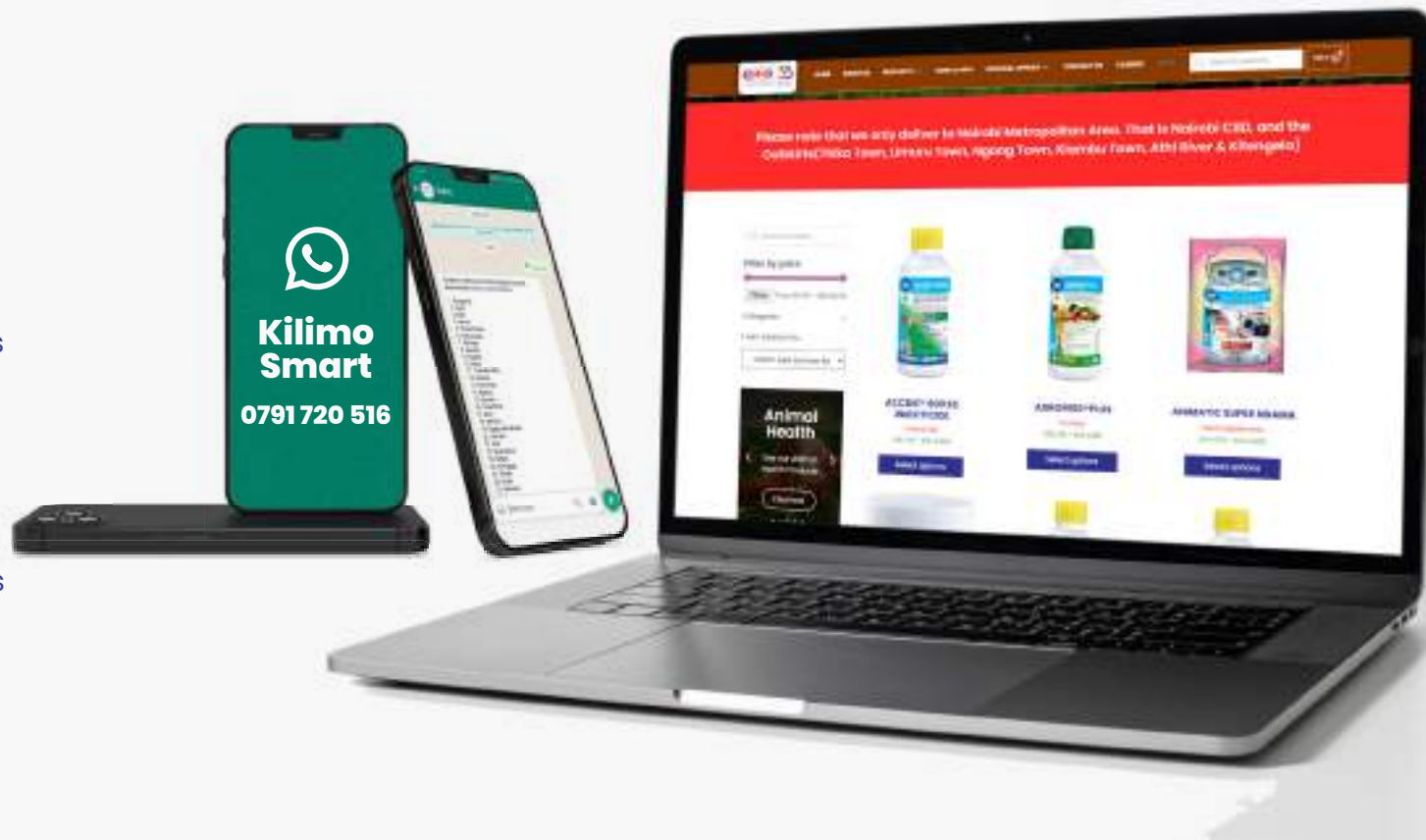
In mid 2022, we revamped our website & established an online shop in a bid to expand our market reach. It also allows customers in our initial target regions to make orders at any time, as the online shop is always live.

We made it possible for our customers to quickly make purchases and get their products delivered right to their doorstep.

Our new & improved website also hosts our product catalogues & informative news articles meant to educate our customers & visitors. We also have features that allow visitors to contact us directly to have issues they may have resolved by our customer care team.

Our WhatsApp Bot was developed to enable farmers to quickly and easily get solutions for their problems. We are continually analysing the bot to address customer enquiries.

We aim to make our products & consultancy services more readily and conveniently available to people in need.



# Regional Outlook

## Tanzania

Osho Chemical Industries Tanzania opened in June 2007 with only 3 employees and supplying only three regions as a start.

Over the years, we have made massive improvements resulting in an increase in the number of products we supply to Tanzania. We have also widened the geographical area in which we operate.

There has also been growth in staff numbers, currently at 25, as we continue to grow and impact more lives of farmers in Tanzania.

In Tanzania, besides mainly supplying agrochemicals, we also provide public health products, veterinary solutions and seeds.

We experienced some challenges as we entered a new market but we emerged stronger & learnt valuable lessons that would go on to guide us to smoother penetration of foreign markets as we continued our expansion in the years that followed.



GROWTH



## Uganda

After setting up in Tanzania, we continued our regional expansion in East Africa by establishing our presence in Uganda in 2008.

Currently we have over 60 products registered and in supply in Uganda. There has also been growth in staff numbers, currently at 40.

We experienced more rapid growth in Uganda resulting from experience gained in our initial expansion attempts and we seek to grow even bigger in this region in the years to come.

We acquired our own premises in 2021 and set up 3 shops to date, increasing our customer reach in the country.



## Zambia

Our third regional expansion founded in 2010. We have now grown into an Agricultural Power House in Zambia with over 75 registered products and have become the farmers number one preferred supplier in the industry.

In the near future, we look forward to having our full range of products registered and in supply in Zambia and establishing deeper trust & loyalty with customers and stakeholders.

Besides mainly supplying agrochemicals, we also provide public health products and veterinary solutions to our customers.

We currently have two shops in Zambia, one in Ndola and the other in Lusaka. In the near future, we look forward to opening more shops to reach more customers and serve them better.



## Malawi

Our newest region founded in 2014. We have a wide distribution model that covers the whole country making our products very easily accessible to customers.

We target direct visits to farms to help diagnose diseases and pests and offer the farmers with the best solutions to their problems.

In Malawi, we have seen exceptional growth since 2014 and we aim to achieve more through capturing a larger share of the market & gaining customers' trust and loyalty to our products.



# Regulatory Environment

The various regulators provide clearance for products and operations.



## Kenya Plant Health Inspectorate Service (KEPHIS)

A science-based regulatory service by assuring plant health, quality of agricultural inputs and produce for food security, globally competitive agriculture and sustainable development.



## National Environment Management Authority of Kenya

NEMA is established under the Environmental Management and Coordination Act (EMCA) No. 8 of 1999, as the principal instrument of government in the implementation of all policies relating to the environment.



## Pest Control Products Board (PCPB)

Established under an Act of parliament, the Pest Control Products Act, Cap 346, Laws of Kenya of 1982 to regulate the importation and exportation, manufacture, distribution and use of pest control products.



## Kenya Bureau of Standards (KeBS)

The Kenya Bureau of Standards (KEBS) has remained the premier government agency for the provision of Standards, Metrology and Conformity Assessment (SMCA) services since its inception in 1974.



## The Veterinary Medicines Directorate (VMD)

A new agency tasked with regulating the manufacture, importation, exportation, registration, distribution, prescription and dispensing of veterinary medicines and other animal health products in Kenya.



## Kenya Revenue Authority (KRA)

The Kenya Revenue Authority was established by an Act of Parliament, Chapter 469 of the laws of Kenya, which became effective on 1st July 1995. KRA is charged with collecting revenue on behalf of the government of Kenya.

# Partners & Associations



**KENYA  
VETERINARY  
BOARD**



**KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY**



Protect to Provide



**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

*Setting Trends in Higher Education, Research, Innovation and Entrepreneurship*



**KENYATTA  
UNIVERSITY**



**AVOCADO SOCIETY  
OF KENYA**

growing. lives. together



**flower council**

QUALITY ASSURED



**COLEAD**

GROWING PEOPLE

# Staff Testimonials



**James Ndabi, Sales and Marketing Department**

My greatest moment is when we won supply of locust control business which led to solving a national disaster, whereby we came up with several chemical formulations which were effectively used in Kenya and adapted by other countries thus providing a permanent solution to locust invasion. I have seen myself grow career wise in different departments such as promotions, marketing, product development, business development and now I'm in charge of corporates and in all those areas I have been able to leave footmarks of success. I have also gained experience and exposure having worked briefly in Tanzania and Uganda and in all sectors of agriculture in Kenya such as cereals, flowers and animal health sector. The sky is no limit for Osho. I see Osho having footprints across Africa, a leading manufacturer in formulation in the continent, which will transform the farming community in Africa, provide solutions to the many pests, diseases and challenges which are affecting farming. To the board of directors, CEO, chairman and the founder, we have done so much in community development such as animal clinic in Kajjado, Shah eye Clinic, we have paid school fees for the needy, the Jalaram elevator, cleft lip palate treatment, avocado regulatory award and energy regulation award. We have done well as a company, both in the community and in our field of expertise. Congratulations for the vision and mission which we all pride in. God bless Osho.



**Evans Mudegu, HR Department**

I have really enjoyed the last 20 years working at Osho. I have always felt at home thanks to my team of colleagues. Despite having no prior HR experience upon joining, I have been able to develop skills and qualifications in the field and establish myself as a professional. I would like to see Osho grow and spread its reach to more African countries and even beyond. Congratulations to Osho and may the journey of corporate success continue in the coming years.



**Miriam Wambugu, Finance Department**

My greatest moment at Osho was during the 2019 gala night when our team celebrated surpassing all the targets raised in credit control and credit collection. The moment was filled with gratitude and a sense of accomplishment, as we had worked hard together to achieve these goals. OSHO has transformed me by helping me develop a really strong work ethic. I've learned how to manage my time more effectively, how to prioritize tasks and how to work collaboratively with others. I've gained confidence in my abilities and feel more comfortable speaking up and sharing my ideas. With our strong team of talented professionals and our commitment to excellence in everything we do, I think that we're well positioned to continue expanding our reach and taking on new and exciting projects and ideas.



**Maurice Ungadi, Production Department**

My most notable moment at Osho was when I was appreciated for 20 years of service to the company during the final townhall in 2022. It was an honour to be recognised by our directors for my efforts over the years. I have transformed from a simple employee when I started to a dedicated, knowledgeable and valuable team member thanks to frequent training and adherence to our core values. I'd like to congratulate our Directors, Management and Staff for achieving this milestone. I look forward to more growth and success in the coming years.





**Marion Maina, Customer Care Department**

Working at Osho has transformed me in a number of ways including providing me with knowledge and training over the years, to ensure I was always able to assist customers with consultation

and offer suitable recommendations. Besides knowledge in agronomy I have also gained a number of other personal skills through my work including marketing and problem solving. I hope Osho continues to extend its boundaries in Central and Southern African and even beyond the continent. As our hard work and resilience continue to pay off, I'd like to congratulate Osho for this achievement in the journey of growth and wish the company all the best in future.



**Pauline Nduku, Production Department**

My greatest experience at Osho has been working with a committed and motivated team providing quality, affordable products and services to our customers.

Osho has transformed my life by equipping me with knowledge and skills. I have been able to get certification for operating several machines and I have also received training in first aid, health & safety amongst other courses through Osho Training Academy. In the coming years, Osho will continue to touch more lives in the country and become the brand of choice countrywide.



**Polycarp Imbenzi, Production Department**

My greatest moment at Osho was the day I got the opportunity to work here. Osho has transformed me by enabling me to gain leadership skills and collaborate with my team

members towards achieving a common goal. I have also gained more attributes such as accountability, responsibility, reliability and good time management in all aspects of life. Osho will continue to grow to greater heights in the coming years and be able to compete with other similar companies on a global level. I congratulate Osho for attaining 30 years of growth and appreciate Osho for providing us with a conducive work environment and a platform for self-growth, while sustaining us through some hard economic times especially during the covid 19 pandemic.



**Caroline Mwangi, Admin Department**

My greatest moment at Osho was when we moved from a single godown to a complex with offices detached from the production facilities. I have gained immense experience and growth

working within different departments and I feel that this has made me a better & more confident professional. Osho will continue to grow as it has in the past years and touch more lives across Africa and globally. I'd like to congratulate all Directors, Management and Staff for achieving this milestone. Kudos!

# Customer Testimonials

## Sarah Wanjiru Mwangi Lessos Veterinary Supplies

My business journey with Osho has been one of the best so far. The main reason for this is your officers' commitment to helping farmers and distributors indiscriminately through farm visits and technical product training.

I appreciate Osho for ensuring constant product availability and timely delivery. The concern your officers show in addressing our training needs has helped our business grow by enabling us to serve farmers better.

We now see Osho as a household name and we thank you for uniting distributors through your forums. We aim to make it bigger in the next decade so that we all enjoy the fruits of growth.

## Nevas Vetagro Suppliers

Osho has been one of our biggest partners over the years. We have maintained a great working relationship due to unparalleled customer support by your officers, constant product supply and support with product promotion.

In the next decade, we would like to see Osho as the stand out market leader in the agriculture industry, especially in animal health solutions. Congratulations on attaining 30 years and we wish you all the best in the coming years.

## Joseph Mandela Kyalo Kima Chemicals Company Ltd

Our journey with Osho has been great and we are thankful because you have always listened to your customers and improved your services.

We especially appreciate you for timely product delivery, quality and affordable products, offering us favourable payment terms and your continued customer support.

We congratulate Osho for this milestone and we look forward to seeing Osho as the market leading manufacturer of agrochemicals in the region and beyond.

### **Stephen K. Njiru Jikawa Agrovet**

The journey with Osho has been very smooth over the years characterized by the ties we have developed with your field officers. The variety of products from Osho has made our shop popular. This has resulted in notable growth for our business, from an agroveterinarian to a distributor. I have become part of the Osho family and I am proud of this.

I would like to appreciate Osho for your wide variety of quality products, timely delivery and kind payment terms. Osho has also given me the opportunity to visit other countries and that has opened up my mind.

In the coming decade, I would like to see Osho as global leader in the agrochemical manufacturing industry.

### **Costner Mussau Naivasha Farmers Centre Company Ltd**

Doing business with Osho has been wonderful. Your products are well known by farmers thus making movement fast. The favourable payment terms you offer us have also been very helpful.

Besides your wide range of products, their good quality and the affordable prices, we would like to note and appreciate the various pack sizes you offer to fit any farmer's budget.

In the coming years, we would like to see Osho develop crop protection knowledge centres and also providing greenhouse construction material.

### **Dr Andrew Opiyo Farmlink Kenya Ltd**

My growth with Osho has been phenomenal. Since inception, Osho has brought products that are popular with farmers. About sixty percent of our growth can be attributed to Osho and their products.

The popular products and good payment terms offered have helped us manage tough economic times and emerge stronger. For this we are grateful.

In the coming years, I would like to see Osho as the one stop shop for all agrochemical and veterinary needs in the country.

# Customer Testimonials



**Charles Musava**

It has improved my landscaping field alot,kitchen gardens are wonderful. All i can say is:with Osho maisha ni shwari.

Like Reply Hide 5w



**Wallace Ogundo** • 3rd+

Distribution Center Manager

1mo ...

Selling your products was the best best choice we have ever made as a distribution company

Like - 1 | Reply



**Charles Musava**

It has improved my landscaping field alot,kitchen gardens are wonderful. All i can say is:with Osho maisha ni shwari.



**Mwebia Augustine** • 2nd

Outgrower Manager - Flamingo horticulture Kenya Ltd

1mo ...

A wide range of products to choose from for pests and disease management. A good thing about them is availability, quality and affordability. Congratulations on your 30th anniversary

Like - 1 | Reply



**Francis Mathai**

Happy 30th anniversary Osho.Your products are wonderful.I have tried other selective herbicides from other companies on my arrowroot farm all in vain but Tata moto have saved my energy.I recommend it to other arrow root Farmers



**Patrick Luchiri**

Products from Osho Chemical are very pocket friendly thus ensures you save, it's also very effective and availability of small package for the small scale farmers . Once again thanks Osho Chemical

Like Reply Hide 5w

30% GROWTH

**Isaac Maundu**  
 Happiest 30th anniversary Osho ltd..The products are of high quality, affordable, effective and friendly to environment.  
 On the other hand, I appreciate the company for it's commitments in ensuring customer success,growth and opening of opportunities through employment etc...

Like Reply Hide 5w Edited

**Marion Maina** @KoiMaina + Jan 23  
 Replying to @Oshochem  
 Easily accessible and affordable..

Like Reply Hide 7w Edited

**James Nobert**  
 Happy 30th anniversary!!! It's has been along journey, we are proud of the company for its resilient job..almost in every agrovet your products are occupying 80% of the selves due to the fair prices and the quality of the product..we are proud of the company's great work.

Like Reply Hide 5w Edited

**Adem Nyowiller**  
 This is where I shaped my future. Still grateful to date to Mr.Manoj Shah for the opportunity. Thank you and Osho fraternity and congratulation on your 30 years of operation..

Like Reply Hide 1w Edited

**Nyakwar Nyangodho**  
 Happiest 30th anniversary to Osho chemical industries in advance we are proud of you 🥳 as osholites and the entire world out there, products are excellent 🥳 and efficient

Like Reply Hide 5w Edited

**Moses Ondang'a**  
 It's a true testimony of starting small, have done business with you from those humble days to date.

Like Reply Hide 1w Edited



*... We grow with you!*

**CELEBRATING**



**Agrochemical  
Products**



**Animal Health  
Solutions**



**Public Health  
Solutions**



**Industrial  
Chemicals**



**Sprayers  
& PPE**



**Biological  
Solutions**