



COMPANY PROFILE


ASL LIMITED – TRADING DIVISION

Building Kenya Since 1954


A Flagship Company of Ramco Group




CONTENT

 **About Us and History**

 **Our Purpose, Mission & Guiding Principles**

 **Helping You and Your Business to Grow - Our Major Product Range**

 **What Makes Us different - Our Brands**

 **Shareholders, Directors and Leaders**

 **Branch**

ABOUT US

ASL Limited – Trading Division is a Ramco Ekon company which is operational since 1954. We are one of the leading importer and suppliers of hardware, building materials and electrical products in Kenya. We have 6 comprehensive showrooms in order to serve our wide range of customers within Nairobi and outskirts of Nairobi. ASL Limited – Trading Division is an authorized distributor for several world known brands from Europe , America , Africa and Asia. ASL is constantly nominated by Superbrand.

We have been able to blend the best of the trading and distribution model. Our hybrid approach allows us to be a total building solution provider under one roof. We supply a vast range of general hardware, building materials, brassware, sanitaryware, bathroom products, wood products, steel products, paints, gypsum products, domestic & industrial electrical goods and many more to cater needs of construction, NGO's and manufacturing sectors.

OUR HISTORY

ASL Limited – Trading Division was formerly known as Rambhai & Company. In year 2000, The business was taken over by Associated Steel Limited by forming a new division called Associated steel Limited - Trading Division. In the year 2006, the name changed to ASL Ltd - Trading Division. ASL Ltd - Trading Division is independently and professionally managed and run unit of ASL Limited. Other four divisions of ASL are: Steel, Heavy Fabrication, Chemical and Wire & Cables.

We operate under Ramco Ekon verticle of Ramco Group. Ekon verticle comprises of five companies dealing in General Hardware, Electrical and Construction sector.

OUR PURPOSE, MISSION AND GUIDING PRINCIPLES

Our Purpose is to provide customer-centric solutions with the widest range of quality products in accordance with our competitive pricing policy backed with the best service.

Our Mission is to understand our customer and meet their needs and convert bricks into dream building; growth starts within us and we desire the same for our customers, providing innovative products and commitment.

Our Guiding Principles: Friendly environment, availability, integrity, respect, teamwork, leader and innovation.

We pursue sustainability within our operations by striving to make them socially responsible and environmentally aware and economically viable.

Our Core Values and Priorities

Despite our geographic and cultural diversity, we are bound together by our Group Values.

- ❖ Honesty
- ❖ Integrity
- ❖ Commitment
- ❖ Innovation
- ❖ Customer Satisfaction
- ❖ Respect
- ❖ Gratitude
- ❖ And to act in compliance with the law and ethics.

HELPING YOU TO GROW WITH BELOW PRODUCTS RANGE:

General Hardware

Plumbing Materials
Cement
Mild Steel
Galvanized Steel
Aluminum Steel
Paints
Doors
Locks & Knobs

Sanitaryware

Cloakroom Sets
Soap Dispensers
Soap Dish
Tissue Roll Holder
Hand Dryers

Brassware

Gate Valves
Ball Valves
Non return valves
Foot valve

Tiles

Floor Tiles
Wall Tiles
Bathroom Tiles
Parking Tiles
Outdoor Tiles

Pipes & Fittings

CPVC, Pressure, Waste
PVC , PPR
GI

Gypsum products

Gypsum Boards
Gypsum Filler
Channels and Studs
Gypsum Screws
Corner Tapes and Fibre Tapes

Electricals

Cables & Conduits
Switches
Switchgears
Consumer Units & Distribution Board
Chandelier and Wall Brackets
Household Electrical Items
LED Lightings
Industrial Electrical Goods

Kitchen ware

Sinks
Taps
Utensils- Hot pots, Non stick Pans
Electric Ovens
Under Sink Heaters

Bathroom Furniture

Basin Cabinet
Bath Tubs
Shower Cubicles
Shower Room

Furniture

Sofa Sets
Dinning Tables
Garden Chairs
Swing Chairs
Tents

Wood & wood products

MDF Boards
Marine Boards
Wood Doors

Fire Fighting Equipment

Fire Hose
Fire Bricks
Fire Extinguisher
Fire Blankets

OUR BRANDS

- ❖ Vado – UK
- ❖ Pegler – UK
- ❖ Grohe – Germany
- ❖ Cobra – South Africa
- ❖ Europlus – China
- ❖ Sterling - China
- ❖ Laufen – Switzerland
- ❖ Lecico – Egypt
- ❖ Sona – India
- ❖ Orient – India
- ❖ Pakai – Malaysia
- ❖ Ariston – Italy
- ❖ BMeters – Italy
- ❖ Astra – Brazil
- ❖ Jatec – Malaysia
- ❖ Robin – Malaysia
- ❖ Gippo – Thailand
- ❖ Havells – India
- ❖ Elite – China
- ❖ Maruthi – India
- ❖ Astral Pipes – Kenya
- ❖ Kentank – Kenya
- ❖ Union Locks – Kenya

SHARE HOLDERS, DIRECTORS & LEADERS

- ❖ **Mr. Kirit R Patel – Chairman**
- ❖ **Mr. Chandrakant R Patel – Managing Director**
- ❖ **Mr. Hasit Patel – Director**
- ❖ **Mr. Bharat Patel – Sales Director**
- ❖ **Mr. Amit Patel – Group CEO**
- ❖ **Mr. Chadresh Patel – CEO**
- ❖ **Mr. Ronak Parikh – Commercial Head**
- ❖ **Mr. Gulamhussein A Jivanjee – CFO**

OUR BRANCH

❖ **HEAD OFFICE**

- ❖ 52, Lusaka Road, Industrial Area,
- ❖ P.O. Box 18833-00500, Nairobi, Kenya.
- ❖ T: (Pilot line) +254-(20) 6983000, Tel: +254-(20)-6534776 /6530691
- ❖ Mobile: + 254 733 600540/ 637989 / 722 874460 / 465813
- ❖ Email: info@asltrading.co.ke
- ❖ Website: www.asltrading.co.ke

❖ **Westlands Branch**

- ❖ The Odessey, 84, Muthithi Road
- ❖ Tel: (020) 8042191 / 8042192 / 8042193
- ❖ Mobile: 0704 422 399/ 0786 232 310
- ❖ Email: odyssey@asltrading.co.ke

❖ **Lavington Branch**

- ❖ Lavington Curve, opposite Shell Petrol station, James Gichuru Road
- ❖ Mobile: 0786 275 522 / 0708 086 555
- ❖ Email: lavington@asltrading.co.ke

❖ **Juja Branch**

- ❖ Juja City Mall,
- ❖ Thika Super highway, accessed through exit 14B from Nairobi
- ❖ Mobile: 0701 275 526 / 0780 275 526
- ❖ Email: juja@asltrading.co.ke

❖ **Mlolongo Branch**

- ❖ Mombasa Rd. highway at Mlolongo, Dynamic Business Park, Sabaki
- ❖ Mobile: 0703 222 162/0780 162 222
- ❖ Email: mlolongo@asltrading.co.ke