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#### **NOTE FROM THE EDITOR**

Nyati turns one!

Welcome to our first newsletter.

We have had so much fun putting this together. Undertaking the interviews was the most enjoyable part we learned so much about the Industry and it was very motivating to see the enthuasiasm from the customers.

It has been an exciting time for our team, who has been working around the clock supporting customers to ensure their machines are at their optimum.

Our newsletter focuses on customers accounts who have invested in NYATI and to check in with them on their experience. It has also been a time of celebration everytime we deliver a machine.

We hope you enjoy reading about our adventure and keep an eye out for the next installment!

All the best, **TEAM NYATI** 





was once said that although the lion is the king of the jungle, when it comes to brute force, nothing can stop a herd of NYATI, and any man who can control his herd can control the world.

A NYATI Proverb.

#### NOTE FROM THE FOUNDER

Firstly, I would like to say thank you to all those who have been instrumental in making Nyati a great success it is today. Without your support and dedication, we would not be in this privileged position today.

It was our customers who were the driving force behind the brand. Speaking to businesses over the past 35 years one thing was apparent, Kenyans demand quality products and ones that work in the harsh climates we call home, and that mission remains the cornerstone of Nyati today i.e **Build a machine that works in Kenya and matches the ambitions and budgets of Kenyan Businesses.** 

Looking back its hard to believe it has only been one year since we launched, so much has been going on some of which we will highlight.

Our first newsletter focuses on customer accounts from those who have invested in NYATI and see how their journey has been.

We spoke to Sunny Sethi of Landmark Holdings on his interesting account of their success in the market and on the technical aspects of his Nyati machine.

With Kenya changing so rapidly, I thought it would be interesting to hear from Samit Gehlot who as you know is a leader in the road construction industry. His ethos of turning a threat into an opportunity fits well with Nyati. We both relish challenging the status quo by doing things differently.

I hope you enjoy this newsletter and I would like to take this opportunity to wish each of you a joyous and prosperous 2017.

Best Regards

JIT BHURJI



Speak to any Kenyan business and their ambition knows no bounds. With the right tools in place we are sure that Kenyan businesses will be able to fly our flag on an International stage.

Nyati was designed with one purpose in mind. To bring International quality machinery to Kenyans at a price that would allow businesses to thrive.

Today businesses need to react quickly to increased International demand and for those who want to get the job done efficiently and effectively, they know an investment in machinery is the key to their growth.

Traditionally the choice would be to settle for sub optimal components to ensure purchases remain within budgets, but with Nyati you can have the best machines at a price you can afford.

As many of you will be asking, how can Nyati do this? Well the answer is simple, we cut out the middlemen ensuring that you are paying for quality machines and nothing else.

We love Kenya's amazing geography but we also know that the very ground we work on is also hard on machines, Nyati machines were built for Kenya, from filters designed to capture fine dust to reinforced floors capable of tackling the biggest rocks.

These machines are built to last and with class leading warranties you can be sure that your Nyati will work as hard as you do

These **machines** are **built to last** and with class leading warranties you can be sure that your

Nyati will work as hard as you do





# **1. Customers Demanding Machines**Suited to Kenyan terrain this left a gap in the market.



# THE EVOLUTION OF NYATI





**2. Experience**NYATI backed by 35 years of local experience







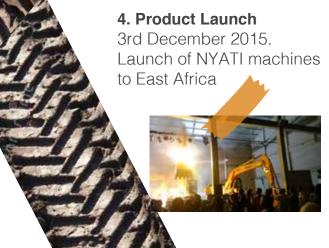
3. On Site Testing

Prototype machines were tested in Kenya to ensure that they were fit to purpose.





**5. Result**Happy Customers in all industries





### WHAT'S UNDER YOUR HOOD?





#### HD BUCKET

Bolt on wear plates Bolt on side cutters Bottom Re-enforcing Extra Gussets

REAL HEAVY DUTY ROCK BUCKETS



#### **REXROTH PUMP**

Hydraulic pump Reliable, efficient

#### KAWASAKI PUMP

Hydraulic pump Reliable, efficient



#### SWING MOTOR (DOOSAN)

- ✓ Relief valve embedded with shockless functions
- ✓ Built-in mechanical brake valve
- ✓ Anti-Cavitation's function applied (Makeup Valve)





#### **HD BUCKET**

Bolt on wear plates
Bolt on side cutters
Bottom Re-enforcing
Extra Gussets
Mixture of Hardov and 6



#### **ZF TRANSMISSION**

Smooth, hydraulic start

High efciency

German Technology at it's best



#### OIL BATH FILTER

Ideal for East African Industry

Oilbath pre Itration extends the life of the paper Iter



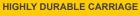


ADJUSTABLE STEERING COLUMN





LUCIU V DUDARI E CARRIAGE





# MANUFACTURING FACILITIES

1,000,000sqm World Class Components Assembled Under One Roof









**PRE-ASSEMBLY** 

















**COMPLETE ASSEMBLY** 



The NYATI launch event was attended by Kenyan dignitaries from various industries and political landscapes. A great night was had by all, culminating in the first machines being handed over to two customers.

























# NYATI LAUNCH 2015

























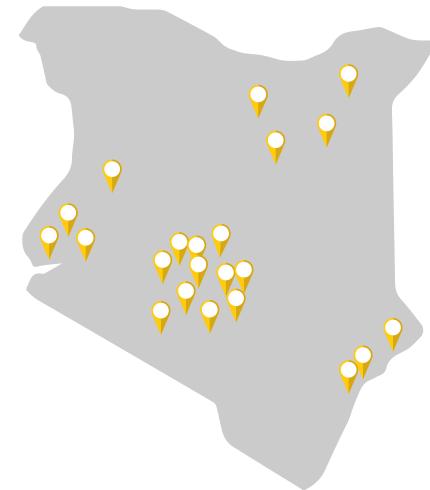
**MOMBASA** 

# NYATI'S FOOTPRINT INCREASES OVER KENYA











# TOP TIPS FOR REDUCING **EQUIPMENT COSTS**



**G** Wasted fuel translates into money lost and eats into warranty hours.

#### 1.Commit to Preventative Maintenance

When trying to reduce your operating costs, there is no better way than to make sure your machines are serviced and maintained on time this will avoid something breaking or going wrong.

Try an AMC to make this easier and more cost effective.

#### 2.Inspect Machines Daily.

Make sure a daily walk around of your equipment is done to detect leaks, excess smoke, unusual noises and fault codes.

Take special note of wear and tear of the buckets, booms and tire conditions and note any cracks forming e.t.c and report to your Nyati dealer.

You should take note of any sub standard performance at this point too.

#### **3.Train Your Operators.**

You can avoid premature wear, improper use and extend the life of your machine if you allocate operators to specific machines.

You can then monitor abnormal wear and fuel consumption and this way you can reinforce good practice and pin point areas for further training.

#### 4. Monitor Basic Conditions

Check regularly on the conditions of filters, grease and fittings. If you work in harsh environments then daily greasing may be required.

#### 5.Make Checklists and police them!

Implement a maintenance plan and service check list that site managers have to follow.

This will help in maintaining a service schedule and keeping your operators accountable.

In addition if you decide to sell your machines you have a proof of maintenance.

#### 6. Establish a Communication Plan.

Make sure your team knows exactly what to do and who to contact in case of emergencies.

This could range from equipment failures, accidents, injuries, theft and other unforeseen circumstances. You could save money and downtime if your team knows exactly what to do in various situations.

Further, making contingency plans and thinking about the worst before it happens, can ensure you or your team do not make hasty decisions in a frenzy. Downtime plans can be made – time can be filled by getting your team to perform tasks that need to be done but don't get prioritized. I.e. Paper work, errands and repairs.

#### 7. Give your Undercarriage some TLC.

Of course misuse of equipment should be avoided at all costs, but take more attention on tracked equipment.

Track repairs account for 50% of total maintenance costs.

#### 8. Understand how Cheap can Potentially be Expensive.

Cutting corners with inferior parts or unqualified technicians, not only affects your warranty but it also costs

more money over the long run where components do not last as long as they should or bad service causes a breakdown.

#### 9.Keep your Team Informed.

Get feedback from the workforce to determine what works well and what doesn't, praise and reinforce good performance, and encourage and reward best practices. Show and tell your people how complacency affects productivity and profitability instead of having them inadvertently learn that problems are often rewarded with overtime or praise for fixing a problem fast

#### 10. Analyze your Idle Time.

Check the time that your machines spend idling. Wasted fuel translates into money lost and eats into warranty hours.

#### 11.Eliminate Wastage.

Analyze your entire fleet. Use the right machine for the right application. Check that you are not under using or overusing a particular machine. Analyze the over time you pay, excessive idling, unnecessary usage, bad operator practices and other miscellaneous costs that are not needed.

#### 12. Compare your Fleets Performance

Knowledge is power. Check how local and international company's fleets compare to yours. This data can help you create benchmarks and aid in decision making.

#### 13.Check the Manual :-)

Follow the manufacturers recommendations for usage, parts, fluids and maintenance procedures to ensure that you are eligible for warranty and keeping your efficiency at optimal levels.

### **MACHINE HANDOVERS**









LANDMARK HOLDINGS









ABM (Associated Battery Manufacturers)



### **MACHINE HANDOVERS**















TRANSMARA SUGAR COMPANY

INTEX CONSTRUCTION













PRESSMASTER ITAL AFRICA

CHINA ROAD AND BRIDGE

WWW.NYATI.CO.KE



SATVEER SINGH SETHI Technical Director

# 1. How would you describe the current Construction situation in Kenya?

It is definitely booming, both the government and private sector. In the government, there are lots of projects, we have already delivered 5 projects for Kenya's Vision 2030 goals.

In the private sector, large companies are investing heavily into retirement homes and facilities for their staff members.

# 2. Do you feel that international contractors' bidding for local jobs has affected you?

Of course there is stiff competition, however we have put our case forward to the government and showed them how much we invest into the local economy, from buying all our equipment locally to hiring and training all local operators and mechanics and therefore we have received large jobs on this basis.

Considering our wealth of local experience, we ensure how to deal with the geographical terrains of Kenya and the various local stakeholders.

# 3. Landmark is one of the Kenya's most successful construction companies; you always complete projects on time and with top quality standards. Can you share your secret?

We have the local expertise and experience, we have great employees, we invest in top quality equipment and we have very good relationships with our suppliers, who give us maximum support. It's a simple formula that brings us the results every time.

We liked that your standard machines were coming with special features, which usually would have incurred additional costs.

# 4. As one of the first customers on Nyati, what made you choose Nyati and what's different?

We already had a strong partnership with FEIL and have a lot of equipment from you, which is fully backed up by yourselves. We appreciated that you had the knowledge and experience in the market and that you created machines especially for the East African market.













We liked that your standard machines were coming with special features, which usually would have incurred additional costs.

What excited us the most about the excavator was the booms and bucket being heavily reinforced, the extra track rollers make the machines more stable, the fuel consumption being less and the maintenance being cheaper, the on – board refueling takes far less time and ensures we are putting in clean fuel. Additionally it is not so different to operate from our other machines.

On the Wheel loader, again the heavy-duty bucket came as standard, it has superior features like the ZF transmission, oil bath filters etc, again maintenance was going to be easy and cheaper.

#### 5. What are the running costs like?

We are very happy with the fuel and maintenance costs being lower, they have performed thousands of hours and we have had no major issues. The Operators also enjoy working with the machines and like the power that they both have.

#### 6. How has the aftersales support been?

The service has been great! Your response time has been very quick, the technicians are trained well, they

arrive on time and get us up and running ASAP. There is also a good relationship with our operators and your technical staff, whereby they can always ask for advice and hints and tips to keep the engine running longer.

# We have already recovered covered all costs in less than a year

### 7. What's your return on investment been like?

We have already recovered all costs in less than a year and really pushed the machines. The reliability and the lack of down time has been the key here.

### 8. How is Nyati different from other machines in your fleet?

NYATI's are designed for this environment and this shows as it's standard features are options with other brands.

# 9. How do you feel about investing in a Kenyan brand?

We have strong support for local suppliers; we always invest in Kenyan companies, as it is good for the economy. We are happy that there is now a local brand of construction machinery.

For more information about Landmark visit their website: http://www.lhl.co.ke/





**HARPREET SINGH**Operations Manager

#### 1. What do you use your NYATI for?

Numerous application like cart away, rock breaking and loading of back cotton to my lorries. Loading of quarry materials to my batching plant and cart away at site

#### 2. What do you like about the machines?

Fuel efficiency, beam reinforcement, the speed and being operator friendly. Use of one lever makes it easier to operate.

#### 3. How is the after sales support?

Amazing, prompt technical support, my services are completed on time and we also get advice on how to improve our efficiency.

#### 4. How is the avaliability of parts?

Always readily available and quick delivery

# 5. Would you recommend NYATI machines? If yes, why?

Yes, efficiency of fuel, fast and easy to operate.

#### 6. What's your operator feedback?

Comfortable machines operator friendly, good feedback from our technical team





#### **OPERATORS**

# You spend all day in the cab of your Nyati, what do you like best?

I like the seat, its comfortable, the cab has A/C, joy sticks are easy to use and best of all there is a radio!

# So, we have heard about the cab, what about the power and ride?

These are really powerful machines, they have my favourite engine (Cummins) and the extra rollers make it smooth and stable.













AJAMU WESLEY
President & Ceo

# 1. You are a new entrant into the Kenyan market; tell us a bit about your company and your experience in the Kenyan market?

We are manufactures of windows and doors based on a technology called Cellular Rigid UPVC. It is a lightweight yet durable and strong material, which is patented. Our product is designed in Italy but made in Kenya.

The market for our products is enormous and the response has been well received. We had been supplying windows in Malindi for the last 10 years and that has been a plus for us since clients are aware of the products that we offer.

# 2.We understand your product is quality driven, how do you convince the masses that cheap is expensive?

Our product is top quality and locally made - we can make a custom produce and deliver it. This means that the customer will always get it right. For example there was a case of a hotel ordering all their windows from overseas, only for them not to fit. We can always bring the product back and modify it, without incurring the cost of logistics.

NYATI is designed for this market and that caught our eye.

# 3.We are delighted that you are amongst the first to purchase a NYATI forklift. Why did you decide to buy a NYATI?

Nyati is designed for this market and that caught our eye. Furthermore, The price was affordable; you are strategically located. The lpg / gas feature means we can use it both indoors and outdoors

### 4. It's almost one year on, how is your NYATI forklift performing?

I am very impressed with the usage; it's easy to operate and cheap to run. We have had no issues.

#### 5. How has the aftersales support been?

Nyati has been very supportive and very committed. They gave a good training to our operator on how to drive it and also how to take care of it.

# 6.How do you feel about investing in a Kenyan brand?

First and foremost am very proud to be amongst the first client to purchase a NYATI machine and to be associated with the brand. Am excited about the journey ahead working with NYATI.























### PROTECTING YOUR INVESTMENT

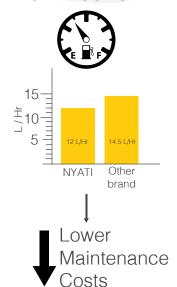
#### **BENEFITS OF AMC**

- ▲ Maximum Up Time
- **▲** Quick Response Time
- **▲** Cost Control
- Payment Terms
- ▲ Factory Trained Technicians
- Genuine Parts Always in Stock
- ▲ Regular Machine Assessments
- ▲ Trouble Free Ownership





#### **FUEL ECONOMY**









### **AFTER SALES SERVICES**

#### **Protect Your Investment**





12 month AMC's. Trouble free ownership Maximum Up-Time Cost Control









#### TRAINING

Efficiently Operate Your Equipment.



#### GENIUNE SPARE PARTS

- Engine performance
- Increase productivity
- Reduce your owning and operating costs
- Lower fuel costs







State Of The Art Fabrication Facility





#### TROUBLESHOOTING

Superior Training And Software



Computer Based Diagnostic Available



NYATI have a rock solid philosophy:

If you sell it, support it.





Sponsoring teams at the Rhino Charge, to raise funds for building fences for conservation around Kenya



The Nyati Chargers, participating at the Wild Charge to raise funds for wildlife conservation



Sponsoring a Pedal Cart team to raise money for two special needs orphanages



Sponsoring a school in Makindu



AL HAT CAPE AROUND DIA CON-

Building dams for the wildlife in the Mara

#### **NYATI CARES**

NYATI is not only committed to providing top quality machines, we are passionate about improving the lives of local communities. Here are a few of the projects we sponsored in 2016

#### THOUGHT LEADERSHIP





**SAMIT GEHLOT**MD of Intex Construction

"Nyati interviews one of the leading minds in the industry on their thoughts on the market and its future."

#### 1. In the last 5 years Kenya has changed an incredible amount, no more so than in our industry. What do you think drove this and what's your view on the current climate?

The last 5 years has probably been the most challenging and interesting with the rise of international entrants coming into the market. Which in my opinion has had both a positive and negative impact.

Efficiency has been the greatest positive with this effect, the transfer of skills, although informal, has increased the quality of construction all round. The industry as a whole has become more accountable with an increase of standards and repercus-

sions more severe of not meeting these. The overall effect is one which returns the taxpayers better value for their money.

Of course we still have some way to go, although we have some very good policies in place, the policing needs to improve. For instance how foreign contractors are required to give a portion of their jobs to local contractors.

# The industry as a whole has become more accountable with an increase of standards

I feel that more needs to be done by both our government and private sector in terms of building capacity, from tertiary skills (Carpentry, operators, and welders) to senior engineering. We definitely need better standards of education.

Everyone agrees that the future is bright as a whole but without infrastructure investment, Kenya will be left behind. By the government building capacity, we would reduce our reliance on foreign companies to complete local projects and create a more robust home grown economy.

Another positive is the amount of financial innovation taking place in how projects are funded. The government was challenged by this in the past, but now this has now evolved into an opportunity to change the ways of working.



Kishan Gehlot speaking at the Nyati Launch



Intex builds the largest Bailey Bridge in Kenya



Samit signs the first Road Annuity Project

We were the first local construction company to sign a Public Private Partnership (PPP). Specifically the 'Roads Annuity Project'. This project was spearheaded the chairman of RACECA, Mr Kishan Gehlot and through the determination of his team set the basis for the funding of future projects.

# 2. Where do you see the Industry going in the next 5 years?

There is a great deal of projects right now, the next 5 years we will see much being implemented. With the first set of annuity projects being signed, you will be seeing a lot more.

The size of projects is also increasing (matching the ambitions of the government), the need to invest in super infrastructure projects. I.e. Nakuru – Nairobi highway, the second phase of the SGR project shows that the government have a long term approach in adding capacity to the road network allowing ordinary Kenyans the chance to prosper.

2017 being an election year will have a positive effect on the construction industry; all parties campaigns revolve around infrastructure projects, and so many projects will be awarded.

# 3. Intex is one of Kenya's leading construction companies; what do you do differently?

Our strength has been in being open minded and exposing ourselves to the turbulant environment around us and making continuous changes. For us a big part has been embracing competition. We stand strong and give new entrants a fight know-

ing that this can be a challenge. Whether we win or lose we always gain experience and knowledge. Having this bold approach has paved the way for other local contractors to follow. Being the first mover means that you stand to win or lose the most.

One area we had to change processes was in the area of finance, we stayed committed to our projects without sometimes receiving payments, while this builds credibility with the ministry, it gets difficult to maintain when interest rates rocket and payments are not received.

# ■ Nyati is a Kenyan Brand with overseas engineering

Sometimes we have to see our competitors as potential partners and this way we are able to secure projects.

We have built a strong reputation over the last three decades, we acquired Kenya's oldest construction company, Issaias. Our ethos of never leaving a project unfinished regardless of the financial complications has kept focused. It's not just about delivering projects of a high standard and on time but also creating a good reputation with our suppliers and various other stakeholders who help to ensure that everyone plays their part in successful delivery.

At an international level we are now recognised as the go to partner in Kenya for domestic corporations, which we are very proud of.

All of this would not have been possible if we had not invested into our people, they are our greatest













assets.

# 4. You decided to invest in your fleet and chose Nyati, with so many options around, what motivated your decision to buy into a new brand?

Reliability is the most paramount reason in choosing machinery for our projects, not only reliability in the product itself but also more importantly a reliable after sales support.

Having the comfort and peace of mind of working with your team before was my biggest motivation in this case. The commitment to your products and service has been phenomenal to date so I know you are a partner/brand I can trust for the long term.

Nyati has also created a confidence in the market by investing in itself. Something I learnt from a young age and still pass on today is to always believe in yourself. I think Nyati symbolises the best of Kenyan resolve in that when so many outside pressures were going you looked internally and set out to create a product for Kenya designed by Kenyans. I personally know that internal belief is what has set you apart from others.

Nyati products being localised gives us a huge advantage, Nyati have the wealth of experience to know what works in this country and took the time to develop a machine specifically, that was very attractive to us. Nyati is a Kenyan Brand with overseas engineering, from hand selecting components from around the globe together with decades of experience in using machines in Kenya. The result is a product fit for purpose which we are also proud to be associated with.

I am happy to say that 'excavators' are the first segment in my fleet that we have managed to standardise, and this was totally managed by your team. Your machine repairs, availability of spares has been remarkable with almost 0% downtime.

Having a company in Kenya that you can rely on for a lot of different aspects of the backup, essentially a one-stop shop is amazing. For example, we recently had the issue with a bucket in Kisumu, it was fixed and sent it back to us within a week meaning that the project stayed on time without any headache to us.

One very important aspect is the fact that a lot of our traits are aligned; we seem to have the same values i.e. we are both in family business and both owners managed, a lot of the values that we seem to hold, you also do. I feel that you take care of us like family and that is a big component.

#### 5. What drives you as an individual?

I am very passionate about making a difference and creating huge positive social impacts. With infrastructure projects, I love to see how it develops and builds a community, this is the main



Samit conducting a hygene class at a school in Machakos County



Kishan Gehlot at the opening of Mahali Mzuri with Phylis Kanie, Richard Branson and Uhuru Kenyatta



Samit on one of his adventures

reason I come to work.

I believe the term infrastructure should be inclusive of healthcare and education and these are two causes close to my purpose. In healthcare we as Medanta Africare, provide top quality health care in Kenya to 1000 patients daily. In education, we partner with existing government schools and assist them in proving basic sanitation needs & teacher training. The idea is to make learning more fun and give children ability their dreams and potential ambitions.

Outside of work I love to challenge myself with adventures and new experiences, whether it's getting in a rally car or taking part in a triathlon. If I can combine going to a new place, learning something new and make a positive impact while having an adventure.

#### 6.Tell us about your journey in Intex?

I started working at Intex when I was 20. My father asked me to come and work with him, at first I said no! I wanted to be successful like him but do it myself. However he convinced me to work with him for a few weeks and see how it goes. I remember one day he turned to me and said I know it's not like starting something yourself but if you start somewhere in the middle and you move up – you can then measure your success - That was 16 years ago.

It has been so rewarding to see the growth and development of both the country and Intex.

Although I appreciate what we have achieved, there is no time to sit still. I am focused on the

future and understanding how we can help Kenya prosper.

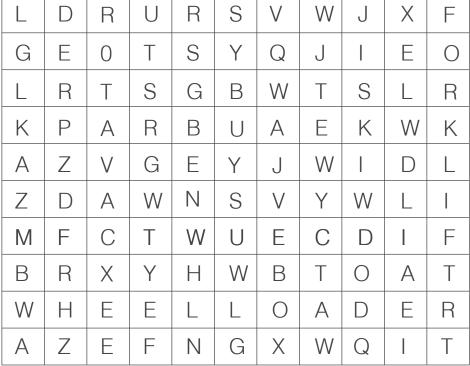
#### 7. How do you manage your team?

I have a practical management style; personally I am very approachable which was a big shift change in the organisation. I have personal relationships with my team and I try and encourage them to be courageous, whether it is in following their dreams or simply sharing ideas and problems. Building courage in people is my thing.

Embracing the different views of individuals is key to me. I want to understand a person and how they perceive the world and what motivates them. Once we are able to understand each other I believe the partnership will be hugely successful.

Samit is passionate about wildlife conservation and participates in many initiatives.





START

NYATI, EXCAVATOR, WHEEL LOADER, FORKLIFT















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NAIROBI MOMBASA NAKURU KISUMU KAMPALA