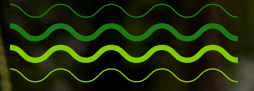




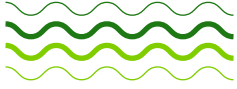
EQUATORIA AFRICA LIMITED **COMPANY PROFILE**

2023



Kilimo Ni Asili Yetu





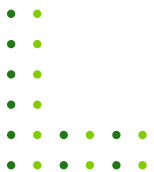
ABOUT US

Equatoria Africa Limited was founded in 2004 by Parimal K. Shah and is a 100% family-owned independent company.

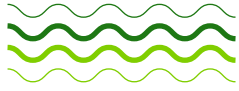
The main focus of the company has been crop protection and agriculture development.

Equatoria Africa Limited has been working closely with African farmers, educating and helping small-scale and large-scale farmers reduce the risk of crop loss by providing high-quality, fully approved, and registered agrochemicals, foliar fertilisers, and spraying equipment approved by regulatory authorities to ensure the crops grown provide a good-quality harvest to improve farmers livelihoods.

Equatoria Africa Limited provides and widely distributes its own trade-marked high-quality and affordable inputs, including pesticides, fungicides, herbicides, fertigation products, spraying equipment, and seeds.

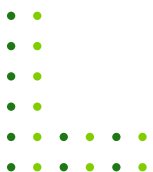


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COMPANY HISTORY

- 2004 • Equatoria Africa Limited was established in 2004 and was involved in supplying a wide range of Agrochemicals via tenders to the Cotton and Cashew sectors through the Cotton and Cashew board in Tanzania for several years.
- 2006 • In 2006 the company expended on its product portfolio by registering several new and innovative active ingredients for various crops in Tanzania.
- 2007-2013 • For the next several years Equatoria Africa Limited was developing these newly registered products with the small scale farmers of Tanzania.
- 2014 - 2016 • Equatoria Africa Limited had formed partnerships to establish companies in various countries in Sub Saharan Africa.
- 2017 • Equatoria Africa Limited started creating distribution channels in Tanzania to develop, promote and market all its products in all the agriculture regions of Tanzania.



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OUR VISION

To be a leading Agriculture development company in Tanzania

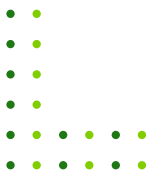
OUR MISSION

To provide the highest quality Agriculture Chemicals, Fertilizers, Spraying Equipment, seeds and state of the art technology from top manufactures around the world to develop new services in the challenging environment and changing markets in Africa's Agriculture Sector.

OUR VALUES

Equatoria Africa Limited prides itself on the following core values:

- Integrity
- Commitment
- Reliability
- Honesty
- Transparency
- Social Responsibility





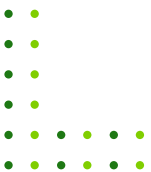
PROMOTERS PROFILES

PARIMAL K SHAH (TINU SHAH)

The founder of Equatoria Africa Limited group companies and the chairman of the company, boasts an impressive career spanning nearly 4 decades in the agriculture sector spanning across the African continent, i.e., Kenya, Tanzania, Uganda, Ethiopia, Rwanda, Zambia, Malawi, Zimbabwe, Mosambique, etc.

His journey began in the 1990s, when he laid the foundations of Mukpar Ltd. in Kenya and then established Equatoria Africa Limited Agriculture Business in Tanzania in 1998. Over time, Mr. Shah's vision and dedication led to the expansion of the company's agriculture operations into several countries in sub-Saharan Africa.

With such extensive experience and a profound understanding of the agriculture business, Mr. Tinu Shah possesses a wealth of knowledge in the agriculture sector, particularly in the sub-Saharan Africa region. His expertise is invaluable when it comes to navigating the unique challenges and opportunities presented in these countries.





PRASHAN SHAH

Mr. Prashan Shah holds a degree from Nottingham University, UK, along with completed ACCA qualifications. He has gained valuable professional experience in the United Kingdom at an audit firm and in Dar es Salaam, Tanzania, at Baker Tilly. Over the past several years, starting in 2013, he was heading a joint venture in the agriculture business within Export Trading Group in several countries in Sub-Saharan Africa, where he played a pivotal role in setting up the agriculture businesses and in introducing and implementing accounting systems.

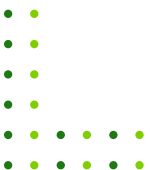
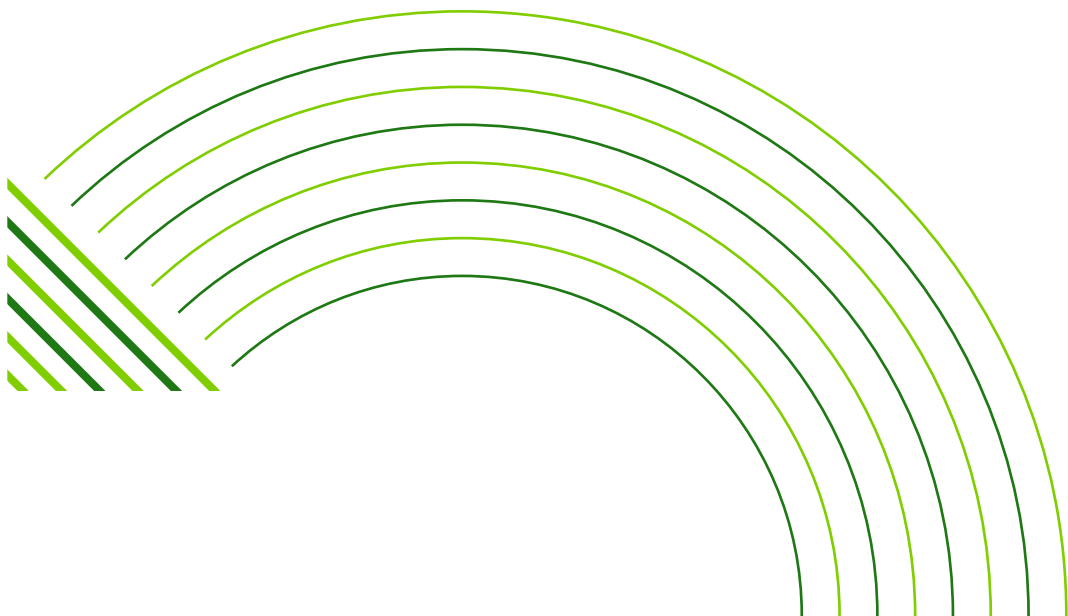
These systems proved instrumental in effectively monitoring stock movement and sales across a wide range of products across multiple borders.

TRISHUL SHAH

Embarked on his career in the agribusiness back in 2006. With a strong focus on sales and marketing, he has cultivated specialised expertise in agrochemicals, seeds, fertilisers, and farm inputs.

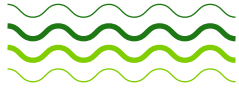
Between 2014 and 2016, Trishul assumed the role of team leader at the Export Trading Company, where he played a pivotal role in establishing and leading the sales and marketing team for agrochemicals.

His responsibilities encompassed strategising and implementing effective sales and marketing initiatives to promote and distribute agrochemical products.





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WHAT WE DO



Crop Protection



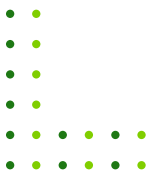
Farm Equipments



Vegetable Seeds



Fertilizers





EQUATORIA AFRICA LIMITED AGROCHEMICAL DIVISION

DISTRIBUTION CHANNELS

Equatoria Africa Limited has strong connections with 150+ agro dealers across diverse areas. We provide comprehensive support to farmers, retail stockists, authorized dealers, commercial farms, and estates.

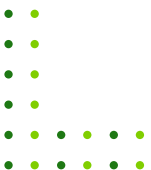
Our nationwide "Equatoria Authorized Dealer" program empowers dealers to expand their market shares in their regions. This strengthens our network fosters collaboration, and promotes the growth of the agricultural industry.





EQUATORIA AGRO SERVICES

- Providing guidance on spraying programmes to maximise yield potential
- Training and guiding farmers on good agronomy practises and the management of agricultural chemicals and fertiliser usage
- Administering agriculture advisory services to farmers and also visiting farms to provide on-site advisory services.





TRAINING AND DEVELOPMENT POLICY

Equatoria Africa Limited has an effective training and upliftment policy. Individuals are mentored and trained in uses of certain agrochemicals, sales, marketing and management, creating a broader skill set for that individual and equipping them with the skills and knowledge eligible for permanent employment in the agriculture sector as well as other business sectors.

CORPORATE SOCIAL INVESTMENT

At Equatoria Africa Limited, we believe in nurturing talent and teamwork that drives delivery of quality outputs. This is our fundamental principle.

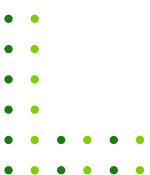
We invest in our people through a range of training interventions in order to foster talent, develop competence, provide experience and strengthen expertise to ensure the delivery of outstanding services.

OUR PEOPLE

We value maintaining a corporate culture of hands-on management and direct involvement. This unique business approach is the driving force that fortifies our continuous delivery of high quality fertilizers, spraying equipment and agrochemical products

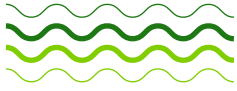
Furthermore, as a company committed to the advancement of our employees, we can proudly attribute the secret to our ongoing success to the people at Equatoria Africa Limited. We have stable core team of dedicated professionals, most with commendable years' experience in varied professional disciplines.

It is this team, their dedication and the corporate culture of Equatoria Africa Limited that contributes to the success and evolution of the company.





Kilimo Ni Asili Yetu



OUR PROJECTS

COMMUNITY OUTREACH PROGRAM

At Equatoria Africa Limited we believe it is important to support our local communities through sporting activities which help improve a child's school performance, attendance, physical and emotional wellbeing.

Through our support to public schools in various areas we are helping children build self-esteem, confidence, essential life skills forming well rounded individuals.





OUTREACH SUPPORT PROGRAM

The conventional agricultural extension services in Tanzania are mainly provided by government extension officers visiting farmers to provide agricultural advisory services.

Taking a unique approach, Equatoria Africa Limited is providing private agricultural advisory services to small and large-scale farmers, along with stockists, in order to ensure that the correct information is readily available at all points.



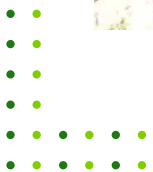


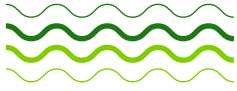
FARMER EDUCATION DAYS

Agriculture in Tanzania represents almost 30 percent of the country's GDP with three quarter of the country's workforce involved in this sector.

Agriculture is undoubtedly the largest and most important sector of the Tanzanian economy, with the country benefiting from a diverse production base that includes staple food crops, a variety of cash crops and livestock.

As a Tanzanian company we pride ourself in conducting educational days to help farmers learn about new products and farming practices to better improve their crop quality and production.





MAIZE CULTIVATION PROJECT

Maize is one of the most vital food consumption crops in Tanzania; it comprises 45% of the cultivated areas. Though Tanzania is the largest producer of maize in East Africa, the country still faces several challenges in achieving its full commercial potential.

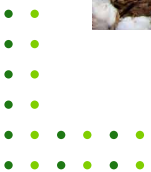
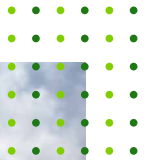
One of the major challenges facing Tanzania is the various pests and diseases the crop faces during the growing season. Our team of qualified agronomists has tackled this challenge and introduced farmers to several products that tackle these problems.





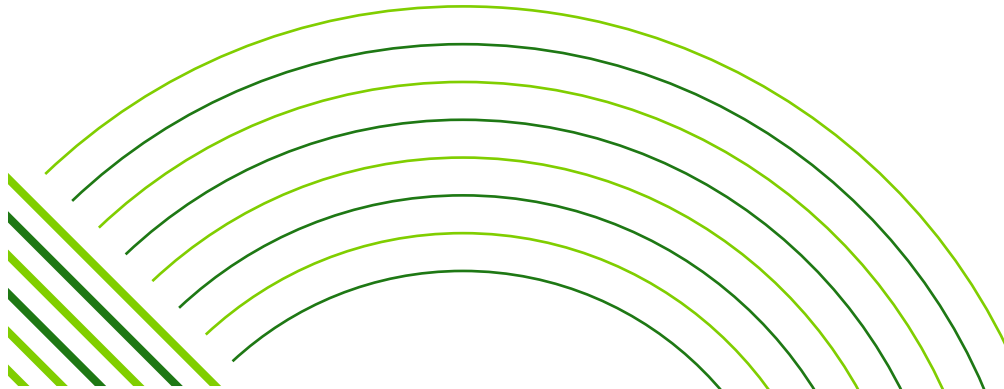
COTTON CROP PROTECTION PROJECT

The North-West Region of Tanzania is known as one of the world's largest cotton-growing regions in East Africa. Cotton is grown predominantly by smallholder farmers in Tanzania. However, as our climate changes, productivity is on the decline, and pest control has become increasingly difficult. In the last few months, our team of agronomists on the field has conducted several trials in these areas with farmers to help guide them on the proper products and spraying protocols. Through this project, we have seen better control of various pests, which has drastically improved the overall crop health.

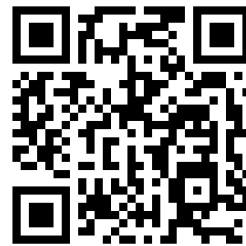




 **Kilimo Ni Asili Yetu**



CONTACTS



P : +255 682 536 436

P : +255 783 207 647

P : +255 685 739 494

E : equatoriaafricalimited2004@gmail.com

w : www.equatoriaafrica.co.tz

A : Dar es Salaam Branch Amani/Mvita
Street, Kariakoo

A : Morogoro Branch Makaburi
Street, Msamvu

