

Africa's Premier ICT Distributor

## Technology with a Difference

Company Profile

2021



## 20 years ago, I had a vision...

A vision of reducing the digital divide between the Western world and Africa, so I started Red Dot operations with just two staff and myself. Our objective was and still is to distribute the best ICT products to resellers at affordable prices.

Today, Red Dot has had its fair share of acheivements and an extensive list of accolades in the distribution arena. Our presence now spans across many Africa countries as well as the Middle East.

We're the first ICT distributor in the region and lead the market as the Number One player, holding the position unrivaled with an average market share of **over 42%**. We are renowned for **Quality**, **Originality** and **Industry Leading Services**.

M. Bharware

#### **Munir Bharwani**

Cheif Executive Officer





# Lets Start from the beginning



Red Dot Distribution was born out of the ideology to provide technology with a difference. Bharwani Group has been a pioneer in many businesses in East Africa with ICT distribution at the forefront of that effort. The humble beginning started with a small team of three (3) employees based in Tanzania in 2001 and in a short amount of time, Red Dot has expanded its operations all across East Africa, Middle East, Southern Africa and is now venturing into West Africa.

Our journey started with distribution rights for the full range of HP (formerly Compaq) products followed by APC, Microsoft, Samsung, Toshiba, Dell, Logitech, AEG and Optima. In 2014 we acquired distribution rights for Intel, DIGILINK, Transcend, Lenovo and POV products. In 2017, we signed up HIKVISION for distribution of products in East Africa. In recent years we have also picked up distribution for Lenovo Enterprise, Epson, Canon, Linksys and Honeywell to name a few.

Our success at Red Dot comes from an uncompromising focus on vendor relations, customer service, partner training, continuous marketing and efficient logistics.

We have strategically invested in our partnerships with world renowned vendors and over the years we have been awarded several accolades which highlight our successes.

# Through the power of vision

## To progress and develop into a **Fortune 500** company



Bridging the digital divide by providing technology solutions and allied services to Africa and the Middle East, through the integrity, professionalism and reliability of a highly motivated team, whose long-term pursuit of fostering mutually beneficial relationships is unparalleled.

# Keeping you a step ahead, Always

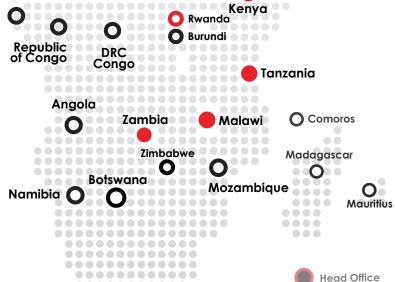


# Bridging the divide across Africa



Our plan is simple.

Build relationships and business will follow. This single-minded approach allows us to build long term partnerships that are bases on mutual progress and trust. Our dynamic sales teams go beyond their means to bring innovative products at competitive prices for our ever expanding customer base.



Sales,Office & Warehouse

Sales & Office

Sales



Renowned for quality, originality and industry leading services, Red Dot has perhaps the most extensive list of accolades in the industry in this region of the world. These commence from, but are by no means limited to;

## Our success is your success



**Highest Growth** 

(Microsoft, HP, Lenovo, & APC)



**Highest Revenue** 

(HP, Lenovo, Toshiba and APC)



Distributor of the Year

(Microsft & HPE)



Best Distributor for East & West Africa

(Logitech)



Best Managaed Account

(HP & Lenovo)



Special Awards

(HP & Lenovo)



Best SMB Distributor of the year



## Understanding our Social Responsibility



Ultimately, organizations are made up of individuals. As individuals we at Red Dot realize our responsibility towards our stakeholders and society at large. As an organization, we strive to create a positive impact on the lives of all those around us, especially the youth. We understand and emphasize that the youth of today are the leaders and innovators of tomorrow.

With this fact in mind, Red Dot continually engages in training and educating young members of the society, rewarding students for exceptional academic skills and funding charities and local community-based programs for youth activities. Red Dot also engages continually with 'Side by Side', an NGO focused on disadvantaged and disabled children.



## The Journey so far

Operations launched in Kenya. Total employees 12. Microsoft distribution acquired

Full Operations in Jebel Ali, UAE APC distribution acquired Full operations in Kenya Ist Samsung IT distributor for East Africa. Microsoft distribution for Southern Africa Total employees 60

> **Full operations in Uganda** Toshiba distribution acquired

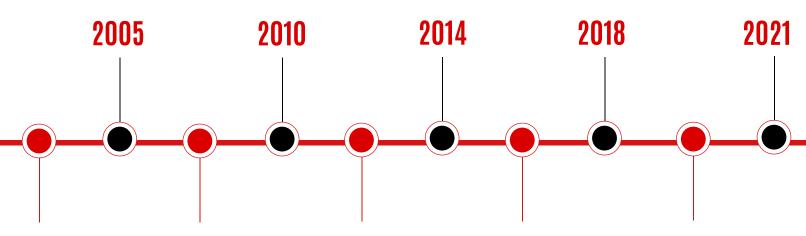
**AEG Power UPS distribution for** Middle East and Africa

> Lenovo distribution acquired Introduction of Lifestyle product range

HIKVISION, Epson and Seagate distribution acquired. Total employees 107.

Full operations in Zambia Lenovo Enterprise and McAfee distribution acquired. Microsoft CSP Indirect
Distribution aquired

Total number of employees 140+



2001

**Birth of Red Dot**, Operations in Tanzania, Total employees 3. 1st Authorized Compaq and HP distributor for Tanzania 2007

Sales in Uganda and Ethiopia Logitech distribution acquired 2012

**Local presence in Rwanda,** Zimbabwe and Botswana

Local presence in Namibia.
Dell distribution acquired. Red
Dot is voted a Super Brand.
Total employees 90+

2016

Transcend Authorized Distributor. More Lifestyle products. Intel approved supplier.

EnGenius distribution acquired

Operations in Dubai & Botswana

2020

Honeywell, Linksys & Canon distribution acquired

Full Operations in Malawi

Lenovo Distrbution in UAE aquired

### Reliable Technology from the World's Best

Security and Surveillance

Personal Systems, Print and Image

**HIKVISION®** 

**EPSON** EXCEED YOUR VISION



Lenovo



Canon









**Enterprise Solutions** 





Our portfolio of brands focuses on giving our customers the best products and allied services from the worlds most trusted brands, giving you genuine and reliable products for every need.

Lifestyle

Power Solutions

logitech















by Schneider Electric





Kenya (HQ)
Sales Office
Le'Mac Building,
3rd Floor, Church Road,
along Waiyaki Way, Westlands
Nairobi, Kenya



Tanzania Sales Office 7/8 Maktaba Street, Dar es Salaam, Tanzania

Phone: +254 716 210 111 / 203

E-Mail: cmkenya@reddotdistribution.com

Phone: +255 22 2129222 +255 22 2133481/2

**E-Mail:** cmtanzania@reddotdistribution.com



**Uganda** Sales Office Block 41, Sir Apolo Kagwa Rd Kampala, Uganda

Phone: +256 717 711 722

E-Mail: cmuqanda@reddotdistribution.com



**Rwanda** Sales Office Kigali, Rwanda

**Phone:** +256 717 711 722

**E-Mail:** rwsales@reddotdistribution.com



**Zambia**Sales Office
Carousel Shopping Centre,
Plot 12500, Kafue Road,
Lusaka, Zambia

Phone: +260 960 766 462

E-Mail: cmzambia@reddotdistribution.com



Ethiopia Sales Office Addis Ababa, Ethiopia

Phone: +251 910 831 414

**E-Mail:** etsales@reddotdistribution.com



Dubai

Sales Office 306, The Business Center, Bank Street Bur Dubai, Dubai, UAE

Phone: +971 439 31441

E-Mail: dxbsales@reddotdistribution.com



Malawi

Sales Office 18 Palm Rock, Mzimba Road, Lilongwe, MalawI

Phone: +265 998 316 108

E-Mail: mwsales@reddotdistribution.com



