



Africa's Premier ICT Distributor

Technology with a Difference

Company Profile
2021

red dot
distribution

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 achievements 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. Bharwani

Munir Bharwani

Cheif Executive Officer

Red Dot Distribution Limited

red dot
distribution



Quality
Originality
Integrity
Excellence



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.



Reliability
Professionalism
Dedication

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

(Microsoft & HPE)



Best Distributor for East & West Africa

(Logitech)



Best Managed 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.



Soaring higher
with every
satisfied customer

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
1st 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 acquired

Total number of
employees 140+

2005

2010

2014

2018

2021

2001

2007

2012

2016

2020

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

Sales in Uganda and Ethiopia
Logitech distribution acquired

Local presence in Rwanda,
Zimbabwe and Botswana

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

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

EnGenius distribution acquired
Operations in Dubai & Botswana

Honeywell, Linksys & Canon
distribution acquired

Full Operations in Malawi

Lenovo Distribution in UAE acquired

Reliable Technology from the World's Best

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.

Security and Surveillance	Personal Systems, Print and Image
	
	
	
	
Networking	
	
	Enterprise Solutions
	

Lifestyle	Power Solutions
	
	Software
	
	



Bridging the
technology gap
one solution
at a time



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

Phone: +254 716 210 111 / 203
E-Mail: cmkenya@reddotdistribution.com



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

Phone: +256 717 711 722
E-Mail: cmuganda@reddotdistribution.com



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

Phone: +260 960 766 462
E-Mail: cmzambia@reddotdistribution.com



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

Phone: +971 439 31441
E-Mail: dxbsales@reddotdistribution.com



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

Phone: +255 22 2129222
+255 22 2133481/2
E-Mail: cmtanzania@reddotdistribution.com



Rwanda
Sales Office
Kigali, Rwanda

Phone: +256 717 711 722
E-Mail: rwsales@reddotdistribution.com



Ethiopia
Sales Office
Addis Ababa, Ethiopia

Phone: +251 910 831 414
E-Mail: etsales@reddotdistribution.com



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

Phone: +265 998 316 108
E-Mail: mwsales@reddotdistribution.com

**Reach us
Today**

For any inquiries on our
West African presence, Please Contact
marketing@reddotdistribution.com

www.reddotdistribution.com

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