



## **Media Release**

### **Tanga Cement PLC Launches a New product – MKOMBOZI CEMENT – 32.5N**

**Dar Es Salaam, 20 September 2016** – TANGA CEMENT PUBLIC LIMITED COMPANY (TCPLC), one of the leading cement producer in East Africa, has launched a premium quality cement product, MKOMBOZI.

Speaking during the launch of the product, TCPLC's National Sales Manager Mr Leslie Massawe said; "Tanga Cement's new cement brand is yet another step by the company to approach Tanzanians with an innovative product that is affordable to the people yet with an assured high quality product and technological superiority that has been the trademark of TCPLC".

With the consumption of cement per capita in Tanzania estimated to be below 70 kg per person compared to the global average of 513 kg per person (June 2015, source - bloomberg): there is still huge demand for cement to cater for the increasing infrastructure projects in the country. Understanding the significance of having sophisticated cement brands that best suit local practices of building houses in both urban, TCPLC has thus launched a new brand dubbed MKOMBOZI – 'SIMENTI YA MWENDOKASI' which will facilitate rapid development of housing and infrastructure projects.

MKOMBOZI, a 32.5N cement class, is an affordable product, aimed at meeting the construction needs for Tanzanians in infrastructure and residential housing in particular. It is an all-purpose cement meant for various construction activities.

#### **The Company**

Having achieved highest international cement standards, Tanga Cement PLC (a part of world renowned South African conglomerate – Afrisam) has been supplying the East African markets with high quality consistent products since 1980, the company's ISO 9001 and 14001 quality management certification, is testament to its commitment to maintain very robust processes to monitor and control quality of its products with excellent environmental performance.

The company has grown dynamically over the past 3 decades, establishing significant footprints across the country as well as other East African markets, notably, Rwanda and Burundi. Through its strategic growth and plant modernization program over the years, the company has recently inaugurated an additional clinker production that has increased its capacity from 500,000 tons to 1.25million tons of clinker per annum. Cement production capacity stands at 1.25 million tons per annum.

Tanga Cement's shares trades at the DSE under the name of TCCL with more than eleven thousand shareholders.

**END**

**Tanga Cement Public Limited Company**

**20 September 2016**