



Power for better living

**Our Vision**

To make customers smile in every street, every town

**Our Mission**

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.

**THE FIRST LINE**



Welcome to this issue of **Cargen Voice**. Today, our economy is facing serious challenges. In Kenya, high crude prices, high inflation, high interest rates and unfavorable exchange rates have brought more gloom. This, coupled with the impact of the Finance Act 2023, means that it will take time for us to find our footing. We must, however, put our best foot forward and navigate through this harsh period.  
**Raf**

## HARSH BUSINESS ENVIRONMENT TO PREVAIL

Our performance in the last few months has been below expectation across the board. The business environment has been largely affected by a number of factors, both global and local.

The gloom economic activity in Kenya has led to low GDP growth which has in turn translated to lower purchasing power. This has led to lower sales. With the enactment and implementation of the new Finance Act 2023, the cost of doing business has sky-rocketed. This has had a negative impact on cash flows through increased payroll costs that comes with the risk of cost cutting measures.

The weak Shilling has negatively impacted the import business. There are also issues of capital flight and reduced inflow of foreign currency. This has been made worse with high interest rates, inflation and unfavorable government policies like tax measures.

Earlier, COVID meant less productivity and disruption of supply chains globally. Today the situation is compounded by global geopolitical developments like the war in Ukraine and Israel. This is more than the COVID environment.

In Kenya, volumes have remained constrained in the motorcycle business and we do not foresee the situation improving in the near future. To November 2023, a paltry 60,302 two wheelers were registered in Kenya. The trend of decline in market size has manifested across the board.

The key to sustainability of our organization will be operating a balanced business. This will ensure optimum contribution of all lines. Dependence on one product or region is a huge risk in the environment we are operating in today. Our biggest strength lies in our diversity. We have a good spread of products and footprint that is supposed to give us an advantage.

Develon is doing relatively well and this trend should continue. Tanzania and Uganda are all heading in the right direction. Kibo and Bodaplus are relatively slow but Watu is in a good position with the Watu Simu product.



We must ensure that we gain market share across all markets even in these tough conditions. More importantly, we must ensure 100% absorption rate across all businesses.

We also must increase our aftermarket sales by 30%. This will ensure that we make our customers smile in every street in every town, and as a result making us a sustainable business.

Going forward, we have to be very innovative and agile in order to succeed. That is why we need to take this opportunity and put our best foot forward. We should not waste this crisis.

Finally, Let me take this opportunity to wish all members a Happy New Year 2024.

*Vijay Gidoomal*

**Vijay Gidoomal**  
Group CEO  
Car & General (Kenya) Plc

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**Editor**

**Raphael Atanda**

The Editorial Team wishes to encourage members of Car & General to send in their contributions for publication in the **Cargen Voice**. Make your voice heard!

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## THE CORNEROFFICE





**The Global Vice President of Develon Edward Chung and Car & General CEO Vijay Gidoomal unveil a Develon excavator during the re-branding launch ceremony in Nairobi.**

**DEVELON: C&G RE-LAUNCHES IN KENYA**

Car & General launched Develon construction equipment, formally Doosan, in Kenya. The change in the brand name is designed to convey the brand's commitment to bring innovative solutions through technological transformation and development of exceptional equipment.

Develon equipment are customized for the African market and comes with advanced features including the TMS fleet management system, fuel transfer pump, additional water separator and mechanical engines. They are also ready to use all attachments and come with a two-year warranty.

Though the name has changed, Develon machines will keep their distinctive orange colour and Develon's core values and expertise stay true to providing the best-in-class equipment.

Develon, Korea's biggest machinery manufacturer, has secured unrivaled status in construction equipment. Develon construction equipment ranges from medium and large excavators and wheel loaders, to articulate dump trucks and small construction equipment.

**CARGEN STRATEGY MEETING**

Car & General Group held its Strategic Meeting on December 8, 2023 at the Muthaiga Club. In attendance were members of the Board, the Executive Committee and all Business leaders of Car & General from Kenya, Uganda, Tanzania, Cummins C&G, Watu Credit and Bodaplus Limited.

Each of the business leaders shared their business strategy with the Board that included market size and market share information, performance against budgets, working capital and cash flows, key strategies, key result areas, key risks and three year direction for the businesses.

Strategy meetings are important since they ensure that Car & General businesses are aligned to deliver for sustainability.

The key theme for the period is building a sustainable business: C&G beyond 2023.

**DR JUMA MUKHWANA VISITS C&G NAKURU**



**The Permanent Secretary for State Department for Industry in the Ministry of Investments, Trade and Industry Dr Juma Mukhwana (in the middle) visited the Car & General Trading TVS Assembly Plant in Nakuru.**  
www.cargen.com

**NEW BRANDS AT CAR & GENERAL**

Car & General introduced three new lines in 2023. Key entrants were **Beroni** agricultural implements. These will be a good addition to our Kubota tractor range. The **Godrej** warehousing solutions will complement our Toyota fork lifts, reach trucks and pallets.

Lastly we have our own branded **Cargen** products that will include power tools (for example lawnmowers) among others. This is a strategic move to strengthen our diversity which guarantees options to our customers.

**KITALE MOVES TO A NEW HOME**

In October 2023, Car & General Kitale branch moved to new premises at Soet House, Jovena along Kitale - Eldoret Road, next to Rubis petrol station.

Our Kitale branch is now not only accessible but offers the customer a facility capable of offering quality service.

**CARGEN YEAR TO DECEMBER**

Car & General changed its financial year end from September 30th to December 31st in a move that will see the Company align its financial year with its subsidiaries and other entities it has interests in.

**PIAGGIO FOR CARREFOUR**

With the emerging trends for commercial shelving and display solutions, C&G customized Piaggio three wheeler pickups to fit in this market segment for retail stores.

We delivered four units to Carrefour stores for Village Market, Carden City, Westgate and Promenade branches.

**'NAMACHOYAONE' GOES TO KISII**

Car & General **Na Macho Yaone** eye camp program in conjunction with the our Lions Club of Nairobi Cargen and the Lions Eye Hospital went to Kisii County this time round.



**Lion Joel Muhia, the President of the Lions Club of Nairobi Cargen and Lion David Chesoni, the immediate former President of the Club look on as an eye doctor from the Lions Eye Hospital, Loresho examine a patient. Over 500 people were screened during the free eye camp.**

**2023 AT A GLANCE**

The year 2023 continued to be challenging, not only in Kenya but for the entire region at large. The El Nino rains caused floods in some areas, resulting to tremendous loss of property and lives, and damage to infrastructure.

The cut on government spend Kenya, the weakening local currency, unavailability of dollars, ballooning external debt, capital flight from Kenya and the non-performing stock exchange only made matters worse.

Impact of the Finance Act 2023 was instant to business - payroll costs, no wage reviews, business closures and staff cuts.

Other factors included increasing interest rates, inflation, unfavorable regulatory regime by central and local governments, unpredictable government policies and general unfavorable market conditions meant declining demand due to reduced purchasing power.

Global geopolitical developments (wars in Ukraine and Israel) only added fuel to the fire.

In the prevailing circumstances, Car & General has to be vigilant to navigate through these unprecedented times.

Top on the list is cost control, cash preservation, margin protection and clear market share growth objectives.

There is also need to check working capital efficiencies (stock holding and trading cycle), ensuring a balanced business and 100% absorption rate.

Going forward, continuous improvement has to count coupled with innovative digitization.

But as they say, challenging times comes with their opportunities. Let us not waste this crisis!

**BODAPLUS HELMET QUALITY**



In 2021, Bodapllus Limited, opened as the first complete motorcycle helmet manufacturing plant in East Africa. Located in Life Industrial Park, Ruiru, Kenya, the plant spreads over 40,000 square feet. Bodaplus produces a range of two-wheeler helmets and motorcycle safety accessories.

The plant has a capacity of producing 768,000 helmets per annum, and has planned to increase production to 1,200,000 helmet per annum. Our products are approved and certified by KEBS. Currently, Bodaplus operates on over 70% local input.

Do you know that Bodaplus helmets are indestructible. Bodaplus had one of our associates go at it and try to damage the helmet in a demonstration. The goal was to attempt to crack the helmet but to no avail, highlighting Bodaplus' ingenious well-developed helmets. You are invited to take over the challenge.

## IMPORTANT STAFF INFORMATION

Regular full time employees are eligible to join C&G Employment Benefit Plans upon successfully completing their probationary periods.

### Pension Scheme

The Company operates a contributory pension scheme. The contribution is 5% for unionizable staff and 7.5 for management staff of monthly basic salary, payable by both employer and employee monthly. Rules and regulations governing the scheme are available at the Human Resources office.

### Medical Scheme

C&G has a medical insurance scheme with First Assurance which covers staff, spouse and four nominated children for inpatient, outpatient, maternity, dental and optical.

### Group Personal Accident

The Company has a 24-hour Group Accident Insurance that covers all employees in the event of accidental injury or death.

### Last Expense Scheme

C&G, in partnership with Metcannon operates a last expense scheme that covers staff, and spouse, children, parents and parents-in-law. It must be noted that the scheme is operated through membership only and one only becomes a member upon filling the appropriate forms.

### Co-operative Societies

The Company encourages employees to save through co-operative societies. Currently, C&G has off-check arrangements with Nyati and Stima Saccos.

### Retirement Policy

Retirement age at C&G is 60 years. Employees may opt to retire early as from the age of 50 years. There is a three-month period to be served by either party upon retirement.

## INTEGRITY: OUR STAND AGAINST FRAUD

We define integrity as doing the right thing every minute, everyday. We are committed to conducting business with transparency, honesty and integrity. This is important in ensuring a stable employment environment and the continued future success of the Company.

Fraud affects all countries and sectors of the economy. Greed counts amongst the major reasons of fraud. Fraud may also arise to quest for survival for example, when employees can not make ends meet, they may resort to theft to pay debts, groceries or school fees. Peer pressure could also influence employees to act in untoward manner. Employees with friends driving expensive cars may want to copy the same lifestyle. Lastly, opportunity to commit fraud may arise when policies and procedures that are not enforced could provide an opportunity for an employee to commit fraud or theft.

At C&G, we have an Integrity/Ethics line facility to be used by all members of staff and external stakeholders (including customers and suppliers) to anonymously report any unethical and fraudulent behavior by C&G. The line is a professional service from Deloitte Tip-offs Anonymous and is independent of C&G. It is a 24 hours a day, 7 days a week service.

It is important to note that anyone can contact the Integrity/Ethics line by dialing the dedicated toll-free numbers, e-mail, website, post and fax facilities. This information will be analyzed and forwarded to designated senior officials of C&G who will decide on corrective action to be taken. We urge all of you to make the real difference and report what you know to Deloitte Tip-offs Anonymous for the good of everyone. Remember, not reporting integrity issues is a matter of integrity. Make use of our anonymous Integrity/Ethics line.

Contact Cargen Integrity/Ethics line today:

**Toll Number:** Kenya 0800 722 626, Tanzania 800 780 026, Uganda 800 100 255. **Email address:** cargen@tip-offs.com. **Website:** www.tip-offs.com



The Car & General team, led by Gilbert Mutai, the ICT Manager for C&G (Kenya) Plc and George Rubiri, the General Manager, Consumer Business of C&G (Trading) Limited pose with the trophy presented to the team for coming out tops at the CIO100 Awards 2023 in Mombasa.

## CARGEN DIGITIZATION JOURNEY

Digital innovation has been identified as a key driver of sustainability. We started our journey with the implementation of SAP ERP in Kenya, it has now been implemented successfully in Uganda and Tanzania. SAP has enabled access to real time business information.

In 2020, we revamped our website. Today, we have a working online shop where customers can buy and pay online. Our customers can also contact us through our active social media handles.

In 2021, we moved our email and calendar platform to Google Workspace. Today, we have robust and innovative features with Google Workspace. The ability to access email, documents, calendar services and virtual meetings platform, group chats, work flows, basic analytics, dash boards and survey features has improved efficiency.

Fast forward, C&G has digitized more aspects of business functions - staff leave management, the appraisal portal, online learning module, customer loyalty, SAP express, logbook management and digital signing and digital filing.

## WATU CREDIT CLEARED BY SENATE

Watu Credit was cleared of any mal-practices by the Senate. This was after the Senate committee concluded its probe on alleged wrongdoing.

Watu Credit Management highlighted the challenges of the industry including the informal set up and requested the government to create a platform where all stakeholders can sit on one table and discuss the way forward to formalize the industry.

## PIAGGIO FOR HUSTLER WINNER

In a heart-warming turn of events, Harrison Kenga, a Mombasa-based three wheeler operator who emerged as the shining star during the one year anniversary celebration of the Hustler Fund was gifted a Piaggio three wheeler from Car & General by the Government..

This was in recognition of his outstanding achievements in the utilization of the Hustler Fund. The three wheeler was in honour of a promise made by His Excellency, President Dr William Samoei Ruto.

## C&G TOP HONOURS AT CIO100

Car & General clinched top honours at the prestigious CIO100 Awards 2023 held in Mombasa. The team claimed the lead in the manufacturers category, effectively outshining competitors BAT Nigeria and ABM. From a pool of 623 submissions, our achievements stood out among the 100 short-listed projects.

Car & General secured a Gold Award for outstanding performance in Project Data Automation and Business Intelligence adoption, showcasing C&G's commitment to transformative initiatives.

Car & General also clinched another Gold Award in SAP Express Way project, exemplifying excellence in strategic IT implementation.

Lastly, the team ran with a Silver Award for the Logbook Automation project, where our integration of GCP infrastructure has played a big role in advancing cloud adoption.

And to cap it all Gilbert Mutai and Denis Kinyua, members of the IT team in Nairobi, were awarded scholarships from Nexford University to pursue professional certificate courses at the University.

## CUSTOMER SURVEY FOR MEGA



At Car & General, we believe in ensuring that the voice of the customer is heard. A customer experience survey was done for the Nairobi Mega Mall to gauge customer preferences and areas of improvement.

A sample population of 1,498 population was achieved. From the survey, customers were happy with the mall's convenience, location among others but wanted more shop variety, emphasizing on need for an eatery outlet, among others.



It was all fun at the Cummins team building event at Elmentita Mountain Lodge, Nakuru. As they say, team work is the secret that makes common people achieve uncommon results. The theme of the day was *beyond limits*. To say it was fun and excitement is an understatement. And the icing on the cake was the secret Santa gift exchange.

**CARGEN CONTINUES ITS SUPPORT TO THE STANCHART MARATHON**

In its 20th edition, the Standard Chartered Marathon once again was an event to behold, drawing participants from all corners of society. Car & General had a team of 40 members from both Car & General and Cummins C&G, showcasing a commitment to community and corporate responsibility.

Car & General has been a consistent participant in the Standard Chartered Marathon, underscoring its dedication to making a positive impact beyond the corporate realm. This milestone year not only celebrated the marathon's longevity but also highlighted the enduring spirit of social responsibility that defines Car & General.

The heart of Car & General's involvement lies in its people. Their collective efforts symbolize the company's belief in the power of teamwork and the positive change that can be achieved when individuals come together for a shared cause. Beyond being a race, the Standard Chartered Marathon serves as a catalyst for change.

**CARGEN CANCER SENSITIZATION**

Cancer is an emerging health problem in Africa, and in Kenya it ranks third as a cause of death after infectious and cardiovascular disease (Dr. Cecilia Kariuki, AAR Kenya.)

During the Cancer awareness month of October, AAR Kenya gave a health talk on the far-reaching causes and effects of cancer, sensitizing members of staff on the kinds of mitigation. Common myths relating to cancer were also dispelled.

The health talk was followed by general health screening for BMI, HBP and blood sugar. De-worming pills were dispensed. Generally de-worming is often overlooked by many people.

**ACTIVITIES WITH CHILDREN HOMES**

This year, Car & General has kept the tempo on helping the vulnerable in society. Various home were visited in Eldoret, Nairobi, Kisii, Voi and Kiambu. These homes take care of destitute children, most of them abandoned, orphaned and lost and found cases.

The teams donate clothes, foodstuffs and also spent time with children, playing games, cooking and eating together. It is especially gratifying to put a smile on the faces of the disadvantage in society.

We believe that with our Lions Club of Nairobi Cargen, philanthropy activities will be increased to reach more need people in our communities. It was Christmas come early when the Nairobi team visited the Father's Shelter Children Home (Githurai, Nairobi) with the Step Out Charity Foundation and the Pillars of Hope Children Home (Machakos).

**C&G TO RENOVATE TWO WATER PANS**



Car & General is set to renovate two pans it built in Samburu, Kilifi County in 2012. The dams were then hailed by the Cummins Foundation for helping alleviate poverty through sustainable agriculture and keeping children in school. The dams are used by the Samburu residents to harvest rain water for farming and animal drinking thus reducing the perennial problem of starvation that results from water shortage. They have broken the cycle of poverty caused by women and children who had to walk several kilometres to fetch water, denying the youngsters an opportunity to attend school.

**CARGEN IN PARTNERSHIP WITH TVETA**



Car & General signed a partnership agreement with TVETA (Technical and Vocational Education and Training Authority) that aims at building collaboration between the industry and technical training in Kenya. At C&G, we believe that technical education plays a pivotal role in our country's economic development. The MOU will ensure synergy between the industry and training institutions by giving access to hands-on training through internships, equipment donations, staff and student visits with identified accredited TVET centres of excellence across the country.

**LIONS CLUB OF CARGEN IS TWO YEARS**



Car & General formed its own Lion Club, the Lions Club of Nairobi Cargen which became a fully fledged club upon receipt of its charter in 2022. The club is playing a pivotal role as the Company's social investment arm. Currently, this is the only corporate club in Kenya. Being a Lion means one believes in service to humanity. Lions are working to change their communities. They are always working to make things better. Be part of the change by joining the Lions Club of Nairobi Cargen today! The current officials are Lion Joel Muia (Club President), Lion Victor Owuor (Club Vice President), Lion Tamara Asonga (Club Secretary) and Lion Eunice Malelu (Club Treasurer). At Car & General, the Club has organized free eye clinics, tree planting events, blood donation drives, staff health camps and talks and several donations to various vulnerable groups across the country.

**UGANDA: CUSTOMER WEEK**



The official 2023 customer service week theme was Team Service TM. It's an important reminder that no matter where front line reps are working, what their job titles are, or how they serve customers, everyone is on the same team. Car & General Uganda, in the bid to celebrate customer service week and appreciate their customer facing staff, partnered with Care Medical Providers to set up a medical camp at the branch.

Staff members were treated to a well-ness camp, aimed at promoting health and well-being of staff members. The camp targeted prevention, early diagnosis and early intervention to enable employees experience a better quality of life.

Members accessed general health checkups, blood pressure checks, BMI, cholesterol and blood sugar screening, HIV and hep-b tests and basic physical examinations. The team was also taken through health education on preparedness, awareness and counseling on dealing with various health complications.

## THE CMA CODE OF CONDUCT

The Capital Markets Authority developed guidelines on corporate governance for quoted companies, The Code of Corporate Governance Practices for Issuers of Securities to the Public 2015.

The code sets out the principles and specific recommendations on structures and processes, which companies should adopt in making good corporate governance an integral part of their business culture.

The code advocates for the adoption of standards that go beyond the minimum legislation. The code is in six pillars namely Board operations and control, Rights of shareholders, Stakeholder relations, Ethics and social responsibility, Accountability, Risk management and Internal control, and Transparency and disclosure.

At the end of every financial year, companies will be required to disclose a statement of policy on good governance and the status of the application of the code in their annual reports.

In 2021, Car & General adopted the Integrated Reporting and conducts self assessment to show commitment to the Code. This is as per the CMA and Nairobi Securities Exchange requirements on best practice for reporting. This means that we do not only disclose financial performance ut also non-financial information relevant to all stakeholders.

After submission of C&G's self assessment to CMA, the Authority identified C&Gs strengths and weaknesses and shared its findings and recommendations on areas of improvement.

C&G has continued to demonstrate its commitment to good governance and stability and there is continuous efforts to strengthen the Company's governance structures and practices.

The Authority, upon assessment, gave C&G an overall weighted score of 70% - Good rating.

Good governance is a continuous journey and C&G is committed to reviewing and implementing the recommendations of the Authority.

## HEALTH IS WEALTH



At Car & General, we know that health is wealth. A healthy employee is more productive. Above, Gilbert Mutai (left) and Vincent Njoroge work out at th Warehouse Gym. Car & General pays a portion of gym membership to employees who are committed to fitness.

## C&G TREE PLANTING IN BID TO SAVE THE CLIMATE

Africa finds itself at the forefront of a climate crisis that ranges from devastating droughts to escalating desertification and an increasing frequency of cyclones. Kenya is particularly facing an environmental crisis. Research shows that the air we breath is slowly killing us and that pollution levels are too high. This has been linked to an increase in hospital admissions and deaths due to poor lung function.

We must make spirited effort to reduce our individual carbon footprints and curb waste, Car & General as an organization, has adopted several measures to reduce waste and restore the environment. The Company embarked on a tree planting exercise in 2023. Through staff effort and Lions club of Nairobi Cargen, we have have planted 2,000 trees to December 2023. This has taken us to Kitengela, Kisii and Kitale towns and Kenyatta University.

As trees grow, they help mitigate climate change by removing carbon dioxide from the air, storing carbon in the trees and soil, and releasing oxygen into the atmosphere. Trees provide many benefits to us, every day. They offer cooling shade, block cold winter winds, attract birds and wildlife, purify our air, prevent soil erosion, clean our water, and add grace and beauty to our homes and communities.

## CUMMINS AWARDED FOR GENDER

Cummins C&G Limited was nominated by Cummins International for the prestigious Business Engage Gender Main-streaming Awards 2023. Cummins C&G Limited emerged victorious in not one, but two categories: the 'Investing in Young Women' Award and the 'Main-streaming Gender and Disability' award. What sets Cummins C&G apart is their unwavering dedication to a 50-50 gender approach in the workplace, where opportunities for women are created, nurtured, and celebrated. They have set the stage for the education and empowerment of young women from diverse economic backgrounds, opening doors that were once firmly closed.

But Cummins C&G doesn't stop there; they're joined by their equally commendable counterparts, the Cummins CIT team. Together, they actively engage in implementing sustainable disability programs that don't just offer skills but enhance lives. By doing so, they're creating better opportunities and a brighter future for individuals with disabilities.

## SIKH CHARITY GOLF TOURNAMENT

We were at the Sikh Golfing Society Charity Golf at the Muthaiga Golf Club displaying Briggs & Stratton, Garmin, TVS Wego and Apache, and Piaggio Cargo three wheeler. The society was established in 2004, and registered as a charity since 2008 with initial objective as raising educational aspirations for socially disadvantaged families with the establishment of a primary school. The Society raises money for good causes including promoting golfing within its membership whilst participating in great social events.

## SUSTAINAILITY AT CAR & GENERAL: COMMITMENTS AND ROADMAP

Car & General is cognizant of the climate agenda and we strive to create a sustainable society by actively conducting our business in such a way that our social, environmental and economic objectives are harmonized. Our commitment is driven y not only the desire to comply with the applicable laws and guidelines but also the need to maximize the effective use of resources so that we may optimally meet the needs of our current and future stakeholders. We are dedicated to continuously improving the integration of sustainability in our work environment and our business processes. We are committed to being responsive, accountable and transparent in our sustainability performance.

We have adopted a sustainability policy that will ensure the philosophy of sustainability development all C&G's activities to establish and promote sound sustainable practices in our operations.

### Environmental, Social and Governance Policy

We have also adopted a separate ESG policy that will ensure that Car & General conducts business in a responsible manner and that we are dedicated to uphold the highest standards in these areas. This includes reporting, disclosures, business practices, policies, procedure, investments, Board activities, stakeholder engagement and investor relations.

### Sustainability Roadmap

We have also developed an ESG Charter commitments and roadmap. Here we have attempted to have a clear description of each commitment with a set of ambitious targets and KPIs for 2024 through 2023.

Some of the targets include reducing power consumption by 10% by 2025, reducing consumption of water by 5%, contributing to community projects that support education, healthcare and environmental conservation, conducting regular ethics and compliance training for employees, increasing gender representation of the female gender to 30% across the Group and ensuring that 100% of our key suppliers adhere to responsible sourcing and sustainability standards by 2025.

## HR FOR NON-HR MANAGERS

The HR department organized a learning session for C&G business leaders, managers and supervisors to equip them with on human resource management given the various dimensions emerging from legislation, people management and court rulings.

Some of the highlighted areas included types of employment contracts, probation period, performance management process, disciplinary process, employee separation process, promotions and re-designations, OSHA requirements and compliance issues.

### QUOTE

Success is not final; failure is not fatal; it is the courage to continue that counts.  
**Winston Churchill**



"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

**TVS, C&G AWARD DEALERS AT THE ANTENNA DEALER MEET**



**Vijay Gidoomal hands over an award for the highest motorcycle sales dealer 2023 to Amon Yego of Meena Collection, Eldoret during the annual TVS dealer meet. Looking on is Purushorthaman Shankar of TVS Motors.**

Car & General in conjunction with TVS Motors of India held a dealer meet dubbed the TVS Antenna Dealer Meeting in Nairobi. The meeting celebrated leading aftermarket teams from C&G and its dealer network. It featured presentation of awards to top-performing dealerships, recognizing their efforts in promoting the TVS motorcycle brand in Kenya. Awards included the highest service inflow, highest spare parts sales, highest service standards, highest vehicle sales and best service facility. In a nutshell, the key to sustainability lies in the aftermarket business. This ensures we keep our mantra of making customers smile on every street, in every town. We must ensure 100 per cent absorption rate to make our business sustainable.

**CARGEN THROWBACK - MORE THAN A THOUSAND WORDS BY RATANDA**



**ALFA ROMEO:** This is how the official launch of the luxury car went down back then.



**INNOCENT YOUNG FACES:** Whoever can identify the faces of George Kahindi and Carol Omanjo in this old photo runs away with the trophy, thanks to *CargenVoice* archives.



**COLOURFUL WEDDING:** A happy George Rubiri on his wedding day.



**GOOD OLD LOOK:** This is how our Tanzanian office in Dar looked like.

**EDITOR'S NOTE**

*CargenVoice* requests all members to send in their articles, letters, stories, pictures and quotes for publication. Make your voice heard by sharing it through our quarterly publication.  
[www.cargen.com](http://www.cargen.com)

**C&G BUYS BACK CUMMINS**

Car & General fully regained the ownership of Cummins Car & General Limited. The transaction received regulatory clearance.

C&G made a share purchase agreement with Cummins BV (CMI Africa Holdings BV) to acquire the remaining 50% stake of the distribution business, thereby regaining complete ownership of the business.

In 2017, C&G sold 50% of its stake in Cummins C&G to Cummins Inc, the US-based franchise owner which led to the formation of the joint venture.

C&G had earlier been appointed to distribute Cummins in Kenya, and later the entire East African region. After the regulatory approval, Cummins C&G now operates as a wholly-owned subsidiary of C&G and is the authorised distributor of Cummins in the East African region.

**TZ INTRODUCES DEVELON**

Car & General Tanzania has introduced Develon construction equipment to the Tanzanian market. The Company received the first consignment of two excavators and two wheel loaders in July 2023, which also participated in the CRB exhibition. The official launch of Develon is being planned.

**CELEBRATING ELIZABETH OLWANDE**

December 19, 2023 was a very special day for Elizabeth Olwande. Liz, as she was fondly referred to by colleagues was turning a new page in her life. She was retiring after 38 years of continuous and dedicated service to Car & General, having been employed in 1985. Congratulations Elizabeth and *CargenVoice* wishes you a happy retirement!



**FOR YOUR HAPPY RETIREMENT:** Elizabeth Olwande receives her retirement award from the C&G CEO Vijay Gidoomal during a breakfast hosted in her favour.

**LONG SERVING EMPLOYEES FETED**

Car & General has feted employees who have worked for 5, 10, 15, 20, 25 and 30 years as at December 31, 2023. They not only received long service certificates but also shopping vouchers for Christmas. Congratulations to all employees who were feted!



**FOR YOUR 30 YEARS OF SERVICE:** C&G CEO receives his certificate of long service from David Chesoni, C&G Trading Managing Director. Vijay was among the 82 employees feted.

## CARGEN ETHICAL PRINCIPALS - A SUMMARY OF THE CODE OF CONDUCT ADOPTED FROM CUMMINS

### We will follow the law everywhere.

Even when we are working in complex legal environment, we understand that the ramifications of ignoring the law can be catastrophic not just for the company but for individuals, too. Loss of employment, fines and even imprisonment can all be the result of breaking the law, no matter what intent. We must always follow the law even if it means losing business.

### We will embrace diverse perspectives and backgrounds, and treat all people with dignity and respect.

At C&G, we strive to be inclusive and the diversity of our employees and other stakeholders makes us stronger. We value unique talents and diverse ideas and forbid discrimination, harassment and retaliation and strive to provide equal and fair opportunity for all irrespective of race, color, origin, disability, sexual affiliation, age or other status protected by applicable law. Our treatment of each other strictly prohibits all forms of discrimination and harassment, including sexual harassment.

### We will compete fairly and honestly. Our goal is to win business and provide value to our stakeholders.

We compete aggressively but within the rules. We get business because of the quality of our products, services and people. We do not use confidential information of others to gain improper advantage, we do not compromise our integrity and we do not bribe any one for any reason.

### We will avoid conflicts of interest.

As employees we must focus on what is best for our stakeholders and manage potential conflicts so that our personal and family interests do not interfere with our business dealings. We must avoid improper relationships with suppliers and other third parties - do not accept favors, gifts or other gratuities from suppliers or consumers in exchange for their favourable treatment.

### We will demand that everything we do leads to a cleaner, healthier environment.

As our regional reach grows, so does our responsibility to ensure our actions reflect a commitment to the environment and to the safety and well-being of our employees. This is by ensuring clean and safe workplaces, following the laws and regulations regarding safety, ensuring safe, safe and efficient products and operations

### We will protect our technology, our information and intellectual property.

Our technology and knowledge gives C&G a competitive advantage. All employees are responsible for safeguarding the company's confidential information. We should not attempt to access information beyond the scope of our work. Confidential information should not be stored in non-C&G locations, and our computers must only be used for company business. We must also ensure that company documents are properly maintained or disposed under our document management policy.

### We will demand that our financial records are accurate and that our reporting processes are clear and understandable.

C&G is committed to transparency in its financial reports. We co-operate fully with the auditors and under no circumstances withhold information from them. We maintain a robust system of financial controls and processes to ensure accuracy and timeliness of our financial reporting, this is critical to our credibility. We will not tolerate fraud or false or misleading entries or statements in our financial reports or in any other books or records of the company. Common fraud schemes include: personal use of company credit cards, incorrect expense claims, time reporting abuse, purchase order abuse among others.

### We will strive to improve our communities.

At C&G we are committed to corporate social responsibility - serving and

improving the communities in which we live. This does not only mean making ethical business decisions, but affirmatively reaching out to our communities and engaging our workforce to solve community problems. We look at three areas - Health, Education and Environment.

### We will communicate honestly and with integrity.

C&G has a responsibility to be honest and accurate in our communications to employees and the public. No employee should knowingly make a false or misleading statement to the media, government officials or public agencies in a public forum. At C&G, we produce timely flow of information throughout the organization and create consistent messages through appropriate individuals. Only authorised individuals should speak to the media, or any other agency on behalf of the company on social media. All media sensitive customer should be directed to the leader of Corporate Communications.

### We will create a culture where all employees take responsibility for ethical behavior.

Employees are encouraged to speak up if they have any concerns. C&G has a non-retaliation policy that protects employees who raise concerns in good faith. If you are aware of any conduct that is unethical or inappropriate, you have an obligation to speak up - bring the issue to your supervisor, speak to the Human Resources, or report concerns either online or by telephone

It is important that all employees must live these ethical principles and C&G core values. They are intended to guide our employees relationships with each other, as well as customers, suppliers, partners and other stakeholders including the public. We must remember that violations come with consequences - including termination of employment. Let us uphold the Cargen Culture of integrity - Doing the right thing every minute, every day.

## OUR CORPORATE SOCIAL RESPONSIBILITY

At Car & General, we believe in working to improve communities in which we operate. Our CSR priority areas are Health, Education, Environment and Road Safety. To this end, we have formed our Lions Club of Nairobi Cargen to spearhead our activities.

### Health:

#### Eye Care Programmes

Car & General runs an eye care program with Lions Club International. This is intended to reach needy people with eyesight problems. We recognize that eyesight is the biggest gift to humanity and thus we intervene by offering free eye diagnosis, and treatment for those affected by offering medicines, glasses and corrective surgeries.

#### Blood donation

In partnership with the Kenya Blood Transfusion Services, our members of staff donate blood to help boost the country's blood bank which in turn will help reduce loss of lives due to lack of blood during emergencies.

#### Staff fitness

We recognize that healthy employees are good for business, C&G is continuously investing in staff well-ness programs geared towards cultivating a healthy lifestyle. Together with internal medical camps, we encourage and support our employees to live healthy lifestyles, including paying a portion of their gym subscriptions.

### Education:

#### Collaboration with technical education institutions

We have signed several MOUs with universities and technical training institutions to offer training sessions to students and lecturers at our facility. We also encourage student visits, support attachment program and donate equipment to facilitate training in these institutions.

### Supporting the Disadvantage:

#### School Adoption

As we strive to improve communities we live in, Cummins C&G has have adopted the Treeside School for the Deaf, giving them a chance to nurture their talents and get fair chance of life, by donating necessities to the pupils. We also have a program to mentor young girls and boys to be responsible citizens. We regularly donate clothes and foodstuffs to deserving cases.

### Road Safety:

#### Training

To help fight against road accidents in Kenya, we have rolled out an extensive road safety campaign program which targets motorcycle and three wheeler drivers, mechanics and users in Kenya. We have an ongoing MOU with the St John Ambulance.

### Mechanics training program

We have developed a program of training juakali mechanics in order to keep them up to speed technically so that they can maintain our products, and earn a living. At C&G, we believe that our business impacts on lives on so many people. We call this program Cargen Tech-Up Program.

### Environment:

#### Water pans

C&G, Cummins Inc (through the Cummins Foundation) and the Lions Club of Mombasa constructed two dams at over Kshs 3m to aid residents to harvest rain water for farming in order to reduce the perennial problem of starvation. The dams have a capacity of holding 5 million liters of water each

#### Tree planting

To help rehabilitate degraded forest land in Kenya, Cummins C&G has partnered with the East African Wild Life Society, Kijabe Environment Volunteers and Kenya Forest Service to plant trees across the country.

Our objective is to build an organization of the future. Our Corporate Social Responsibility Policy promotes employee engagement by ensuring that every C&G employee has an opportunity to serve and improve his or her community as per our priority areas.





**KISUMU COUNTY COURTESY CALL:** Car & General team led the Managing Director David Chesoni paid a courtesy call to Kisumu County. The meeting with the Kisumu County Prof Peter Anyang' Nyong'o discussed a number of issues that included e-mobility. C&G indicated it was willing to use Kisumu town as it pilots its electric three-wheelers.



**GOOD MORNING MINISTER:** We paid a courtesy call to the CECM, Mobility and Public Works of the Nairobi City County Hon Brian Mulama.



**PIAGGIO FOR CARREFOUR:** Carol Samuel, Key Account Manager of C&G and Amos Mukhatikha (Westgate Department Head, Carrefour) and Evans Kipkoeh (Supervisor) share a light moment during the handover of Piaggio units at Carrefour Westgate branch.



**PIAGGIO FOR A HUSTLER:** Harrison Kenga (left), the Hustler Fund winner, Cabinet Secretary, Ministry of Co-operatives and Micro, Small and Medium Enterprises, Simon Chelugui (center) and Benson Wambua (right), Branch Manager for Car & General Mombasa look at the operations of a Piaggio three winner won by Harrison during a handover ceremony at the C&G showroom, Mombasa.



**INTERNATIONAL WOMEN'S DAY:** Faith Mumo (left), Head of Marketing pose for a picture with Carol Omanjo, the Chief Operations Officer during the International Women's Day 2023 celebrations at Car & General.



**STAFF MEDICAL CHECK-UP:** Patrick Rono, a member of Car & General undergoes medical tests during one of the staff medical camp days at Car & General.



**BERONI IS HERE:** Himank Kochhar (left) Beroni India Area Manager for Africa, David Chesoni, C&G Trading Managing Director, Naomi Karagu, Kubota Business Leader and Karan Beri, Executive Director of Beroni India discuss the qualities of Beroni plough at the C&G showroom in Nairobi.