

COUNTRIES	→ Tunisia and across Africa
BUSINESS FOCUS	→ Wheat milling, transformation and distribution
INVESTMENT DATE	→ September 2015
INVESTMENT FUND	→ Mediterrania Capital II
COMPANY TYPE	→ Mid-Cap (At investment)

RANDA

THE COMPANY

Founded in 1987 by the Hachicha Group, Randa Group is a leading integrated player in Tunisia, specialising in wheat milling, dry-pasta and couscous manufacturing and product distribution in the local market and abroad, exporting to 20 countries.

Employing more than 1,000 people, Randa operates its main manufacturing plant of over 40,000 sq. m. in Tunis where it controls the entire lifecycle, containing silos, the mill and the pasta factory. A smaller, 2,000 sq. m., facility in Sfax is entirely dedicated to producing animal feeds.

VALUE CREATION

Following Mediterrania Capital Partners' investment, Randa expanded its production capacities by improving the efficiency of its existing equipment and acquiring new production lines including an additional one for short-cut pasta and couscous and increased storage capacity for raw materials and finished products.

To meet the demands of professional bakers and baked product retailers in Tunisia, Randa invested in a new baked product line, expanding its range of products from frozen and pre-cooked products to include baked ones. In 2017, a new brand called "Happy's" was launched and quickly became a key player in the country's baked product segment.

Regarding Randa's export strategy, in 2017, Mediterrania Capital Partners team worked with the company's management to identify high value-added markets with increasing demand that should be targeted for sales alongside Randa's traditional markets of Libya and other sub-Saharan African countries. A new Export Director was appointed to take charge of the implementation.

In early 2020, Randa signed a framework contract with Ebro foods, the owner of Panzani pasta and leading

company in the Spanish food processing sector as well as the world's largest trader/miller of rice and the second-biggest producer of pasta, to outsource the production of Panzani pasta to Randa for the North African market. The first products are expected to be launched in late 2020.

In 2019 Randa received the ISO 22000 certification and also obtained the Halal Certificate guaranteeing the production of high-quality products helping accelerate Randa's exports into Muslim countries in particular.

ESG ACTIONS

In the pasta industry, companies usually create waste ranging from 50 to 75 g/kg of the product depending on the type of pasta. Randa realised that disposing of these by-products properly by recycling them as animal feed is economically favourable for the company and better for the environment. As part of its diversification strategy, therefore, Randa has set up two animal feed production lines specialising in producing animal, poultry and chicken feeds, and another line producing ruminant horse and rabbit feed as well as fattening feed. All the production is sold locally.

Randa's heating, electrical power and refrigeration systems have a significant environmental impact, however, caused by carbon dioxide emissions from the energy used in its manufacturing processes and refrigeration equipment. Consequently, to reduce the company's fuel and energy costs, Randa has acquired a trigeneration system with a total capacity of 4,500 KW that provides electrical power, heating and cooling to all its premises in Tunis simultaneously. The heat produced by the system is also used to produce steam and hot water for onsite use. This technology has enabled Randa to reduce its energy expenses by 55% and greenhouse gas emissions by 40% in 2019.



Pasta



Couscous



Randa Borghol



Semolina



Barely Products



Special Flours



Sweet Products



Produits professionnels

“We aim to consolidate Randa’s brand positioning locally while continuing our international expansion. Mediterrania Capital’s investment and the team’s strong business experience is helping the group to capitalise on Randa’s leadership position in Tunisia and grow into a regional leader in the coming years.”

MOHSEN HACHICHA, SMT’S FOUNDER

REVENUES 2020 (€)

€68 million

1,000+ employees