

RANDA

THE COMPANY

Société Meunière Tunisienne (SMT) is a Tunisian company specialising in wheat collection, pasta and couscous production and their distribution since 1934. SMT was purchased by Groupe Mohsen Hachicha in 1984 with the decision to enter the agribusiness sector and quickly consolidated its presence with advanced technologies and large production capacities.

Today, SMT's Société Randa leads the pasta and couscous market in Tunisia and enjoys high domestic and international growth potential.

Driven by a constant concern for quality, Randa has revolutionised the pasta market in Tunisia and across Africa by leveraging the company's unique capability to combine traditional know-how with the latest technological innovations.

With close to 660 employees working in a modern production facility in the industrial area of Ben Arous, Randa delivers an annual production of over 50,000 tons of pasta and couscous. All stages of production are monitored under strict quality controls, from the careful selection of raw materials, through the manufacturing of the finished product, to the ordering process.



Countries → Tunisia and across Africa

Sector → Food & Beverage

Business focus → Wheat collection; pasta and couscous production and distribution

Key figures 2015 → € 72 million in revenues; 660 employees

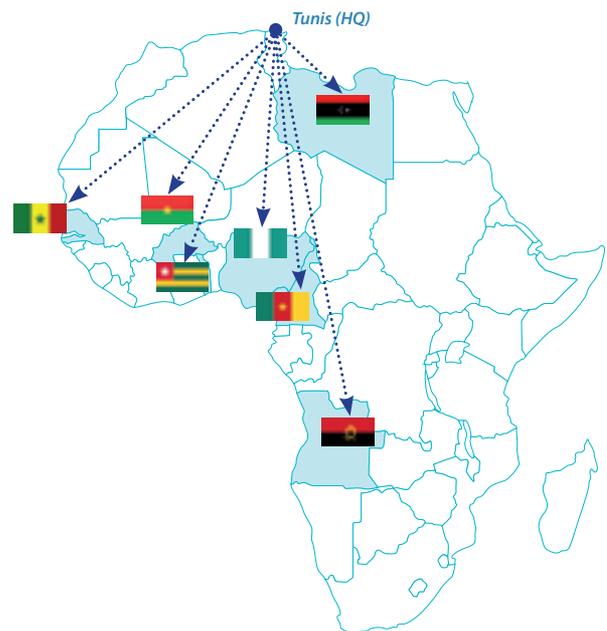
Investment date → September 2015

THE ROLE OF MEDITERRANIA CAPITAL PARTNERS

With the capital injection from Mediterrania Capital Partners, Randa has continued to focus on new product development in order to meet increasing customer demand.

The implementation of the three wide enterprise processes (strategy, budgeting and HR) introduced by Mediterrania Capital Partners has allowed Randa to consolidate its position in Tunisia and accelerate its international expansion.

Exports to Libya, Angola, Senegal, Cameroon, Burkina Faso and Nigeria grew by a factor of 3.5 in the last quarter of 2015.



THE FUTURE

Randa's future plans are intended to increase the company's production capacity in order to reinforce its domestic business and be prepared to cope with the growth of its export business, while continuing to focus not only on the quality of its products, but also on its service to its customers and providers.

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

Mohsen Hachicha, SMT's founder

Revenues 2015

€72 million

Pasta and couscous
production

50,000
tons/year