



GRAIN INDUSTRIES LIMITED

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PRODUCT  
**CATALOGUE**





# ⋮⋮⋮ About Grain Industries Limited (GIL)

Grain Industries Limited (GIL) is a company located in the Shimanzi area of Mombasa, Kenya. GIL has invested in a state of the art milling plant and has a vision to be the number one consumer goods company in Africa.

The main mission of GIL is to consistently improve the living standards of its consumers by providing them with world class quality products and services as well as value of money.

We achieve this through a rigorous product quality framework built in our systems, a nation-wide distribution set up that builds on the strength of partnerships as well as own-managed distribution points and a market feedback mechanism that enables us to have a quick turn-around time. Our sales and customer service teams use technology to manage customer expectations in order to deliver exemplary customer service.



# Our Core Values:



## Growth:

We are passionate in all-round growth of our employees, customers, suppliers' partners, shareholders and community at large.



## Responsibility:

We act responsibly. We ensure the safety of our people, processes and products. We contribute to the well-being of the local communities and care for our environment. We respect and embrace diversity.



## Authenticity:

We are honest and genuine in our interaction with all stakeholders. We earn our reputation through transparency, integrity and accountability.



## Innovativeness:

We embrace continuous improvement in our people, processes and systems delivered through responsible creative solutions and technology.



## Networking:

We strive to develop a network of trusted, committed and long term partners to sustain the existing and develop new markets.



## Our Mission

To consistently improve the living standards of our consumers by providing them with World class quality products and services for value of money that would meet and exceed stakeholders' expectations through innovation and technology.



## Our Vision

To be the number one consumer goods company in Africa and beyond.

# Our Awards & Certifications

GIL and its products have been fortunate to attain the below certifications and awards due to the rigorous processes involved in ensuring quality products are produced in the quest to enrich our consumers lives:

## CERTIFICATIONS

Certified "Halal" by the Kenya Bureau of Halal certification  
ISO 22000:2018 Food Safety System Certification (FSSC)  
ISO 14001:2015 Environmental Management System certification (EMSC)  
ISO 45001:2018 Occupational Health Safety Certification (OHSC)  
ISO 17025:2017(E): Competence of testing and calibration laboratories accreditation

## AWARDS

Superbrand Status (2020- 2022) and (2022 - 2024) – GIL was recognized for being one of the top brands in the country. This is after a survey conducted by Superbrand that saw Ajab acquire 80% brand preference among consumers.

**2017** - Kenya National Chamber of Commerce and Industry Mombasa business Awards "New business of the year "

**2018** - Kenya National Chamber of Commerce and Industry Mombasa business Awards "Award for Best Customer Focus Company "

**2019** - Kenya National Chamber of Commerce and Industry Mombasa business Awards "Best growth strategy company of the year 2019"



# Our Brands





# Ajab Home Baking Flour



**Brand:** Ajab

**About:**

Ajab Fortified All Purpose Home Baking Flour (HBF) is GIL's flagship brand of world class quality and is enriched with vitamins and minerals.

**Properties:**

Toxin safe, pleasant aroma, produces high yield, white in color, soft, easy to knead and roll and takes short time to prepare.

**Key Functionalities:**

Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Making chapatis, cakes, mandazis, scones, pancakes, biscuits, doughnuts, bread and much more

**SKUs:**

500g, 1kg, 2kg, 25kg, 50kg



*#Theflourthatdoesmore*



# Ajab Maize Meal



**Brand:** Ajab

**About:** Fortified Sifted maize meal manufactured from the best grain in Kenya. Undergoes thorough quality checks and observes high standards of hygiene ensuring a nutritious and healthy maize meal that satisfies our consumer's needs.

**Properties:** Toxin safe, absorbs water twice its weight, Lump free and smooth consistency, creamy white, Delicious Aroma and sweet flavor

**Key Functionalities:** Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:** Ugali making

**SKUs:** 500g, 1kg, 2kg



*#ChaguoLaFamilia*



## Ajab Atta Flour

<b>Brand:</b>	Ajab
<b>About:</b>	Whole-grain wheat flour which is a mixture of endosperm and bran that is made from hard wheat.
<b>Properties:</b>	Ajab ATTA is finely milled and brown in color. It is Rich in Fiber, Vitamins and Minerals and is very flavorful
<b>Key Functionalities:</b>	Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.
<b>Uses:</b>	Making flatbreads such as Chapattis, Paratha, Naan, Roti and much more
<b>SKUs:</b>	2kg



#UngalUnaozaidisha



## Ajab Self Raising

<b>Brand:</b>	Ajab
<b>About:</b>	Ajab Fortified Self Raising Flour is a refined flour mixed with a leavening agent making it ready to use and convenient for all levels of users. It is perfect for baking.
<b>Properties:</b>	Toxin safe, soft to knead and roll, high yield and low protein flour
<b>Key Functionalities:</b>	Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.
<b>Uses:</b>	Cupcakes, cakes, scones, pancakes, cookies, pastries
<b>SKUs:</b>	1kg, 2kg



# TheFlourThatDoesMore



## Ajab Mandazi Flour

**Brand:** Ajab

**About:**

Ajab Fortified Mandazi Flour is a refined flour mixed with a leavening agent making it ready to use and convenient for all levels of users.

**Properties:**

Toxin safe, soft wheat flour with added improvers and leavening agents. High yield, soft to knead, great color, no resting time required before cooking and easy to handle

**Key Functionalities:**

Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Making mandazis, buns, donuts

**SKUs:**

1kg, 2kg



#FurahiKilahafla



# Lotus Home Baking Flour

**Brand:** Lotus

**About:**

Lotus Fortified all-purpose home baking flour is a wheat flour milled from a blend of local and imported premium wheat varieties and enriched with vitamins and minerals during the milling process to enhance the flour properties.

**Properties:**

Toxin safe, high in fiber, soft to knead, High Yield, has creamy light brown color and gives tasty chapatis

**Key Functionalities:**

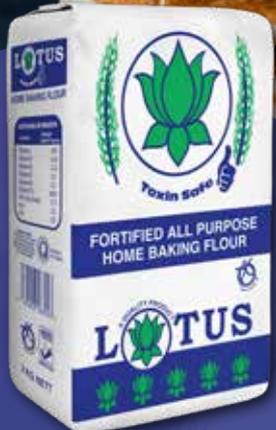
Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Making chapatis, cakes, mandazis, scones, pancakes, biscuits, doughnuts, bread and much more

**SKUs:** 500g, 1kg, 2kg, 25kg, 50kg

*#AqualityProduct*





## Umi Maize

**Brand:**

Umi

**About:**

Umi Fortified Sifted maize meal manufactured from the best grain in Kenya. Undergoes thorough quality checks and observes high standards of hygiene ensuring a nutritious and healthy maize meal that satisfies our consumer's needs.

**Properties:**

Toxin Safe, Great quality, High in Fiber, Pleasant Aroma, Lump Free and smooth consistency with great taste

**Key Functionalities:**

Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Ugali making

**SKUs:**

500g, 1kg, 2kg



*#UngaWetuFurahaYetu*



# Umi Home Baking Flour

**Brand:**

Umi

**About:**

Fortified All Purpose Home Baking Flour (HBF) wheat flour milled from a blend of local and imported premium wheat varieties and is enriched with vitamins and minerals during the milling process as well as improvers to enhance the flour properties.

**Properties:**

Toxin Safe, Pleasant Aroma, High Yield, white in color soft and easy to knead and roll

**Key Functionalities:**

Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Making chapatis, cakes, mandazis, scones, pancakes, biscuits, doughnuts, bread and much more

**SKUs:**

500g, 1kg, 2kg, 25kg, 50kg



*#FaidakwaFamilia*



## Asli Bakers

**Brand:** Asli

Asli is a Quality Bakers' Flour uniquely milled from a blend of local and imported premium wheat varieties.

**About:**

**Properties:**

Asli is a Toxin safe, High yield, High protein flour with great extensibility, high-water absorption, easy to handle and great color

**Key Functionalities:**

Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:**

Ideal for commercial baking and produces high quality food products such as bread, cakes, muffins etc

**SKUs:**

25kg, 50kg



*#QualityGuaranteed*





## Umi Bakers

**Brand:** Umi

**About:** Umi Bakers flour is a quality fortified toxin safe bakers' flour uniquely milled from a blend of hard and soft wheat flour that is strong, extensible and high in water absorption.

**Properties:** Umi Bakers is a Toxin safe blend of hard and soft wheat flour that is strong, extensible, has high-water absorption, easy to handle and great color and texture

**Key Functionalities:** Helps in brain development, improves functionality of normal cells, maintains a healthy heart and digestive system, strengthens the nervous system, boosts immune system and good vision.

**Uses:** Umi Bakers is ideal for commercial baking and produces high quality food products such as bread, cakes, scones, Doughnuts, muffins etc.

**SKUs:** 25kg, 50kg



#UtamuMdomoniFaidaMfukoni







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