



# *Quality* Flowers *with Essence of Love*

Primarosa believes hard work is irreplaceable, adopting an entrepreneurial vision that has established it as the quality grower of cut flowers across the globe

Writer: Phoebe Calver | Project Manager: Joshua Mann



**P**rimarosa Flowers Limited thrives on the ability to offer an elite standard of rose - on a global level of distribution - in a trusted and reliable manner, with the aim of enriching the lives of its customers and delivering above and beyond expectations. Of course in order to achieve such high success levels, the Company is focused on providing world-class standards in floriculture and supplying its customers with the best value for money explains Mr. Deepak Kamani, Chairman

“We work tirelessly towards our vision of becoming the unique brand of choice, reaching the parameters of elite quality and consistent delivery,” explains Mr. Deepak Kamani, Chairman. “Our mission aims to achieve professional goals with a personal touch, adapting to the upcoming state-of-the-art technologies and meeting the growing demands and expectations of our customers.”

There is something very different about Primarosa and the way it has conducted its business in the industry for the past 15 years, having defined its path with the solid foundations of its values and dedication towards delivering the best for its community, internal and external customers.

“Our core values have been built upon over time and developed to the point we are at today,” continues Mr. Deepak Kamani. “It is of particular importance for us to be a good citizen, remaining completely transparent throughout all of our business practices in order to maintain fair-trading.

“Treating each and every customer as if they are your first means that you will always exceed expectations, therefore providing consistent quality.” explains Mr. Bobby Kamani, Managing Director.

Of course for a company that is involved in floriculture, remaining eco-friendly throughout all activities

is of pivotal importance - acting with sensitivity towards the flowers, plants, agriculture and environment - Primarosa's main focus landing on setting the highest international standards in eco-friendly practices in the region.

Combined with the attention paid to the environment, there is also a great deal of attention paid to the wellbeing of the Company's personnel. Along with providing them with the most advanced training techniques and skills, they are also provided with remuneration and variable perks alongside their pay.

**All kinds of rose specialties**

Primarosa has been one of the fastest growing flower producing farms in Kenya, involved in the niche market of global flower exports. And the most significant chapter of the story began when the Kamani family who founded the Company, acquired the Athriver Farm from Stoni Athi in 2003 explains

Mr. Virag Joshi, Chief Operating Officer "Primarosa is a closely-held Company that is completely owned by the Kamani family," adds Joshi.

Only one year later, Primarosa added further capacities to its portfolio with land acquisitions in western Kenya, and now it has expanded to more than 100 hectares of land under metal greenhouses, exporting more than 100 million roses to Europe, Asia, Middle East, Australia, America and many other countries explains Mr. Bobby Kamani, Managing Director. "Over the years it has developed its product offering to supply a basket-full of all kinds of rose specialties, providing them for supermarkets, importers, wholesalers and florists the world over.

"The Company has two farms which enable us to cater to all the various market segments across the globe; one of which is at the original base in Athriver and the other on Zuri Farm in Ol Joro Orok Nyahururu.



One of the fastest and finest flower producers in Kenya

**GREENLIFE CROP PROTECTION AFRICA LTD**

**A**ccording to the Food & Agriculture Organisation's report on the state of food and agriculture in Africa, it was noted that there was a dire need to take action now to make agriculture more sustainable, productive and resilient to counter the climatic changes that will have a direct impact on food production in countries that are already prone to food insecurity.

Greenlife Crop Protection Africa Ltd is at the forefront of this agenda; products are tailored to accommodate even the lowest in the agricultural food chain. Affordability, accessibility and environmental safety are the pillars through which the Company intend to change the way crop protection is achieved on the continent.

The Company pays special emphasis to ensure that products are not harmful to the environment, ecosystems, and does not compromise on food quality and the safety of the farmers and consumers.

African crop yields are the lowest in the world yet Africa is one of the most fertile continents in the world, and the Company is aligned with the 2030 agenda of eradication of hunger and poverty. Kenya will serve as the first case study in this mission and will be part of the movement be green and sustainable with Greenlife.

Our five-year goal is to ensure every farmer has knowledge of crop protection that adds value and contributes not only to food security but impacts significantly on their economic power.

T +254 735 544544  
E info@greenlife.co.ke  
[www.greenlife.co.ke](http://www.greenlife.co.ke)



**Greenlife**  
CROP PROTECTION AFRICA

# We know about Floriculture & Horticulture Crop Protection

With an extensive catalogue of floriculture and horticulture agrochemicals, we pride ourselves in being able to anticipate and meet our farmers needs, providing efficient products that ensure optimum crop protection impacting significantly on food security and their economic power.



## GREENLIFE IS AN AUTHORITY IN PLANT DISEASE AND PEST CONTROL

MAXIMUM PRECAUTIONS MUST BE EXERCISED WHEN USING CHEMICALS  
ALWAYS READ THE LABEL FOR APPLICATION & SAFETY INSTRUCTIONS



**Greenlife**  
CROP PROTECTION AFRICA

P. O. Box 24942 - 00100, Nairobi, Kenya. Fax: +254 738 980267  
Mob: +254 735 544544 +254 722 563698, Tel: +254 20 2441201/2  
info@greenlife.co.ke | www.greenlife.co.ke

[www.greenlife.co.ke](http://www.greenlife.co.ke)    *Your Growth Our Growth*

**Continuously increasing demand**

Primarosa has continuously involved itself in trials of new varieties, offering different products to the market in order to cope with the changes in industry requirements.

“Our strategy has always been to accept the changes thrown our way and to keep moving forward, adopting new practices as we go,” affirms

Mr. Bobby Kamani. “Sensing instability in the prices at auction when selling, we began to start looking for direct markets to work in, aiming to regularise supplies to direct customers, gaining a year-round steady price.”

The Company launched marketing initiatives across various markets in order to grab the market share successfully, generating new customers in unfulfilled markets.

“A prime example of our ability to meet the demands of the ever-changing rose market is the big head roses and spray roses which we added to our assortment,” Mr. Bobby Kamani elaborates. “The demand for these products is continuously increasing, while also attaining good prices. And



Adapting to eco-friendly practices and international standards

## Achievement and Awards

**THE ROYAL HORTICULTURAL SOCIETY:** Winner of Gold Medal at Chelsea Flower Show - 2004

**DUTCH FLOWER GROUP:** Nominated for Dutch Flower Group Awards- 2012- Most Valuable Supplier in the category of Foreign Supplier

**SAINSBURY'S AWARD:** Supplier Award 2013

**ASDA:** Grower of the Month Winner February- 2017

## KAMANI FOUNDATION CHARITABLE TRUST – NAIROBI (KENYA)

THE KAMANI FOUNDATION, a Charitable Trust created and established by Shree C. V. Kamani, Chairman of the Zuri Group and patriarch of the Kamani Family, currently organizes medical camps for providing prosthetic limbs and correctional eye facilities to the needy since 1999. The object of the Trust is to fulfil social responsibilities and render charitable activities without the distinction of geography, caste, creed, gender or religion. The Foundation believes in serving the community with aid across society. It makes multiple efforts to provide aid and support to medical

organisations in the form of camps, donations and specialised treatment.

In line with its objectives of serving local communities and facilitating timely aid, the foundation had set up an artificial limb and correctional eye centre in Rajkot, Gujarat. In a short span of time the centre gained a distinct popularity across the Kutch and Saurashtra regions, indicating the need for such initiatives within our society.

To continue the effort and reach out to more areas, the Kamani Foundation under the aegis of the Chairman

subsequently, by offering a larger assortment of products, we have been able to increase our customer base massively.”

The farms run by Primarosa are adapting to the latest eco-friendly practices in tow, conforming to international standards, and using the most reputed breeders in the new segments it has moved into. Further to this, having sensed the emerging global trends, the Company has adapted to new user-friendly software technologies and introduced internet marketing initiatives in order to reach out to premium buyers around the world.

**Quality standards for international markets**

Working in such a trendy industry that is constantly evolving, Primarosa has noticed that the demand for big head roses has been gradually increasing, hence the addition of more unique varieties to its farms.

“We have also been closely monitoring the latest industry trends through IT upgrades, certifications, conforming to environmentally friendly agricultural practices and maintaining high quality and international standards throughout the chain,” explains Mr. Bobby Kamani.



“Both of our farms are certified by the Kenya Flower Council, certifying that our farms have demonstrated our commitment to advancing Good Agricultural Practice.

“It is also a point of pride within the Company that we are certified to conform to fair-trade certifications Assurance that Primarosa met all set

standards in environmental, labour, and developmental areas.”

As with any company that is expanding into the global market, great investments need to be made to deal with anticipated growth, enabling the ultimate goal of continued customer satisfaction.

Mr. Bobby Kamani elaborates: “We invested more than 10 million Kenyan shillings in improving our farms’ international flower movement; introducing new systems which enable us to reduce our process lead time, improve flower quality, and increase manpower efficiency.”

Compounding investments into the Company’s systems and processes, Primarosa has also made significant improvements to its greenhouses, and therefore the quality of the rose varieties it can produce within them.

“Our core values will always remain based around consistency, commitment and competency, which is the main factor that has enabled us to stand out from the rest of the players in the industry,” concludes Mr. Deepak Kamani. “We will continue to grow, evolve and hopefully continue to gain a very good name for ourselves in the industry for the consistent delivery of quality products and services.”

and Managing Trustees, Shree Rashmi Kamani and Shree Deepak Kamani, have proposed a new initiative aimed at providing prosthetic limbs and correctional eye facilities to the people of Kenya through an innovative PROSTHETIC LIMB CENTRE & CORRECTIONAL EYE FACILITY ON MOBILE VANS. The mobile services will help provide the facility from one place to another and reach out to more people in need, who are otherwise deprived of such facilities.

The mobile vans are designed and fabricated in such a manner that all the facilities for artificial limbs, calipers and crutches as well as correctional eye facilities will be available in the vehicles themselves, facilitating distribution over a wider area and hence reach out to the rural & urban areas, within our the country.

