

PRESS RELEASE

Oryx Energies steps up commitment to consumer choice in Tanzania

Oryx Energies Tanzania Ltd., part of Oryx Energies Group, is stepping up its commitment to meeting consumer needs by enhancing its NFR (non-fuel retail) offerings.

Dar-es-Salaam, Tanzania, 16 September 2022 — Leading independent retail service station company, Oryx Energies Tanzania Ltd. today announced the official opening of two value-added services at its ORYX Morocco service station in Dar-es-Salaam. ORYX Morocco has been enhanced by the addition of a state-of-the-art KFC Drive-Thru and a BAO Café.



ORYX Morocco service station, Dar-es-Salaam with KFC Drive-Thru and BAO Café

The creation of the two new consumer services at ORYX Morocco is a part of the strategic partnership between Oryx Energies Tanzania Ltd. and Dough Works Ltd., the owner of the KFC franchise and the BAO Café brand in Tanzania. Both services at ORYX Morocco will be open to the public in the upcoming weeks.

The opening of a KFC Drive-Thru and BAO Café at ORYX Morocco follows a similar initiative of establishing a BAO Café at ORYX Sokoine service station, Dar-es-Salaam, which opened its doors in July of this year. The upgraded ORYX Morocco service station not only expects to welcome more consumers from the local community but also provides a range of convenience retail offerings to a wider customer base to meet the needs of people on the move.

Kalpesh Mehta, Managing Director of Oryx Energies Tanzania Ltd., comments, *“Demand for energy products is growing year on year in Tanzania and Oryx Energies Tanzania is expanding its operations through generating new propositions and new levels of service. The opening of the new KFC Drive-Thru and BAO Café at ORYX Morocco symbolises this commitment. Our service stations provide convenience retail offerings to our customers, beyond the provision of fuel, lubricants and LPG along with additional services such as car wash. We are delighted to be working with a strong partner, Dough Works Ltd., on such a strategy to unlock additional value for consumers.”*

Oryx Energies Tanzania Ltd.’s profile in Tanzania is currently being highlighted by the roll-out of a new corporate identity of its services stations nationwide. Twenty-three have already been rebranded as ORYX.



From left to right: Benoît Araman, MD Oryx Gaz Tanzania Ltd., Kalpesh Mehta, MD Oryx Energies Tanzania Ltd., Sidy Bane, Downstream Manager East Africa Oryx Energies SA, Moussa Diao, CEO Oryx Energies SA, Vikram Desai, MD Dough Works Ltd., Shaffin Jamal, Director Dough Works Ltd.

Vikram Desai, Managing Director of Dough Works Ltd., adds, *“Today we celebrate the launch of this strategic partnership between Dough Works Ltd. and Oryx Energies Tanzania Ltd. With the upcoming opening of our seventh KFC restaurant and our fourth BAO Café, we continue to deliver on our promise to offer consistently high-quality food and convenience experiences in Tanzania. KFC is a global brand, with 23,000 outlets in more than 140 countries worldwide. We are thrilled to further embed this iconic restaurant chain in our community, delivering increased consumer choice. BAO Café is Dough Works’ home-grown brand, boasting a fusion of Tanzanian and international café and convenience choices, and delivering world-class quality and service. With the much-anticipated opening of this location at ORYX Morocco, we are pleased to have a consumer-driven and innovative partner in Oryx Energies Tanzania Ltd.”*



Today also saw the opening of a completely new ORYX service station proudly sporting the new brand look & feel in Kibada, in the Kigamboni district of the Dar-es-Salaam region. The ceremony took place in presence of Moussa Diao, CEO of Oryx Energies SA, guests, and business partners.



From left to right: Moussa Diao, CEO Oryx Energies SA, Sidy Bane, Downstream Manager East Africa Oryx Energies SA, Gerald Maganga, Director Petroleun, Ewura, Said Ally, MD Sanasa Company Ltd. dealer Oryx Kibada



From left to right: Said Ally, MD Sanasa Company Ltd. dealer Oryx Kibada, Kalpesh Mehta, MD Oryx Energies Tanzania Ltd., Moussa Diao, CEO Oryx Energies SA, Gerald Maganga, Director Petroleun, Ewura, Sidy Bane, Downstream Manager East Africa Oryx Energies SA, Rachel Gatome Regional B2C Manager Oryx Energies, Nassor Ally, Director Sanasa Company Ltd.



About Oryx Energies

Oryx Energies is one of the largest and longest-established independent providers of energy products and services in Africa.

Oryx Energies supplies, stores and distributes energy products needed by consumers, businesses and maritime operations, including fuels, liquefied petroleum gas (LPG) and lubricants, and also offers a specialised bunkering service. Responding to the evolving needs of the African subcontinent for over 30 years, Oryx Energies benefits from a solid depth of experience, knowledge and expertise, accumulated in serving the energy needs of more than twenty countries.

About DOUGH WORKS Limited (DWL)

Established in 2015, Dough Works Limited is the leading provider of consistently high-quality food and convenience experiences and amenities. They are the sole franchisee owners for Pizza Hut & KFC in Tanzania. Additionally, they are the founders of the newly introduced home-grown food and beverage venture; BAO Café.

Driven by consumer forward values and operational excellence, Dough Works prides itself in uniting Tanzanian tastes and flavours with world-class quality and concepts in offerings that meet the local needs of the market and is accessible to all. With a team of over 600 employees, Dough Works has achieved tremendous growth in the last 7 years operating 23 outlets across its various brands within Dar es Salaam and Arusha, and plans to further expand across the country.

-END-

Contact: Oryx Energies Marketing and Communication

Email: communication@oryxenergies.com

For more information: <http://www.oryxenergies.com>

Follow us on [LinkedIn](#) / Facebook: [@OryxEnergiesHQ](#) [@OryxEnergiesTanzania](#)