



## PPC ZIMBABWE GEARED TO SUPPORT INFRASTRUCTURE GROWTH

PPC Zimbabwe wishes to inform customers and other stakeholders that the current cement shortage is temporary. The cement industry in the country has the capacity to produce over 2 million tons of cement per annum, adequate to satisfy the current market demand estimated at 1.3 million tons.

PPC Zimbabwe is currently operating at peak capacity utilisation following the planned annual kiln maintenance undertaken in July 2018 at our Colleen Bawn factory in preparation for the increased demand anticipated towards the latter part of the year. PPC Zimbabwe remains committed to support government's infrastructure development programme and our loyal customers. The annual maintenance has achieved its objectives of unlocking efficiencies and optimising production.

Kelibone Masiyane, MD, PPC Zimbabwe explained "while we cannot speculate about other industry players, I would like to assure the market that PPC Zimbabwe factories have the ability to supply the existing market with quality products".

"As a reflection of our continued commitment to Zimbabwe, we commissioned a USD 85 million Harare milling plant in March 2017 in anticipation of upsurge in the cement demand. This investment has allowed us to fully serve the growing northern market of Zimbabwe better and more efficiently" adds Masiyane.

With regards to escalated cement prices in the market, PPC Zimbabwe can assure customers and other stakeholders that our factory prices have not increased since April 2012 in support of the country's developmental objectives. As a company, we appeal to our customers to avoid panic buying as this is likely to compound the situation. We are continuously engaging our retailers, to act responsibly with regards to cement pricing in the market. We further advise customers to procure their cement requirements from our approved stockists.

PPC Zimbabwe has implemented various initiatives, to mitigate the liquidity situation in the country. These initiatives include exporting 2% of our production capacity to neighbouring countries, and local sourcing of input materials to ensure that the domestic cement supply is not compromised.



**KELIBONE MASIYANE**  
**MANAGING DIRECTOR**

**04 September 2018**

**For any further information contact**

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**STRENGTH BEYOND**