



CORPORATE PROFILE

The premier strategic gateway for high-velocity international FMCG brand importation, omnichannel route-to-market logistics, and premium private-label manufacturing across Uganda and the wider East African trade corridors.

CORPORATE ENTITY

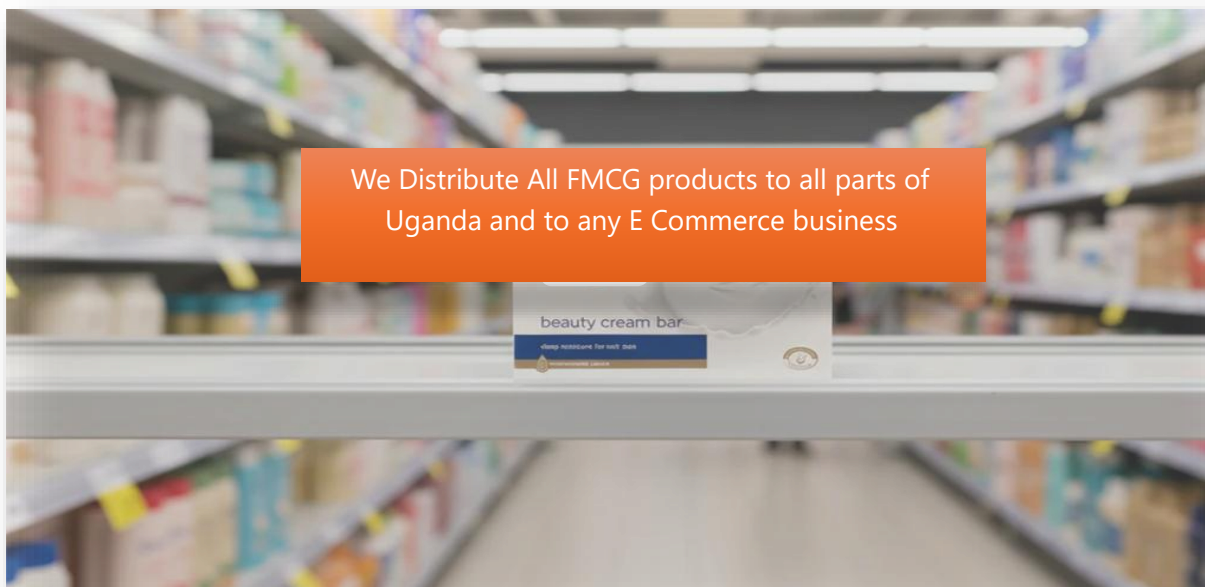
Grow Well Uganda Ltd

MARKET PRESENCE

Established 2013

DOCUMENT REF

GW-CP-2026-



DISTRIBUTION REDEFINED

Established in 2013, Grow Well Uganda Limited has evolved into an institutional-grade distribution and marketing ecosystem specializing in the seamless execution of fast-moving consumer goods (FMCG) networks. Headquartered in Kampala, Uganda, our multi-tiered footprint actively bridges global trade ports directly to regional retail networks. We serve as the elite logistical framework for premier multi-category FMCG portfolios, ensuring absolute product continuity across the East African landscape.

Over more than a decade of active execution, Grow Well has engineered an asset-backed supply pipeline that ensures pristine, high-velocity route-to-market penetration. Our strategic deployment covers everything from primary import clearance to complex supermarket key account merchandising, earning us exclusive representations of world-class confectionery, household therapeutics, and essential culinary brands.

CORE VALUES: RESPECT • OPERATIONAL RELIABILITY • PIPELINE CONSISTENCY • UNCOMPROMISING COMMITMENT • ENTREPRENEURIAL SPIRIT • INSTITUTIONAL TRUST • PEERLESS EXECUTION

12+

YEARS OPERATIONAL
EXCELLENCE

3,500+

ACTIVE RETAIL &
WHOLESALE NODES

100%

COLD-CHAIN
COMPLIANCE

7 Hubs

GLOBAL LANES
SOURCING

OUR VISION

To be the absolute regional leader in specialized consumer market segments by channelizing high-caliber, health-compliant, and competitively priced portfolios through advanced structural integration with the world's leading brands.

OUR MISSION

To widen the regional availability of consumer "Tastiness, Hygiene, and Enjoyment" while meeting rigid benchmarks regarding healthy lifestyle integration and continuously introducing innovative commercial route practices.

ACTIVE MODERN TRADE CHANNELS UNDER MANAGEMENT

CARREFOUR HYPERMARKETS

CAPITAL SHOPPERS

QUALITY SUPERMARKET

MILLENNIUM NETWORKS

EMBASSY SUPERMARKET

JAZZ SUPERMARKETS

FRAINE SUPERMARKET

ECOMART

STANDARD SUPERMARKET

MASTERS SUPERMARKET

CHINA TOWN

CHINA MART

STRATEGIC BRAND ECOSYSTEM

1. EXCLUSIVE REGIONAL AGENT — THE UNILEVER STRATEGIC ALLIANCE

Grow Well serves as an exclusive regional agent and dominant distributor for Unilever portfolios across the wider East African corridors. We manage the core logistics and market placement for high-velocity segments:

Home & Personal Care: Dove, Vaseline, Lux, Pears, Pond's, Rexona, Suave, Axe, Clear, TRESemmé, Sunlight, Comfort, CloseUp.

Culinary & Food Essentials: Premium margarine spreads, savory broths, teas, and premium coffees.

2. DIRECT IMPORT CORRIDOR — GLOBAL FMCG & CONFECTIONERY PORTFOLIOS

Our global procurement network orchestrates factory-direct container sourcing from primary manufacturing hubs. This streamlined import model powers the absolute pipeline stability of premium confectioneries, snacks, and biscuits across local markets, delivering household staples:

Oreo, Ferrero Rocher, Kinder Joy, Kit Kat, Skittles, Toblerone, Tang, OKF, Beeber Bug, and Davidoff.

3. CUSTOM MANUFACTURING — PRIVATE LABEL DEVELOPMENT SOLUTIONS

Recognizing the shifting trends in modern trade, Grow Well acts as the dedicated private label development partner for the region's premier hypermarket networks. We conceptualize, source, verify compliance, and fulfill custom product configurations explicitly for market-dominant retail icons including Carrefour, Millennium, and Jazz Supermarkets.

GLOBAL PROCUREMENT & SOURCING FOOTPRINT

Dubai (UAE)	India	United Kingdom	South Africa
United States	Hungary	Egypt	

CAPABILITIES & CORPORATE LEADERSHIP

CORE OPERATIONAL CAPABILITIES

- **Aggressive Omnichannel Distribution:** Deploying advanced route-to-market strategies that push inventory across 10+ major geographic districts spanning hypermarkets down to traditional hubs.
- **Asset-Backed Cold Chain Infrastructure:** Operating 100% compliant, temperature-controlled warehousing storage layouts in Kampala to protect chemical and organic freshness stability.
- **Dynamic Trade Marketing & Shelf Visibility:** Field forces driving point-of-sale configurations, rigid stock rotation tracking plans, and visibility campaigns directly at consumer nodes.
- **Frictionless Compliance & Customs Clearing:** Managing end-to-end tax administration, UNBS standardization clearance operations, and direct port container clearance protocols.

EXECUTIVE BOARD OF DIRECTORS

Bharat Godhaniya DIRECTOR	Sunil Odedra DIRECTOR	Ranjeet Odedra CHIEF EXECUTIVE OFFICER (CEO)
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OPERATIONAL MANAGEMENT TEAM

Lorna Mwangi SALES MANAGER	Henry Kansiime OPERATIONS MANAGER
Kenneth Kakonge WAREHOUSE MANAGER	Ajmal Akbar FINANCE MANAGER
Douglas Areba HEAD OF IT & ANALYTICS	

STRATEGIC PARTNERSHIP PORTAL

Grow Well Uganda Limited invites international manufacturers seeking robust regional market entry, as well as localized wholesale sub-distributors aiming to secure bulk inventory routes, to align with our scalable pipeline network.

LOGISTICS ROUTING CHANNELS

Hub: Madhvani Business Park, 5th Street, Kampala, Uganda
Phone: +256 756 011 222
Email: info@growwellug.com
Web: www.growwellug.com