



**THE LEGACY OF TWO FAMILIES**









*An aerial view of the original site where Sarit Centre was to be built (1977).*

*Eight properties made up the original site for a total of 5.38 acres.*

*In 1973, the spiritual master His Holiness Satgurudev Sat Hariram Bapa blessed the property where Bachubhai lived and said, "Do not sell this property. This land is holy and this is a gold mine for you."*

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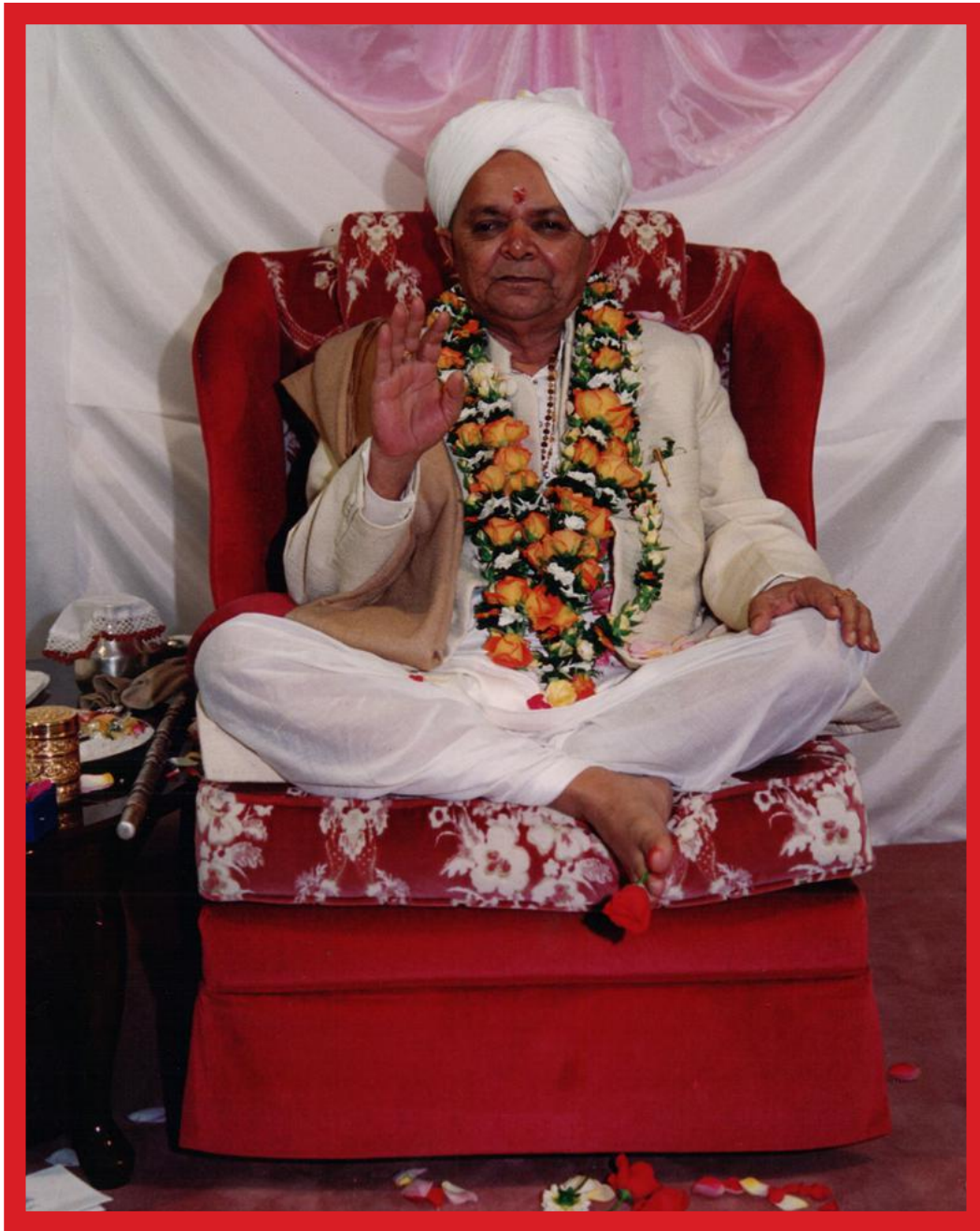
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**Satgurudev Sat Hariram Bapa**

1

**HUMBLE BEGINNINGS**

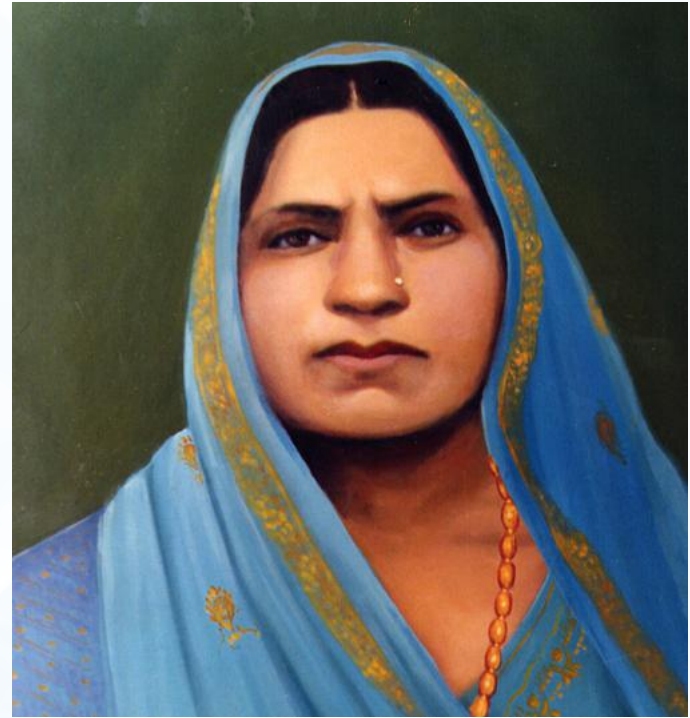
# THE SHAH FAMILY

# THE RUGHANI FAMILY

## THE SHAH FAMILY



*Vidhu Ramji Shah*



*Ratanben Vidhu Shah*

The Shah Family story starts with Vidhu Ramji Shah, who was born in 1895 in the village of Gagwa, in the Jamnagar district of Saurashtra province, India. He grew up with his father, elder brother, and sister after his mother passed away when he was only 18 months old. Despite the challenges of losing his mother at a young age, Vidhu was a diligent student and showed great promise in mathematics. His commitment to education would lay the foundation for the success of the Shah family for generations to come.

Vidhu Ramji Shah had to leave school after Standard Four to help on the family smallholding. In 1909, a traditional child marriage was arranged for him at the age of 14, and he wed nine-year-old Ratanben.

# THE RUGHANI FAMILY



*Godavriben Jadavji Rughani & Jadavji Ratanji Rughani*

Jadavji Ratanji Rughani was born in 1898 in the Western part of India, at the Gujarat coast, in the port city of Porbander. He was born alongside his older brother, Walji Rughani. Their father, Ratanji, was a religious and highly respected elder in his community. He was a lover of books, a poet, and a good writer who also had a pioneering spirit. He was responsible for the family's visit to East Africa, where they would later establish their roots.

When drought struck the region, Ratanji urged his people to stay put, rather than seeking help elsewhere. He believed that the situation would be no better elsewhere, and encouraged the community to come together, share what they had, and make do with the bare minimum. Under his leadership, the community managed to survive the many years of hardship, though they lost all their livestock.

## THE SHAH FAMILY



*Bachubhai at the house where his father, Vidhu Ramji, lived in Gagwa, Jamnagar, India.*

Due to the dire situation caused by the famine in India, Vidhu's father made the bold decision to send his son to Kenya in search of better opportunities. With family and friends already living in Kenya who could offer him employment and support, Vidhu set out on a sailing ship at the age of 15 along with other Indian immigrants, destined for the port of Mombasa. This marked the beginning of a new chapter in his life, far away from his family and homeland.



## THE RUGHANI FAMILY



*Walji Ratanji Rughani*

Ratanji found himself in a difficult position. He had incurred significant debt while trying to keep the community alive during the drought. To pay back his creditors, he made the difficult decision to leave the country, leaving behind his wife and two sons, and seek work elsewhere. He promised to pay back what he owed and set sail for Zanzibar, then known as the land of Zenj, to join other community members who were already there. Thanks to his determination, he was able to start a new life in a new land and slowly pay off his debts.

Shortly after, Ratanji went to Mombasa where he found even bigger opportunities. After a short stay, he returned to India and brought his two sons, Walji and Jadavji, to Kenya in 1914 when they were 18 and 16 years old, respectively. Ratanji returned to India, where he passed away shortly after.

Walji left Kenya and relocated to Mwanza with his father-in-law, where he had business already established. Later, he started his own business in Nansio, Tanzania. Meanwhile, Jadavji decided to stay in Kenya and briefly moved to Nairobi before settling further inland in Mihuti, Nyeri.

## THE SHAH FAMILY

In Kenya, Vidhu started his career by working for Meghji Ladha Trading Company, a wholesale and import firm. He quickly gained a reputation for his diligent work ethic and honesty. The company had 16 partners and operated in 10 outlets. Vidhu started at the Escarpment branch until he was invited to join the partnership. He later took charge of the Limuru branch before the partnership dissolved.

Vidhu was unable to return to India until the end of World War I in 1918. After returning, he brought his young wife Ratanben back to Kenya with him the following year, where they settled permanently. Although Meghji Ladha Trading Company dissolved, a few of the original partners established Keshavji Parbat Company to take over the main outlets of the former company. Vidhu found himself in Thika, a growing trading center, as well as Fort Hall, now known as Murang'a.



*Amritlal Shah and Mani had a family of seven children including the late Sulekha (not in photo).  
Standing from left: Amritlal, Mani, Ashok, and Vatsala.  
Kneeling from left: Nitin, Meera, Krishna, Arvind.*



*Bachubhai and Surya had five children: Sarit, Lina, Rashmi, Nishma, and Sima.*

# THE RUGHANI FAMILY



*Karatina Market*

Jadavji's business acumen led him to explore the foothills of Mount Kenya, starting with Nanyuki, Fort Hall, Kutus and Mihuti, where he bought and sold maize. He later ventured into maize milling, selling it to the colonial administration. Jadavji quickly became proficient in the Kikuyu language and eventually settled in Karatina.

In 1932/1933, Jadavji returned to India with his wife, Godavriben, and children, entrusting his retail shop in Karatina to his partner. After World War II in 1946, he returned to Kenya and established a new business in Karatina under the name J R Rughani - Duka la Mehta. It was here that his three sons, Maneklal, Ishwar, Bhaskar, and his four daughters Vidia, Kamla, Rashmi and Kumud grew up while attending Karatina Indian School.

# THE SHAH FAMILY



*Standing from left: Surya, Bhachubhai, Amritlal, and Mani.  
Seated from left: Chandra, Kastur, Vidhu Ramji, Velu and Lakshmi.  
Not in picture: Pramila*

Vidhu and Ratanben were blessed with eight children, starting with their eldest daughter Velu in 1922, followed by Lakshmi in 1924. In 1926, their third child and first son, Amritlal, was born. Kastur, another daughter, followed in 1928, and their son Jayanti was born in 1930. Unfortunately, Jayanti passed away at a young age. In 1930, the family moved to a new shop in Sagana, which required them to travel by oxcart from Thika rail head. They would often sleep on the shop floor, and Vidhu would joke that they had only one jacket between him and his business partners, which would be worn by whoever was going to Nairobi on business. Three more children were born: S.V. Shah (Bachubhai) in 1935, Chandra in 1937, and Pramila in 1941.

## THE RUGHANI FAMILY



*Back Row: Maneklal, Rashmi, and Kumud  
Front Row: Rajesh, Godavriben, and Krishna.*

Later, Rashmi and Kumud moved to Kisumu for their secondary education. This became possible due to the incentive taken by the Lohana Community to build a girls boarding in Kisumu. The Lohana Community elders of Kisumu felt that the bright and able girl child were losing opportunity due to lack of boarding facilities for a girl child. As soon as these facilities became available lots of girls took the opportunity to join Girls' Secondary Schools in Kisumu.

After passing the Indian Matriculation exam, Maneklal, the eldest son, relocated to Nairobi in 1945. He secured a job as a clerk at Barclays Bank and spent his free time pursuing his passion for stamp collecting. Maneklal established the Mt. Kenya Stamps Collectors Club, which earned him the respect of his British superiors at Barclays Bank. This hobby allowed him to engage in conversations with them and hence became proficient in spoken English.

# THE SHAH FAMILY

While in Fort Hall, Vidhu's main focus was on trading commodities such as maize, millet, and potatoes, which he sourced from as far as Meru. In addition, he sold various items like beads, American cloth, blankets, and bicycle spares. Vidhu's workday started early, at 5 am, and went on until 10 pm. In the evenings, he would roast maize cobs and engage in conversation with others around a jiko. His dedication and friendly demeanor made him well-liked in the local markets, earning him the nickname Kagatu. Vidhu quickly became fluent in the Kikuyu language.

In 1935, the partnership dissolved, and Vidhu made a bold decision to become a sole proprietor. Despite the challenges of being a sole trader, he obtained credit to expand his business and take it to the next level.

Vidhu Ramji was blessed with good fortune, and remained actively involved in community affairs. He served as the secretary and treasurer of the Fort Hall Visa Oshwal and later participated in the construction of the Visa Oshwal Community Hall. The hall was eventually purchased by the family from the community and redeveloped into the secondary section of the Vidhu Ramji Academy, which was gifted to the people of Murang'a.



*Fort Hall Town, now Murang'a.*



*Colonial times District Commissioner at an official function at Shah Vidhu Ramji business premises in Fort Hall with Amritlal on his left.*

## THE RUGHANI FAMILY

Maneklal's love for reading, coupled with his meticulous work ethic, earned him a good rapport with his superiors at Barclays Bank, who recognized his aptitude. Realizing the potential of his father's business in Karatina, Maneklal approached the manager and appealed for financial assistance on his father's behalf. The manager arranged for an overdraft, which allowed Jadavji's business to grow. Subsequently, he acquired the distribution of The East African Tobacco Company. He also started stocking match boxes and other fast-selling commodities which led to additional growth. Challenging circumstances of yesterday became blissful circumstances of the day to Jadavji.



*Maneklal Rughani at a business course in the UK.*

He learnt to accept challenges and to find solutions to his challenges. This made his appetite for growth bigger, better and defined. It meant both physical and mental grind. This he accepted. Paid his overdraft yet was able to finance growth of his little enterprise - DUKA LA METHA.

Shortly after, Maneklal resigned from his role at Barclays Bank and joined his father in the family business in Karatina. As part of his weekly purchases trip to Nairobi, he would travel by bus from Karatina to Nairobi, with the bus stopping in different townships to pick up passengers. One of the towns where the bus stopped was Fort Hall, which is known as Murang'a today.

During his stops in Fort Hall, Maneklal met Vidhu, a simple, charitable, and gracious person who loved hosting and feeding people. Vidhu would invite Maneklal over for lunch, and this became a regular occurrence for over seven years or so.

# THE SHAH FAMILY



*The Shah family group photograph at the wedding of Sarit & Reena.  
Not in picture: Reemi, Sima, Amar, Vishal, Sheena, Sneha, Ketan, Shilan, Miraj, Mehul, Alisha,  
Taj, Tiaan, Vinay, Kisha, Vishnu, Radha, Raam, Kavita, Darshni, Zian, Aaryan & Shaan.*



## THE RUGHANI FAMILY



*Maneklal and his wife, Rama.*

Maneklal and his wife Rama got married in 1952 and moved to Nyeri, where they opened Rughani Bookshop and raised five children: Bharti, Rajesh, Krishna, Bina, and Mahesh. In Nyeri, Maneklal began to import books and school stationary from overseas, gradually expanding his business.

He integrated with the local community to a degree that did not upset the administration of the day. He found many of the local children living in townships, Karatina for example, who did not go to school. He felt unhappy about it. He approached a principal of a Primary School to ask him if he would help him setup a small unit for children living in Karatina township to receive basic education?

The person Manek had approached said to him- " Please give me time to think". A few days later Manek and his friend had started a small unit closer to/or in the warehouses near the railway station sidings.

## THE SHAH FAMILY

In 1939, Vidhu bought the building where their business was located, and in 1942, his son Amritlal, who was nicknamed Murira, joined the business. This marked a turning point in the family's affairs, as Amritlal's management expertise helped to propel the business forward. Amritlal was known for his meticulous attention to detail and his preference for balancing the accounts every day. This level of care and discipline helped to ensure the financial stability and success of the expanding enterprise. In 1948, the business acquired agency for cigarettes, sugar, and wheat, which further contributed to its growth and success.

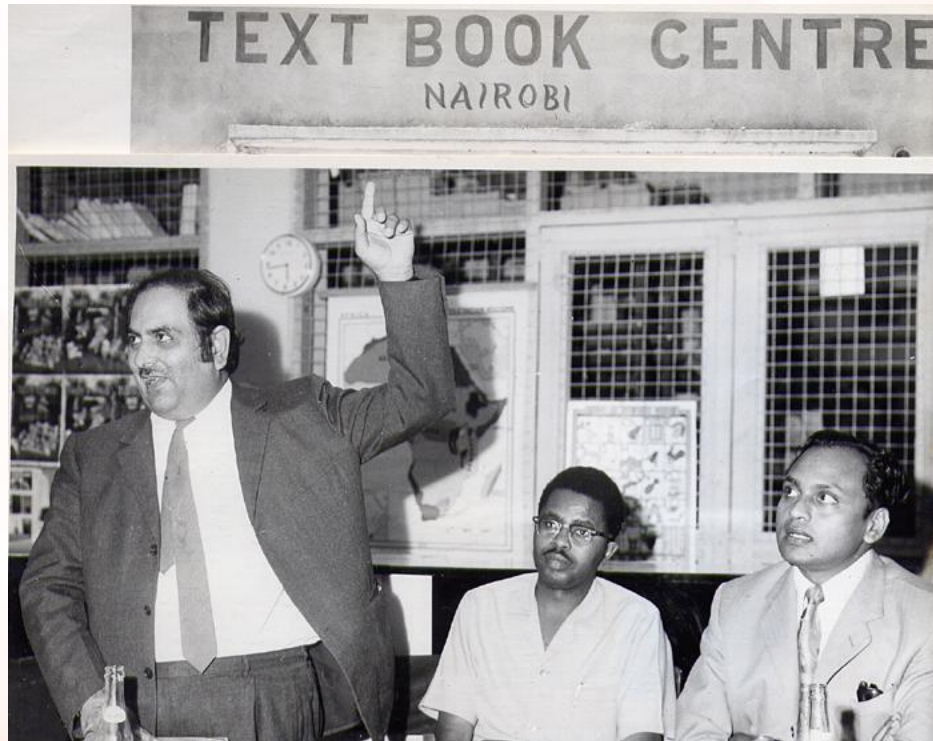
The family also formed a partnership with R.L. Shah and Rajpar Ladha to establish a dairy in Fort Hall, which collected milk from as far as Nyeri. Later, they opened a separate dairy in Nyeri. In addition to their dairy operations, the family also ventured into the bakery, posho mill, and petrol station businesses.

Not only was he well-regarded within the Hindu community, but Vidhu also extended hospitality to travellers passing through Fort Hall on their way from Meru to Mombasa, providing them with both a meal and a place to sleep. During Maneklal's bus commute from Karatina to Nairobi, Vidhu would invite him to join him when the bus stopped at Fort Hall. This practice continued regularly, and their friendship grew stronger over time.



*Town Clock donated to Murang'a Municipal Council in 1998  
From Left: Ishwar, Maneklal and Amritlal.*

# THE RUGHANI FAMILY



*Maneklal, Joseph Mwenda, and Bachubhai at the first Text Book Centre premises on Kijabe Street, 1965.*

Maneklal made up his mind to approach various Church societies and bodies that ran schools in Nyeri and Karatina. He approached them and offered them his services to obtain books and school stationary requirements. His enthusiastic approach was very well received, and he was given trial orders which he supplied in good time. This earned him respect as a reliable businessman. His efficiency, dependability and his affable nature helped him make big strides in his business.

As time went on and his interaction with his buyers became frequent his services too started getting more and more appreciated. In those days positive ratings of individual companies seemed to come from “a word of mouth” which Manek received from many Missionary Groups with whom he had business dealings. Catholic Schools were supplied with lesson notes called Consolata Notes. Manek was given rights to buy and sell the same to Catholic Schools by The Catholic Mission, in this way he grew by leaps and bounds.

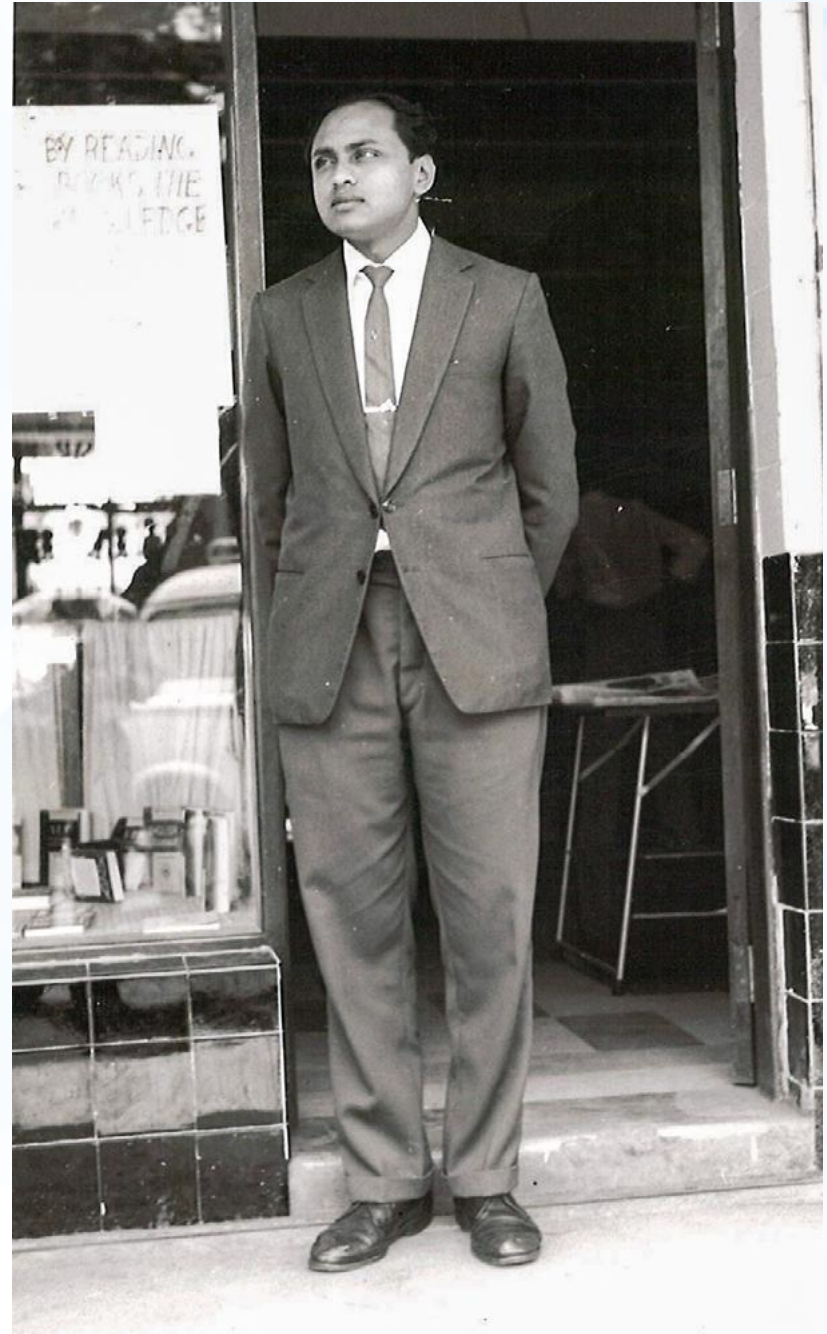
## THE SHAH FAMILY

Bachubhai who joined the business in 1954, was awarded a tender to supply books to the education department. He approached Maneklal Rughani for supply of the books and this successful collaboration started a journey on different projects which eventually led to a partnership that still continues to date.

Amritlal Shah had a family of seven children: the late Sulekha, Vatsala, Ashok, Arvind, Nitin, Meera, and Krishna. Ashok, who completed business studies, and Arvind, who completed the Higher National diploma in business studies, joined Text Book Centre in 1972 and 1976, respectively.

Nitin later joined the family business in 1982 after completing the Higher National Diploma in business studies and qualifying as a member of the Association of Chartered Certified Accountants (ACCA) to manage Sarit Centre.

Ashok married Anju in 1976, and they were blessed with two children, Urvi and Darshni. In 1981, Arvind married Jyoti, and they had two children, Dhruv and Chand. Dhruv was actively involved as joint project manager for Phase 3 development of Sarit Centre. In 1982, Nitin married Priti, and they welcomed three



*Bachubhai at the entrance of Vidhu's Bookshop, Fort Hall.*

## THE RUGHANI FAMILY



*Ishwar*

Ishwar helped his father at their shop in Karatina and later joined their Bookshop in Nyeri. He is blessed to have received an all-encompassing education and skills to help him get on well in his life. He married Savita Dattani in 1966. They have three children Anjana, Chetan and Puja. Ishwar joined The Text Book Centre Ltd in 1970 where he worked in various departments. He also worked in other group companies. He now enjoys his retirement.



*Bhaskar*

Bhaskar, son of Jadavjibhai, graduated in 1974 in Chemical Technology, specializing in Plastics and Polymers. Bhaskar married Raksha in 1975 and settled in London. They have three children - Sonal, Arti, and Niraj.

Rajesh, Maneklal's elder son, completed a three-year ACCA accountancy program at Strathmore University in Nairobi, and finished his finals at the London School of Accountancy. He gained work experience at an audit firm, and then joined the family business for the next 40 years, initially at Text Book Centre's accounts, finance, and purchasing departments, and then at Soma Group handling group and family finances and insurances. He got married to Naina, in 1978 and they have two children, Shreya and Khilen.

# THE SHAH FAMILY

daughters into their family: Kavita, Jaini, and Madhvi. All three brothers, Ashok, Arvind, and Nitin, are now happily retired.

Sarit began his working career at Text Book Center in the year 2000, where he started out in the warehouse before moving on to finance and eventually becoming the Deputy Managing Director. In 2015, he was appointed by the family as joint Project Manager for phase 3, and later went on to become the current CEO of Sarit. With 15 years of experience at TBC, Sarit's journey from the warehouse to the top is a testament to his hard work and dedication.

Sarit holds a Bachelor of Science degree in Management Sciences from the University of Warwick in the UK, and he is also an ACCA-certified professional. He married Reena in 2003 and they have been blessed with two children, Vishnu and Radha.



*Ashok*



*Arvind*



*Nitin*



*Sarit*

Vidhu Ramji passed away on July 29, 1960, at the age of 65. Despite his passing, the business continued to thrive and the collaboration among Amritlal, Bachubhai and Maneklal became a close-knit and successful alliance. The camaraderie between the three men grew stronger than that of brothers, characterized by a strong sense of trust, mutual support, and shared goals. This union began in 1958 and has persisted to this day.

# THE RUGHANI FAMILY



*Rajesh*



*Mahesh*

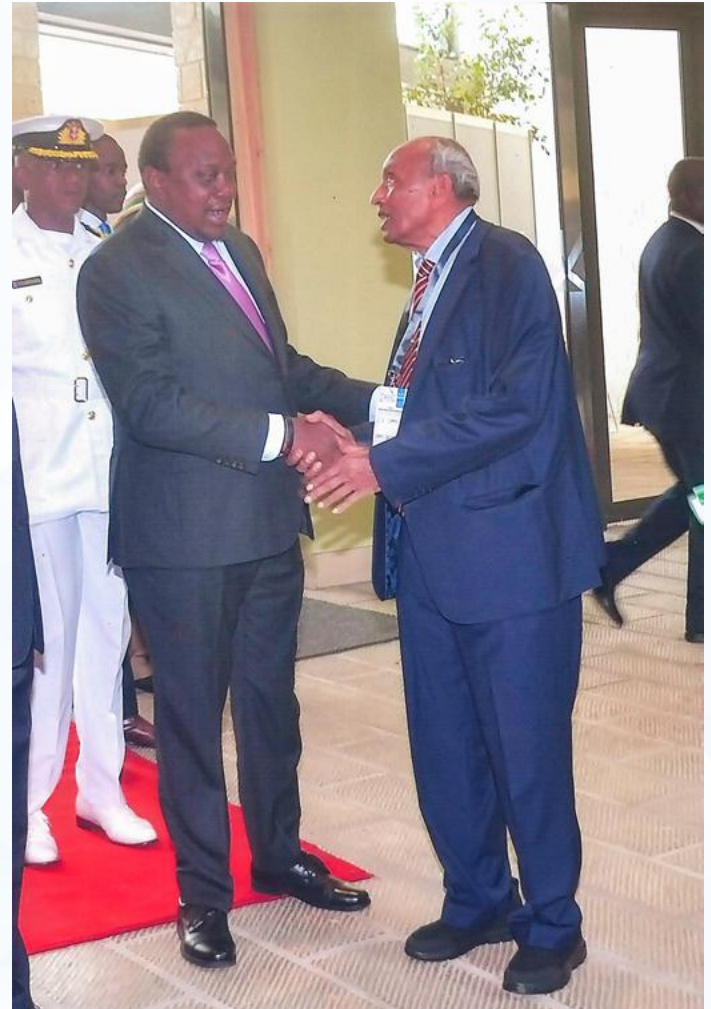
Mahesh, the younger son of Maneklal, completed his BSc in Business Management from USIU. He also attained an MBA specializing in International Business Management, majoring in Strategic Management at USIU in San Diego, USA. He moved back to Kenya in 1990, where he joined the family business and worked at TBC in the retail and wholesale departments.

Driven by his sporting orientation, he expanded the product range in TBC Sports & Hobbies, within its only retail outlet in the Sarit. This was later closed in 2008, so that he could once again innovate and modernize TBC's offering by creating a new subsidiary company, Citadel Cellular Communications Ltd. This was a mobile phone and accessories shop, registered as a Safaricom Dealership. This new venture once again began operations in the Sarit. Mahesh was able to grow the brand throughout Kenya and enter into new markets. After many years of success and expansion, this business was sold in November 2020 upon receiving a very lucrative offer.

# THE SHAH FAMILY



*Bachubhai receiving the Order of Grand Warrior Award from H.E. President Moi.*



*H.E. President Uhuru Kenyatta being welcomed by Bachubhai at an event at the New Expo facility in Sarit Centre.*



*H.E. President Kibaki at the official opening of Vidhu Ramji Academy, Murang'a.*



# THE RUGHANI FAMILY



*Chetan*

In May 2021, he joined Kartasi Industries Ltd. as CEO to steer the business out of a Covid-driven lull. He was able to rebuild it up to a point where the business was sold in September 2022. In June 1983, Mahesh married his beautiful wife Harsha. The couple is blessed with three sons: Ravi, Veeraj, and Mahir.

Ishwar's son, Chetan, joined Text Book Centre in 1990 and currently holds a senior management position within the company. He got married to Priti in 1994, and they have a son named Sidh.



*Niraj*

Niraj, son of Bhaskar Rughani, graduated with a Bachelor of Science Degree from Imperial College London. In 2011, he founded the luxury Interior Design & Property development company Vici London. Operating in South Kensington, London, and via Montenapoleone, Milan, the company specializes in creating super-luxury residential spaces with select commissions for yachts and private jets. With projects spanning the globe from London, Milan, Monaco, Miami, and Shanghai, the work is regularly featured in Architectural Digest & Elle Décor.

# THE SHAH FAMILY



*The Rughani & Shah Family together in Naivasha at their regular family retreat .*

# THE RUGHANI FAMILY



*Maneklal in his heyday.*



*Maneklal and Rama with Sonal and Puja.*



*Maneklal with his family at a game reserve.*

# THE SHAH FAMILY



*Bachubhai with H.E Daniel Arap Moi.*

# THE RUGHANI FAMILY

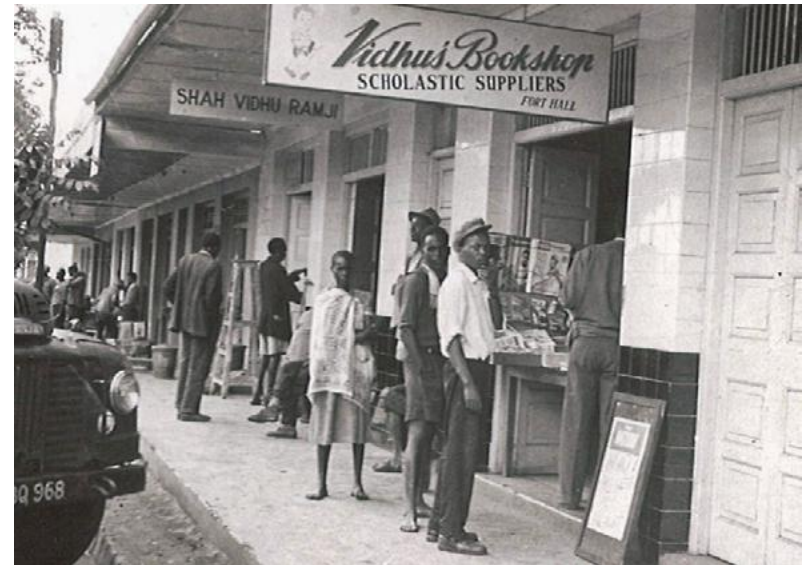


*Maneklal with H.E Daniel Arap Moi.*



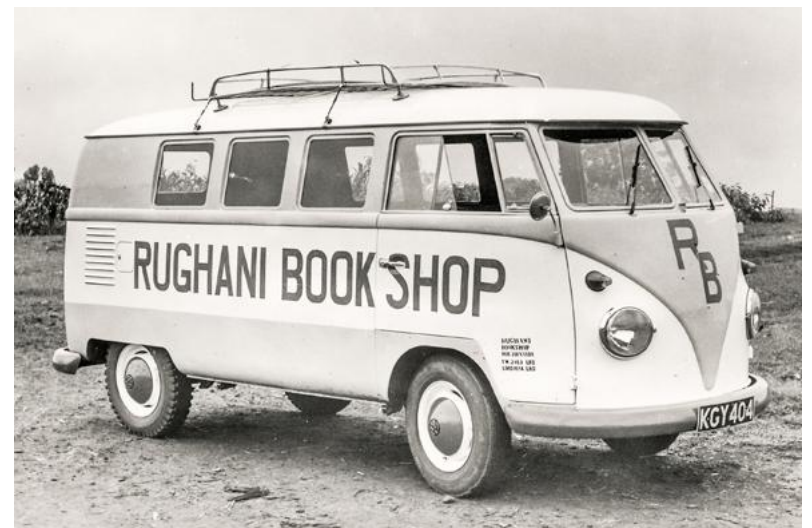
*Amritlal Shah was the kindest soul and soft-spoken person who valued his words to a fault. An amazing man who never spoke more than necessary. His reasoning is still ingrained in me. I loved him, and I loved his life. He was truly a role model, a rare man!*

**Ishwar Rughani**



Bachubhai was awarded a tender to supply books to the education department. He approached Maneklal and asked if he could supply the books, to which Maneklal agreed. Their successful collaboration on different projects led them to eventually unite their businesses. The two partners worked together to form a book sales partnership and opened branches in Murang'a as Vidhu's Bookshop, Nyeri as Rughani Bookshop, and Karatina as J.R Rughani. Later, they also opened branches in Embu and Meru.

The partnership between the three - Amritlal, Bachubhai, and Maneklal became so close and affectionate that the two families lived like one family (brothers) This partnership began in 1958 and has continued to this day.







*Official opening of Mount Kenya Bookshop in Nyeri by H.E. Jomo Kenyatta, The First President of Kenya.*



In 1962, with the movement on independence gaining momentum, Maneklal and Bachubhai recognized that an independent Kenya will inevitably provide significant opportunities in the educational sector.

The three partners, whose partnership had begun in Nyeri and Murang'a, decided to set up a unit in Nairobi. They began their book selling operations in Nairobi in 1963, with Maneklal relocating to the city and Bachubhai commuting every day from Murang'a. Maneklal ran the business operations from his garage while collaborating with Bachubhai to scout for a better location. Bachubhai relocated from Murang'a to Nairobi in 1965. Joseph Mwenda took over the management of Vidhu's Bookshop and later took over the business in 1980.



*Text Book Centre Directors and Staff pose with the prizes for the International Year of the Child Competition, 1979.*

The Rughani bookshop was handed over to David Mwangi Muriuki in 1964 as part of the Africanization program, and it was renamed as Mount Kenya Bookshop. Maneklal took an active interest in David's career and helped organize and partly sponsor his education in bookselling and middle management in the UK through the book seller's association bursary program.

In 1965, Maneklal and Bachubhai established Text Book Centre on Kijabe Street, where it still operates today. The success of Text Book Centre provided the seed capital for developing Sarit Centre. In 1972, the families partnered with Khetshi Dharamshi and Narendra Shah (Amritlal's son-in-law) to create Kartasi Industries.

This company specialized in producing high-quality exercise books and paper stationery, but later expanded to include the manufacture of packaging materials like tapes of all descriptions.

Both families have strong shared values - impeccable honesty, integrity, and hard work.



*Bachubhai and Maneklal in a relaxed mood during an exhibition in Sarit Centre.*

The desire to do good for each and every member of the family and a united stand on all matters business is the primary cause of the group's success story. At the same time, taking a conscious decision not to hurt the pockets of the book buying community takes a lot of goodwill and inborn goodness. This, both the partners shared equally.

These values were so deeply ingrained in them, that their answers and solutions to most commercial and social issues were identical, which many construed, as "Two Bodies - One Soul." Over the years, their closeness enabled them to build and expand many successful businesses. This speaks volumes for the power of unity and shared values.

2

**TEXT BOOK CENTRE**

The unity of the Shah and Rughani families has been integral to their shared success. Their strong bond is reflected in their business practices, where they always make decisions together and prioritize their religious beliefs. "Maneklal and Bachubhai shared an office. Anyone who came to meet either one had to meet them both. It was always a joint decision," recalls Nitin Shah.

Overseas publishers sought for Text Book Centre because of its dependable distribution network. Publishing houses such as McMillan, George Phillip, Collins, Heinemann, Evans Brothers, Hodder & Stoughton, Thomas Nelson, and others have signed distributorship agreements with Text Book Centre. TBC has since expanded from a small warehouse of 1,500 square feet to an impressive 60,000 square feet of retail and wholesale space on Kijabe Street, and 11 branches in Nairobi, most of which are located in shopping malls. The flagship branch is at Sarit Center, with a footprint of 22,000 square feet.



*From Left: Maneklal, Jadavji Ratanji, and Bhachubhai at Text Book Centre, Kijabe Street.*



*In 1972, Amritlal (Left) moved to Nairobi and worked at Text Book Centre in Kijabe Street and Sarit Centre until 1996. He is seen here during the 20th Anniversary of Sarit Centre presenting an appreciation plaque to C.D. Shah (Right) of Text Book Centre.*

The family deeply appreciates and recognizes the significant role played by the other shareholders, namely Chaganlal D. Shah, Rajni Shah, Narendra Shah, and Hasmukh (Babu) Shah, in the growth and success of Text Book Center. Each one of these gentlemen has dedicated over 50 years to the company.

A key moment in the lives of Maneklal and Bachubhai arrived in 1973 when His Holiness Sat Guru Sat Hariram Bapa visited Kenya and stayed at Bachubhai's house. Both Maneklal and Bachubhai were devotees of Sat Hariram Bapa and it was this bond that has been central to their continued partnership and success.

The legacy left behind by the two brothers flourished through the second and third generation family members who too believed in the dreams of the founders. Since their passing – Maneklal in 1997 and Bachu Bapa in 2021 – the family has continued to carry on their vision and build on their success. The family and business values developed by Maneklal and Bachubhai still form the cornerstone of the Group's business philosophy. The ownership succession of the family's business assets has been carefully planned through the advice of Mr Gulanikar and Mr. Shanti K. Shah, the group's tax consultant, and has been regularly updated with input from Strategic Consultants.

The Group has committed to strong governance processes with regular Board meetings and shareholder briefings. The Board of Sarit Centre and Sarit Expo comprises of representatives from the Shah and Rughani families. Nitin Shah, Niraj Rughani, Mahesh Rughani and Sarit Shah, who also holds the position of CEO. The Board is chaired by an independent Board Advisor, Deepak Shah.





*“My brother Manek inherited our grandfather’s love for books. He was an avid reader and a good writer too. His affinity towards books were showing signs that he will either end up as a librarian or a bookseller. And a bookseller, he became.”*

**Ishwar Rughani**

# BOOKFARE



Mr. Rughani

## STEP BY STEP TO A GREAT SUCCESS

THE GROWTH of the Text Book Centre from little more than a *duka* into a multi-million shilling complex has come in three main stages — with its roots in the tiny township of

browsing over the rickety shelves that held the only books for miles around. And business, in its small way, boomed.

The next step was bigger shop in Nyeri, the Central Provincial headquarters. The Centre was just as popular, and now there were more

school authorities buying hundreds. They were delighted to find nearly all their school requirements under one roof.

The real business started after independence in 1963 when the thirst for reading material was really felt, not only by the school authorities, but also by all others who had

in 1958), took over responsibility for managing the bookshop at Nyeri, a move made possible by Rughani family finance.

The Centre took full advantage of the new educational awareness by moving to Nairobi. This proved to be the catalyst that put the Centre in the big time. But again, the

in size and reputation, . . . ing other smaller bookshops around the country. It provided a hitherto missing link between the schools and the primary school authorities.

Soon the Centre was catering not only for primary schools, but also for institutions of higher learning, starting with . . .

financial limits stood in our way," explains general manager Mr. C. D. Shah. "But with the assistance of an international company, E. J. Arnold of Leeds in the United Kingdom, the Centre bought out Messrs. S. J. Moore Limited, a leading bookshop on Government Road."



## Mshindi opewa kikombe

WAFANYI biashara wanaojunga na Kenya Chamber of Commerce and Industry tawi la Murang'a wali-

pokea zawadi za ushindi kwa kupamba madirisha mazuri.

Katika picha hii anekana Bw. Vidhu Ramji (ku-ehoto) mfanya biashara mashuhuri aliyeshinda kwenye mashindano hayo aki-pewa kombe na Bw. Wilson Macharia, (kulia), Diwani wa Murang'a County Council na mfanya biashara pia.

Katikati ni Bw. G. N. Kibata wa KCCI. Kwenye mashindano hayo Bw. Murugu Kagiri alikuwa wa pili na Bw. R. L. Shah akawa wa tatu.

# BOOKFARE



THE TEXT BOOK CENTRE TEAM TODAY . . . IT STARTED WITH JUST FOUR PEOPLE



*Text Book Centre in Phase 1, 1983 (Top) and the Flagship Store in 2020.*

3

**40 YEARS OF SARIT**



# SARIT AT 40

## CELEBRATING OUR JOURNEY TOGETHER

They say life begins at 40, and for Sarit Centre, East Africa's first enclosed shopping mall, this sentiment rings true as it enters a new chapter. Since its official opening on 27th April 1983, the mall has captivated the hearts of all who have had the pleasure of walking through its doors, leaving behind a legacy of providing unforgettable shopping experiences to generations of customers.

Over the four decades since its inception, Sarit has been much more than just a mall. It has been a driving force behind the transformation of Westlands into a bustling hub for commerce, residential living, and entertainment. Its impact on the local economy has been significant, with the creation of employment opportunities and contributions to the area's growth.





# Sarit — the first Foundation Day



THE colourful Sarit Centre launching ceremony on February 9, 1981, included traditional family prayers and blessings and an address by the head of the Rughani family, Mr. Jadavji Rathnaji Rughani (left), who had earlier laid the foundation stone. Seated next to Mr. Rughani (right, above) is Mr. A. V. Shah, while the small boy seated in his lap is, indeed, the same Sarit Shah who has given the centre its name.



DR. ONYONGA — a centre which rates among the most significant of Kenya's single commercial developments.



MR. MACHARIA — the investment itself speaks volumes for the confidence of the backers in Kenya's continued progress and stability.



SOME of the leading consultants associated with a project which will become a Kenya showpiece — a major development brought about by Kenyans for Kenyans — are (l to r) consulting engineer Mr. A. G. Moore, electrical consultant Mr. V. Vekaria, quantity surveyor Mr. M. A. Young, consulting architect and designer Mr. T. S. Nandhra, structural engineer Mr. H. S. Birdi, and architect Mr. Hassan Sheikh.

## Kenya's shopping showpiece begins to take shape...

TODAY marks the first foundation day of what is seen by many as Kenya's and, indeed, East and Central Africa's biggest-ever commercial development under one roof — the Sarit Centre at Westlands.

Billed by entrepreneurs and its far-sighted backers as an investment project which will become a Kenya showpiece and Nairobi's City within a City, the centre was launched exactly a year ago on February 9, 1981.

The colourful ceremony saw the foundation stone laid by Mr. Jadavji Rathnaji Rughani, head of the Rughani family, which became linked with the Vidhu Ramji Shah family in pioneering what must almost certainly be a "first" for any of the Third World countries.

A comparatively recent phenomenon of the last two decades, multi-functional centres like these, offering total self-sufficiency to the communities they serve, have hitherto been confined to the developed world's biggest cities (London's Brent Cross, which took more than 10 years to complete, is one of them), but Kenya's overall progress since Independence has been such that many see the Sarit Centre development as one



MR. THORNHILL — it was perhaps inevitable that a development like this one would come to a growing city like Nairobi.

that was perhaps inevitable.

Kenya's Minister for Economic Planning, Dr. Zachary Onyonga, who has visited the 5½-acre site in Westlands, where work is progressing well on the first phase due to open later this year, has described the centre as among the most significant single commercial developments in Kenya and much farther afield in Africa since the achievement of Independence. That same Independence, incidentally, which has seen Nairobi

bi more than double its size in the last 18 years.

The Minister pointed also to Nairobi's very significant population increase, which many tend to overlook, and the same point was underlined by Mr. Francis Macharia, chairman of the Kenya National Chamber of Commerce and Industry, who added that the very substantial investment in the Sarit Centre in itself — speaks volumes for the confidence of the backers in Kenya's continued progress and stability.

The rider came from Mr. Harry Thornhill, manager of Barclays Bank Trust, who are co-ordinating the massive investment involved. He said: In a city which has seen very rapid growth in recent years, it is refreshing to see a development like the Sarit Centre taking shape.

"As this kind of development can now be seen in many of the major cities in the world it was perhaps inevitable that it would come also to a growing city like Nairobi."

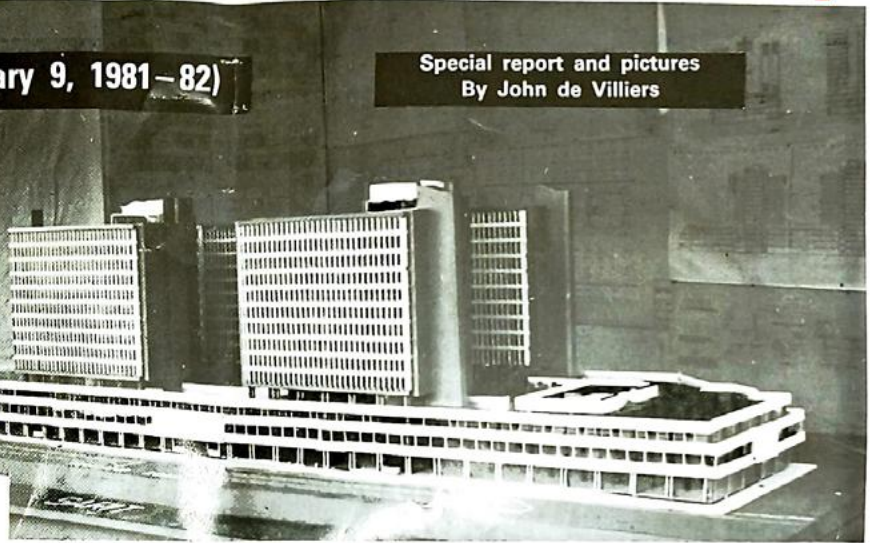
### Partners

Up to the present time the two active directors of this two-family enterprise, Mr. M. J. Rughani and Mr. S. V. Shah, have probably been better known in the commercial world as long-standing partners and directors of the Text Book Centre Limited in Nairobi.

But they have also in fact been researching for years the concept of what is now becoming a reality — and this research has included visits overseas making a careful study of similar centres still in the process of evolution or already established in some of the world's biggest and most progressive cities.

These visits have included Britain and, of course, the United States, where all embracing centres like these were first pioneered.

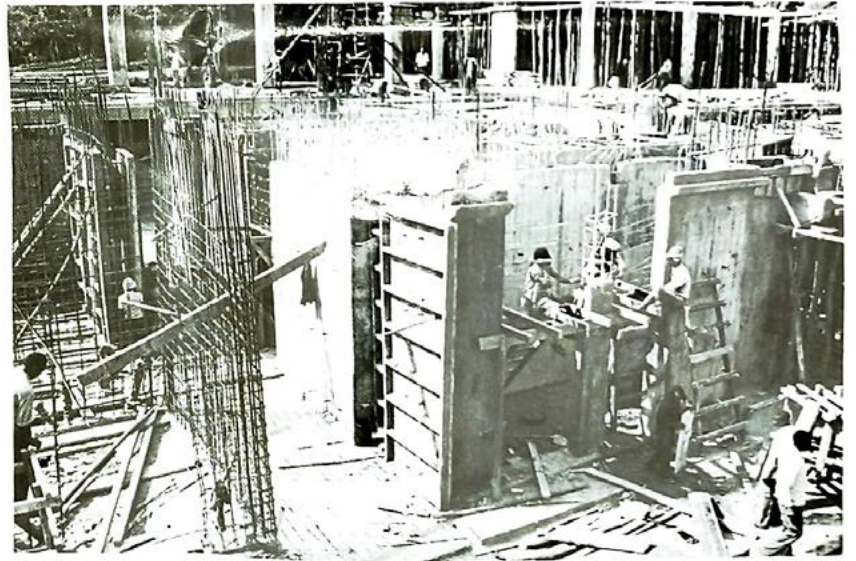
But for all that a centre like this, if it is to achieve complete self-sufficiency for the community it seeks to serve, must needs be on the grandiose scale. Maneklal Rughani is quick to point out that in the end result it is only quality and honest service to every member of a community which is the criterion of success rather than king-size quantity, pomp and circumstance. He looks shrewdly, albeit from only a short distance away, at a central city bursting at the



(February 9, 1981-82)

Special report and pictures  
By John de Villiers

A MODEL of the Sarit Centre as it will look when completed to provide Nairobi with the kind of totally self-contained facility, a City within a City, up to now seen only in some of the biggest cities of the Western World.



THE lower ground floor and ground floor (rear) beginning to take shape in a maze of scaffolding, steel and concrete which is the familiar enough sight when a major new building project is getting under way.

The concept of the developers, seen here in one of its early stages, is to create a multi-functional centre incorporating shopping, office and recreational facilities; what has been so aptly described as an entity in its own right created by Kenyans for Kenyans.

The letting agents are Lloyd Masika Limited of Nairobi (Mr. David Masika); managing agents, Wairagu and Company (Mr. John Wairagu); marketing consultants, Media Communications Plus (Mr. Jerry Shah); Advertising and Publicity, Peter Moll Africa Limited (Mr. Peter Moll); and the main contractors Twiga Construction Company, Mr. K. K. Patel.

seams with a traffic explosion which has even the best of planners at their wits end — and offers not only parking in abundance but security to go with it.

And that incentive, of course, is only a beginning; a reassuring welcome, if you like, to your own city within a city where apart from being able to buy anything under the sun you're even protected from its rays when the weather is too hot — and the seasonal rains when they come to bring moist relief.

But the completed city within a city cannot be created overnight, even if the blessing of abundant parking will when the first far-sighted entrepreneurs start opening their doors probably towards the end of the year.

Already they represent some of Kenya's leading manufacturers and organisations — getting lower ground floors included in the first phase.



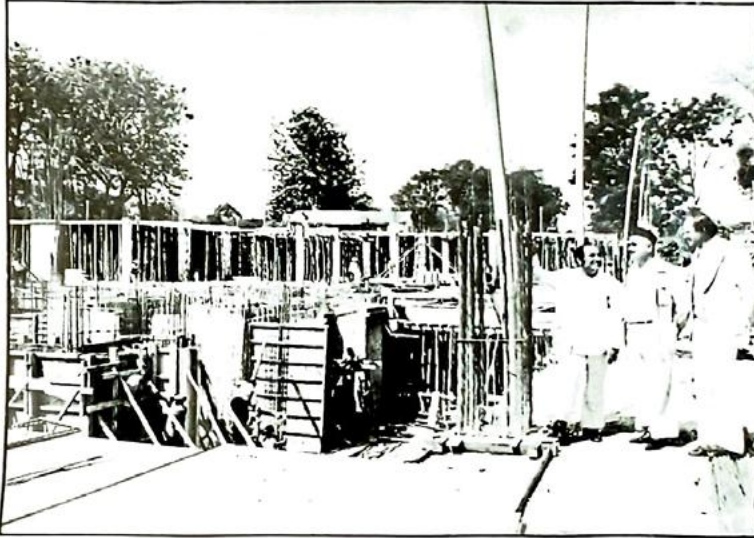
MINISTER for Economic Planning and Development, Dr. Zachary Onyonka, Mr. Francis Macharia, chairman of the Kenya National Chamber of Commerce and Industry, and the two active directors of the Sarit Centre project, Mr. M. J. Rughani and Mr. S. V. Shah, were unanimous this week in paying tribute to the leadership of Kenya's President Daniel arap Moi, who is also the current chairman of the Organisation of African Unity.

"It is the climate of stability and progress in Kenya," they said, "first fostered by the late President Kenyatta and now being furthered by President Moi, which has encouraged such

THE STANDARD, Tuesday, February 9, 1982

spectacular and rapid development in the wake of Independence and won the confidence of both international and local investors."

John de Villiers, who compiled today's report, concludes: Kenya's development, in a climate which has also fostered exemplary racial and religious tolerance, such as is seldom seen elsewhere in the world, has indeed been phenomenal in the 18 years following Independence — and it is, of course, this same climate which has resulted in Nairobi, a still infant city born only at the turn of the century, already gaining ever-growing acceptance internationally as the hub of Africa.



#### Progress on site

MR. K. K. PATEL of Twiga Construction Limited, the main contractor for Phase 1, pictured on site at Westlands recently with Mr. M. J. Rughani (left, above) and Mr. S. V. Shah (right), the long-standing partners who pioneered the Sarit Centre project. Mr. Patel is also seen (picture left) with two of his young site managers and (far left) one of the sub-contractors, Mr. Mwangi. Work on the project has made some quite spectacular progress even since these pictures were taken only three weeks ago.

## Some of the facts

• WHEN completed the Sarit Centre, Kenya's City within a City, will represent a massive investment in East and Central Africa's biggest-ever commercial development under one roof.

• IT WILL include four 10-floor tower blocks surmounting a lower ground floor and a three-floor podium, providing 631,000 square feet of shopping, office and recreational accommodation.

• THE BRIEF of the architects was to design a prestigious, multi-functional shopping and office complex offering total self-sufficiency to the community it will serve.

• ABUNDANT and secure parking is incorporated in the overall design, catering to both shoppers and tenants.

• WORK is well advanced on the first phase, the lower ground and ground floor, due to open later in the year, and will continue on into the following phases covering the years to come.

• THE COMPLETED project will be a Kenya showpiece, set in the heart of Westlands, comparable with similar ultra-modern international centres up to now found only in some of the world's largest cities.

• NAIROBI, with ever-increasing justification, is coming to be accepted as the new hub of Africa. In this context, say the experts, the development of such a centre (by Kenyans for Kenyans) was inevitable, and its success is assured.

HERE IS YOUR OPPORTUNITY TO BE IN A CITY WITHIN A CITY  
SARIT — A NEW CONCEPT IN WESTLANDS, NAIROBI.

For further information and more details fill in the coupon below and forward to David W. Masika, Lloyd Masika Limited, Norfolk Towers, P.O. Box 45733, Nairobi, Kenya.  
Or telephone Nairobi 22501/336212/336220/336235.

Name: .....

Position: .....

Name of company or organisation: .....

Nature of proposed business: .....

Address: P.O. Box .....

Telephone .....



Phase 1 Sarit Centre offered free parking for shoppers.



*Sarit Centre is the brainchild of two individuals, Bachubhai Shah (left) and Maneklal Rughani (right).*

A visit by the spiritual master His Holiness Sat Guru Dev Sat Hariram Bapa in 1973 to Bachubhai's home, where Sarit is located today, was a pivotal moment for the two families. The spiritual master praised and blessed the land. He inspired the families to purchase the surrounding parcels of lands and find a purpose for the blessed land - a process that took five years, marking the inception of the Sarit Center, their project on the blessed land.



## Little Mr. Big

**SARIT SHAH**, third-generation Kenyan and four-year-old son of Mr. S. V. Shah, a director of the Textbook Centre in Nairobi, already loves running and most treasured among his possessions is his first pint-sized tracksuit.

Only the future will tell whether or not he achieves fame as an athlete, but to be going on with, it is a fact he is the littlest fellow in a long long time to have given his name to what, in terms of commercial development in Kenya, is certainly the biggest

multi-functional shopping centre ever visualised not only in Kenya but in the whole of East And Central Africa.

The Sarit Centre in Westlands will, when completed, offer 691,000 square feet of shopping, office, recreational and residential accommodation and will involve an estimated Shs. 200 million investment — in its own right a new "city within a city" dominated by four 10-storey tower blocks surmounting a vast three-storey podium and basement spread over five and a half acres.



The design — of a project which will see the opening of its first phase before year's end — calls for 265 parking spaces for

ARTIST'S impression of the proposed "city within a city" for Westlands, Nairobi. IN-SET: The little lad giving his name to the complex.

shoppers and 272 for tenants. King-size statistics are for the present however, still far removed from the thinking of the little fellow who is giving this development its name. His greatest affections just now are reserved for his family, his teachers and schoolmates at the Marlborough Kindergarten and, but of course that tracksuit mentioned earlier.

Maneklal Rughani's visit to the United Kingdom in 1976 was a turning point in the retail industry in East Africa. On his research trip, he visited Brent Cross, the UK's first shopping mall that inspired the architecture of Sarit Centre. The foundation stone for East Africa's first enclosed shopping center was laid in February 1981 and the ceremony was attended by relatives, friends and business associates.

*Development of Phase 1 (Clockwise):  
Construction site in 1981, exterior of  
Sarit Centre from the main open  
car park, and inside of Sarit Centre  
during construction.*





*Dan Kimoro (Quantity Surveyor), T.S. Nandhra (Project Architect), Bachubhai, H.S. Birdi (Structural Engineer), and Hitesh Mehta (Phase 2 Concept Planner) reviewing the contracts for Phase 2.*

The journey of completing Sarit Centre was not without challenges. Halfway through construction, the 1982 attempted coup that took place in Kenya disrupted the original plan, which included three levels of shopping, a commercial office tower, and a basement parking area. The attempted coup disrupted every aspect of Kenyan society and this became almost catastrophic for the developers as the bank withdrew funding for the project due to a loss of confidence in the economy. Potential tenants who had shown interest withdrew almost overnight. The general public and businessmen began calling the project a “white elephant,” expressing doubt that it would ever succeed, especially after the attempted coup.



*A view of Phase 1 of Sarit Centre from Jacaranda Hotel along Pio Gama Pinto Road.*

Gloomy stories made rounds in the retail and sales sector, and the family came together to consider the future of the project. “As gloomy as it may look now, our faith in the Kenyan state must stand steadfast and positive,” was the unanimous decision of the two families. Consequently, additional funding was sought from friends and family, and the project was set afoot. The basement, originally intended for parking, was repurposed as additional retail space, the open area was converted into a car park, and the idea of a commercial office space was shelved.



“There were moments of great joy because we were doing something completely new, which was a different challenge. With that euphoria, however, came a huge pit in the stomach because we were going away from something that we were very good at, which was book selling, to real estate development of a different magnitude,” recalls Mahesh Rughani.





*A model of the original Sarit Centre Project, 1981, with 3 levels of retail and 4 commercial towers.*

A demographic survey for Westlands was done to ensure that the mall was well-planned and designed to meet the needs of the surrounding community. In the months following the attempted coup, the team of consultants and the contractors worked tirelessly to complete the project, with a set launch date of April 27th, 1983 which was Bachubhai's birthdate. Despite having only two tenants, Text Book Centre and Uchumi Supermarket, the opening ceremony of the mall was a grand affair. The mall was decorated with banana leaves, symbolizing the African and Indian celebratory spirit, and Indian sweets were offered to customers who visited on that day.

Soon after, Kenya Commercial Bank Limited, Sarit's first banking tenant, joined the growing list of tenants. In less than five years, what would have been considered an audacious dream by critics, was now home to over 60 businesses including Bata, Hotpoint Appliances, Healthy U, Anicare, Jaff's Optical, Jewelart, Kibic, Noor Lampshades, Unik Glass, Westlands Florist, Monty's, among others.

The success of the center inspired other developers to replicate the concept in Nairobi and other towns in Kenya.





# The Super



Jadkori Ratanji Rughani (left) moved to Karatina a few years after his arrival in Kenya in 1917. Later, the family joined with the pioneer Vidhu Ramji Shah (right) family of Murang'a to establish the Mount Kenya Bookshop, Mbiri Bookshop, Book Distributors Limited, Text Book Centre and The Sarit Centre.

**T**HE SARIT CENTRE opened on the 27th April 1983. Ten years on it is evident that the dynamic and imaginative idea of the developers M. J. Rughani and S. V. Shah has transformed retailing patterns countrywide. The Sarit Centre has become a great commercial success story.

Many believed that the shopping mall concept would never gain acceptance in Kenya. The pessimists have been proved wrong. Emulation, it is said, is the sincerest form of flattery and the score or more new malls now operating or under construction in Nairobi and other towns is testimony to the developers' acumen.

It has been no easy ride! Economic conditions were difficult then and remain so today. Yet political stability and the investment climate conducive to entrepreneurship this country has enjoyed have made our success possible.

The Sarit Centre has lived up to its slogan, City

within a City. The new concept of retailing found immediate popularity with consumers appreciative of the one-stop, buy-everything facility imparted by the controlled tenant mix. Ample parking, excellent security and spacious walking malls augment the shopping experience.

Over the past year or two, it has been possible to remodel and reconfigure some of the shops ... improving the ambience and facilities. Examples of these are the new Bata Shop, now a country leader, the lower ground floor coffee shop Cafe Royale and TBC Sports & Hobbies. We even got to repaint the Centre!

And as The Sarit Centre celebrates its 10th Anniversary a second phase of construction is under consideration. Once again the architect T S Nandra and Messrs. Twiga Construction, who brought the first phase in on schedule, are likely to be involved in this development. It will incorporate several concepts new to shopping malls in Kenya and first of the

Uchumi Superstores.

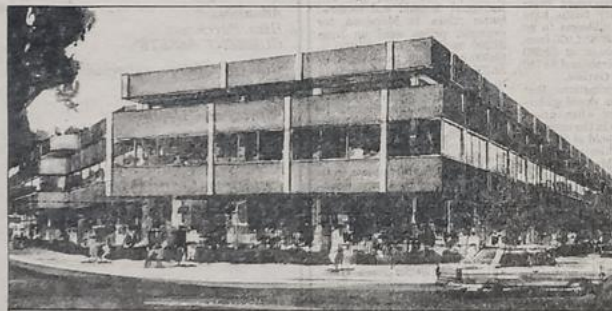
The strength of The Sarit Centre, however, is not concrete and reinforced steel. From the very first day the Management set out to reflect the lifestyle and interests of the people it serves, it quickly became and still is the focal point of its community, the venue for many business, cultural, social, sporting and charitable events.

The annual Holidays, Computers, Handicrafts, Homes & Gardens, SOCEXPO and other Exhibitions are popular with exhibitors and the Public alike. Darts and bridge competitions have been held. Charity food bazaars, art exhibitions by schools and individuals, photographic competitions, religious displays, flower shows and promotions of all kinds have brought visitors flocking into the Centre.

And each Christmas The Sarit Centre's "Lick, Stick and Win" shopping promotion and Festive Decorations, which have transformed Christmas



The tranquility of the Westlands home of S.V. 'Bachu' Shah where he stayed in 1970 so impressed Satguru Hariram Bapa (above) that he blessed the site. It is from his vision of the development possibilities that the shopping centre evolved.



Artist Carter Black's impression of The Sarit Centre.



The Sarit Centre's Festival of Flowers to mark Kenya's 25th Anniversary.



Final draw in the 1992 Lick, Stick & Win! Christmas shopping promotion.



Winner in Silver Jubilee Bridge competition receives prizes.



Dr. Zachary Oryonka viewing stands at the Computers '93 Exhibition.



Renowned Nigerian author Chinua Achebe at book-signing.



Tourism Minister Hon. Katana Ngala and author Kofi Gullmann at opening of Holidays Exhibition.



Fashion shows have provided colour and interest.

# The Sarit Centre. First and still t

# 10!

shopping, attract more than 500,000 visitors in a six-week period. Last year's Prize Fund topped Shs. 3 million, and a Shs. 750,000/- Opel Astra car and Shs. 700,000/- Isuzu Pick-up were the top prizes given away to lucky winners.

The Sarit Centre Management team is proud to have been involved in making a great idea work, and recognizes the commitment of the Centre's tenants in this achievement. They, too, enthusiastically took on the challenge of an unfamiliar retailing concept and persevered to set high standards.

As we look forward to the challenges of another decade, the Centre Management acknowledges with gratitude the part played by all those who shop at The Sarit Centre and the goodwill and involvement of our tenants and business associates which made success possible.

*Thank you all for 10 Super Years!*



Suburban shopper at Uchumi Supermarket check-out at The Sarit Centre.

# the Best!

## Directory of Tenants

Africolor Labs  
Amusement Arcade  
Amicare  
Audo Point  
Avocado  
Bata Shoe Co. (K) Ltd.  
Beauty Quest  
Bebi Spot  
Bhullar & Company Advocates  
Cannon Assurance (K) Ltd.  
Cannon Distributors Ltd.  
Cafe Royale  
Cathy's Palace  
Chintu Engineering Works  
Clean Point Drycleaners  
Computer Applications Ltd.  
Copy Cat Ltd.  
Designs & Displays  
Diners Club  
Dipsois  
Dr R. B. Harad  
Dr (Mrs) Mira Joshi  
Dr Fayaz Ahmed Khan  
Dr (Mrs) Abida F. Khan  
Dr R. N. Peshawara/Dr B. H. Pandit  
Dr Shahmawaz Mohamed  
General Freighters Ltd.  
Gilani's  
Haria Uniforms  
Healthy U  
Horseshoe Crafts  
Hot & Spicy  
Hot Bread Shop  
Hotpoint Appliances  
Jaff's Optical House  
Jazz Coiffure  
Jewelart  
Joint Designs  
Kenya Commercial Bank Ltd.  
Kenya Posts & Telecommunications  
Kibic  
La Casa Dona  
Lipstix  
Minar Restaurant  
Micro City  
Monty's Wines & Spirits  
Multi-Timber Hardware  
Mutiso Consultants Ltd.  
Noor Lampshades  
Premji Dungar & Sons  
Shah Chemists  
Slurpy  
TBC Sports & Hobbies  
Text Book Centre  
The Craft Band  
The Woman Shop  
Tin Tin Restaurant  
Travel Promoters  
Uchumi Supermarkets  
Unik Glass & Framers  
United Greenfield Ltd.  
Utopia  
Video City  
Wella Centre  
Westlands Florist & Garden Centre  
Zelma Boutique  
  
The Sarit Centre Management Office  
P.O. Box 14474, Nairobi.  
Tel: 747408/9 • Fax: 747806



*“In early 1983, I would count the number of cars in the carpark everyday at noon. The very first time I saw over 50 cars, I rushed to report this good news to the Directors.*

*It was a sign that Sarit Centre was gaining popularity and its retail offering was drawing in more customers.*

*We did not look back since then ”*

**Nitin Shah**









*Brent Cross Mall (Left) in London inspired the design of Sarit Centre (Above).*



*With Phase 2, the front of the building facing the main car park was upgraded.*

In 1995, the board of Sarit Centre noticed a growing demand for space from both existing tenants and new applicants. The signs indicated that the Kenyan public found the shopping center concept to be a fulfilling and enjoyable experience. The spirit of Kenyan shoppers was seen as an endorsement of Sarit Centre as a favorite shopping destination. Plans were set in motion for the second phase of the development, which aimed to accommodate businesses that were not previously present in the mall, making the Centre more complete and offering customers a wider range of options.





During the construction of the second phase of Sarit, Nitin Shah, traveled to Singapore to attend the International Council of Shopping Centers conference. While there, he realized it was important to include a food court, cinemas, a health club, and an exhibition facility in the second phase. Upon his return, the architects were requested to make changes to the plan to accommodate these additions. These design changes were not easy, but they resulted in the first food court, cinemas, health club, and column-free exhibition hall in a mall.

“Food was already popular in Asia, and we didn’t realize it would become a big trend here as well,” said Nitin Shah. “By establishing the food court, the mall saw a significant increase in daily foot traffic, with a couple of thousand more visitors coming in each day. This change revolutionized the dining scene in Kenya, as families could now enjoy meals together without being limited to just one option. They could purchase from multiple outlets and dine together at the same table, a concept that was not previously available.”



*Hon. Musalia Mudavadi being requested to break ground for Phase 2, Sarit Centre.*

Phase 2 of the development was not without its challenges. The Kenyan economy was facing enormous challenges with a very significant devaluation of the currency and borrowing interest rates increasing to almost 40% per annum. Bachubhai remained steadfast in his resolve that Kenya was a blessed country and that it will emerge even stronger from the challenges it was facing. The family resolved to proceed with the development by sourcing funding from private lenders to ensure that the construction was completed on time and that the banking covenants were adhered to.



*External and internal construction of Phase 2 in 1996.*



*H.E President Moi cutting the ribbon to officially open the Sarit Centre in 2001.*



This expansion brought the total builtup space to approximately 360,000 sq.ft. combining convenience, business, leisure, and access to health services. “Our existing tenants wanted more space, and there was substantial demand from new tenants, so we built for them – the Phase 2 design took account of this demand,” said Nitin Shah. “In the process, Uchumi grew from 10,000 to 50,000 sq.ft. plus 5000 sq.ft. of storage with special delivery facilities. Text Book Centre grew from 3,000 to 13,000. Hotpoint Appliances from 2,000 to 10,000, Healthy U from 1,000 to 3,000, and Monty’s from 1,000 to 2,500.”

Exhibitions and charity bazaars in Kenya were typically held in clubhouses, open spaces at schools or community halls, which limited the number of attendees to invited guests or members of society. This needed to change, but the question was how? In 1984, the American Women’s Association requested space at Sarit Centre to put up a bazaar featuring Kenyan-made art, attracting a huge footfall and setting the ball rolling for the management to consider the need for an exhibition hall.



*Long queues to enter the Charity Bazaar organised by the American Women's Association in December 1984.*

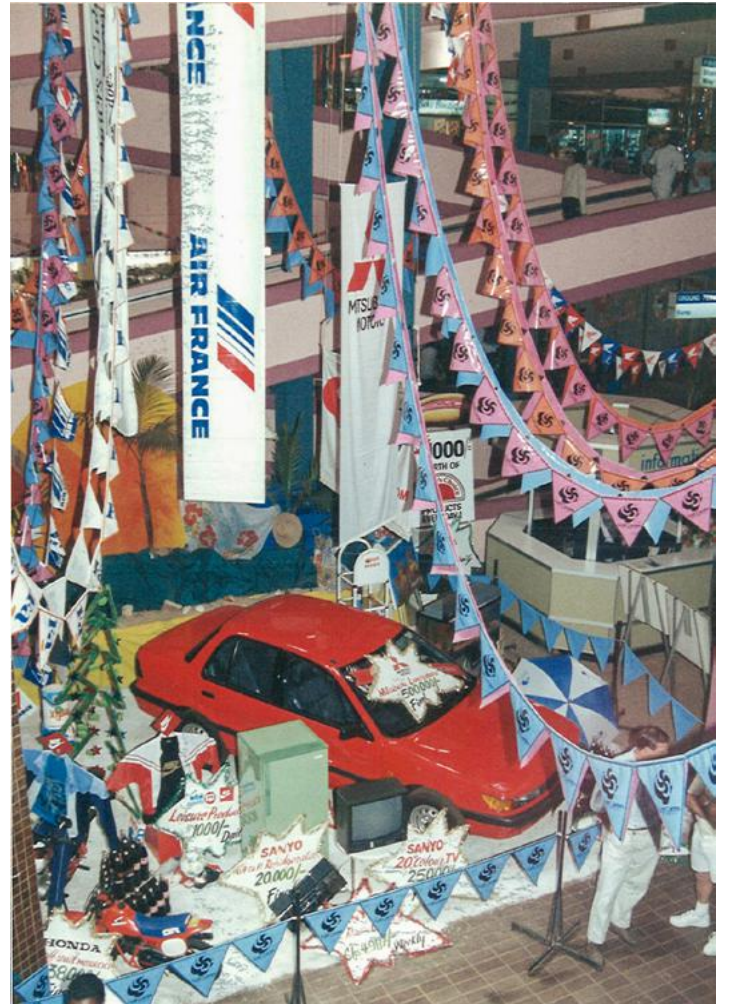
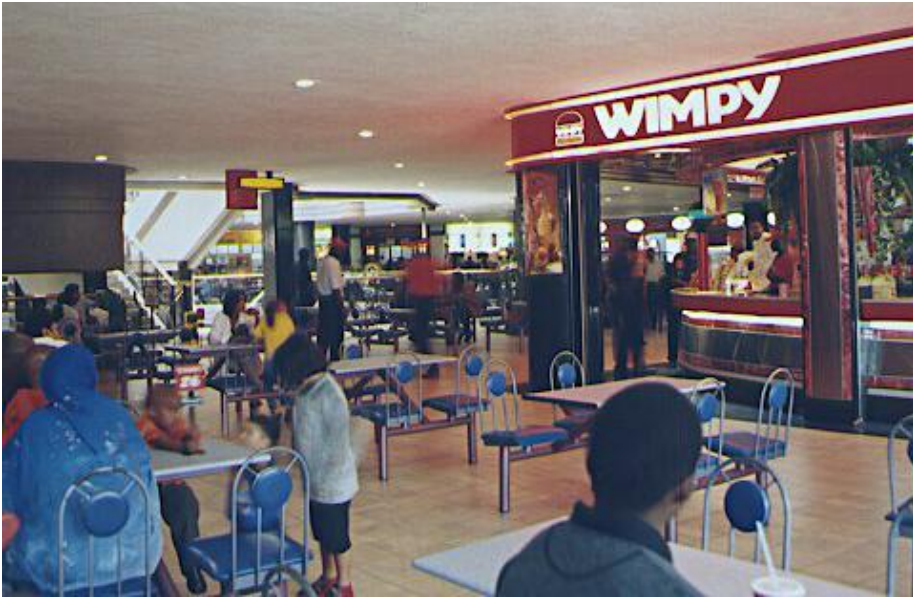




*Stars of 'Egoli: Place of Gold', a popular TV series in South Africa, in the Woolworths Store in Sarit Centre with Nitin Shah (Second from left).*

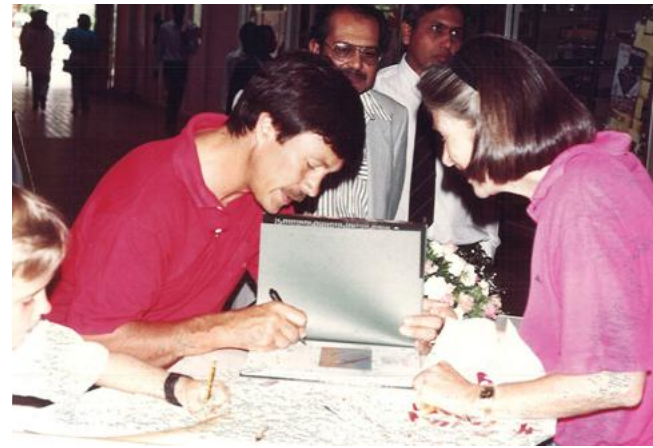
Inspired by the success of the American Women's Bazaar, in 1985, Peter Moll, the marketing executive, and the developers suggested holding exhibitions and charity events in a vacant retail unit on the first floor to attract more traffic. As a result, the idea for an exhibition hall was born, and it was an integral part of the center's Phase 2.

The new exhibition hall at Sarit Centre was fully carpeted, column-free, air-conditioned, and designed to be acoustically friendly. This addition increased footfall and became a significant attraction for visitors, resulting in increased business for tenants.





*Bodybuilders were called to spin the heavy raffle drum at a Christmas Promotion.*



*Jonathan Scott book signing event.*



*Wilbur Smith book signing event with Amritlal standing on the left of the picture.*



*Winner of the first digital Christmas Promotion draw receives car keys for the 1st prize.*



*Sarit hosted The 1st All Africa Bridge Championship in 1986.*



*Chinua Achebe book signing event.*





*Rangoli by a group of ladies from Mombasa to commemorate the 25th anniversary of Kenya's independence.*

The first organization to hold an exhibition in the new facility was a business organization from Turkey, which hosted a series of successful exhibitions, each with a different theme, over four weeks. This marked the launch of the new exhibition hall at Sarit Centre, and the management was able to organize exhibitions in a more structured manner, including importing the shell stand scheme from Germany, which enabled building demarcated 2M\*3M stands for exhibitors.

Aside from third-party events, the management organized a series of exhibitions, including holidays, homes and gardens, computers, security, car shows, book fairs, hobbies, and food. To this day these exhibitions continue, while new events such as wedding fairs and handicraft expos have been added.

These exhibitions have increased footfall, making it a significant attraction for visitors and increasing business for tenants. Additionally, the public can rent the space for private functions.

In the four decades since its establishment, Sarit has hosted several historic events, including Kenya's first All Africa Bridge Championship, the Classic Darts Tournament that lifted the sport to previously unmatched levels, and where a million shillings was offered for a nine-dart finish, as well as exhibitions, charity bazaars, and art fairs. The mall has also hosted famous authors courtesy of Text book Centre like Chinua Achebe for book signings, further cementing its status as a cultural hub in the region. Wilbur Smith, Nigel Pavitt, Wilfred Thesiger, George Adamson and Jonathan Scott are other notable authors who have held book signings at Sarit.



*The Rooftop Garden, Phase 3.*

The third Phase of Sarit was developed in response to the changing market trends and to enhance the product offering at the mall. With the growing infrastructure and increasing purchasing power, the demand for retail space was on the rise. Despite the success of Phase 1 and 2, the Centre was lacking in certain categories such as entertainment, food and beverage, and fashion and a hyper store.

To address this, the team came together to improve the product offerings and developed Phase 3 with a long-term vision in mind. The masterplan for the mall now includes six phases, three of which are already in existence and are dedicated to retail. The other three phases will feature commercial spaces, residences, and a hotel, covering a 20-year plan that will be adjusted to meet the needs of the market.



In January 2017, the developers broke ground for Phase 3. Construction required careful consideration to ensure that the design flowed seamlessly, connecting phase I and II while minimizing disruption to existing customers and tenants. “It was not an easy build as lots of considerations had to be taken into account. The design had to ensure a seamless flow across all phases to maintain the integrity of one mall, even with the new additions.” said Sarit Shah

Despite these challenges, the team successfully expanded and connected the sections of the mall, creating a seamless shopping experience for customers and a thriving business environment for tenants. Sarit Phase 3 stands as a testament to the mall’s commitment to providing the best possible shopping experience and staying ahead of market trends.



*Single-span, column-free, air conditioned, and acoustic-friendly exhibition hall.*

The third phase introduced an additional 605,000 sqft of total built-up space, expanding the total built-up area to over 960,000 sq.ft. Furthermore, it includes an expansive exhibition facility of approximately 88,000 sqft, featuring a single-span and column-free hall of 38,000 sq.ft. – the largest of its kind in a mall, in the region.

The complex also boasts a ten-story parking lot with a built-up area of 270,000 sq.ft. and 950 parking spaces, and direct access to each of the mall's four retail levels. The green wall is a unique feature of the parking lot, designed by a Kenyan landscape architect using entirely indigenous species. This environmentally conscious approach not only



*One of the walkways in Phase 3 with retail outlets on either side and upper floors.*

adds aesthetic value but also promotes sustainability and biodiversity in the area. To complement these developments, the surrounding road infrastructure has undergone significant upgrades at the center's cost while the existing retail space in phase I and II has undergone a complete overhaul.

The center is now an entertainment, fashion and foodie's paradise, with various food and coffee shops, restaurants, and a diverse selection of food outlets catering to different palates. Visitors can enjoy a bowling alley, a trampoline park, an expanded exhibition hall, and an area dedicated to kids. The cinema has also



*Left: The ten-storey parking lot with 950 parking space and an external natural green wall with a gym, and entertainment area on the top floor.*

*Below: A floor of the storeyed parking lot.*



been upgraded from 2 to 4 screens, providing a better viewing experience for movie-goers. With so much on offer, the third phase of Sarit has become a go-to destination for entertainment and unique experiences.

Carrefour is now the hyper-mart with 75,000 sq.ft. Text Book Center has grown from 13,000 to 22,000 sq.ft. while Hotpoint has also experienced growth from 10,400 to 16,000 sq.ft. Additionally, banks that were not initially present in the center have taken up space in phase 3.

The rooftop garden at Sarit provides visitors with a serene outdoor retreat amidst the city's hustle and bustle, while also showcasing extensive use of coral stone - a locally sourced material found on Kenya's coast. Spanning approximately 3,000 square meters, the garden is surrounded by entertainment and food and beverage offerings, a water feature, and 110 indigenous trees, creating a lush and inviting atmosphere.



As a result of all these changes, Sarit has managed to retain its unique character and charm and aims to continue being the premium destination mall with the widest variety of retail experiences in East and Central Africa.



*The refurbished foodcourt on second floor which transits to the rooftop garden.*

Today, the mall houses 280 stores in beauty, healthcare, fashion, leisure, household appliances, lifestyle, furniture, entertainment, banking, and much more, including international and local brands, specialty stores that provide a wide range of products and services to shoppers.



*Phase 3 construction site.*







*Above: Aerial shot of Sarit Centre showing the construction site of Phase 3 in January 2017 and existing Phase 1 and 2.*

*Left: Bhaskar, Bachubhai, Mahesh, Sarit and Nitin at the laying of the foundation stone ceremony for Phase 3.*





SARIT MASTERPLAN



“Sarit’s 40th anniversary marks a significant milestone, commemorating its remarkable journey from a mere idea to a beloved and iconic landmark that has touched the lives of many,” said Sarit Shah. “Our vision for the center is to continue setting trends in the market, moving forward to ensure that Sarit remains an integral part of Nairobi – Your City.”

As part of its larger master plan, which is rooted in the ethos of “never to sit idle,” Sarit is committed to providing the best shopping, dining, and entertainment experiences to its customers while also being a driving force behind the growth and development of Westlands, Nairobi, and beyond. The master plan encompasses this vision in ensuring that Sarit remains at the forefront of innovation and development in the years to come.



*“It was not an easy build as lots of considerations had to be taken into account. The design had to ensure a seamless flow across all phases to maintain the integrity of one mall, even with the new additions.”*

**Sarit Shah**



*Original Sarit Centre Concept, 1981.*





*Maneklal and Bachubhai.*

*The Sarit Expo Centre is the largest purpose-built venue located within a mall in Kenya.*

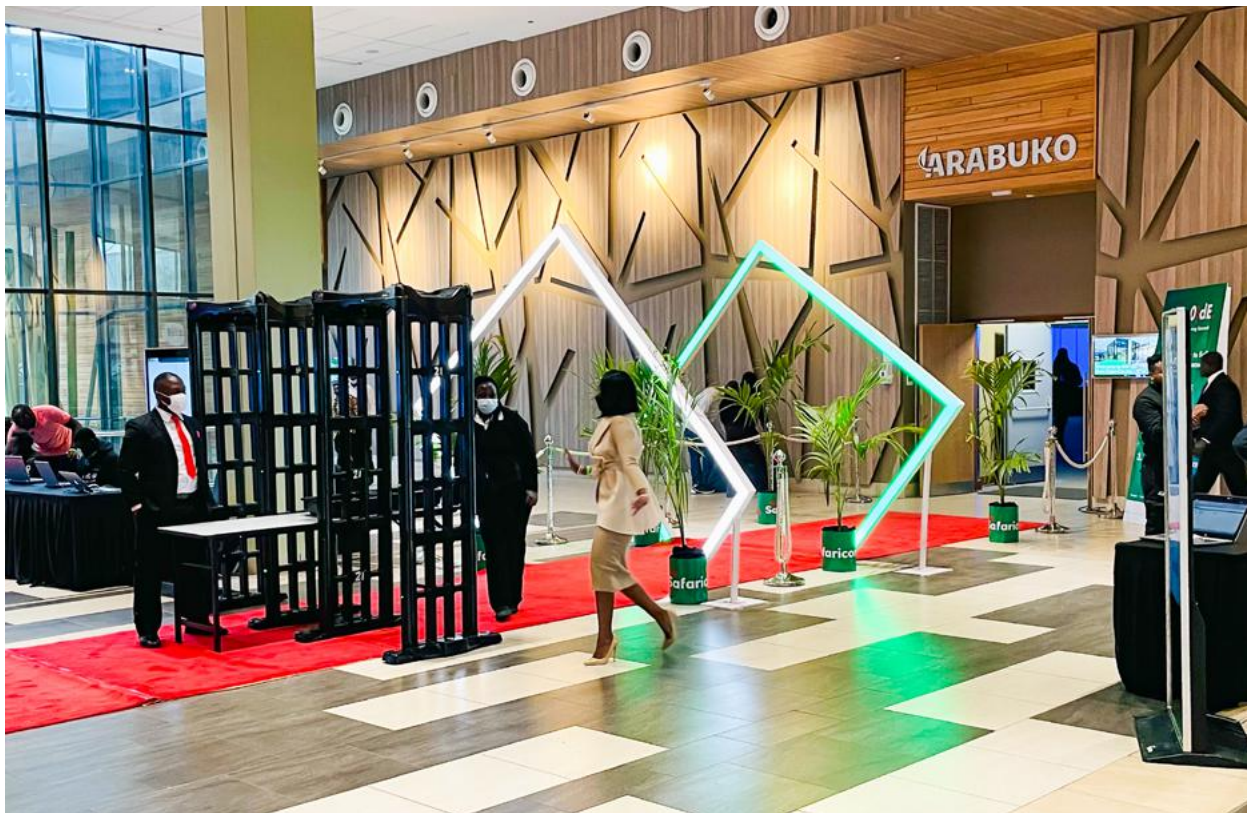


*The local and international events held in Sarit Expo Centre have hosted dignitaries and Govt. Officials such as Hon. Peninah Malonza, Cabinet Secretary Ministry of Tourism, Wildlife & Cultural Heritage during the Holiday's 2023 Tourism Fair.*



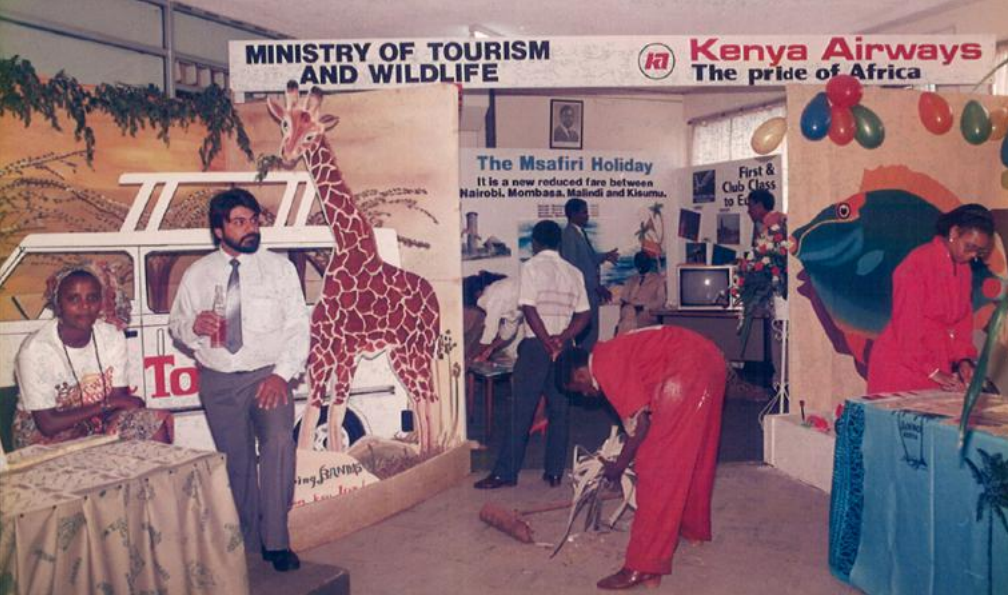


*There is over 50,000 sq.ft. of meeting rooms, halls and the foyer suitable for meetings, conferences, exhibitions, and social events.*



*The Sarit Expo Centre is the perfect canvas for creative and innovative events.*







*Sarit Staff in 1995(Top) and Sarit Staff in 2022(Bottom).*

# SARIT CENTRE FIRSTS

Being East Africa's first enclosed shopping mall, Sarit Centre has been a pace-setter in the market with various firsts:



## ENCLOSED SHOPPING MALL

Sarit Centre was the first enclosed shopping mall in East and Central Africa. It was built in 1983 in a residential suburb of Nairobi, Kenya.



## PRIZED SHOPPING PROMOTION

The Sarit Centre was the first in Kenya in 1985 to hold Prized Shopping Promotions during the Christmas period. Shoppers had the chance to win big prizes, including cars, cash, holidays, electrical appliances, gift vouchers etc.



## CHRISTMAS DECORATION

Sarit Centre was the first mall in Kenya in 1985 to bring the Christmas Cheer by decorating and lighting the mall's interior and exterior.



## HYPER MARKET

Uchumi Supermarket opened the first hyper store in a shopping mall in 1997. It spanned across 55,000 sq.ft. that included 5000 sq.ft of storage and a dedicated delivery facility.



## GIFT VOUCHER

The Sarit Centre was the first mall to introduce Gift Vouchers in various denominations and sold to shoppers who appreciated this convenience. These are used as gifts for all occasions and redeemable at retail outlets in the mall.



## LOYALTY PROGRAM

The Sarit Centre introduced the first Shopper Loyalty Programme in a shopping mall where members earn bonus points for shopping. These bonus points can be redeemed at retail outlets in The Sarit Centre.



## PAID PARKING

The Sarit Centre was the first mall in Kenya to introduce paid parking. Despite fears that this would reduce footfall, this guaranteed shoppers' parking and was later well received.



## EXHIBITION HALL

The Sarit Centre is the first mall in the region to host a column-free, air-conditioned, fully carpeted, and acoustic friendly exhibition hall of 38,000 sq.ft. which opened in 2019.

4



# **CORPORATE SOCIAL RESPONSIBILITY**

## FRESH, CLEAN WATER ON TAP

MURANG'A is seemingly a well-watered district, with several rivers — but as the District Commissioner Mr. Obondo Kajumbi said at a recent meeting the water is heavily polluted.

This is due to the effluent from the district's many coffee factories and agricultural chemicals washed down into the streams.

Murang'a town itself has an on-going water crisis, with the Municipal Council's supply totally inadequate to meet demand and currently supplying less than 40% of the town's needs.

Untreated water is drawn from neighbouring rivers in vehicles, donkey-carts, and by hand — increasing the threat of typhoid, dysentery, and other illnesses for those who rely on this source.

For the students of the Vidhu Ramji Academy, however, there has been a dramatic change.

Messrs. Hydro Water-Well (Kenya) Limited, were last year contracted by friends of the family to drill a bore-hole



Mr. Obondo Kajumbi, District Commissioner, Murang'a

in the Academy grounds, and this will be officially inaugurated today by the District Commissioner, Murang'a, Mr. Obondo Kajumbi.

Designated Well No. C12297, the bore-hole is 106 metres deep, and fitted with a single-phase 3 HP pump is giving 4,000 litres per hour of "almost neutral, moderately soft water, although fairly mineralized".

The Vidhu Ramji Academy kitchens now use only bore-hole water for cooking lunch for the 850 pre-primary, primary and secondary students. Student are charged Shs. 1,800/= per annum for lunches, a vital contribution to their physical development.

Given the example of the Vidhu Ramji Academy, the District Commissioner, Murang'a, is hopeful more institutions and businesses will be motivated to follow suite

# History in the making at Vidhu Ramji Academy

LAST month's Kenya Certificate of Secondary Education results were a landmark for the Vidhu Ramji Academy (Secondary) in Murang'a. — the first-ever KCSE results in its history.

"Yes, not only our first ever, but results good enough to place us in the same league as other Murang'a secondary schools — most of which are long-established and better known," said headmistress Miss. Margaret Mwangi.

"Thirty-five students sat KCSE, and the School obtained a mean grade of C, doing best in history (6.22), health science (6.13), C.R.E. (5.85) and agriculture (5.42)," she adds, elaborating on the mean scores.

Immediately after the results were released, the school board and teaching staff met to discuss ways of improving on the results next year and in the years to come. "Like many schools, maths, the sciences, and commerce were our weakest areas," she added ruefully.

It went unsaid, but the results for other Murang'a schools were not good enough to get even a single one into the top 100 nation-wide in a year of basically disappointing results right across Central Province.

But morale at the Vidhu Ramji Academy has received a boost, and if results for KCSE were not too impressive the same cannot be said of the Primary Section which was 10<sup>th</sup> overall out of 191 primary schools in the District's 1999 KCPE results.

Under Mrs. Virginia Gacheru, the headmistress, the Primary Section achieved 8<sup>th</sup>



place overall in the District in English and Health Science/Business Education and 9<sup>th</sup> in Kiswahili, and a 418.77 mean school score. In 1998, before Maragua District was created, the school did even better, taking 7<sup>th</sup> position overall out of 336 schools.

Reconstructed from the abandoned buildings of the one-time Visa Oshwal Community Hall in the township, the Vidhu Ramji Academy is a memorial to an early Indian trader who spent most of his life in Fort Hall, as Murang'a was then called.

Vidhu Ramji Shah died in 1960, and subsequently the family moved to Nairobi. But strong links have been maintained with the townfolk with whom they grew up, and a few years ago they acquired the old Visa Oshwal community hall, rebuilt it as a secondary school, and presented it to the people of Murang'a in his memory.

With some 850 students in the kindergarten, primary, and secondary schools, the Vidhu Ramji Academy is now



Mr. S.V. (Bachubhai) Shah of Text Book Centre recently donated library and text books to the Vidhu Ramji Academy. In picture (from left) Mr. Julius Macharia, Ms. Margaret Mwangi, Principal, Secondary, Mr. Shah, Mr. Irungu Muraguri, Chairman of the School Board, Mrs. Mary Mwangi of the Department of Education, and Mrs. Virginia Gacheru, Headmistress, Primary.

one of the township's most important educational institutions, owing much of its success to the two current headmistresses and the former headmistress Mrs. Mary Mwangi, now with the District Education Office.

The Academy prides itself on its school lunches scheme, and its kitchens provide a nourishing break and a balanced lunch for students at a very modest charge. The kitchens are currently undergoing refitting, with fuel-efficient stoves on order.

In his message welcoming the inauguration of the new bore-hole, the Murang'a District Education Officer, Mr. J. N. Kamau, notes that the family's efforts have made it possible for a "sizeable number of children from low-

income families in the town to acquire quality education".

He, too, cites their example as one other Murang'a residents and businessmen should emulate in assisting the Municipality develop services and

facilities, noting the bore-hole is "an expensive and very worthwhile project indeed", urging "all stakeholders in education in Murang'a to ensure the Academy remains alive for future posterity".

MURANG'A celebrates its centenary this year, for it stands on the site of Fort Hall, a military and administrative outpost established by the first Colonial District Commissioner Frank Hall (August, 1900 - April, 1901).

Then, of course, the Union Jack flew alongside the thatched, mud-and-daub buildings which brought British administration to the Kikuyu people who tilled these fertile ridges above the Mathiyoia River.

In Frank Hall's wake came Indian traders. A handful at first, but soon there was a thriving community trading in beads, blankets, *american*,



Vidhu Ramji Shah Mombasa in 1910 and quickly gained a reputation for honesty and hard work.

He established strong rapport with the Fort Hall people, and blessed with continued good fortune diversified his business interests and became

## Legacy of a pioneer trader lives on

increasingly engaged in the commercial and social life of Fort Hall — yams, arrowroots, and potatoes.

One such was Vidhu Ramji Shah, who by the time he started in business on his own account in Fort Hall had already acquired more than 20 years trading experience with the import and wholesale firm of Meghji Latha and Co. and later Keshavi Parbat Co.

From the village of Gagwa near Jammagar in Saurashtra, India, where he was born in 1895 Vidhu Ramji arrived in

designated a township in 1950. He was secretary, then treasurer, and involved from the outset in construction of the Visa Oshwal Community Hall in Fort Hall.

His sons and grandsons were educated at what was then the Government Indian School (later designated the Murang'a Township Primary School) — now the primary section of the enlarged and re-named Vidhu Ramji Academy.

## MESSAGE FROM THE MAYOR

The primary purpose of a Local Authority is provision of services to the community. One such service is Education. It is gratifying, therefore, to note the Vidhu Ramji Family's assistance to Murang'a residents of academic facilities comprising Nursery, Primary and Secondary Schools. This is a magnificent contribution to the development of our Municipality and a big THANK YOU goes to this family, which has now also provided the school complex with a borehole water supply.

With the commissioning of this borehole water facility coinciding with World Water Day, the problem of water at this school will be solved at least for the next several years - a relief to the children and the school fraternity.

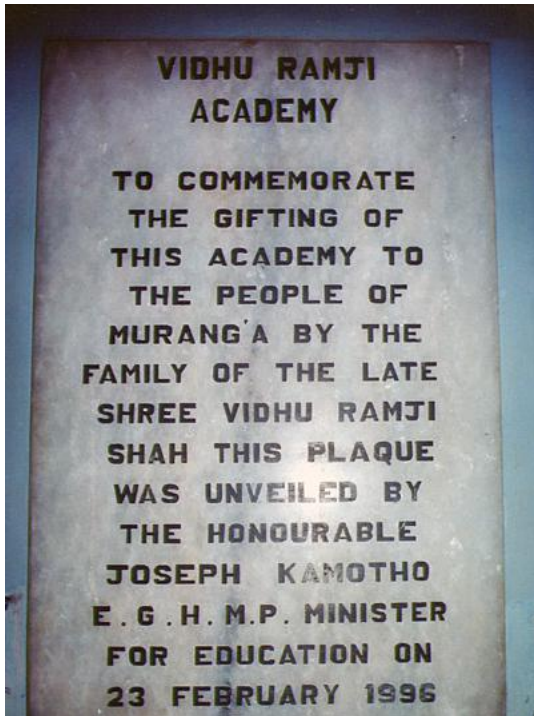
As the Mayor of Murang'a, I call upon the business community here to join hands with the Municipality and start such new community facilities in emulation of the Vidhu Ramji family's example.



J.K. Muchai, MAYOR OF MURANG'A



*From Left: Sarit, Nitin, Bachubhai, and Peter Moll at a function at Vidhu Ramji Academy.*



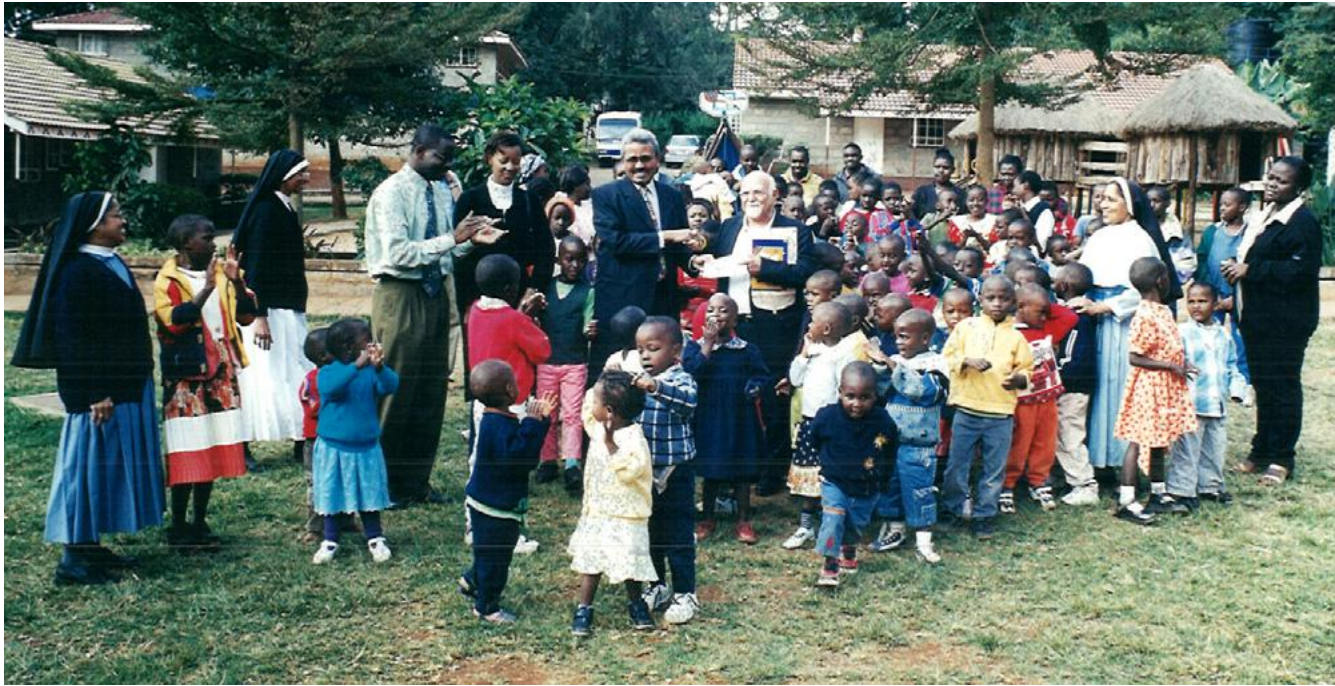
*Additional classrooms and an assembly hall were built to accommodate more students and provide a facility for lunch, and school programmes.*



*Fund raising activity for fencing the Aberdares.*



*Donation of diesel fired cremator to the Hindu Crematorium in Nairobi in 2004.  
Another cremator (gas fired) was donated in 2021.*



*Sarit Centre making a donation to a Nyumbani Children's Home in Nairobi.*



*Donation to the Famine Relief Fund.*



*Fund raising for Tsunami victims in 2004.  
The cheque was presented to Hon. Moody Awori.*



*Cheque being presented to Kimani Maruge, recognised by the Guinness World Record as being the oldest person to enroll in primary school, at the book fair in Sarit Centre.*



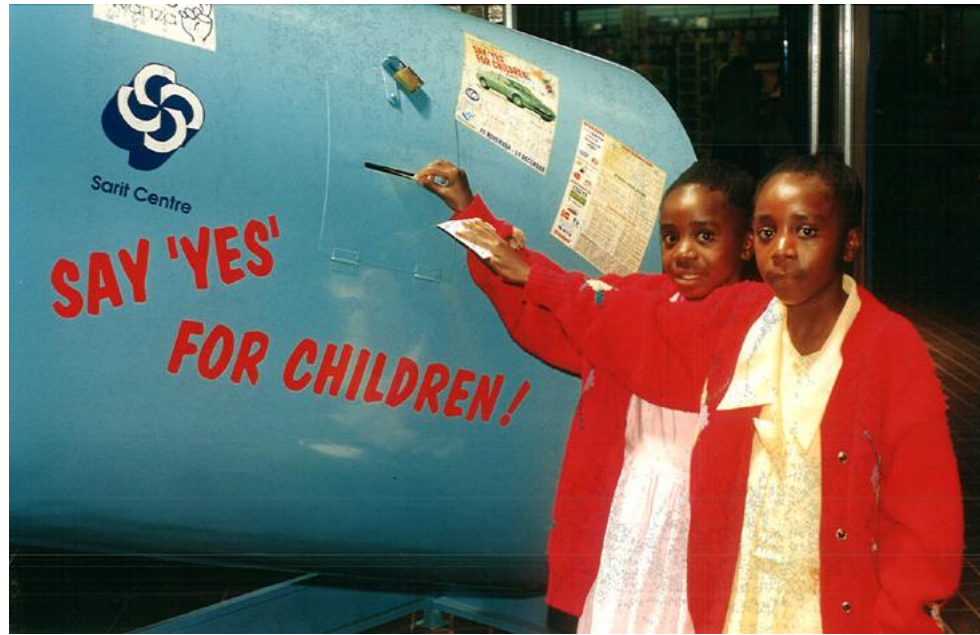
*Reflector Vests being donated to the Westlands Boda Boda Riders Association.*



*Tree planting at State House Primary School in Nairobi. The funds for this activity were raised during a Christmas Promotion Campaign.*



*Donation of a borehole by friends of Vidhu Ramji Family. The initiative was championed by Bachubhai. On the right is Atul Raichand Shah.*



*Say 'Yes' for Children Campaign 2001 Christmas Promotion.  
Funds were raised for UNICEF.*



*Construction materials being donated to KWS Animal Orphanage for enclosure repairs. Funds were raised by charging customers to pose with a live tamed Cheetah.*





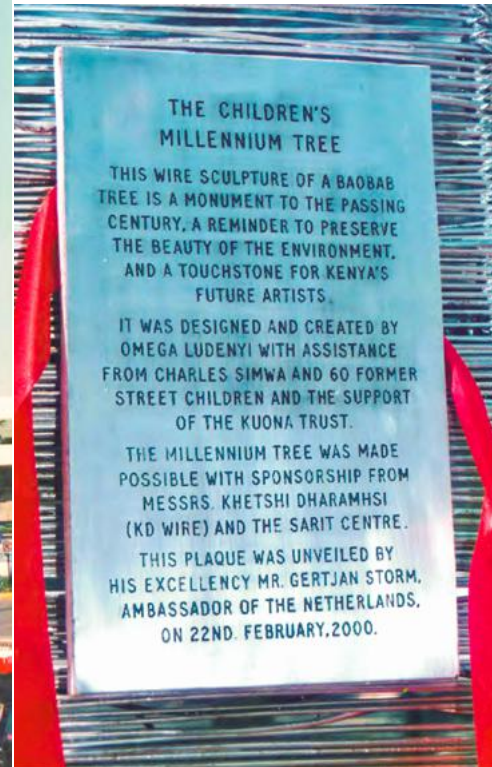
*Swimming pool donation to Vidhu Ramji Primary School. The facility has been donated for use by both the Primary and Secondary schools and is open to the people of Murang'a.*



*Inspection of Karuna Road after it was resurfaced from Lower Kabete Road to School Lane by Sarit Centre. The project was done in conjunction with The Westlands Association.*



*The Sarit Centre team gearing up for a cleanup of Westlands in 1993.*

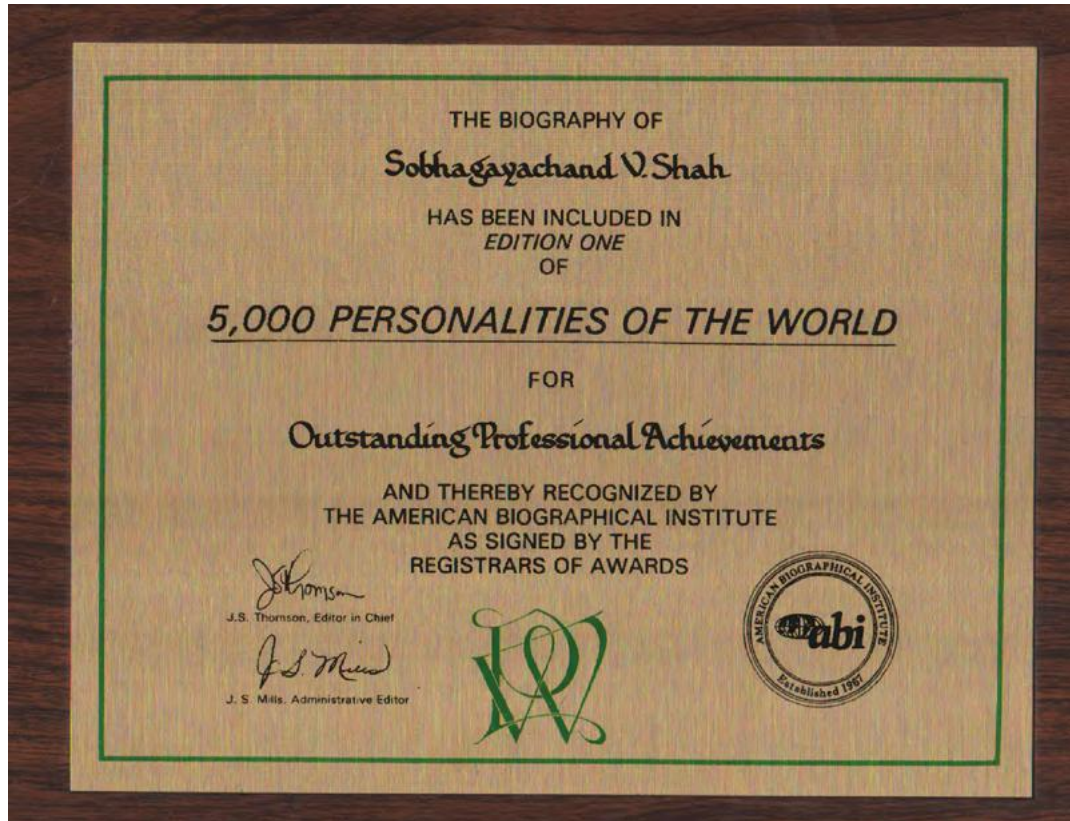




*The Sarit Centre staff celebrating 25 years on 27th April 2008.*



*Vidhu Ramji Academy organised the commemoration of the late Bachubapa,  
The School's Patron, on 12th November 2021.*





# The Great

**I**t's been five exciting years for the Sarit Centre. Conceived as the great idea of two dynamic and imaginative businessmen, the Sarit Centre has in that time become one of Kenya's outstanding commercial success stories, justifying its slogan of 'City within a City'.

Pre-eminently, of course, it has been the political stability this country enjoys under the guidance of His Excellency President Daniel arap Moi and the ruling party KANU which has made this success possible.

For on this turbulent continent of Africa few countries can match Kenya's vibrant economic climate. Entrepreneurship has flourished and development

progressed rapidly in an atmosphere of tranquility and unity of purpose.

From the day it opened for business on the 27th April 1983 the Sarit Centre's exciting new concept of retailing became an immediate consumer success. Overall sales at the Centre have shown excellent annual growth.

These tremendous strides forward have been achieved through the effort and commitment of the Centre's tenants, each of whom took up the challenge of participating in a new retailing concept. Hardwork and perseverance have resulted in the highest quality standards in the industry.

For there's much more to shopping centres than reinforced concrete. And the Sarit Centre set out from the very first to reflect the lifestyle and interests of the people it serves. It has become an integral part of Nairobi: the centre of its community and the venue for many cultural, social, sporting and charitable events.

The years have brought many memorable moments. Exhibitions for Computers, Holidays, and Offices. The Sarit Centre Classic darts tournament which lifted the sport to previously unmatched levels. Community-organized traditional food fairs. The first-ever All Africa Bridge Championship. Bazaars, photographic and art



Artists impression of the first phase of the Centre completed in 1983.



Thanks to the generosity of the Centre's shoppers a significant contribution was raised for Rescue the Rhino Fund.

Children's Art Exhibition — a popular feature on the Centre's calendar of events.



The Centre's amusement machines keep young children entranced while Mums shop.



Prize-giving, 1st All Africa Bridge Championship.



Women from Kajiado District have earned thousands of shillings from sales at handicraft exhibitions.



Gideon Kubai, second in Sarit Centre Darts Classic.



Fashion shows have been particularly popular. Often staged in conjunction with the Centre's Health & Beauty exhibitions.



Misar Restaurant staffers make a donation to the Kenya Youth Association Council's annual camp for handicapped children. Wilbur Smith and his wife pictured after a book-signing session.



# The Sarit Centre. City

# Idea!

exhibitions, sales, and promotions for many deserving causes and organizations.

Each December, the Christmas extravaganza of lights, decorations and fun attracts half a million people to the Sarit Centre. If there is a yardstick by which to measure the success and failure of the concept this is surely it.

The Sarit Centre Management team is proud to have been involved in making a great idea work. As we look forward to the day-to-day challenges of the next half decade we thank those people who shop at the Centre and all our associates for their commitment and effort which made it possible.

#### DIRECTORY OF TENANTS

Africolor Labs Ltd.  
 Anicare Limited  
 Apollo Dry Cleaners Ltd.  
 Avocado  
 Bata Shoe Co. (K) Ltd.  
 Beauty Quest  
 Bebi Spot  
 Cannon Assurance (K) Ltd.  
 Cannon Distributors Ltd.  
 Cathy's Palace Ltd.  
 Chani Lall Partnership  
 Chef's Meat Joint Co. Ltd.  
 Chintu Engineering Works  
 Computer Applications Ltd.  
 Copy Cat Ltd.  
 Designs & Displays Ltd.  
 Design Hardware Ltd.  
 Dipsons Ltd.  
 Dr. C.D. Short & Dr. R.N. Peshawaria  
 Dr. Shahnawaz A. Mohamed  
 Dr. Madhusudan S. Shah  
 General Freighters Ltd.  
 Healthy U Ltd.  
 Horseshoe Crafts  
 Hot Bread Shop  
 Hotpoint Appliances Ltd.  
 Jaff's Optical House  
 Jewelart  
 Joint Designs  
 Kenya Commercial Bank Ltd.  
 Kibic Ltd.  
 La Casa Dona  
 La Jeune  
 Manohar Lall & Rai  
 Micro City  
 Minar Restaurant Limited  
 Monty's Wines & Spirits  
 Monty's Candy Shop  
 Mutiso Consultants Ltd.  
 Noor Lampshades  
 Raipan Agencies Ltd.  
 Retty Thomas (K) Ltd.  
 Sai Rations  
 Seki Boutique  
 Shah Chemists Ltd.  
 Slurpy  
 Text Book Centre Ltd.  
 TBC Sports & Hobbies  
 The Woman Shop  
 Tin Tin Restaurant Ltd.  
 Travel Promoters Ltd.  
 Uchumi Supermarkets Ltd.  
 Unik Glass & Frames Ltd.  
 Utopia Natural Juices  
 Video & Audio Equipment Services Limited  
 Video City  
 Wella Centre  
 Westlands Florist & Garden Centre

SARIT CENTRE MANAGEMENT OFFICE  
 P.O. BOX 14474 NAIROBI  
 TEL. 747408/9.

*“A successful mall is not measured by its size or the number of retail outlets. It is measured by its tenant mix, and the consistent footfall over the seven days of the week, and in this respect, Sarit is a leader. This is confirmed by the many thriving businesses and tenants who have been with us in our journey over the 40 years,”*

**Nitin Shah**



Participants in the fund-raising First Earth Run vow to give the Earth a chance.



American Women's Association's annual bazaar at the Centre is always well supported.



Christmas entertainments pull shoppers. Rocky Bear delights young and old.



Assistant Minister for Tourism, Mr. Moody Awori, presents award for best stand in Holidays exhibition.

# within a City.





GELATO STREET THE SECRET INGREDIENT MRP HOME BROWN'S CHEESE PREMJI DUNGAR & SONS HOMEBOX MUGG & BEAN SECRETS FOR MEN BHULLAR & CO ADVOCATES SANDSTORM JEWELART DR SARAT SHAH VITU ZOTE

THE LIBRARY KIBIC WATCHES SUPREME TELECOMMUNICATIONS SHOKUPAN TASTIGO GRILL ECKO UNLTD EQUITY BANK SWAROVSKI WVIC'S AFRICA MICROCITY BARISTA & CO SENSATIONS LA PIAZZETTA THE ITHIRA STORE MAKARI ACCESSORIZE WITH STYLE KAISER ALFALAK PERFUMES BOBA CAFFE

ALLOY THE HIVE DIB BANK CITYWALK FOREVER 254 DR MATTRESS BOSE LADY LUCK SHAPEWEAR UNION FOREX BUREAU NEWSCAFE MANIX AFRICOLOR LABS ABSA BANK KNIGHT FRANK MONTY'S KENYA LIPSTIX & SCENT

FRESH 2 GO LITTLE CRIBS DR ABDA KHAN MARASHI HOME & BEYOND RED DOT ENGRAVING KCB MORTGAGE AFRICAN LIFESTYLE HUB MORENDAT MAX SOLE MATES KEVENTERS STANBIC

PLANET YOGURT LUSCIOUS TOUCH KOOL PHONES GADGET SHOP MICHAEL KORS BANK OF BARODA PINNACLE DENTAL CENTRE ALDO THE BANANA BOX COMPANY SAFARI.COM KESWICK BOOKSHOP AND GIFT ITEMS STRATEGIC CONSULTANTS LTD DURACOAT HOME SOLUTIONS NAIROBI SPORTSHOUSE ASHLEY FURNITURE HOMESTORE

BBROOD KENYA I&M BANK ELECTROHUB NAIL BAR PALACE SMART BABY OCTAVE RAPTOR MOBILE FALAFEL HOUSE HEALTHY U 2000 GSM CHEERS CARREFOUR JUMP XTREME WOOLWORTHS KIDZANIA

LC WAIKIKI TELKOM ANTA UMOJA INSTICHES UNIK GLASS & FRAMERS THE WINE SHOP FONDA'S TAQUERIA RUCOMAMAS TOYWORLD TRUE COSMETICS NOOR LAMP SHADES

AA KENYA JAVA HOUSE ANISUMAD HL SIERRA WINE AND TAPAS SKECHERS AFRIOLOG INTERNATIONAL HARIA OUTFITTERS PINS ENTERTAINMENT BUMMERZ VYVES ROCHER HATCHBOX MAIRA'S CRAFT

DIAMOND TRUST BANK INSPIRE WELLNESS CENTRE MYSAFE SALON NARCISSE LAVIS INTERNATIONAL LEO'S HAIR AND BEAUTY SALON CLARKS MINISO MYCURVES

HOTPOINT APPLIANCES ITALIAN MENS & LADIES FASHIONS TEXT BOOK CENTRE FULLY BAKED SNACKS POSTAL CORPORATION OF KENYA RE FLOAT STUDIO HAIR ELECTRONICS & APPLIANCES STANDARD CHARTERED BANK VISTA MANAGEMENT CONSULTANTS EUROCOLLECTIONS KENYA COMMERCIAL BANK URBAN DYNAMICS SERV-ALL INSURANCE AGENCY TESORI JEWELLERS CHIQ JAPANESE RESTAURANT HOME CARE & HARDWARE WESTLANDS FLORISTS & THE GARDEN CENTRE NOUBA COSMETICS NAIROBI ENTERPRISES LIMITED SUN AFRICA STUDIOS CHAMELEON SOLUTIONS TRISONS INSURANCE BROKERS SARIT EXPO CENTRE MULTICHOICE KENYA CENTURY CINEMAX

THE SPRING NOSHERY CITADEL CELLULAR COMMUNICATIONS LINTONS VICTORIA CARPETHO POINT APPLIANCES TULIP MR. BERRY CANDY SHOP TAN RUPA'S GIFT CENTRE CHINESE CORNER DIAMOND WATCH CO. MILANO FASHION STREET STUDIO INFINITY HOLIDAY BAZAAR UPIN VASANI & CO 100 & CO BBROOD KENYA PRIME BANK





**THE LEGACY CONTINUES...**

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