

# SUPER HI FOODS LTD

Established in 1982 as a small distributor, Super Hi Foods Ltd has grown to become a major player in the distribution sector in Mauritius (based in the Indian Ocean).

## CONSUMER FOODS

### ABOUT MAURITIUS



- ▶ Located 2000 km to the South Eastern coast of Africa. 7 hours flight from DUBAI.
- ▶ Capital: PORT LOUIS
- ▶ Population: 1.3 Million approximately
- ▶ Currency: Mauritian Rupees



**SUPER HI FOODS LTD**  
SINCE 1982

## COMPANY PROFILE



- ▶ In 1994, the company took a significant step forward by incorporating as a private company, marking the beginning of a strategic and sustainable expansion.
- ▶ Today, Super Hi Foods Ltd covers almost the entire Mauritian market, catering to a diverse customer base, including the emerging hypermarkets and supermarket chains that now dominate the retail landscape.
- ▶ Our capacity of storage: Around 40 containers.

**Super Hi Complex  
Village Council Rd  
Terre Rouge  
Mauritius**

Tel: (230) 248-1561  
Email: [fairsup@intnet.mu](mailto:fairsup@intnet.mu)  
Website: [www.superhifoods.net](http://www.superhifoods.net)

## ORGANISATIONAL STRUCTURE



- With a dynamic team (25 employees) and over 40 years of expertise, Super Hi Foods Ltd continues to innovate and adapt to market changes, reinforcing its position as a benchmark in food distribution (with an average turnover of USD 5 millions yearly).

**CEO**

**Ismael Nobeebux**

**HEAD (Sales & Marketing):**

**Saad Nobeebux**

**HEAD (Finance & Administration)**

**Salim Nobeebux**

**International Business Unit**

**Finance and Administration**

**Department**

**Sales & Marketing Department**

**Production Department**



**DREAMPRICE**

**SUPER U**

**WAY**   
La différence, c'est qu'on se connaît.



## OUR DISTRIBUTION CHANNELS

Today, Super Hi Foods Ltd has established itself as a key player in the Mauritian market, reaching a broad and diverse customer base. The company efficiently supplies its products through multiple distribution channels, including direct partnerships with leading supermarket and hypermarket chains.



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## Major Supermarkets' Chain



- ▶ Winners Group 29 outlets (of which 3 Hyper Market)
- ▶ Dream Price Group 30 outlets
- ▶ Way Guild Group 12 outlets
- ▶ GSR Group 8 outlets
- ▶ Intermart Group 11 outlets (of which 3 Hyper Market)
- ▶ Super U Group 5 outlets Hyper Market
- ▶ Carrefour/JUMBO 8 outlets (of which 2 Hyper market)
- ▶ Lolo Supermarket 2 outlets Hyper Market
- ▶ King Savers Group 4 outlets
- ▶ TOTAL more than 105 Major Outlets
- ▶ Small Supermarkets/Retailers 400 outlets all around the island
- ▶ Beverages Shops 250 outlets all around the island

## PRODUCT NAME AND ORIGIN



- ▶ **RICE** : ALISHAAN, SUPERBA, OPAL, PAKISTAN STAR, PRESIDENT, ROYAL CROWN, SUPER STAR INDIA - PAKISTAN
- ▶ **HONEY** : FOREST BEE INDIA
- ▶ **JAFFRAN** : BAYAN, HEA FLOWER, SYREN, MVT SPAIN - IRAN
- ▶ **DATES** : SIAFA - SAGES SAUDIA ARABIA  
TUNISIA
- ▶ **GARLIC AND GINGER PASTE** : EASYCOOK JAZAA PAKISTAN  
PAKISTAN
- ▶ **SALT AND PEPPER**: EASYCOOK  
REFINED HIMALAYAN PINK SALT,  
CRYSTAL GRINDER, TOUCH GRINDER SPAIN  
PAKISTAN
- ▶ **EXTRA VIRGIN OLIVE OIL**: CAMPAGNA  
CERE ITALY  
TURKEY

## PRODUCT NAME AND ORIGIN



## CAN PRODUCT

- ▶ **WHOLE PEELED TOMATOES** : CAMPAGNOLA, CAMPAGNA, VAIVA, EASY COOK
- ▶ **BEANS AND CHICKPEAS** : CAMPAGNA RED, WHITE, BAKED
- ▶ **SARDINES**: SAFI
- ▶ **JUICE**: EL SABAH
- ▶ **TAMARIN** : SUPERSTAR
- ▶ **FRIED ONIONS**: EASYCOOK JAZZA
- ▶ **DRIED PRAWNS** : CREVETTE SEC
- ▶ **DRIED BOMBAY DUCK FISH** : BOMLI
- ▶ **AGAR AGAR** : STRIPS AND POWDER
- ▶ **VERMICELLE** EASYCOOK - JAZAA

ITALY  
ARGENTINA

ITALY

MOROCCO

EGYPT

THAILAND

PAKISTAN

PAKISTAN

INDIA  
INDONESIA

INDIA

CHINA

PAKISTAN

## FLAGSHIP PRODUCTS

These flagship products reflect Mauritius' dependence on global trade to sustain its economy and meet domestic demand.

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