



COMPANY PROFILE

ASL LIMITED
A Ramco Group Company



ASL Limited, a proud member of the Ramco Group, is a well-established and diversified enterprise headquartered in Kenya. Originally incorporated in 1976 under the name Associated Steel Limited, the company has grown over the decades to become a leading force across multiple sectors. Today, ASL Limited operates across diverse industries, including manufacturing, construction, chemicals, electrical services, and distribution.

The company has built its success on integrity, innovation, and customer satisfaction, supported by its strong regional presence and extensive market experience. ASL Limited operates within a framework of common policies, values, and strategic goals, ensuring consistency, quality, and long-term sustainability in all its operations. The company's diverse capabilities are unified under a shared vision to provide value-driven solutions to its partners, customers, and the communities it serves.

As part of the broader Ramco Group, ASL Limited benefits from the financial stability and industry leadership that come with decades of expertise, enabling it to thrive in competitive markets. The group's commitment to excellence continues to propel ASL Limited's growth and ensure its continued success in the ever-evolving global market.

6 KEY DIVISIONS



Trading Division



Engineering Division



Industrial Division



Chemicals Division



Wire & Cable Division



Apostrophe'



TRADING DIVISION

ASL Limited – Trading Division is a flagship company under the Ramco Group, established in 1948. It is one of Kenya's leading importers and suppliers of hardware, building materials, and electrical products. Over the years, ASL Trading has built a strong reputation for delivering quality products, excellent customer service, and competitive pricing, making it a trusted name in the industry.

With nine strategically located showrooms across Nairobi and its outskirts, ASL Trading ensures that its products are conveniently accessible to its diverse clientele. ASL Trading is an authorized distributor for globally renowned brands from countries including China, India, America, United Kingdom, South Africa, Egypt, Malaysia, and others. The company is particularly known for representing top brands like Kohler, Cobra, Grohe, Havells, Pegler, and Sterling, ensuring that customers always receive the best in quality and reliability.

Consistently recognized by Super Brands for market excellence, ASL Trading combines trading and distribution into a hybrid business model, positioning itself as a one-stop shop for building solutions. The company's wide-ranging product portfolio serves key sectors such as construction, NGOs, manufacturing, wholesale, and retail, ensuring customers receive high-quality, affordable, and constructive solutions for their projects.





General Hardware

- Wide range of tools, fasteners, and fittings.
- Ideal for residential, commercial, and industrial use.
- Sourced from trusted global brands



Building Materials

- High-quality cement, steel, roofing, and structural components.
- Suitable for small-to large-scale construction projects.
- Compliant with local and international standards.



Sanitary Ware

- Modern and functional sinks, toilets, and basins.
- Durable designs for homes, offices, and public facilities.
- Leading global brands like Kohler and Cobra.



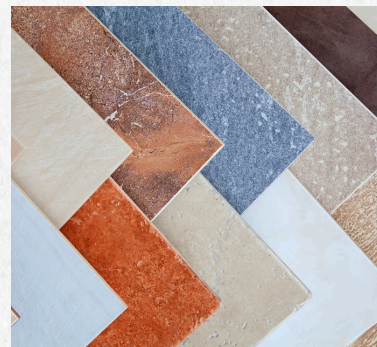
Electricals

- Switches, sockets, lighting, and wiring accessories.
- Tested for safety, durability, and energy efficiency.
- Compatible with residential and commercial applications.



Brassware & Faucets

- Elegant taps, mixers, and bathroom accessories.
- Designed for durability and aesthetic appeal.
- Trusted for long-lasting performance and style.



Tiles

- Floor and wall tiles in a variety of designs and finishes.
- Ideal for bathrooms, kitchens, and living spaces.
- Easy to maintain and install.





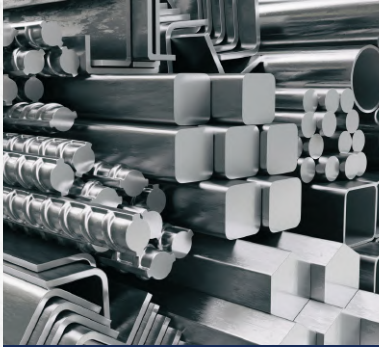
ENGINEERING DIVISION

Established in 1984, ASL Limited – Engineering Division is a trusted name in Kenya's industrial landscape, known for delivering reliable, high-quality engineering solutions that power a wide range of sectors. As part of the larger ASL Limited portfolio, the Engineering Division focuses on manufacturing, sourcing, and supplying specialized equipment and materials that meet the evolving needs of industries such as food processing, dairy, construction, and general manufacturing.

The division is committed to offering end-to-end support—from consultation and product customization to installation and after-sales service—ensuring that every solution is tailored to the client's technical and operational requirements. Whether it's supplying stainless steel components for hygienic environments or heavy-duty materials for infrastructure projects, ASL Engineering stands out for its precision, professionalism, and deep industry knowledge.

With a blend of locally fabricated products and globally sourced technologies, the division continues to be a preferred partner for organizations seeking performance, durability, and long-term value in their engineering investments.





Engineering Materials

- High-grade stainless steel sheets, pipes, and fittings.
- Corrosion-resistant for both interior and exterior applications.
- Suitable for structural and architectural use.



Dairy Equipment & Fittings

- Specialized equipment for dairy processing and hygiene. Includes storage tanks, milking machines, and fittings.
- Built for efficiency, safety, and durability.



Food & Industrial Processing Solutions

- Turnkey solutions for food, beverage, and manufacturing industries.
- Covers mixers, conveyors, processing lines, and automation.
- Designed for precision, hygiene, and productivity.



Building Products & Facilities

- Fabricated steel components, doors, railings, kitchen equipment, and custom metalworks.
- Designed for residential, commercial, and industrial buildings.
- Emphasis on durability and visual appeal.

‘ Engineered for Life ’



Liquid Transport Solutions

- Road Milk Tankers
- Water Tankers
- Edible Oil Tankers
- Fuel Tankers



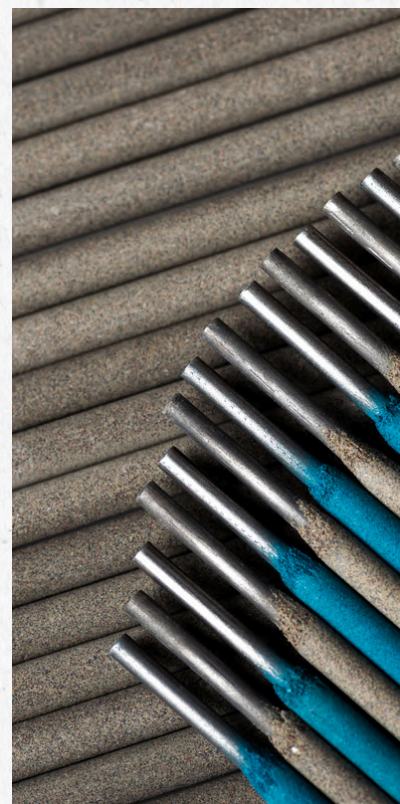
INDUSTRIAL DIVISION

ASL Limited – Industrial Division is a leading supplier of industrial consumables and equipment designed to support manufacturing, maintenance, and engineering operations across East Africa. As a core division of ASL Limited, it has built a strong reputation for quality, reliability, and value-added service.

The division provides a comprehensive range of industrial products; sourced from globally recognized manufacturers, to meet the daily demands of industries such as metal fabrication, automotive, construction, energy, and heavy engineering. From essential consumables to specialized equipment, ASL Industrial is committed to keeping operations running efficiently and safely.

With technical expertise and a solutions-oriented approach, the division not only supplies products but also partners with clients to offer guidance, training, and ongoing support. ASL Industrial is proud to be the authorized distributor of **Maruthi Welding Electrodes**, a trusted name in the welding industry known for performance and consistency.

At ASL Industrial Division, you can find the MARUTHI brand, offering a complete range of welding electrodes designed for versatility. Whether you're working on light fabrication or heavy-duty industrial welding, our electrodes are suitable for a variety of applications, including mild steel, stainless steel, cast iron, and specialty metals.







CHEMICALS DIVISION

ASL Limited – Chemicals Division is a leading importer and distributor of industrial and specialty chemicals across East Africa. Committed to reliability, consistency, and competitive pricing, the division supplies high-quality chemical raw materials that support a wide range of industries.

With a focus on maintaining sufficient stock levels and responsive customer service, ASL Chemicals ensures seamless access to essential inputs for manufacturing and production. The division serves several key sectors, including paints and coatings, detergents and cosmetics, inks and packaging, textiles, rubber, and agriculture.

Through strong partnerships and a broad portfolio, ASL Chemicals has become a trusted solutions provider for businesses seeking performance, compliance, and cost-effectiveness.





Detergents & Home Care Ingredients

- Surfactants, builders, and fragrance compounds.
- Ideal for formulating cleaning products for home and institutional use.
- Ensures superior cleansing, foaming, and scent performance.



Personal Care & Cosmetic Chemicals

- High-grade inputs for skincare, haircare, and hygiene formulations.
- Supports product stability, safety, and sensory appeal.
- Conforms to regulatory standards for cosmetic applications.



Agriculture & Crop Protection Additives

- Surfactants, adjuvants, and pH regulators.
- Enhances pesticide and fertilizer formulations.
- Improves crop yield, efficacy, and environmental safety.



Industrial & Specialty Chemicals

- Versatile chemicals for construction, printing, water treatment, and more.
- Backed by technical expertise and consistent supply.
- Delivered with a focus on safety and industry compliance.



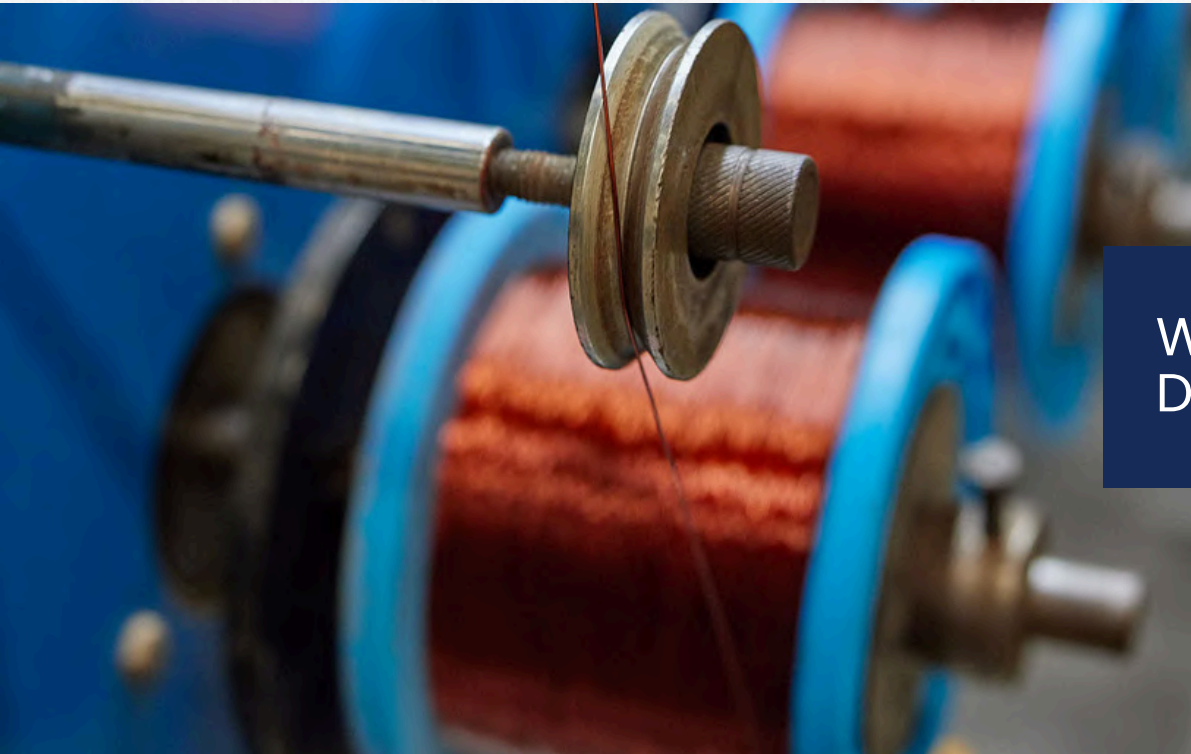
Packaging, Plastics & Polymers

- Resins, polymer additives, and processing aids.
- Supports packaging, molding, and plastic manufacturing.
- Offers consistent quality and tailored solutions for production efficiency.



Paints, Inks & Surface Coatings

- Raw materials and additives for paints, printing inks, and coatings.
- Designed to ensure durability, adhesion, and quality finishes.
- Suitable for decorative, industrial, and specialty applications.



WIRE & CABLE DIVISION

ASL Limited – Wire & Cable Division is a leading Kenyan manufacturer of high-quality flame retardant electrical and armored cables, serving residential, commercial, and industrial markets across East Africa. A key company under the Ramco Group, the division has built a strong reputation for safety, performance, and consistency in the electrical sector.

Based in Nairobi, the division specializes in the production of PVC-insulated building wires, armored power cables, and aluminum conductors for electricity transmission. ASL's unique flame retardant and anti-rodent cable technology provides enhanced protection and peace of mind for users—making it a trusted choice for contractors, engineers, and utility companies alike.

Products are distributed through an extensive network of wholesalers, retailers, and electrical contractors, as well as the wider Ramco Group hardware channels throughout the region.





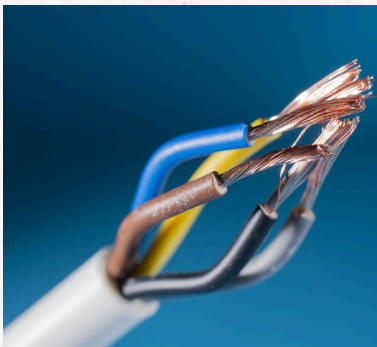
Building & House Cables

- Flame-retardant PVC-insulated cables for residential and commercial wiring.
- Provides reliable safety and electrical performance.
- Ideal for lighting, sockets, and general wiring applications.



Armored Cables

- Heavy-duty cables with protective steel or aluminum armoring.
- Suitable for underground and high-risk environments.
- Ensures mechanical protection and long-term durability.



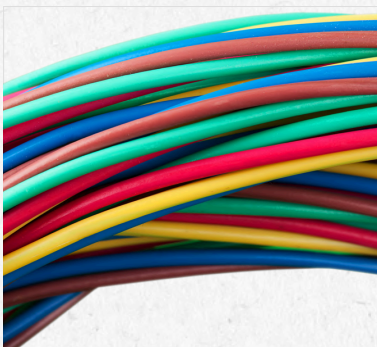
Flex Cables

- Multi-core, flexible PVC cables for mobile and indoor use.
- Commonly used in appliances, lighting, and light-duty machinery.
- Easy to handle and install in tight or dynamic spaces.



Aluminum Conductors

- Overhead transmission conductors (AAC & ACSR) for grid distribution.
- Lightweight and corrosion-resistant.
- Offers efficient and cost-effective energy transmission.



Automotive Cables

- Designed for use in vehicles and automotive wiring systems.
- Flame-resistant with robust insulation.
- Delivers consistent performance under varied operating conditions.





APOSTROPHE' DIVISION

ASL Limited - Apostrophe' is a trusted provider of end-to-end electro-technology systems and turnkey project solutions across East Africa. As a division of ASL Ltd and a proud member of the Ramco Group, Apostrophe delivers comprehensive and customized electrical services designed to meet the diverse and evolving needs of various market segments—including agriculture, hospitality, commercial real estate, industrial facilities, and residential developments.

Backed by a team of highly qualified engineers, technicians, and project managers, Apostrophe brings together deep technical expertise and project execution excellence. The division collaborates with leading global OEM brands to ensure that every solution is built on a foundation of innovation, durability, and international quality standards.

From large-scale electrical installations and power infrastructure development to smart automation, industrial control systems, energy-efficient lighting, and security technologies, Apostrophe is committed to providing integrated, scalable, and future-ready systems. Every project is approached with a focus on safety, energy efficiency, and regulatory compliance—delivering sustainable outcomes and long-term value for clients throughout the region.





Construction
Integration

- Full coordination of electro-technology systems in new builds.
- Works with all stakeholders for smooth execution.
- Covers electrical, solar, lighting, fire, security, and automation systems.



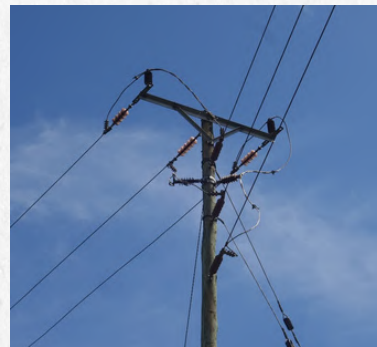
Electrical Services

- End-to-end electrical installation and maintenance.
- Includes wiring, power backup, surge protection, and grounding.
- Ensures compliance with local and international safety standards.



Smart Home
Automation

- Seamless control of lighting, security, climate, and appliances.
- Personalized and scalable solutions for modern living.
- Utilizes intuitive tech interfaces and future-ready infrastructure.



Electrical Infrastructure
Solutions

- Turnkey solutions for power generation, transmission, and distribution.
- Includes solar PV integration and renewable energy systems.
- Built for industrial, commercial, and community power projects.



Industry Automation &
Application

- Advanced control systems using PLCs, SCADA, and sensors.
- Tailored for bottling, mining, packaging, printing, and textiles.
- Boosts operational efficiency and output reliability.



Annual Maintenance
Contracts

- Preventive and corrective servicing for all installed systems.
- Covers electrical, solar, security, automation, and more.
- Ensures system longevity, uptime, and peace of mind.



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