

MERGER NOTICE NO 17: 2026

THE PROPOSED ACQUISITION OF CERTAIN MOVABLE ASSETS BY BOLUX GROUP (PROPRIETARY) LIMITED FROM PIE CITY (PROPRIETARY) LIMITED & BRANGUS BOTSWANA (PROPRIETARY) LIMITED

Pursuant to section 49(1) of the Competition Act 2018, the Competition and Consumer Authority (“the Authority”) has received a merger notification for the proposed acquisition by Bolux Group (Pty) Ltd (“Bolux” or “Acquiring Enterprise”) of certain movable manufacturing assets, plant and equipment presently owned by Pie City (Pty) Ltd (“Pie City” or “Primary Target Enterprise”) and Brangus Botswana (Pty) Ltd (“Brangus” or “Secondary Target Enterprise”), situated at Plot 62 Gaborone International Commerce Park, Gaborone. The purpose of the transaction is to enable Bolux to acquire manufacturing assets and establish manufacturing operations from Plot 62, Gaborone International Commerce Park.

The Acquiring Enterprise is a private limited liability company duly incorporated and registered in accordance with the Laws of Botswana. It is controlled by Custos Nmi (Pty) Ltd which is registered in accordance with the Laws of South Africa and Seaboard Botswana Holdings Limited which is registered in accordance with the Laws of The Bahamas. Bolux does not directly or indirectly control any enterprise in Botswana. Bolux is licenced to conduct milling and food production operations within Botswana. Its business activities include maize and wheat milling, and the manufacture of, amongst others, the following food products: A1 Super Maize Meal, A1 Instant Porridge, Snowwhite Flour, Maxi Bread, GO Bread, Chobe Maize Rice, Samp and Chobe Super Special Maize Meal. Bolux’s manufacturing activities, inclusive of packaging, predominantly take place at its manufacturing plant situate at Lots 128 and 129, Industrial, Ramotswa, Botswana. However, Bolux also has depots at Palapye, Francistown and Maun.

The directors of Bolux are David Alan Bosse, Jacob A. Bresky, Martin James Gasson, Melinda Jacobs, Andries Benjamin La Grange, Hendrik Albertus Lourens, Petrus Johannes Van Niekerk, and Sybrand G. J. Van Niekerk.

The Primary Target Enterprise, Pie City is a private limited liability company duly incorporated and registered in accordance with the Laws of Botswana and it does not directly or indirectly control any enterprise nor is it controlled by any enterprise in Botswana. The sole shareholder of Pie City is Abhi Arora who is a legal Motswana individual with interest in an array of businesses in Botswana. Pie City is licenced to operate in the business of manufacturing and retailing of confectionary pies, pizzas, fruit juices and related products.

The Directors of Pie City are Abhi Arora and Gunjan Arora.

The Secondary Target Enterprise, Brangus, is a private limited liability company duly incorporated and registered in accordance with the Laws of Botswana and it is not directly or indirectly controlled by any enterprise, but it directly and indirectly controls the following companies: Jaguar Industries (Pty) Ltd, RRM Properties (Pty) Ltd, Tshipo (Pty) Ltd, Regent (Pty) Ltd, and Mokowe Properties all of which are incorporated and registered in Botswana. The shareholders of Brangus are Abhi Arora and Autash Arora, both individuals of legal capacity with interest in an array of businesses in Botswana. Brangus is a property holding company and does not engage in any trading activities.

The Directors of Brangus are Abhi Arora, Autash Arora and Gunjan Arora.

According to section 50(3) of the Competition Act 2018, “any person, including a third party not a party to the proposed merger, may voluntarily submit to the investigator or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger.” The Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from the date of this publication to the following address:

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