

REFERENCE CASE

Vivo Energy Mauritius

Setting the standard in Africa



Highlights

- Vivo Energy Mauritius, Shell Licensee
- 100,000 cylinders, 26.2 liters water capacity
- Launched in January 2015

Vivo Energy has a footprint across 23 countries, operating under the Shell and Engen brands in Africa. The company was established in December 2011 and has a strong and growing presence across Africa. It sources, distributes, markets and supplies Shell's high-quality fuels and lubricants to retail and commercial customers across the continent.

The company's mission is to safely market and distribute energy and petrochemical products while offering innovative value-added services. It operates 51 retail stations under the Shell brand, has a network of 900 LPG resellers and has access to 4,175 metric tonnes of LPG storage capacity.

The Shell Gas Lite cylinder, manufactured by Hexagon Ragasco, was introduced by Vivo Energy Mauritius Limited (VEML) in 2015. VEML was the first

entity to launch composite LPG cylinders within the Vivo Energy network in Africa.

The main motivations underlying the introduction of the cylinders were their safety and user-friendly aspects. Vivo Energy has always been on the forefront of innovation and composite cylinders was the offer to meet customer needs, with a modern look.

VEML also wanted to maintain their position as the pioneer in new technology and introduce a product that would transform the use of LPG. In late 2014, after successful testing, the company decided to gradually replace their stock of steel cylinders with composite one's from Hexagon Ragasco. At present there are approximately 100 000 units in circulation.

VEML has registered a fast growth in the domestic segment with the success of the new composite cylinder under the Shell Gas Brand.

The user-friendliness of the products has impacted the way Mauritians use gas at home. Home-users appreciate the lightweight ergonomic construction of the cylinders that makes them easier to transport and handle. The customer has an option to acquire a new composite cylinder or shift from metal to composite at any Shell Gas point of sale. The price of LPG for the domestic cylinder is regulated by the Government.

For the launch of the cylinders VEML deployed a fully integrated communication plan across various platforms which included radio, newspapers, magazines, social media and onsite activation. The company keeps communicating regularly on the benefits of ShellGas composite cylinder.

The product distribution network has been set up so that all consumers can purchase the cylinders in points of sale between ten to fifteen minutes from their residence.

"The composite cylinders were purchased from Hexagon Ragasco due to our superior quality and



standards which meets the Shell standards. Since their introduction in the Mauritian market, the cylinders have helped VEML gain market share and demand has increased year on year. Vivo Energy has always been pioneering in terms of innovation. The composite cylinder has been a step change in terms of offer for Shell Gas in the market." says Ahsif Ahamed, Sales Director, Hexagon Ragasco.

The launch of the composite cylinder has strengthened VEML's leadership position in Mauritius and given them a competitive edge in the market.



Market information, Mauritius

- LPG Consumption: Domestic annual consumption of 72,000 MT.
- Main applications: cooking and water heating.
- Mauritius has 340,000 households with more than 99% of penetration.