

NEWSLETTER

STC SPEARHEADS NEW PRICE REDUCTION CAMPAIGN 'PRI IN DESANN' FOR CUSTOMERS!



Through its ongoing efforts to assist in bringing down the cost of commodities in the country, The Seychelles Trading Company (STC) has successfully once more embarked on its price reduction journey to further enhance its commitment to providing the best value for its customers.

The STC's newest price reduction Campaign namely **PRI IN DESANN** was launched on 15th March 2024 and has started off with a 10% discount on building materials, particularly the timber range with customers benefitting between SCR 7.20 to SCR 43.50 per length.

Customers can expect to see significant discounts on other categories of commodities which is expected to be published on a quarterly basis and thus allowing even greater savings for its customers.



Launching the new campaign through press interview with Telesesel

STC plans to achieve deeper and more widespread price reductions this year benefiting consumers from all across the country including the inner island residents (Praslin and La Digue) who are also equally profiting from the new price reduction on building materials and subsequently from all other price reduction that STC will unfold over the course of this campaign.

This is continuously being made possible due to effective sourcing and negotiation of products from suppliers coupled with an effective monitoring of the current market condition and driving in more efficiency throughout the company.

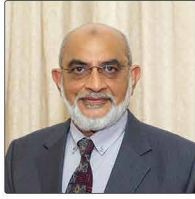
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The price reduction initiatives extend substantial discounts parallel on both wholesale and retail prices, creating tangible benefits and making a significant impact on the cost of living for consumers from various walks of life.

STC will continue to evaluate and adjust its pricing to enhance affordability for all whilst ensuring that cost savings are passed on to the end consumer therefore guaranteeing the best deal possible for the Seychellois people; all in line with the STC's mandate to assist in reducing the cost of living in Seychelles.

To note, the first price reduction initiative was launched by STC in 2022 and since have been contributing positively towards the well-being of the Seychellois people and the population at large.

EXTENDING A WARM WELCOME TO THE NEWLY APPOINTED STC BOARD OF DIRECTORS



Mr Imtiaz Umarji
Chairman



Mr Jerry Adam
Vice Chairperson



Ms Astride Tamatave
Member



Mr Francis Lebon
Member



Mr Ashik Hassan
Member



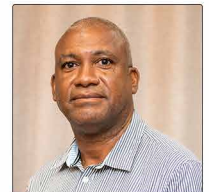
Ms Michelle Marguerite
Member



Mr Daniel Hoareau
Member



Ms Margret Moumou
Member



Mr James Elizabeth
Member

LABOUR DAY MESSAGES



Mr Imtiaz Umarji
Chairman

Dear All,

As we commemorate International Labour Day, as Chairman and on behalf of the Board of Directors, I seize this opportunity to honor you all hardworking individuals who form the backbone of our organization.

We recognize the sacrifices you make, the challenges you overcome and the passion you bring to your work each day. Your work matters!

Your diligence and determination for your work are truly commendable and for that, we are sincerely grateful.

I am confident that with our collective efforts, we will achieve even greater success in the days ahead.

Team, THANK YOU for all that you do!



Mr David Jean-Baptiste
Ag. Chief Executive Officer

Dear STC Team,

On the occasion of Labour Day, I would like to take a moment to celebrate the hard work and dedication of all our valued employees at STC.

To each and every one of you, I want you to know that your hard work is deeply appreciated and I hereby express my sincere gratitude for all of your devotion.

I am extremely proud by the contributions each of you make every day to drive our success.

Thank you for your commitment, I am honored to be part of an incredible team!

Enjoy your well-deserved day off!

Happy Labour Day Team!

WISHING ALL THE PEOPLE OF SEYCHELLES A HAPPY INTERNATIONAL LABOUR DAY



FROM THE STC CHAIRPERSON, BOARD OF DIRECTORS, ACEO,
& ALL MANAGEMENT TEAM



The Seychelles Trading Company (STC) was honored to host His Excellency **H.E Dr. Hlamalani Nelly Manzini**, South African High Commissioner to Seychelles on an official visit to our Headquarters at Latanier Road, New Port.

The visit served as an opportunity for the delegation to engage in productive discussions on potential collaborations especially in the trading sector, whilst driving economic growth for mutual benefit of both nations.



STC and the Emirates Group have engaged into plans to enter into a corporate Travel agreement to facilitate efficient cargo handling transfers whilst ensuring timely delivery of goods; making it a cost effective and efficient solution for STC's transportation needs.

The agreement will also support corporate travel bookings and reflects the commitment of both parties to enhance the overall efficiency of their operations and customer experience.

OUR DIPLOMATIC MISSION

CHINA



A high level delegation from Seychelles including the participation of the STC Team (led by the ACEO Mr. David Jean-Baptiste) recently embarked on a significant diplomatic visit to China, with the aim of strengthening trade relations between the two countries.

During their visit, the delegation held meetings with key Chinese Government Officials and business leaders in the trade industry; exploring new opportunities for trade and investment as both countries seek to expand their economic cooperation and tap into new markets.

The visit was part of ongoing efforts to promote bilateral trade and foster closer economic ties between Seychelles and China to drive mutual prosperity and economic growth.

DUBAI

The Annual Dubai Trade Fair is a key event on the international trade calendar and provides a unique opportunity for businesses to connect with potential customers, partners and investors from around the world.

This year's event which took place in February 2024 saw once more a massive turn out of attendees showcasing their products and services to a global audience.



As a key player in the trade industry, STC attended the trade fair and is confident that the connections made and insights gained during the event will lead to fruitful collaborations and opportunities for the company as it navigates the ever evolving business landscape.

BACK IN STOCK AT

STC  **HYPERMARKET**



*100% OFF

ON A RANGE OF MEAT

From 23rd April
to 23rd May 2024

at

STC **HYPERMARKET**

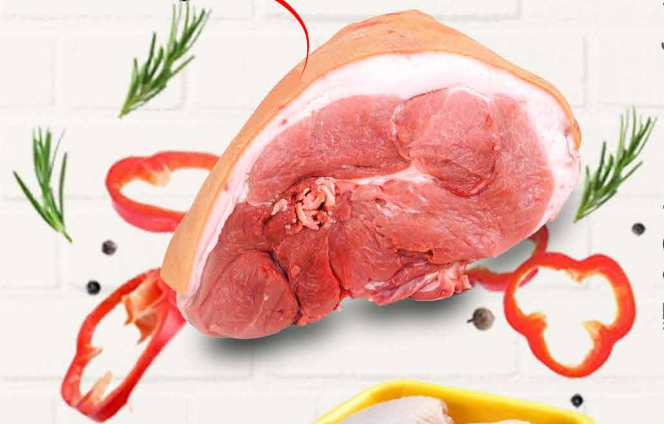
&

STC **MINI MARKET**
Praslin

SPARE RIBS RACK
Was ~~103.93/kg~~
Now 93.79/kg



PORK LEG
Was ~~80.70/kg~~
Now 72.88/kg



CHICKEN THIGH TRAY
Was ~~69.90 (900g tray)~~
Now 60.55 (900g tray)

*Ts & Cs. Images are for illustration purposes only.