



## MEDIA STATEMENT

### EQUITY AFIA PARTNERS WITH BIDCO AFRICA IN SUPPORT OF EXPECTANT AND LACTATING MOTHERS AS PART OF MOTHER'S DAY INITIATIVE

- *Expectant and lactating mothers visiting Equity Afia for prenatal, antenatal and well-baby clinics to benefit from free medical screening as well as get a Gentle Care hamper in celebration of Mother's Day.*
- *This will be through a one-week campaign which commences on 10<sup>th</sup> May and ends on 14<sup>th</sup> May.*

**Nairobi, May 06<sup>th</sup>, 2021:** *Equity Afia* and Bidco Africa have entered into a partnership that will see expectant and lactating mothers visiting *Equity Afia* medical centres for prenatal, antenatal and well-baby clinics benefit from free medical screening as well as get a Gentle Care hamper in celebration of Mother's Day.

The one-week campaign, which commences on 10<sup>th</sup> May and ends on 14<sup>th</sup> May, will see the mothers get a wide range of packaged medical services for free including an *Equity Afia* branded antenatal care booklet, a full body check-up, blood sugar, BMI and blood pressure assessments, antenatal examination, nutrition and wellness advice as well as first aid training for infants. This will be made available at all *Equity Afia* medical centres as part of a joint campaign by Bidco Africa and *Equity Afia* to promote healthy living.

Commenting on the partnership at *Equity Afia* Upperhill clinic, Equity Group Chief Commercial Officer, Polycarp Igate said, "Mothers plays a critical role in the development of the society and we felt that appreciating them during this Mother's Day period was one of the ways we can celebrate them."

This partnership will see Bidco Africa, an FMCG manufacturing company, leverage on *Equity Afia's* network of 41 clinics countrywide to reach the end user of its Gentle Care line of homecare products, which include alcohol-based hand sanitizers, hand wash, soap and disinfectant among others.

"For mothers - who are known to be nurturers and primary care givers, COVID-19 and the need to observe the hygiene protocols from the Ministry of Health and WHO presented additional concern regarding the safety of their children and their homes. The coming together of *Equity Afia* and Bidco Africa will see mothers benefit from customized medical care services offered for free, as well as get a Gentle Care hamper from Bidco to enhance proper hand hygiene which we are reminded is paramount to keeping infections at bay." added Polycarp.

The Mother's Day campaign will run simultaneously at all 41 *Equity Afia* medical centres across 14 counties which include Nairobi, Kiambu, Kajiado, Machakos, Murangá, Nyeri, Meru, Kitui, Nakuru, Kakamega, Trans Nzoia, Kisii, Kisumu and Mombasa.

While explaining how mothers across various parts of Kenya will benefit from the coming together of *Equity Afia* and Bidco Dr. Vimal Shah, Bidco Group Chairman said: "As a brand that believes in enhancing happy, healthy, and safe living especially in the times of COVID-19, there couldn't be a better time to reach out to our mothers at their point of need." "This gesture is part of our continuous community involvement initiatives targeting a key segment of Bidco Africa's primary market. Let us celebrate mothers not only by reinforcing what we already know about hand hygiene but taking action towards ensuring that every woman has a right to live and survive pregnancy and childbirth, added Dr. Vimal.

The *Equity Afia* medical centres, which are an initiative of Equity Group Foundation have been established by a network of medical entrepreneurs, who are qualified alumni of the Equity Leaders Program (ELP). *Equity Afia's* main goal is to ensure sustained improvement of the health and well-being of Kenyans by increasing access to and utilization of quality, affordable and standardized healthcare services. **Ends/...**



### **About Equity Afia**



Equity Afia (EQA) was established in 2015 under the Equity Group Foundation's (EGF) health pillar. The goal of Equity Afia is to ensure sustained improvement of the health and well-being of Kenyans by increasing access to utilization of quality, affordable and standardized healthcare.

The Equity Afia medical centres are fully-fledged multi-speciality centres offering outpatient medical care services including general consultation, specialised clinics, dental, optical, dermatological, paediatric and nutrition services, among others and are supported by ultra-modern laboratories and in-house pharmacies that stock quality, generic and branded drugs.

In Nairobi and its environs, Equity Afia has operational medical centres in South B, Juja, Upperhill, Langata, Imara Daima, Githurai, Kasarani, Buruburu, Kayole, Kawangware, Kahawa West, Utawala, Embakasi, Nairobi's CBD along Biashara Street, Limuru, Kikuyu, Thika, Ruiru, Kiambu, Ruaka, Eastern Bypass at Kamakis, Ongata Rongai, Kitengela, Ngong and Syokimau.

The other medical centres are located in Muranga, Kenol, Karatina, Kitale, Kakamega, Meru, Mombasa, Kisumu, Nakuru, Naivasha, Kisii, Matuu and Kitui.

Equity Afia has instituted a rollout plan of setting up and operationalizing more outpatient health facilities over the next few years. These will be distributed across the country to ensure presence and coverage in each county.

**Website Link** - <https://www.equityafia.co.ke/>

### **About Bidco Africa**

BIDCO Africa is East Africa's largest FMCG manufacturer founded in 1985 by Bhimji Depar Shah and his two sons Vimal Shah and Tarun Shah, Bidco Africa. The company grew to become East Africa's market leader in the categories of Edible oils and fats, Home and personal care products, including bar soaps and detergents. In 2017 BIDCO set foot in the Beverages through a joint venture with CO-RO A/S, a Danish company owned by CO-RO's Foundation. The joint venture created BIDCORO Africa Limited the continent's leading providers of fruit-based soft drinks, home-freeze ice-lollies and concentrates known for brands like SunTop, SunCola and SunQuick.

**Website Link** - <https://www.bidcoafrika.com>  
<https://bidcoroafrika.com>