

# Business 132%

Growth in brand value by Tusker, Kenya's fastest growing trademark

## Safaricom and Equity ranked top brands

BY PETER MBURU

Safaricom has retained top position as Kenya's most valuable brand (valued at \$689 million), to lead the pack of the country's 20 leading corporates, dominated by banks.

According to Brand Finance Kenya 20 report, 2022, Safaricom's brand value grew by 38 per cent this year due to a variety of service offerings, a boost in mobile data usage on the back of low prices and leveraging mobile data provision to build strategic partnerships with financial technology firms and third-party brands such as Makao.

"An innovation in the region, M-Pesa, a popular mobile application used primarily for online money transfer, has driven up the brand value and strength of Safaricom. These partnerships create a one-stop destination for customers to access travel and online payment methods using Safaricom's mobile data offerings," the report stated.

### A popular choice

Safaricom was followed by Equity Bank (\$388 million), KCB Bank (\$338 million) and M-Pesa (\$246 million), Co-operative Bank (\$173 million), NCBA Bank (\$113 million), I&M Bank (\$52 million), Tusker Lager (\$50 million), Kenya Airways (\$42 million) and closing top 10 DTB Bank (\$40 million).

Tusker was rated the fastest growing brand after it grew in value by 132 per cent, as Equity Bank, whose value grew by 92 per cent, led the pack in the list of strongest brands with an elite AAA+ brand rating.

Brand Finance Kenya 20 said, Equity's "versatile service offerings" make it a popular choice and "a household name across Kenya".

Kengen, Kenya Reinsurance Corp, Bamburi Cement, Jubilee Holdings, CIC Insurance Group, Crown Paints Kenya, Sasini, Nation Media Group, Centum and the Nairobi Securities Exchange closed the top 20 brand list.

## Turkana dried fish ready for the market



A woman in Loiyangalani, Marsabit county, sorts dried fish to be packed for different destinations on Tuesday. The fish is from Lake Turkana. Four consecutive seasons of poor rains have left millions of drought-stricken people in Kenya, Somalia and Ethiopia facing starvation. PHOTO | AFP

## Finance Non-payment has been blamed for collapsed supplier businesses

# Jitters as 77pc of county pending bills ineligible

Stockpile raises queries about the procurement mess in devolved governments

BY PETER MBURU

A massive 77 per cent of county pending bills, as of March this year, were found to be ineligible for payment due to a lack of supporting documents for some supply contracts.

A report by the Office of the Controller of Budget (CoB) shows that both executives and assemblies had Sh107.12 billion in ineligible bills out of the total Sh139.5 billion.

Between June 2020 and March 2022, counties only settled Sh15.9 billion pending bills, out of Sh155.5 billion, leaving Sh139.5 billion unsettled.

"County governments are advised to settle the eligible pending bills as a first charge on the budget in line with Regula-

tion 41 (2) of the Public Finance Management (County Governments) 2015, which states that 'debt service payments shall be a first charge on the County Revenue Fund and the Accounting Officer shall ensure this is done to the extent possible that the county government does not default on debt obligations,' the CoB stated.

### Special audit

The stockpile of ineligible pending bills raises questions about the procurement messes rocking many devolved units.

In January last year, Treasury ordered a repeat special audit of county pending bills following complaints about the authenticity of some supply contracts.

The Office of the Auditor-General (OAG) had, in 2020, con-

### KEY FIGURES

107.12

Amount in billions of shilling the Budget controller says lack supporting supply contracts

15.9

Amount in billions of shillings in pending bills counties have settled in the last two years

however, wrote to the OAG disputing the eligibility of some of the pending bills, prompting the repeat audit Treasury ordered.

A pile-up of pending bills among counties and State corporations has dealt small businesses a major blow.

Some contractors and suppliers have blamed the non-payment to the collapse of their businesses and the auction by banks over loan defaults.

### Woes of traders

State firms and agencies still owe suppliers billions of shillings in pending bills, adding to the woes of traders already hit by the effects of Covid-19.

The heavy burden of pending bills will now be passed over to the next team of county leaderships, most of whom may not prioritise their settlement, after the August 9 General Election, as seen in the past.

Several county governments, conducted a special audit that revealed that as at June 30, 2018, only Sh51.2 billion pending bills by counties were payable, while the rest, totalling Sh37.7 billion, were found to be ineligible as they lacked supporting papers.

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### BRIEFLY

#### COMMODITY

#### Tea prices drop at Mombasa auction

Tea prices at the Mombasa auction dipped slightly this week even though traders from Egypt, Pakistan, Yemen and the wider-middle East continued lending strong support. Market data shows that the price of the beverage slid to Sh264.97, down from Sh265 that was realised in the previous sale. An estimated 27.41 per cent of the 12.43 million kilos of tea offered at the auction was not sold.

Kevin Rotich

#### CONSERVATION

#### BasiGo wins Sh2.9m award

Nairobi-based e-mobility start-up BasiGo has bagged Sh2.9 million (\$25,000) for its role in environmental conservation. It was among 10 winners of the Keeling Curve Prize awarded by the Global Warming Mitigation Project. The award celebrates impactful climate mitigation efforts and this year's winners were recognised for innovations including e-mobility. BasiGo has been running its pilot programme with two electric buses in Nairobi over the past three months.

Brain Ambani

#### E-COMMERCE

#### Jumia picks new chief executive

E-commerce platform Jumia has appointed Juan Seco as its new CEO, taking over from Betty Mwangi who assumed the position last year. Mr Seco was part of JumiaPay founding team in 2017, where he served as the chief operating officer. In 2019, he was named senior vice-president of consumer financial services leading fintech initiatives as well as JumiaPay App, which is currently in eight countries.

Kevin Rotich