

RAMSI GROUP

INNOVATIVE DISTRIBUTORS

Proudly celebrating its 35th birthday in 2015, the Ramsi Group is one of the largest suppliers of sewing machines and spare parts in the country. The dynamic and well respected company has seen constant growth over the years and turnover has increased more than tenfold in a decade. The Ramsi Group is notably proud of its achievements and is driven by the desire to be the leader in its industry. As such its directors are always on the lookout for innovative products, new markets and opportunities. The main goal of CEO Sherwin Ramlall and Director's Ram and Shawn Ramlall are to distribute sewing related products that will add value to their current customers and attract new customers.

The Ramsi Group has several subsidiary companies, one of which is Ramsi CC, and comprises two divisions namely retail, and import and distribution. The company supplies over 10 000 spare parts for all sewing machines and has a range of 20 industrial and domestic Saito sewing machines, cutting and steam equipment. The group also distributes its own brand of household oil/lubricant.

Products are sourced from Germany, South Korea, Indonesia, Vietnam, the United States, China, Taiwan, Japan and Malaysia. An extensive distribution network of 605 dealers has been established country wide and the company even supplies its competitors. This network includes distributors in Namibia, Zambia, Zimbabwe, Mauritius, Lesotho, Swaziland and

Botswana. Four consignments of sewing machines have been recently sent to Mauritius, which said Sherwin Ramlall is a fantastic achievement for the Durban brand.

Saito Brand – Domestic & Industrial Sewing Machines

The Ramsi Group are worldwide owners of the Saito brand, which is a registered Trademark, and are official distributors for Ricoma, FDM, Schmetz, Rich-X, Jigon and Seco in Southern Africa.

The Saito brand of sewing machines, spare parts and lubricants is manufactured under license from the Ramsi Group. The Saito brand is a proudly South African brand, formulated and developed in Durban and trademarked in South Africa, in addition to being trademarked in East Asia and Africa. The Saito brand has been voted in the Top 10 in the KZN Top Business Awards in 2012 and 2013 respectively. Last Year, the Ramsi Group was placed in the Top four in the Trade category.

Ricoma Embroidery Machines

The company is one of only two distributors of Ricoma industrial embroidery machines for the southern African region. These machines are manufactured utilising the highest quality parts and electronics, Japanese technology and German engineering as well as a very stringent quality control process. The cost of these sewing machine ranges from R95 000 to about R350 000. The machines are meant for mass production, which are of much value to small and large clothing and embroidery businesses.



We've got South Africa All Sewn Up™
- QUALITY PRODUCTS TO EMPOWER A NATION -





The Ricoma brand has proved so popular that the Ramsi Group cannot keep up with demand as the embroidery machines are already sold before they are landed.

This division is headed by Shawn Ramlall who often visits the manufacturers to look at innovative products and undergo training in the machines operation. This ensures that the Ramsi Group has firsthand knowledge of the machines in its workshops and can advise clients on the operation techniques.

Eco- Friendly Drive

Energy consumption and green technologies are a driving force in many manufacturers' workshops. As such the company is now focusing on convincing customers who have industrial sewing machines to change from clutch motors to the eco friendly range of sewing machine motors. The Ramsi Group has also recently introduced a range of LED bulbs which are energy efficient. These innovations could save up to 70 % in electricity, which has huge cost saving implications for clothing, linen and toweling manufacturers.

Community

The Ramsi Group has a special focus on supplying the home-industry niche market and the addition of the embroidery machine is of value to this market allowing for diversification. The company has also worked closely with large international, local corporate and government organisations to provide sewing machines for rural community development.

Durban Fashion Fair

Now celebrating its fourth year, the Durban Fashion Fair is the biggest fashion programme in Durban. A fashion development initiative of the eThekweni Municipality, the programme includes pop-up shops, a three day fashion show and industry workshops. The Ramsi Group is delighted to announce that it is one of the 2015 sponsors of this high profile initiative.

Compliance

All of the Saito domestic electric sewing machine models have been tested and assessed as being compliant with South African standards for which letters of authority have been issued. This ensures that customers are assured of quality products.

The Future

The Ramsi Group intends to continue to take strides through the combination of keeping up to date with technology and innovation to ensure that the company maintains its upward momentum for another 35 years. ♦

Full Name of Company: Ramsi Group

Nature of Business: Sewing machine distributors

Services/ Products: Sewing machines, spare parts & allied goods, household oil

Date Established: 1980

Customer Base: Southern African Dealer Network

No of Employees: 15

Auditors/ Accountants: CPG

Chartered Accountants SA

Bankers: Standard Bank, Nedbank, First National Bank

Memberships: Durban Chamber of Commerce

B-BBEE Status: Level 1 Contributor

MISSION

To meet the needs and exceed the expectations of the domestic and industrial sewing machine market by offering efficient and excellent service together with superior quality products.

KEY PERSONNEL

CEO: Sherwin Ramlall

Operations Director: G. Ram Ramlall

Technical Director: Shawn Ramlall

CONTACT DETAILS

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Goods available countrywide through our dealer network.

