



**DHK INVESTMENT
LIMITED**

COMPANY PROFILE

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About us

Welcome to DHK Investment Limited, where ambition meets innovation, and commerce is powered by purpose. We are not just a company — we are a living, breathing force at the heart of Kenya's transformation story. In an ever-evolving world, we stand firm at the crossroads of quality, convenience, and cutting-edge solutions. Every product we offer, every service we render, and every brand we represent is chosen with one goal in mind: to improve lives and ignite possibilities.

From the bustling streets of Nairobi to the fast-growing towns across the nation, DHK Investment Limited is setting new standards in how businesses operate, homes function, and lifestyles evolve. Our reach is not only measured in geography, but in the impact we create — connecting Kenyan consumers to trusted global brands, from world-renowned electronics and mobile technologies to cutting-edge surveillance systems, hospitality solutions, and infrastructure essentials.

We understand that today's consumer wants more than just products — they seek meaning, connection, and brands that align with their lifestyle and values. At DHK Investment Limited, we go beyond transactions to create transformative experiences. Whether it's the comforting hum of a high-tech appliance, the reassuring presence of a CCTV system, the sleek feel of a cutting-edge smartphone, or the rich aroma of a flame-grilled meal, we deliver more than function — we deliver emotion. Every product we offer is a promise of quality, reliability, and progress, crafted to meet the real aspirations of real people, every single day.

But above all, we lead with purpose — a purpose rooted in transformation, impact, and shared success. At DHK Investment Limited, we are not just driving sales; we are shaping a future where accessibility meets excellence, and global standards are brought within reach of every household, business, and entrepreneur across East Africa. We believe that innovation should be inclusive, that world-class quality should never be out of reach, and that every interaction with our brand should spark a sense of value, pride, and possibility. Whether it's through the cutting-edge technology we import, the seamless service we deliver, or the lifestyle experiences we create, we aim to turn the ordinary into the extraordinary. And in doing so, we don't just build customer bases — we build communities of trust, loyalty, and growth. Our clients aren't just buyers; they are partners in a greater vision — one that reimagines what's possible for today and tomorrow. Step into our world today, and experience what it means to live, work, and grow with visionary simplicity.

DHK - Creating Connections...Delivering Excellence...Powering Progress!



Vision Statement

Our Vision at DHK Investment Limited is;

“To be East Africa’s most admired multi-sectoral enterprise — where global brands meet local brilliance”

Our vision is more than a statement — it's our heartbeat. We aspire to be East Africa's most admired multi-sectoral enterprise, a vibrant nexus where global brands meet local brilliance. We see a future where international innovation blends seamlessly with Kenyan ingenuity, where the best of the world is made accessible, relatable, and relevant to the everyday consumer. We're building an ecosystem where excellence isn't imported — it's amplified, localized, and lived. Whether it's a smart device in your hand, a lift in your building, or a perfectly grilled meal at your favourite restaurant, DHK is where world-class quality meets Kenyan excellence. We don't just dream of transforming markets — we make that transformation irresistible.

Mission Statement

Our Mission at DHK Investment Limited is;

“To enrich lives and empower industries through reliable products, world-class partnerships, and a commitment to excellence”

At DHK Investment Limited, our mission is the fuel behind everything we do — to enrich lives and empower industries with solutions that go beyond the ordinary. We are here to ensure that every household experiences comfort, every business runs smoother, and every industry operates at peak potential. How? Through a carefully

curated portfolio of reliable products, forged through world-class partnerships, and delivered with an unwavering commitment to excellence.

We don't just move goods; we move dreams forward. From the heart of homes to the core of commercial enterprises, we infuse every interaction with purpose and possibility. At DHK, excellence isn't just a benchmark — it's our everyday promise.

Our Core Values

At DHK Investment Limited, our core values are the compass that guides our journey — shaping how we lead, how we serve, and how we grow. They are more than principles; they are the soul of our brand and the promise we make to every customer, partner, and community we touch.

- ⊕ **Excellence without Compromise** - We pursue greatness in everything we do — from product quality to customer experience. Mediocrity has no place in our DNA. We believe in delivering nothing short of exceptional, every single time.
- ⊕ **Integrity at Our Core** - Trust is our currency. We operate with honesty, transparency, and accountability — building lasting relationships founded on mutual respect and ethical business practices.
- ⊕ **Global Vision, Local Passion** - While our brands are international, our heart is Kenyan. We blend world-class solutions with deep local insight, ensuring our offerings are meaningful, accessible, and transformative for the communities we serve.
- ⊕ **Innovation-Driven Thinking** - We don't follow trends — we anticipate them. Innovation fuels our growth, inspires our solutions, and ensures we remain future-ready in every market we touch.
- ⊕ **Customer-Centric Mindset** - Our customers are the reason we exist. Their satisfaction, success, and happiness drive every decision we make. We listen, we adapt, and we deliver — always with their needs at the centre.
- ⊕ **Empowerment through Partnership** - Whether it's a client, supplier, or team member, we believe in the power of collaboration. We grow together, succeed together, and create shared value at every touch point.

These values are not just words — they are the heartbeat of DHK, guiding us as we build a future of bold possibilities and lasting impact.



DHK Director Profiles

1. Hussein Hassan Elmi – Director: Hussein Hassan Elmi is a seasoned professional in procurement and supply chain management, with a strong academic background and industry experience. He holds a Bachelor's degree in Economics and Statistics from the University of Nairobi, and a Master of Business Administration (MBA) from Jomo Kenyatta University of Agriculture and Technology (JKUAT). Hussein has built his career in the real estate sector, where he served as a Supply and Procurement Manager, overseeing complex logistics, vendor management, and cost-efficiency strategies across various projects. His deep understanding of market dynamics, contract negotiations, and resource optimization gives DHK Investment Limited a firm foundation in operational efficiency. Hussein brings strategic insight and fiscal discipline to the company's wholesale distribution model, ensuring value-driven procurement and supply practices that align with the demands of the food service and hospitality sector.

2. Deq Bare Diriye – Director: Deq Bare Diriye is a dynamic entrepreneur and business leader with a decade of frontline experience in the mobile technology retail industry. She holds a Bachelor's degree in Business Administration (BBA) from a leading university in Malaysia. Since 2013, Deq has successfully managed and expanded the OPPO Mobiles business in Nairobi, earning a reputation for market foresight, customer relationship management, and brand building. Her business acumen, particularly in managing high-volume consumer goods and navigating fast-changing markets, equips DHK Investment Limited with valuable expertise in retail operations, inventory management, and consumer engagement. Deq's drive and hands-on approach continue to contribute significantly to DHK's strategic positioning and long-term growth.

3. Abdifatah Muse Hirsi – Director: Abdifatah Muse Hirsi, is an accomplished businessman with a strong background in international trade and hospitality. He holds a Bachelor's degree in Business Administration (BBA) from a reputable institution in Texas, USA. Abdifatah is currently the manager of TRK, a thriving importation and distribution company with a diverse portfolio in consumer goods and food service products. Since 2015, he has also been a key figure in the hospitality sector, running the successful SG Restaurants brand. His dual expertise in import logistics and restaurant operations gives DHK Investment Limited a competitive edge in sourcing quality supplies, understanding end-user needs, and creating tailored solutions for the hospitality market. Abdifatah is a strategic thinker with a practical understanding of both the backend and frontend of food service business operations.

Our Quality Policy

DHK Investment Limited pledges to provide the highest quality of goods and services to our customers through total quality management. We will:

- Consistently provide goods and services that exceed our customers' needs and requirements.
- Thoroughly understand the requirements and needs all our customers.
- Look for new process improvements in all that we do.
- Provide a safe, rewarding and supportive work environment.
- To provide skill enhancement to employees, generation of the necessary infrastructure and resources needed to support all operational process.
- Continually improve the effectiveness of the Quality Management System (QMS).
- Comply with applicable legal and statutory obligations.

To perform each function, we endeavor to continuously and proactively manage and improve our processes by maintaining a Quality Management System (QMS) that complies with the requirements of *ISO 9001:2015*, as well as other specific standards related to our industry.



OUR KEY BUSINESS DIVISIONS

- *Cofé CCTV Solutions*
- *SPJ Home Appliances*
- *ZTE Mobile Devices*
- *SG Grills*
- *SG Wedding Halls*
- *Supply of Lifts, Generators and Escalators*
- *Restaurant Depot*



Cofé – Surveillance redefined!

In a world where safety shapes every decision, DHK Investment Limited brings you the ultimate in modern security through **Cofé CCTV Solutions** — a name synonymous with intelligence, precision, and peace of mind. As the **exclusive National Brand Distributor of Cofé**, we don't just offer cameras — we offer confidence, powered by technology and built for life's unpredictability.

Every Cofé system is engineered to meet the dynamic needs of today's homes, businesses, and institutions. Whether you're safeguarding a cozy residence, a fast-moving retail space, a corporate complex, or an expansive development, Cofe delivers beyond expectation — with ultra-high-definition clarity, AI-powered monitoring, night vision accuracy, and real-time mobile access, anytime, anywhere.

But Cofé isn't just surveillance. It's a smart, vigilant guardian — tailored to your environment, responsive to your needs, and invisible until it's indispensable. It watches, records, and alerts — giving you full control at your fingertips, whether you're across the street or across the globe.

With DHK's trusted expertise, installation and support are seamless, ensuring you get not only the best hardware, but also the most thoughtful service. Because for us, it's not about selling cameras — it's about securing lives, assets, and futures.

Cofé by DHK is more than a system. It's your first line of defence in a world that never stops moving.

We supply five (5) different types of CCTV Cameras, which include Dome CCTV Cameras, Bullet CCTV Cameras, PTZ (Pan-Tilt-Zoom) CCTV Cameras, Wireless Security Cameras and Solar Cameras. Depending on your unique security needs, choose from among the Cofe Security Cameras.

Stay informed. Stay empowered. Stay protected!



SPJ – The genesis of smart living!

At DHK Investment Limited, we believe that your home should be more than just a place to live — it should be a sanctuary of innovation, style, and effortless convenience. As the proud **National Distributor of SPJ Home Appliances**, we bring Kenya a world-renowned brand that turns the ordinary into the extraordinary.

SPJ is where function meets finesse. Picture this: a refrigerator that preserves your groceries with precision freshness, a washing machine that cleans with whisper-quiet intelligence, and a smart TV that connects your world with cinematic clarity. Add sleek air conditioners that sculpt your perfect indoor climate, and kitchen appliances that make every recipe an experience — and you've just stepped into the SPJ lifestyle.

But SPJ is more than performance — it's affordable luxury at its finest. Designed for discerning modern households, these appliances bring global excellence within reach, elevating homes across Kenya with ease and elegance.

With DHK as your trusted link to SPJ, you enjoy genuine products, up-to-date models, responsive after-sales service, and a seamless customer experience. We don't just sell appliances — we deliver smarter living, powered by passion and precision. Our range of products include Air Conditioners (AC) Fans; Cooking Appliances (Microwaves, Rice Cookers, Standing Cookers/Hobs, Hand Blenders, Choppers, Kettles); Laundry Machines; Refrigeration equipment (Chest Freezers, Refrigerators, Showcase Chillers); Television and Audio Systems (Audio systems and Speakers, Smart TVs) and Other Appliances (Automatic Voltage Regulators, Water Dispensers).

Because at DHK, we're not just keeping up with the future — we're delivering it straight to your doorstep. SPJ by DHK — where comfort is smart, quality is assured, and life just gets better every day.

Smart living isn't a privilege — it's your new standard!



ZTE – The future in your hands, today!

At DHK Investment Limited, we believe that the power of technology should be accessible, stylish, and incredibly smart. As the **National Distributor of ZTE mobile devices**, we bring the future of communication, creativity, and connectivity directly to the hands of every Kenyan. In a world driven by speed and innovation, ZTE stands tall as a global leader in next-generation mobile technology — and with DHK, that future is now just a fingertip away.

Whether you're a student navigating virtual learning, a professional managing business on the go, or a content creator pushing creative boundaries, ZTE offers the perfect fusion of seamless communication, powerful performance, and elegant design. From sleek smartphones that boast lightning-fast processors and long-lasting batteries to tablets that handle multitasking with ease, every device is crafted to match your lifestyle and ambition.

And it doesn't stop there — ZTE's line of smart accessories enhances your digital ecosystem with flair and functionality, all while delivering exceptional value. With DHK at the helm of distribution, you're guaranteed authenticity, the latest product releases, and a dependable support network that ensures a smooth tech experience from unboxing to long-term use.

At DHK, we don't just sell devices — we empower lives through technology. ZTE by DHK is more than a mobile brand — it's your daily companion, your digital toolbox, and your gateway to a smarter, faster, and more connected tomorrow.

With ZTE, the future isn't just near — it's already in your hands!



SG Grills – Where flavour meets fire!

Welcome to SG Grills, the sizzling culinary arm of DHK Investment Limited, where passion for food meets the art of flame. With flagship locations at Two Rivers Mall and Eastleigh, SG Grills invites you to step into a world where every bite tells a story — bold, vibrant, and unforgettable.

At SG Grills, we believe food is more than sustenance — it's an experience, a celebration of culture, and a moment to savour. Our menus are carefully curated to blend fire-grilled mastery with contemporary fusion, offering everything from juicy, flame-kissed meats to fresh, flavourful global dishes that ignite the senses. Whether you're craving a hearty meal, a gourmet treat, or something excitingly new, SG Grills serves it up with flair.

- **At Two Rivers Mall**, SG Grills delivers an upscale dining experience with a warm, family-friendly atmosphere. It's the perfect escape for families, foodies, and friends looking to dine in style.
- **In Eastleigh**, we serve the heart of Nairobi's culinary lovers with an urban twist. It's where rich spices, local charm, and sizzling grills come together to create authentic, mouth-watering moments.

Each plate is a promise of quality, each visit a journey into culinary excellence. SG Grills is not just a restaurant — it's a destination, where the heat of the grill meets the heartbeat of the city.

Come hungry, leave inspired!



SG Wedding Halls – Where Dreams begin in Style

Looking for the perfect venue to say “I do”? Our Wedding Halls are now open for bookings — offering elegance, flexibility, and unmatched service for your big day. Whether you envision a grand celebration or an intimate affair, we have the space to match your dreams.

At our Wedding Halls, we don't just host events — we craft unforgettable beginnings. Whether you're planning an elegant wedding, a vibrant cultural celebration, or a sophisticated corporate gala, our exquisite venues offer the perfect canvas for your imagination to come alive. Nestled in prime, easily accessible locations at Eastleigh and the Two Rivers Mall, each Wedding Hall is a blend of timeless beauty and modern luxury — designed to impress, inspire, and indulge.

From grand ballrooms with dazzling chandeliers to intimate spaces with customizable décor, our halls can be tailored to reflect your personal style and story. We offer spacious parking, top-tier amenities, ambient lighting, and flawless acoustics to ensure every detail feels effortless. Our experienced event team is on hand to support your vision — from planning to execution — so you can focus on creating memories that last a lifetime. At our Wedding Halls, every celebration is more than just a moment — it's a masterpiece.

Reserve your date today and let us transform your wedding into an unforgettable experience.

Your story deserves a spectacular stage...Let's make magic happen!



DHK Import Solutions – Elevating infrastructure...Empowering progress!

At DHK Investment Limited, we understand that great infrastructure is the backbone of thriving economies and vibrant urban landscapes. Through DHK Import Solutions, we bring Kenya the world's most advanced, reliable, and efficient infrastructure products, powering the ambitions of developers, architects, and investors across the country.

As a trusted importer of **lifts**, **generators**, and **escalators**, we don't just supply equipment — we deliver performance that keeps people and businesses moving forward. Our imported **elevators** offer sleek, secure, and smooth vertical mobility for residential towers, office buildings, and mixed-use developments, enabling accessibility with modern style and safety.

Our range of **generators** guarantees uninterrupted power, offering peace of mind in environments where reliability is not optional — from hospitals and data centres to industrial plants and retail outlets. With cutting-edge technology and energy-efficient designs, we provide backup solutions that work seamlessly and silently when it matters most.

And when it comes to moving crowds efficiently, our **escalators** are built for durability, comfort, and performance — ideal for shopping malls, transport hubs, and commercial complexes where flow matters.

Each product we import is handpicked from globally reputable manufacturers, ensuring compliance with international safety standards, robust warranties, and long-lasting value. With DHK, you're not just investing in machinery — you're investing in the infrastructure of possibility.

When your infrastructure rises.....your impact follows!



DHK Restaurant Depot – The fresh pulse of every kitchen

Welcome to the DHK Restaurant Depot — the ultimate wholesale destination where every detail of your restaurant's daily operation is covered under one roof. From the sizzling energy of the kitchen to the quiet grace of the dining table, we supply everything you need to keep your culinary business running smoothly, stylishly, and successfully.

Need groceries? We've got you covered, from farm-fresh vegetables, fruits, rice, flour, cooking oil, cereals and spices to perishables and pantry staples. But we don't stop there. Our shelves are also stocked with the often-forgotten but absolutely essential heroes of the hospitality world: toothpicks, serviettes, tissue paper, hand soap, cleaning agents, and disposable containers.

Step beyond the backroom and into your dining space - we offer a wide selection of restaurant-grade furniture including dining tables, chairs, high stools, and service counters built for comfort and durability. Equip your service team with our elegant collection of cutlery - knives, forks, spoons - and top-tier crockery including plates, bowls, and serving trays that elevate every dining experience.

Behind the scenes, our light kitchen equipment keeps your workflow seamless: chopping boards, ladles, pans, food prep containers, mixers, and blenders - everything a chef needs within arm's reach.

At Restaurant Depot, we understand the rhythm of restaurants, the rush, the repetition, the artistry. That's why we've built a hub that serves as the lifeline for Kenya's food industry.

From back-of-house essentials to front-of-house finesse — Restaurant Depot keeps your business plated for perfection.

Behind every great meal is a supply partner that understands the business of taste!



Why Choose Us?

Choosing DHK Investment Limited means choosing a partner committed to excellence, innovation, and impact. We don't just serve the market — we shape it. Here's why businesses and consumers across Kenya continue to trust us:

- ✓ **National Brand Representation** – As the exclusive national distributor for world-renowned brands like Cofe, SPJ, and ZTE, we bring global excellence to your doorstep with authenticity and reliability.
- ✓ **Uncompromising Quality** – Whether it's a high-tech CCTV system, state-of-the-art kitchen appliance, or premium cutlery set, we deliver only the best. Our products are sourced from leading manufacturers known for durability, performance, and style.

- ✓ **Customer-Centric Philosophy** – At DHK, you're not just another client — you're a partner. We listen, understand, and tailor our solutions to match your exact needs, whether you're a homeowner, business owner, or developer.
- ✓ **Innovative Distribution Network** – With a streamlined, tech-driven supply chain and countrywide logistics capacity, we guarantee timely delivery and consistent product availability wherever you are in Kenya.
- ✓ **Multi-Sector Expertise** – From cutting-edge electronics to infrastructure imports and hospitality services, our diverse portfolio positions us as a trusted leader across multiple sectors.

With DHK Investment Limited, you're not just buying a product — you're investing in a promise of excellence, powered by vision and delivered with precision.



Risk & Compliance Management

At DHK Investment Limited, we believe that sustainable growth begins with responsibility. That's why our Risk and Compliance Management Policy is not just a checklist — it's a core pillar of how we operate across every sector, from technology and infrastructure to hospitality and retail. Our policy is designed to identify, assess, and manage potential risks while ensuring we uphold all regulatory, ethical, and operational standards.

We implement proactive risk assessment frameworks that allow us to detect vulnerabilities before they become liabilities — whether financial, operational, technological, or reputational. From supplier audits and data protection protocols to staff training and customer safety measures, our risk controls are deeply integrated into our daily operations.



On the compliance front, DHK adheres strictly to local and international laws, industry best practices, and the specific regulatory requirements of each sector we operate in. We promote a culture of integrity and accountability across all levels of our business, empowering every team member to act with transparency and due diligence. By embedding compliance into our DNA and embracing risk as a strategic opportunity for resilience, DHK Investment Limited stands as a trustworthy, future-ready partner in every transaction we undertake.

Sustainability & Corporate Responsibility

At DHK Investment Limited, we believe that true success is measured not just in profits, but in the positive impact we leave behind. Our Sustainability and Corporate Social Responsibility (CSR) Policy is rooted in a deep sense of purpose — to operate responsibly, uplift communities, and safeguard the environment for generations to come.

We are committed to reducing our ecological footprint through energy-efficient operations, responsible sourcing, and eco-friendly packaging across all our business divisions. Whether it's through promoting sustainable appliances, reducing plastic waste, or adopting green logistics, we ensure that innovation goes hand-in-hand with environmental stewardship.

But our responsibility doesn't end there. DHK actively invests in the communities we serve by supporting education, youth empowerment, local entrepreneurship, and food security initiatives. From offering job opportunities to underrepresented groups to supporting local farmers through our Restaurant Depot, we embed impact into every layer of our enterprise.



Our CSR approach is not a side project — it's a central strategy. It reflects our unwavering belief that business can be a force for good. At DHK Investment Limited, we don't just build brands — we build better futures, one ethical decision at a time.

Our Future Outlook

At DHK Investment Limited, the future isn't something we wait for — it's something we actively shape. Our journey has only just begun, and the road ahead is paved with bold ambition, smart expansion, and an unwavering drive to push boundaries.

We envision a future where DHK becomes a regional powerhouse, not just representing the world's most trusted brands, but developing home-grown innovations that compete on the global stage. With Kenya as our Launchpad, we're exploring opportunities across East Africa — scaling our distribution networks, expanding our retail and hospitality footprints, and investing in technology-driven solutions that meet the evolving demands of modern living.

From smarter homes to more connected communities, from energy resilience to intelligent infrastructure, DHK is poised to lead the charge. Our upcoming ventures include digital platforms for seamless B2B ordering, AI-powered logistics for real-time delivery tracking, and eco-friendly product lines that align with tomorrow's sustainability goals.

Guided by a passionate team, a culture of excellence, and an ever-growing customer base, we're not just planning for the future — we're building it, one innovation at a time. With DHK, the best is not just ahead — it's already taking shape.

“

The future is an unknown,
but a somewhat predictable
unknown. To look to the
future we must first look
back upon the past. That is
where the seeds of the future
were planted.

— ALBERT EINSTEIN





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