



# MAISHA MEDICAL SUPPLIES COMPANY PROFILE

2025

The leading biomedical Supplies firm in  
the Pearl of Africa.

# About Our Company

We are Importers, Agents, Marketers & Distributors of Quality Medicines, Medical supplies, Laboratory supplies, Hospital Furniture, General Hospital Equipment, and Medical/Vaccine refrigerators (Electric and Solar powered).

In pursuit of high-quality products, Maisha only partners with WHO-GMP /National Drug Authority/Uganda National Bureau of Standards Approved suppliers. We also offer related logistical Services to a wide range of clients in the Public Sector, Not For Profit (NFP) Sector and Private for Profit (PFP) Sector.

From inception, Maisha Medical Supplies Ltd has grown and expanded its market coverage over the last 10 years to become a leading medical supplier to the Government of Uganda and the Private Sector through provision of medical sundries, disposables, consumables, hospital furniture through ensuring we meet QUALITY standards in a TIMELY delivery manner with VALUE to our clients.



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# Chairman's Statement

Dear Valued Stakeholders,

On behalf of the Board of Directors, I am proud to present our journey at Maisha Medical Supplies Ltd – a testament to our unwavering commitment to transforming healthcare delivery across Uganda and beyond.

Over the past decade, Maisha Medical Supplies has emerged as a pivotal force in the medical supply ecosystem, bridging critical gaps in healthcare accessibility and quality. Our strategic approach has consistently focused on three fundamental principles: uncompromising quality, timely delivery, and exceptional value to our clients.

We have distinguished ourselves by serving a diverse range of sectors – public, non-profit, and private – with a comprehensive portfolio of medical supplies. From essential medical sundries and disposables to critical hospital furniture and equipment, our range reflects our comprehensive understanding of healthcare infrastructure needs.

Our commitment to excellence is validated by our adherence to the most rigorous international and national standards. Approvals from WHO-GMP, the National Drug Authority, and Uganda National Bureau of Standards underscore our dedication to maintaining the highest quality benchmarks in every product we supply.

As we look to the future, Maisha Medical Supplies is not just a supplier, but a strategic partner in healthcare development. We are continuously evolving, investing in innovative solutions, and expanding our reach to ensure that quality medical supplies reach even the most remote healthcare facilities.

We extend our deepest gratitude to our clients, partners, and team members who have been instrumental in our growth. Together, we are not just supplying medical equipment – we are supporting life-saving healthcare across Uganda.

**Igal Mohammad Ali**  
*Chairman, Board of Directors*



# Vision

Our quest is to be revealed, inspired and preserved as the best valued, most reliable and preferred healthcare solutions provider in Uganda.

# Mission

To provide medical and non-medical based solutions to enable people have healthy lives.

We are working persistently to provide more advanced healthcare products as well as assisting health care providers with their careers, while adhering to our ethical values and respecting social and environmental concerns. This is positively reflected in our customers satisfaction, excellent teamwork performance and high-quality business sector.

## CORE VALUES

Professionalism  
Creativity  
Trust  
Staff rights  
Customer satisfaction  
Focusing on our client's advice  
Belief in our mission  
Supporting leaders to achieve vision



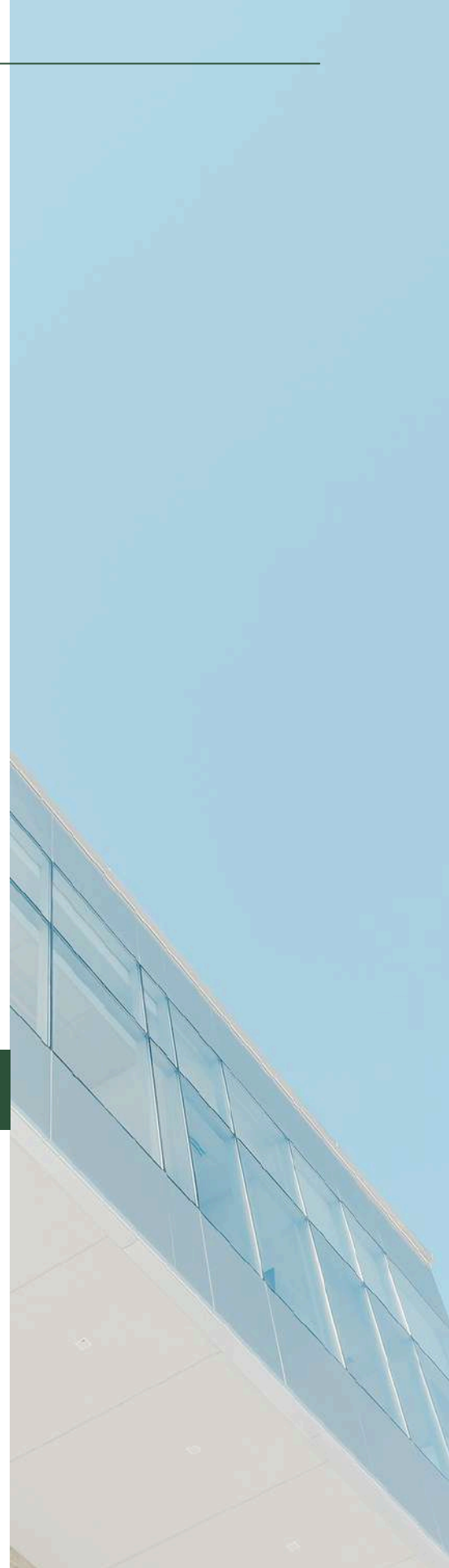
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# Our Story



Founded in 2010, Maisha Medical Supplies has grown into a trusted leader in the importation and distribution of high-quality medicines, medical equipment, and consumables. We have built a reputation for delivering affordable, internationally certified products to both private and public healthcare sectors. Today, we proudly serve a wide network of medical facilities and public health institutions, earning the trust of healthcare professionals across the region. From sourcing to distribution, our commitment to quality, affordability, and excellence ensures that we remain the preferred partner in healthcare solutions.

Over the course of the past 3 years, the Maisha family has managed to triple (3x) the annual revenue of the company and this can all be directly credited to the strong work ethic and co-ordination of the various members that make up the Maisha Family.

- 01 Commitment to projects
- 02 Adherence to deadlines
- 03 Excellent financial outcomes
- 04 Continual progress
- 05 Patient safety
- 06 Healthcare provider development.
- 07 Finding the best solution for any medical problems.

All our clients can expect the same level of dedication and commitment from Maisha Medical Supplies.



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# CORPORATE SOCIAL RESPONSIBILITY

As a for-profit established company, our philosophy prompts us to give back and share some of our profits with the less privileged in our society and community. We have thus supported the Rubaga based Bakateyamba elders home, Sanyu Babies home and supported health camps throughout the country whenever approached

## Community

Maisha Medical Supplies is dedicated to giving back to the community. We support initiatives like the Bakateyamba Elders Home, Sanyu Babies Home, and health camps nationwide, ensuring care for the less privileged and fostering a healthier, inclusive society.

## Environment

We prioritize environmental sustainability by adopting eco-friendly practices, reducing waste, and promoting energy efficiency. Our goal is to minimize our environmental impact while contributing to a healthier planet.

## Charity

Through charitable efforts, we support health, education, and social welfare causes. From orphanages to medical camps, we aim to uplift vulnerable communities and create lasting positive change.



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# Our Team

We believe our people are the most important asset of our company. Our team is made up of passionate individuals who are highly trained, experienced and self-driven to fulfill the challenging demands of the healthcare industry.

We offer attractive remuneration packages which enable us retain this exceptional pool of talents. In addition, we take our employees through regular intensive learning and development programs to ensure they are up-to-date with industry practices, work ethics and latest trends in the healthcare industry.

We have put in place an effective Occupational Health and Safety Policy OHS. Staff are trained to manage health and safety within the work place as stipulated in our Quality Manual of the ISO 9001: 2015 Certification. The policy spells out our commitment to steps, arrangements and systems that have been put in place to comply with National Health & Safety legislation



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# Competitive Advantage

Quality Delivery with Value

## QUALITY

As an ISO Certified Company we ensure that our products are of acceptable WHO GMP standards from reputable suppliers who give priority to quality assurance standards and are accepted by Uganda's National Drug Authority & Uganda National Bureau of standards.

## VALUE

As a company operating in Africa's sub Saharan region we ensure a fair return of value to our stakeholders that include affordability to clients and customers, payment of taxes and timely bills to our stakeholders and returns to our shareholders

## DELIVERY

As a company operating in an industry that saves life and restores happiness in populace; we are aware of the urgency that demands of us in the industry there in invested resources and response to cut down client timely delivery.



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# Partnerships

Maisha fosters partnerships with companies that, like us are committed to the manufacture and delivery of high quality Medicines, Medical Equipment and Consumable

Shobikaa



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# Partnerships



**NMS**  
MEDICAL LOGISTICS  
Passionate about your Life



**JMS**  
JOINT MEDICAL STORE



THE REPUBLIC OF UGANDA  
MINISTRY OF HEALTH

**LIKAMED**  
INSTRUMENTS

**TOSHIBA**  
**MEDICAL**

  
**Interacoustics**  
 **gsi**  
Grason-Stadler  
**Alcon**  
a Novartis company

**Canon**



**KAVO**  
Dental Excellence



 **DÜRR**  
**DENTAL**

 **NIPRO**

**PHY**  
**SIO**  
**MED**

  
**TAKAGI**

 **inventis**  
Audiology & Balance



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# Partnership Spotlight



Through a strategic partnership with **Eldawlia Industries**, Maisha Medical Supplies Limited is poised to expand its footprint in the healthcare sector by venturing into the manufacturing of medical supplies, in addition to its established role as a leading supplier of biomedical products in Uganda.

**Eldawlia Industries**, with its global manufacturing and distribution network, brings unparalleled expertise and resources to this collaboration. With primary manufacturing facilities in Egypt, a dedicated suture production plant in Turkey, and a strategic hub in Uganda serving East Africa and beyond, **Eldawlia's** global positioning complements Maisha's local market dominance. This partnership not only enhances Maisha's capacity to provide high-quality medical equipment and supplies but also strengthens its ability to deliver cost-effective, locally manufactured solutions, reducing reliance on imports and fostering self-sufficiency in the region. Together, **Maisha and Eldawlia** are set to revolutionize the medical supply chain in East Africa, ensuring accessibility, affordability, and innovation in healthcare delivery.



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# Partner Product Spotlight\*

**PENTAX®**  
MEDICAL

**SEE THE FUTURE  
THROUGH EVERY  
ENDOSCOPE  
GENERATION**



## **PENTAX Medical INSPIRA™ Video Processor**

The bridge for legacy endoscopes to next level image quality.

The gateway to tomorrow's cutting-edge technology in diagnosis and therapy.

\*These products are not produced by Maisha Medical Supplies, but by our partners.  
Feel free to reach out to us for any queries. Contact details are availed below.



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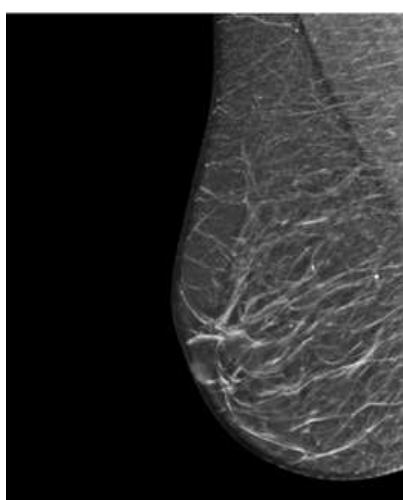
# Partner Product Spotlight

## TRIPLE SCAN ANGLE FOR TOMOSYNTHESIS



The new top-of-the-line Helianthus digital mammography system, the DBT version, is already configured for all mammography procedures including tomosynthesis.

It is easily upgradable with cutting-edge biopsy techniques in tomosynthesis and contrast mammography (DualEnergy)



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# Partner Product Spotlight



## Aplio Flex

With its outstanding image quality, robust design and intelligent workflow, Aplio flex offers you rock-solid performance for all your daily imaging tasks and beyond.



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# Partner Product Spotlight



## Aquilion CT

With its outstanding image quality, robust design and intelligent workflow, Aplio flex offers you rock-solid performance for all your daily imaging tasks and beyond.



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# Partner Product Spotlight



## IMAGINA i10c Endoscopes

As a part of the IMAGINA platform, the i10c video endoscopes were developed by integrating feedback from doctors worldwide to create a solution made for your needs.

State of the art diagnostic outcome with latest imaging technology

- HD+ image sensor to provide clear and natural images for your diagnostic needs.
- LED illumination designed to control temperature delivers high-level in depth and near focus brightness and sends the heat from the distal tip to backwards.



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# Partner Product Spotlight



## Alcon Wavelight EX500



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# Partner Product Spotlight



## SURDIAL™ DX Hemodialysis System



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# Partner Product Spotlight



## Kavo



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# Partner Product Spotlight



## Physiomed



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# Closing Remarks

Maisha Medicals has been retained for over 9 years as one of the largest medical supplier to the Government of Uganda through National Medical Stores (NMS).

We are also a major supplier to the faith based Joint Medical Stores as well as a referral Supplier to NGOs and Private for Profit institutions countrywide.

Maisha is also well positioned as a distributor of choice with the right marketing, pricing and sales strategies that are tailored to the Ugandan private pharmaceutical market. Our team of experienced sales and marketing representatives employ ethical marketing principles to help grow our partners brands into market leaders.

Join us, and together, we will make the world a better place.



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