Rasasa®

COMPANY PROFILE 2026

Driving the transition to cleaner, smarter cooking across Africa.

We make modern, energy-efficient electric cooking accessible, affordable and practical for every household, business and institution.







Rahisi. Safi. Salama.

Rasasa Africa · a brand of Gre-eco Tanzania Limited
Mbezi Makonde, Block 1A, Dar es Salaam, Tanzania

01

SISI NI NANI

Who we are

Connecting clean energy with everyday cooking.

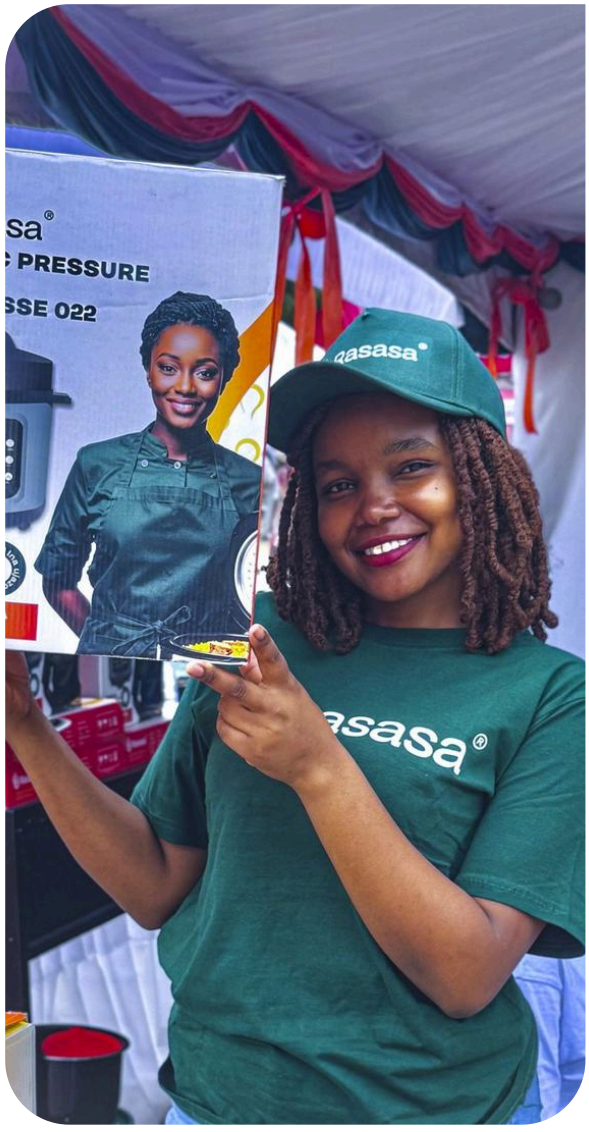
Rasasa Africa is a clean cooking and energy solutions company making modern electric cooking accessible, affordable and inclusive for every community. We are a brand of **Gre-eco Tanzania Limited**.

We believe access to electricity should deliver more than lighting and power. It should also transform the way families prepare their everyday meals, improving health, saving time, reducing household energy costs and contributing to a cleaner environment.

We aim to accelerate the transition to modern electric cooking. Through innovative technology, consumer awareness, strategic partnerships, market development, data-driven insight and inclusive financing, we help more households and institutions adopt cleaner, safer and more efficient cooking.

> **Access to clean cooking is a pathway to better health, economic empowerment, gender equality, environmental sustainability and a better quality of life.**

- Improved health
- Economic empowerment
- Gender equality
- Environmental sustainability
- Quality of life



A Rasasa team member with the Rasasa Electric Pressure Cooker.

Where we are going.

OUR MISSION

To expand access to modern electric cooking solutions that improve lives, reduce environmental impact, empower communities and contribute to a more sustainable and inclusive energy future for Africa.

OUR VISION

To be Africa's leading inclusive clean cooking solutions provider, enabling millions of people to access safe, affordable and sustainable cooking technologies that transform lives and communities.

OUR STORY

From an idea to a movement for modern cooking.

Africa's energy transition is not complete when electricity reaches a household. It becomes meaningful when that electricity improves everyday life.

For millions of families, cooking remains one of the most important daily uses of energy. Traditional cooking can consume valuable time, raise household costs and contribute to indoor air pollution and environmental pressure. Rasasa Africa was created to be part of the solution.



WE STARTED WITH A SIMPLE QUESTION

"How can we make modern electric cooking practical for everyday African households?"

03

SAFARI YETU

Our journey

From an idea to a movement.

Our journey has grown from introducing electric cooking technology to building partnerships, running community demonstrations, supporting consumer education, exploring innovative financing and creating more inclusive ways to access clean cooking.

01

Electric cooking technology

We introduced modern electric cooking to Tanzanian homes.

02

Partnerships

We built partnerships with utilities, development partners and industry.

03

Community demonstrations

We showed families electric cooking with the meals they know.

04

Consumer education

We helped people understand and confidently use the technology.

05

Innovative financing

We explored ways to make appliances affordable up front.

06

Inclusive access

We created more inclusive ways for people to access clean cooking.

TODAY, WE GROW WITH ONE AMBITION

To help make clean, modern and inclusive cooking accessible to more people across Africa.







Impact you can count.

Our success is measured not only by the number of products distributed, but by the positive impact we create for people, communities and the environment.

5,000+
Appliances reached

13,000+
Households reached

7+
Regions reached

4,500+
Women reached

16,700+
People reached through awareness

12,500+
tCO_2e estimated annual climate impact

Figures as reported by Rasasa Africa, 2026. Climate impact is an estimate.





Community demonstrations with TANESCO and through the UNCDF CookFund Programme.

We build an ecosystem around modern cooking.

Our work goes beyond distributing appliances. We help people understand, access, afford and confidently use electric cooking.

1. **Understand**
2. **Access**
3. **Afford**
4. **Use with confidence**

Modern inclusive electric cooking

Electric cooking solutions that make cooking cleaner, faster, safer and more convenient.

Inclusive energy access

Everyone should take part in the clean energy transition. Our approach intentionally considers women, youth, persons with disabilities and underserved communities.

Climate and environmental impact

Supporting the shift to cleaner cooking, for less dependence on traditional cooking fuels and stronger environmental sustainability.

Market development

We work with communities, businesses, institutions and partners to raise awareness, demonstrate the technology and build consumer confidence.

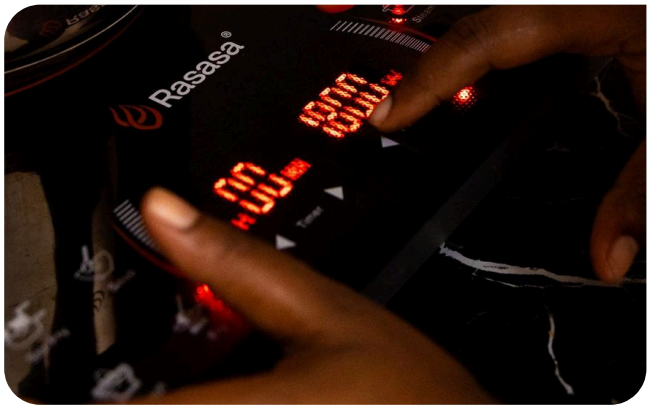
Innovative financing

Partnerships and financing models that tackle one of the biggest barriers to adoption, the upfront cost.

Data and digital monitoring

We use data to understand customers, monitor activities, measure adoption and strengthen product use.





Technology that fits everyday life.

Technology creates real impact only when it is accessible, affordable and relevant to people's everyday lives.









INDUCTION

Rasasa Induction Cooker

The Rasasa Induction Cooker brings modern electric cooking into the everyday kitchen. Designed for households that want a cleaner, safer and more efficient way to cook, it removes the smoke of traditional cooking and makes daily meals fast and convenient, from breakfast to dinner.

WHY CHOOSE THE RASASA INDUCTION COOKER

- Smart metering that tracks usage
- Smoke-free cooking
- Fast and energy-efficient
- Easy-to-use modern technology
- Suitable for everyday meals
- Inclusive product demonstrations and customer support

Less time cooking, more time living.









ELECTRIC PRESSURE COOKER

Rasasa Electric Pressure Cooker (EPC)

The Rasasa EPC makes cooking faster and saves time, using one unit of electricity for more than three meals. Efficient, convenient and modern, it helps people spend less time cooking and more time on what matters most. It is ideal for foods that take a long time to cook, such as beans, rice, stews and cereals.

1 unit of electricity for 3+ meals

IDEAL FOR

- Households
- Women-led businesses
- Schools
- Institutions
- Small businesses
- Modern kitchens

KEY BENEFITS

- Faster cooking times
- Convenient one-pot cooking
- Energy-efficient operation
- User-friendly controls
- Suitable for a variety of meals
- Reliable and durable design

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KUTOKA JIKONI

From our kitchen

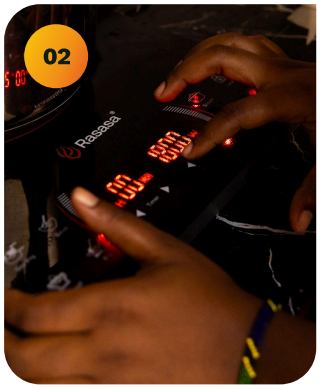
One meal, four simple steps.

Ugali, maharage, nyama and fresh mboga. The meals families already love, cooked clean on one plug.



Prepare

Fresh vegetables chopped, the pot on the induction plate. No charcoal to light.



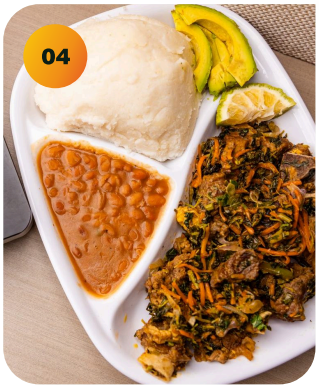
Set

Choose the power and timer on the touch panel. The cooker does the watching.



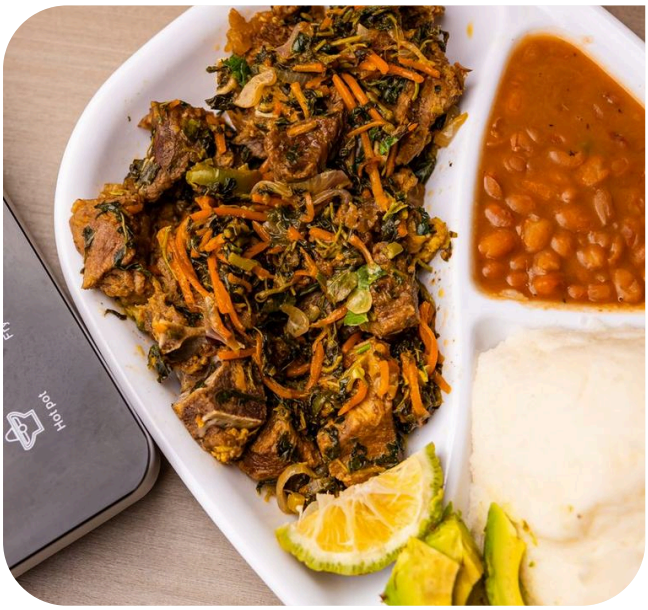
Cook

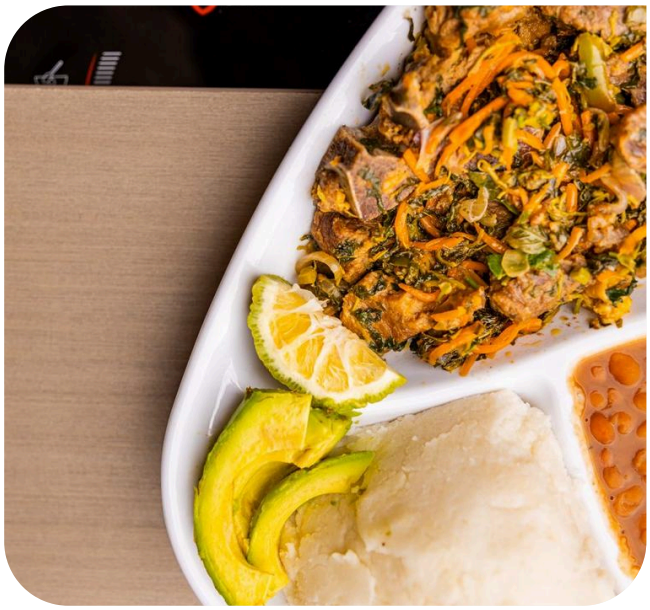
Even heat straight into the pot, with no smoke in the kitchen.



Serve

A full family meal on the table, faster and cleaner.





Real meals cooked on Rasasa: ugali, maharage, nyama and fresh mboga.

08

MALENGO YA DUNIA

Sustainable Development Goals

Measured by lives changed, not boxes shipped.

Our success is measured not only by the number of products distributed, but by the positive impact on people, communities and the environment.



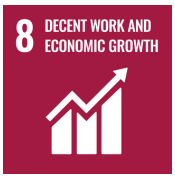
No Poverty

Helping households cut cooking costs while creating income and jobs through the clean cooking value chain.



Gender Equality

Empowering women through clean cooking technology, entrepreneurship and economic opportunity.



Decent Work and Economic Growth

Creating jobs, supporting entrepreneurs and strengthening local clean energy markets.



Climate Action

Cleaner cooking practices that reduce environmental impact and promote sustainable energy use.



Good Health and Well-Being

Smoke-free cooking for healthier homes and better well-being.



Affordable and Clean Energy

Expanding access to modern, reliable and sustainable electric cooking.



Reduced Inequalities

Making sure women, youth, persons with disabilities and underserved communities are part of the clean energy transition.







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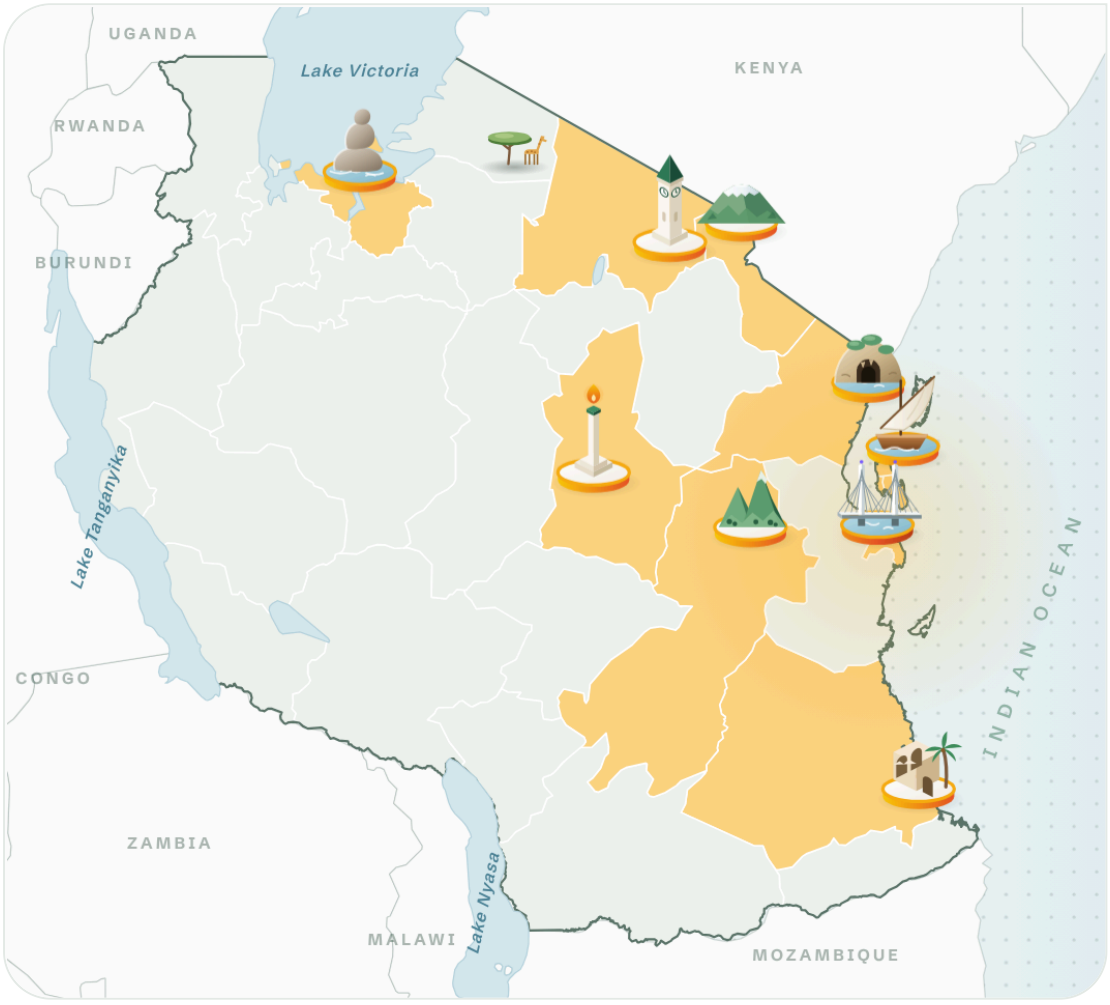
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TULIPO

Where we are

Starting in Tanzania. Built for Africa.

Our journey starts in Tanzania, but our ambition goes beyond borders. We are building partnerships and solutions that can support Africa's wider transition to modern energy cooking.



WHERE WE WORK TODAY

- **Dar es Salaam (HQ)**
- **Dodoma**
- **Morogoro**
- **Arusha**
- **Mwanza**
- **Lindi**
- **Zanzibar**
- **Kilimanjaro**
- **Tanga**

And other communities we serve.

Our work keeps growing through partnerships, demonstrations, customer engagement and clean cooking programmes across the country.

Each location is marked by a landmark of the region. The shaded areas are the regions where we work.

Stronger together.

We work with utilities, development partners and industry bodies to turn electricity access into clean cooking access.

TANZANIA ELECTRIC SUPPLY COMPANY (TANESCO)

Turning electricity access into clean cooking access.

Our partnership with TANESCO is helping transform electricity access into clean cooking access for households across Tanzania.

Together, we are advancing solutions that make electric cooking more affordable and accessible, including the On-Bill Financing (OBF) model, which lets households acquire modern electric cooking appliances through flexible payments.

Beyond financing, we collaborate on community outreach, awareness campaigns, product demonstrations and consumer education that show the benefits of electric cooking.

On-Bill Financing **Community outreach** **Consumer education**





UNCDF EU

UNITED NATIONS CAPITAL DEVELOPMENT FUND (UNCDF)

Accelerating clean cooking through the CookFund Programme, supported by the European Union.

Since 2025, Rasasa Africa has partnered with UNCDF through the CookFund Programme, an initiative to accelerate the adoption of electric cooking at household level across Tanzania.

Through the programme, households have benefited from subsidised electric cooking appliances, making modern cooking more affordable and accessible.

Together, we are showing that electric cooking is a practical, reliable and sustainable choice for Tanzanian families, while supporting the country's clean energy and climate goals.

CookFund **Subsidised appliances** **Since 2025**

Stronger together.

SNV

Making clean cooking more affordable and accessible.

We worked closely with SNV to expand access to modern electric cooking through targeted subsidy mechanisms and market development.

By reducing the upfront cost of electric cooking appliances, the partnership makes clean cooking more affordable for households and supports wider adoption of energy-efficient cooking.

Targeted subsidies **Market development**





MODERN ENERGY COOKING SERVICES (MECS)

Accelerating the adoption of modern energy cooking.

Rasasa Africa has partnered with Modern Energy Cooking Services (MECS) to advance the transition to clean and modern cooking across Tanzania.

Through this collaboration, we took part in the PIKA SMART Phase I Awareness Campaign across several regions, showing households how electricity can be used for everyday cooking.

PIKA SMART Phase I

Awareness campaign

TANZANIA RENEWABLE ENERGY ASSOCIATION (TAREA)

A proud Corporate Member.

Rasasa Africa is a proud Corporate Member of TAREA, a leading platform promoting renewable and sustainable energy across Tanzania.

Through TAREA, we engage with industry stakeholders, policymakers, private sector actors and development partners to advance clean cooking, renewable energy and sustainable energy access, and to build an environment that supports innovation, investment and growth.

Corporate member

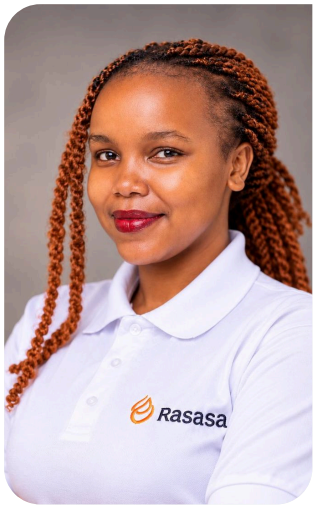
Industry engagement

People who know clean energy.

Experience in clean energy, operations and finance, backed by an advisory board from the renewable energy sector.

RS





CM

Robert Solomon

MANAGING DIRECTOR

10 years in clean energy. Former director at Burn Manufacturing.

Maria Matage

HEAD OF BUSINESS OPERATIONS

8+ years across FMCG, e-cooking scale-up and distribution, and fintech. Leads partnerships, sales and operations.

- Partnerships
- Sales
- Operations

Brenda Pallangyo

HEAD OF FINANCE

Professional accountant. Leads budgeting, financial reporting, tax and audit.

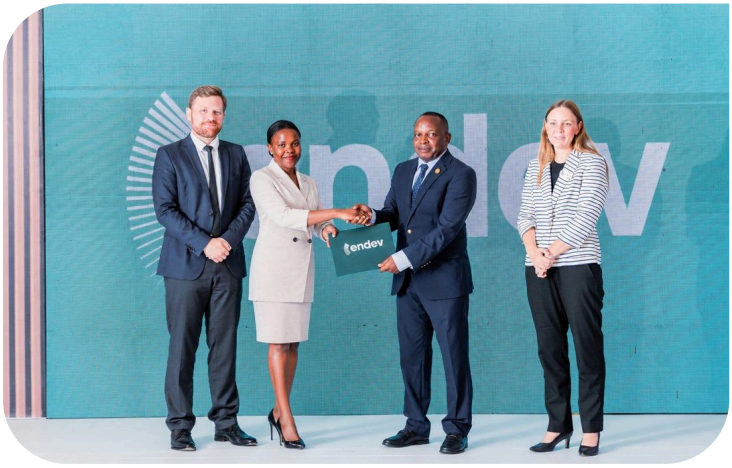
- Budgeting
- Financial reporting
- Tax and audit

Cecilia Manu

ADVISORY BOARD

Over 12 years in the renewable energy sector.

- Renewable energy
- Advisory





The Rasasa team with partners and customers at community events.

Let's build the future of clean cooking together.

Whether you want to support clean cooking adoption, finance appliances, distribute technology, develop a project, generate evidence or invest in clean energy, we want to hear from you.

Government institution
Support clean cooking adoption and national clean cooking goals.

Development partner
Develop a project that reaches households with measurable impact.

Investor
Invest in the future of clean energy and a growing local market.

Financial institution
Finance appliances so more families can afford to switch.

Technology company
Distribute technology and bring efficient cooking to more homes.

Research institution
Generate evidence on adoption and impact of electric cooking.

TUZUNGUMZE · LET'S TALK

Your partnership could help move clean cooking from possibility to reality for more people.

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