

MERGER DECISION NO 39: 2025

Notice in Terms of Section 53(4) (a)(ii) of the Competition Act 2018

DECISION ON THE ASSESSMENT OF THE PROPOSED ACQUISITION BY NIDHEESH SHARMA AND PRANJALI SHARMA OF 100% OF SHAREHOLDING IN CAMP FIRE INVESTMENT (PTY) LTD

Introduction of the Merging Parties

Pursuant to section 53(4)(a)(ii) of the Competition Act 2018 (“the Act”), notice is hereby given on the decision made by the Competition and Consumer Authority (“the Authority”) in relation to the proposed acquisition by Nidheesh Sharma and Pranjali Sharma (“the Sharmas” or the “Acquiring Enterprise”) of 100% of shareholding in Camp Fire Investment (Pty) Ltd (“Camp Fire” or “Target Enterprise”).

The Acquiring Enterprise is made up of two individuals, a male and female of full legal capacity. The Acquiring Enterprise is therefore not controlled by any other business. On the other hand, the Target Enterprise is registered in accordance with the Laws of Botswana, and it is not controlled, nor does it control any firm.

Relevant Markets

An assessment of the markets of the Merging Parties has revealed that Camp Fire is a manufacturer of detergents, polish, industrial cleaners, enzymes, agrochemicals, pesticides, lab chemicals and it is engaged in the distribution of lab instruments and other specialised products, absorbents and environmentally friendly products, including chemicals like Nitric, Sulphuric, Caustic Soda and special products in Bulk and small packs. On the other hand, the duo who comprise the Acquiring Enterprise jointly control various companies registered in Botswana which are engaged in business activities that are not related to that of the Target Enterprise.

Competitive Analysis and Public Interest

The transaction under assessment is not expected to substantially lessen competition, restrict trade or the provision of services nor endanger the continuity of supplies in the

relevant market or in any market in Botswana. Furthermore, the approval of the Proposed Transaction will not result in an acquisition of a dominant position by the Merged Entity or by any enterprise in the market under consideration or any other market in Botswana. The assessment has also discovered that there are alternative service providers in the relevant market.

Based on the assessment findings, the structure of the relevant market is not expected to change upon implementation of the proposed merger, and the proposed transaction is not likely to result in a substantial lessening of competition, contribute to acquisition of dominance nor endanger the continuity of service in the market under consideration. Furthermore, the proposed merger will not have any negative effect on public interest matters in Botswana as per the provisions of section 52(2) of the Act.

The Determination

The Authority determined through the analysis of the facts of the merger that the structure of the relevant market will not change in Botswana upon the implementation of the proposed merger.

Pursuant to the provision of section 53 of the Act, the Authority has unconditionally approved the proposed acquisition by Nidheesh Sharma and Pranjali Sharma, of 100% of shareholding in Camp Fire Investment (Pty) Ltd.

However, as stated under section 61 of the Act, this approval does not override or negate any other mandatory statutory approvals or processes that any of the parties to this merger must comply with under the Laws of Botswana.

Dated at Gaborone on this 10th day of November 2025.

Gideon G. Nkala, Chief Executive Officer, Competition and Consumer Authority, P/Bag 00101, Gaborone, Plot 28, Matsitama Road, Tel: 3934278 Fax: 3121013