

**BITC 6/34/1 V (20)**

29<sup>th</sup> April 2015

**Head Office**  
Private Bag 00445,  
Gaborone, Botswana  
Plot 54351, Central  
Business District (CBD)  
Gaborone, Botswana  
T +267 363 3300  
F +267 318 1941  
[www.bitc.co.bw](http://www.bitc.co.bw)

**TO WHOM IT MAY CONCERN**

**RE: ENDORSEMENT OF BRASTORNE ENTERPRISES (PTY) LTD FOR MAGRIC**

This letter serves to endorse Brastorne Enterprises (Pty) Ltd for the mobile application which they have invented called mAgri.

mAgri is a mobile application intended to transform the way the farming community interacts. It allows all farmers (including the mostly underserved in remote villages) to market their products and services across the country. This powerful tool will allow service providers, and other users to create their own mobile stores, and allow farmers to search for and compare prices on hundreds of products and services. Using any phone (including simple phones e.g. Sedilame) from anywhere. These farmers will be connected to updates (news and announcements) from Ministry of Agriculture, merchants (BMC, BAMB, Agri Shop etc) other farmers, buyers and sellers both nationally and internationally. They will also be able to trade between other farmers and merchants and request short term loans from financial institutions, thus creating a comprehensive eco-system for the agricultural community

Brand Botswana believes that this form of marketing will mostly benefit the youth and underserved communities who have struggled to obtain market share in the highly competitive agriculture markets dominated by the older generation. It will drastically help create employment for Batswana by helping farmers to become more self-reliant and less dependent on Government hand-outs. This application has regional reach into other countries in Africa, giving Batswana access to domestic and international markets.

Through this mobile application, Brand Botswana is confident that application will go a long way to position Botswana as an innovative and transformative country.

Kindly assist them with their request.

Yours Faithfully,

**Board Members**  
V.J. Senye  
(Chairman)  
E. Matenge-Sebesho  
(Vice Chairman)

W.T. Makwinja  
E. Richard-Madisa  
E.V. Kanaimba-Senai  
T. Dambe  
C.R. Garland  
B.K. Molosiwa



BAME MOREMONG  
**DIRECTOR, BRAND BOTSWANA – NATIONAL PORTFOLIO**