

Choppies ranked amongst Botswana's most admired brands



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Despite its recent, well-documented troubles, Choppies Enterprise Ltd has emerged as the most admired brand listed on the Botswana Stock Exchange.

The retail chain was also ranked as the second most admired local brand in Botswana – behind Lobatse-based clothing label, All Kasi – in the 2020 Brand Africa 100 Survey.

Last Thursday, Thebe Ikalafeng, Founder and Chairman of Brand Africa handed over the award to Choppies representatives during a webinar hosted to declare Africa's Best Brands for Botswana.

The aim was to award local brands that have been recognized by the public as brands that are distinguished, whilst adding value and making a difference within the country.

Established in 2010, Brand Africa 100: Africa's Best Brands is a Pan African survey and ranking of brands across Africa.

Upon receiving the award, Choppies Enterprises Ltd's CEO, Ram Ottappathu, said, "We dedicate these awards to Choppies customers and our hardworking employees. This award is yet another recognition of our commitment to making the lives of our customers and the communities where we operate."