

**MERGER NOTICE NO 31: 2025****THE PROPOSED ACQUISITION OF CERTAIN BUSINESS ASSETS OF  
DE BEERS HOLDINGS PROPRIETARY LIMITED BY ARMA HOLDING  
INVESTMENT PROPRIETARY LIMITED**

Pursuant to section 49(1) of the Competition Act 2018 (the “Act”), the Competition and Consumer Authority (“the Authority”) has received a merger notification for the proposed acquisition of certain business assets of De Beers Holdings Proprietary Limited (“De Beers Holdings” or the “Target Enterprise”), particularly a piece of land being Lot 7387, Gaborone, together with the buildings and improvements thereon and its associated material agreements (collectively the “Target Property”), by Arma Holding Investment Proprietary Limited (“Arma Holding” or the “Acquiring Enterprise”).

Arma Holding is a limited liability company registered in accordance with the laws of Botswana. The Shareholders of Arma Holding are Imraan Allie, Mohammed Fazel Allie, Muhammad Allie and Omar Allie. The Acquiring Enterprise does not control any entity in Botswana. Arma Holding is an investment holding company which is involved in the letting of commercial and industrial real estate. Save for two single use residential properties, the bulk of the Acquiring Enterprise’s property portfolio consists of industrial and commercial units.

The Board of Directors of Arma Holding are Gairoonniesha Allie, Monira Bibi Allie, Rahima Bibi Allie, Imraan Allie, Omar Allie, Mohammed Fazel Allie and Muhammad Allie.

De Beers Holdings is a limited liability company registered in accordance with the laws of Botswana. De Beers Holdings is wholly owned and controlled by De Beers Exploration Holdings Limited (“De Beers Exploration”), a private company incorporated in Jersey. De Beers Holdings is part of the De Beers Group, which is involved in the diamond industry, including mining, exploration, retail, inscription, grading, trading and industrial diamond manufacturing. The Target Enterprise is also involved in the letting of the Target Property. The Target Property is the only residential property under the De Beers Holdings portfolio.

The Directors of De Beers Holdings are Otsile Eunice Mabeo, Christopher Moemisi Mokgware, Wilhelmina Pelchardt Minnie, Niranjana Cumuran Mylvaganam and Michael John Roberts.

According to section 50 (3) of the Act, “any person, including a third party not a party to the proposed merger, may voluntarily submit to the investigator or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger.”

The Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from the date of this publication to the following address:

Director, Mergers and Monopolies  
Competition and Consumer Authority  
Private Bag 00101  
Plot 28, Matsitama Road, Main Mall  
Gaborone  
Tel: +267 3934278 Fax: +267 3121013  
Email: [mergers@cca.co.bw](mailto:mergers@cca.co.bw)