



10,000 families with Ramadan Boxes from B.TECH in partnership with the Egyptian Food Bank

Cairo, Egypt

April 12, 2022

B.TECH is the largest omnichannel consumer electronics retailer in Egypt and the sole distributor of blue-chip home appliances brands.

In addition, B.TECH announced its initiative to support 10,000 families during the month of Ramadan in cooperation with the Egyptian Food Bank by providing 10,000 food boxes as part of the company's social responsibility program and strategy to achieve sustainable development goals.

Dr Mahmoud Khattab, Chairman and Managing Director of B.TECH, said: "We enjoy a long-term and fruitful partnership with the Egyptian Food Bank; supporting Egyptian citizens and society, achieving sustainable development, and providing community protection programs to reach that eligible throughout Egypt.

This partnership is part of B.TECH's long-term corporate social responsibility investments, which amounted to EGP 122 million from 2017 until this year. In addition, we allocated EGP 28 million for social investments in 2022 alone, with an increase of EGP 3 million compared to last year."

B.TECH embraces an ambitious Growth strategy aimed at reaching all governorates. Moreover, creating new job opportunities for the youth. B.TECH store network boasts more than 120 branches in 25 governorates. Furthermore, it continues to provide its proprietary instalments service "Mini Cash", a prominent feature that has been widely popular since its inception in the Egyptian market.

For media inquiries, please contact:

Maged Ali

+20 1023 331586

maged.ali@publicistinc.com