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18 May 2026

CCC Merger Inquiry Notice No. 28 of 2026

## **Notice of Inquiry into the Proposed Acquisition by Taarifa Ltd of NPRT Holdings Africa Limited**

It is hereby notified in terms of Regulation 44(11) of the COMESA Competition and Consumer Protection Regulations (the “**CCCPR**”) that the COMESA Competition and Consumer Commission (the “**CCCC**”), after receiving a notification in terms of Regulation 42 of the CCCPR regarding the proposed acquisition by Taarifa Limited (“**Taarifa**” or the “**Acquiring Firm**”) of NPRT Holdings Africa Limited (“**NPRT**” or the “**Target Firm**”), intends to embark on an inquiry in terms of Regulation 47 of the CCCPR. Taarifa and NPRT are collectively referred to as (the “Parties”).

The parties submitted that the Acquiring Firm is a newly incorporated private limited company registered in Mauritius. It is wholly owned by Mr. Rostam Azizi. The Acquiring Firm and the entities controlled by the Acquiring Firm’s shareholder are referred to as the Acquiring Group. The Acquiring Group is engaged in the wholesale supply of petroleum and petroleum products in the Common Market. In the Common Market, the acquiring firm operates in Kenya and Mauritius.

The parties submitted that the Target Firm controls Nation Media Group Plc (“**NMG**”). NMG is a public limited company incorporated in Kenya. Its shares are listed on the Nairobi Securities Exchange and cross-listed on the Dar-es-Salaam Stock Exchange, the Rwanda Stock Exchange and the Uganda Securities Exchange. Through its various subsidiaries, NMG operates in the media sector in Kenya, Tanzania, Uganda and Rwanda. In the Common Market, the Target Firm operates in Kenya, Uganda and Rwanda.

The proposed transaction concerns the proposed acquisition by Taarifa of up to 100% of the total issued share capital of NPRT.

The parties submitted that the proposed transaction will strengthen NMG’s financial position and enhance its long-term financial stability as well as support execution of NMG’s long term growth strategy including digital transformation initiatives that will anchor NMG as a media powerhouse in the East Africa region.

The CCCC will, in accordance with the provisions of the CCCPR, determine, among other things, whether the proposed transaction is likely to substantially lessen competition in the Common Market and whether the proposed transaction is or would be contrary to the public interest as provided for under Regulation 47 of the CCCPR.

All communication must be addressed to the Chief Executive Officer

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In view of this, the CCCC hereby gives notice to all interested stakeholders, including competitors, suppliers and customers of the parties to the proposed transaction to submit written representations to the CCCC with regard to the subject matter of the proposed inquiry by emailing them to: [Njumeer@comesacompetition.org](mailto:Njumeer@comesacompetition.org). All written representations should be sent to the CCCC not later than 8 June 2026.

If you wish to seek further details and/or clarifications on any aspect of this proposed transaction or need assistance you may get in touch with Ms. Nadjmiya Jumeer, Principal Analyst, Competition Division on Tel: +265 (0) 111 772 466 or [Njumeer@comesacompetition.org](mailto:Njumeer@comesacompetition.org).

All written representations submitted to the CCCC will be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.