

New team commits to new technology venture

Sahara Holdings, via its Sahara Systems division, has secured a majority shareholding in the Woodlane consortium, through which it has acquired an interest in Stella Vista, an international supplier of mass visual communication systems, specialising in LED technology.



Gupta and Bacher, battling for the same team

According to the deal, signed in Johannesburg in mid-February, the Consortium has agreed to acquire a 25.1% shareholding in Stella Vista.

This will allow Sahara to deliver to this specialised visual display systems market and simultaneously reinforce Stella Vista's dominant position within international and domestic markets.

Stella Vista, which listed on the Development Capital Market sector of the JSE Limited in 1999, is a key player within international visual display technology markets including large screen video displays, text and graphics messaging displayers, advertising, scoreboards, amongst others. The company will also utilise its association with Sahara to take advantage of growing opportunities within various sectors including sport, entertainment and transportation.

Sahara is an established supplier of information, communication and digital lifestyle technology. The manufacture and distribution of lifestyle technology, including audio-visual equipment and home entertainment systems, has earned it local and international acclaim.

“The obvious synergy between our companies and the ethos upon which we all base our activity is such that a merger to capture market share and improve upon our technology offering was a natural step...,” said Atul Gupta, Chairman and MD, Sahara Holdings, who has also been invited to join the Board of Stella Vista.

Dr Ali Bacher, Chairman, Stella Vista, echoed the same views “The compatibility between our two businesses is based on the fact that Sahara understands our business, these are both family run businesses that take pride in their work, each has grown from modest beginnings to become established entities locally and internationally, and each is driven by passionate,

committed individuals. We are very excited about the potential this venture has in enriching and supporting technology adoption and integration into existing and emerging markets.”

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