



**SONYSUGAR**  
Simply The Sweetest

# South Nyanza Sugar Company 2025 Limited

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## PRESS RELEASE

### DEBUNKING THE SUGAR IMPORTATION AND RE-BAGGING RUMOUR

On Friday the 24<sup>th</sup> April 2026, KTN ran a footage in the 7 o'clock prime time television news bulletin on illegal sugar importation under the Shoka la KTN weekly investigative segment.

In this footage, KTN had used a video footage of SonySugar packaging process line. The use of this footage may have inadvertently created the impression that SonySugar Company is an illegal sugar importer involved in re-bagging unhygienic sugar meant for industrial processing, thus compromising public health and sabotaging the economy. This news item reignited a national debate on sugar importation.

Though KTN mentioned specific sugar millers in the industry as the culprits in irregular importation and re-bagging, South Nyanza Sugar Company 2025 Limited takes great exception to the inclusion of a raw video cut, prominently displaying her brand and logo, while capturing the actual process of sugar packaging within the factory.

In view of the above, the Company had demanded for an immediate apology from KTN via the same medium, subsequent to which KTN ran an apology to SonySugar 2025 Limited in a bulletin aired on Friday 1<sup>st</sup> May, 2026.

While airing this apology, KTN noted that it was a gross error on their part to use a SonySugar video on sugar manufacturing process in their bulletin (on illegal sugar importation).

While we acknowledge and accept the unequivocal apology form this media house, we wish to reaffirm that we are committed to upholding ethical trade practices, adherence to sugar industry standards and uplifting the economic and social well-being of the nation.

Jane P. Odhiambo  
**Managing Director**

*Dated 14<sup>th</sup> May, 2026*