

Differentiated contract mining services

Founded and owned by the dynamic husband and wife team, Samuel and Motlapele Molefi, Modi Mining is on the fast-track to becoming a supplier of choice to the mining industry

In 2007, the company was registered as a CC (which was later converted into a (PTY) Ltd.) by Mr Molefi, a Mining Engineer who identified the need for performance improvement in terms of industry efficiencies in the mining sector, in order for mining houses to remain profitable.

“Around the year 2008 to 2011, the mining sector was faced with world economic challenges, depressed commodity prices, mining at depth and increasing labour costs. Many mining companies were faced with having to reduce mining costs to remain profitable. This led to many companies reducing their headcount (through retrenchments) and having to cancel or delay capital projects, while others had to close shop,” Mr Molefi explains.

Along with this, there was an unmet need—the need to improve mining efficiencies. This would help the mines to avoid resorting to headcount reduction in order to remain within the desired cost curve. This led to Mr Molefi deciding to leave the comfort zone of being an employee and venturing into contract mining business. The aim was to establish a contract mining company that is driven by safety, low costs and the best industry efficiencies.

The aim was defined, the goal was clear and the motive and drive were correct, but it would take Mr Molefi two full years to get the first project.

“As a new entrant, we were faced with numerous gate-keeping challenges and it was not easy for the industry captains to trust us until one decided to open that one door and gave us an opportunity to prove ourselves. That was in November 2011, we started with 48 hungry employees.



“Today, Modi Mining employs 483 dedicated and well-motivated employees who understand and share the common vision of the company. We deliver the best efficiencies in the underground conventional mining environment—we deliver the best stoping M²/team and the best vamping tons/team—and in the opencast mining sector, we deliver the best BCMs/team,” Mr Molefi enthuses.

Award-winning entrepreneurs

With such dedication and efficient output, it's no wonder that Modi Mining has received numerous awards over the years, including being rated as the best-performing company by Black Umbrellas for three years in succession and being part of the National Top 40 Gazelles for 2016/2017.

While all their awards are special, being named the Entrepreneur of the Year's (EOY) Overall Winner on 5 September 2018 was their proudest achievement yet.

“The competition is sponsored by Sanlam and Business Partners and aims to honour, benefit and inspire South African SMEs. We participated in the category of Medium Business Entrepreneur. EOY is the premier entrepreneurial competition in South Africa and to be acknowledged on such a platform really left us speechless. We were up against equally talented contenders,” explains Mrs Molefi.

“What makes the EOY competition the most special is winning the award when they celebrated a milestone of 30 years of excellence in entrepreneurship. It is also a very memorable win, with 2018 being the most significant year on the South African calendar because of Tata Nelson Mandela's Centenary. Winning such a prestigious award distinguished us and got our brand out there. We trended for all the right reasons,” she enthuses.

At the competition, the judges were particularly impressed by their ability to achieve an average growth rate of over 30% per annum since starting operations in 2011.

Speaking about achieving this level of expansion, Mr Molefi says, “We have taken every opportunity and project as our only one. This has pushed us to perform at our utmost best. We have also learnt to resource our projects with the relevant expertise required for the job, with quality equipment and machinery and, along with that, we ensure our employees are well-motivated and understand the vision and values of the company.”

“This balanced combination ensures we are able to face the headwinds and remain a safe, quality and cost-effective service provider. We