

Crown Paints appoints Mustafa Turra as Group Chief Executive Officer

Nairobi, 2nd Oct 2025 Crown Paints Kenya Plc, the leading paint manufacturer in the region, is pleased to announce the appointment of Mustafa Turra as its new Group Chief Executive Officer, effective October 1, 2025.

Turra joins Crown Paints from Olam Agri Nigeria, where he served as the Vice President and Business Head of Soy Crush Integrated Feed & Protein, leading Sub-Saharan Africa's largest feed business. He has over 20 years of experience in the paint Industry leading operations across more than ten countries, building and managing high-performance multicultural teams in fast-paced manufacturing and distribution-led industries. He brings on board over 20 years of international leadership experience across India, the Middle East, Africa, the Caribbean, and South Asia, with a strong track record in business transformation, growth, and innovation.



He holds an MBA in Strategic Management and Marketing from XLRI Jamshedpur and a Bachelor of Technology in Electrical Engineering from Jamia Millia Islamia, New Delhi.

"The board is happy to welcome Turra to Crown Paints. His global outlook and proven expertise in leading transformational growth will be instrumental as we continue to strengthen our leadership in the paints and coatings industry", read the statement released by the Board of Directors of Crown Paints Kenya.

The Board also expressed its gratitude to outgoing Group CEO Dr. Rakesh Rao, recognizing his exceptional leadership and significant contribution to the company's growth during his tenure since 2005.