

Empowering ESG and Legal Outreach in South Africa's Mining Sector

Industry: Mining, Legal, Financial Services

Client Overview:

Khanyisa Minerals & Legal, based in Cape Town, South Africa, is a diversified group serving the mining, legal, and financial services sectors. With annual revenue of \$1.1 billion and 4,000–6,000 employees, the company plays a critical role in ensuring compliance, governance, and operational excellence across South Africa's mining landscape.

Objective:

To access highly targeted mailing lists of ESG Compliance Officers, in-house legal counsel, and procurement heads within the South African mining industry.

Challenges:

- Differentiating between contacts in the public and private sectors.
- Securing reliable data for executives operating in remote mining regions.

Solution:

- Delivered customized, segmented mailing lists with clear classification of public vs. private contacts.
- Utilized field-verified data to ensure accurate coverage across remote mining hubs.

Results:

- Improved outreach efficiency by 55% with precise ESG and legal targeting.
- Enabled successful engagement with both central and remote mining operations.

Client Feedback:

"The referral to Infodepots proved invaluable—accurate, targeted data gave us the clarity and reach we needed in a complex industry."

