

mintAfrika

DREAMS IN MOTION

Company Profile



Introduction

Mint Afrika is a Lesotho-based production and visual communications company working with brands, institutions, development partners, and international teams.

We produce visual work that is clear, credible, and well executed — from branded films and institutional content to photography, documentaries, and field-based production support.

Positioning

We support clients who need more than attractive content. They need work that communicates clearly, documents meaningfully, and is delivered with structure, local understanding, and professional care.



Our Story

Mint Afrika was founded in 2010 by brothers Moekoa and Napo Thahane. The company began in Lesotho through taxi billboard advertising, building early experience in visibility, audience engagement, and creative execution.

Over time, that foundation expanded into production, photography, and communications-led visual work serving corporates, institutions, development programmes, and project partners.

Today, Mint Afrika focuses on high-quality production, professional presentation, and work that is both visually strong and commercially useful.

Selected Milestones

2010
Founded through taxi billboard advertising in Lesotho

2013
Expanded into print, production, and television commercial work

2017
Added drone capability and participated in the evolving UAV policy environment in Southern Africa

2025
Expanded original storytelling and platform initiatives

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Core Services

Production

- Branded films
- Documentaries
- Interviews
- Campaign content
- Institutional communication pieces shaped by clear briefs and disciplined execution.

Photography

- Clean, polished photography for campaigns
- Corporate communication
- Documentary work
- Event assests
- Brand assests

Visual Communication Support
Visual materials that help organisations communicate clearly with stakeholders, audiences, and partners.

Production Support in Lesotho
Reliable local coordination, crew support, location guidance, and on-ground assistance for external teams.



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Clients & Sectors Served

Mint Afrika supports clients with visual work across communication, promotion, documentation, and public engagement.

Who We Work With

- Brands and corporate organisations
- Public institutions
- Development and donor-funded programmes
- Agencies and project partners
- International production teams working in Lesotho

Sectors We Understand

- Corporate and financial services
- Public sector communication
- Development programmes
- Tourism and place promotion
- Property and built environment
- Cultural and creative industries

Clients & Sectors Served

Corporate & Financial Services

Government & Development

Private Sactor & Creative Partner

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Structure & Delivery

Mint Afrika operates with a focused core team supported by a network of production professionals and technical crew assembled as required for each project.

This model allows us to remain efficient while scaling appropriately, from smaller assignments to larger and more complex productions.

Work is led through clear creative direction, structured coordination, and dependable administrative oversight.

Key Roles

- **Napo Thahane — Managing Creative Director**
  Leads creative direction and oversees the visual standard of Mint Afrika's work.

- **Lebohang Motolo — Finance & Administration Manager**
  Oversees financial management and administrative coordination supporting delivery.





Why Work With Mint Afrika

- **Local understanding**

  We know the environments, people, and practical realities that shape production in Lesotho.

- **Structured delivery**

  We value planning, responsiveness, and clear follow-through from start to finish.

- **Strong visual standards**

  We aim to produce work that holds up in commercial, institutional, editorial, and campaign settings.

- **Useful partnership**

  We work closely with clients and collaborators to ensure the final output serves the brief and the intended audience.

- **Original Projects & Initiatives**

  Mint Afrika also develops selected original projects that reflect initiative, cultural relevance, and storytelling depth.

  These projects show our ability not only to deliver commissioned work, but also to originate and shape meaningful content independently.

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Contact

If you need a production and visual communications partner in Lesotho, we would be glad to hear from you.

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