DIMO Agribusinesses partners with Plantchem and Plantseeds to boost local agriculture

DIMO Agribusinesses, the agriculture arm of Diesel & Motor Engineering PLC (DIMO), recently entered into partnership with Plantchem (Pvt) Limited and Plantseeds (Pvt) Limited to expand its footprint in the Agriculture business.

The new partnership will enable DIMO Agribusinesses to expand its product portfolio in crop care solutions, seeds and other agriculture specialty products and will create quick access to markets around the country. Through this partnership, DIMO has acquired a 51% stake in Plantchem (Pvt) Limited and Plantseeds (Pvt) Limited.

DIMO has been in the Agriculture industry for over two decades providing Agri Machinery solutions and boosting the agriculture mechanisation process in the country through products such as Mahindra Tractors, Claas combine harvesters and other high-tech equipment. Most recently, DIMO Agribusinesses ventured into DIMO Fertilizers, expanding its horizon in the local Agriculture sector. In addition, as the market leader in the commercial transportation segment in the country, DIMO brings in the much-needed impetus to the Agriculture industry in Sri Lanka.

In 2005, Farmchemie Agro (Private) Limited was incorporated as a Limited Liability Company in Sri Lanka and from 2012 onwards, the company came to be known as Plantchem (Pvt) Limited. Initially, the company was involved in import and distribution of seeds, fertilizers, crop care and agricultural equipment from world-renowned manufacturers. In 2015, they incorporated Plantseeds (Pvt) Limited as an extension of the company with a focus on catering to the expanding agricultural seeds business.

Speaking about the tie-up, Ranjith Pandithage - Chairman & Managing Director of DIMO stated, “This new partnership complements our Mission to “Enrich the lives of our people through innovative, responsible and trailblazing technology from earth to mouth”. This will provide the ideal platform to share expertise, strengths and knowledge of both companies in order to thrive in the Agriculture business. The partnership will also help us to be the only player in the market to offer Agri Mechanisation solutions, Agriculture Transportation solutions, Fertilizers and Agriculture Inputs to the consumer. Operating in appropriate links of total agriculture value chain will inspire customers with differentiation in Quality, Performance and Services. This collaboration will therefore revolutionize the agriculture industry in Sri Lanka.”

Uditha Wanigasinghe - Founder & Chairman of the Plantchem stated, “Through this synergy with DIMO Agribusinesses, we expect to be the number one player in the Agriculture Inputs market in Sri Lanka. This collaboration is a result of the company’s succession plan and we believe that DIMO is the ideal partner for us. DIMO is a highly-recognized and widely-respected blue-chip company with over 75 years of experience and expertise in different sectors, including in Agricultural Mechanisation. As such we are proud to be associated with a world-class company like DIMO.”

The new synergy redeﬁnes motto of the DIMO Agribusinesses, “Next Generation Agriculture” while helping convert Sri Lanka’s conventional agriculture into modern high-tech agriculture. As a truly Sri Lankan company that is capable of touching people’s hearts and making positive differences in their lifestyles, DIMO has duly stepped forward to address this national need of revitalizing the local agriculture sector.

DIMO’s Annual Report wins ACCA’s highest accolade for 2017

Diesel & Motor Engineering (DIMO) PLC walked away with the top award of the night at the recently concluded ACCA Sustainability Reporting Awards 2017, held at the Cinnamon Grand Hotel. Whilst there were several category winners, the night belonged to DIMO as they were adjudged the “Overall Winner” for 2017. The awards recognise Sri Lankan companies for transparency, accountability and responsibility of action as reflected in their Sustainability Reporting. In addition, DIMO was also the winner in the “Retail and Trading” category.

Mr. Ranjith Pandithage - Chairman & Managing Director of DIMO, speaking on the accolade mentioned, “We have been consistently performing well at the ACCA Awards. While the pursuit of awards has never been a priority in our reporting process, we are delighted with the top recognition received for this year’s annual report. These accolades validate our commitment to transparency and honesty in reporting both the positives and negatives of our impacts, operations and strategies.

Mr Pandithage went on to mention, “We believe that strategy and reporting are both essential for a company’s healthy journey. Reporting is the last cog in a series of actions that are embedded in how we work at DIMO – cascading from our vision to strategy, and therein to our operations. Corporates and their leaders need to be story makers and not storytellers. We have over the years, formalised the practice of evaluating the value we create or deplete in every decision and action taken across the organisation; the benefits of this process – whether tangible or intangible, financial or otherwise - have been immense.”

Sustainability reporting is growing globally and locally as more companies identify the value of such reporting. According to research 82% of S&P companies issued sustainability or CSR reports in 2016, compared to 20% in 2011.

DIMO’s corporate philosophy revolves around being responsible for their actions and has been amongst the first corporate entities in Sri Lanka to publish a Sustainability Report; in fact, it won its first ACCA Award for Sustainability Reporting over a decade ago in 2005. The company was also the first company in Sri Lanka to publish an Integrated Report. The DIMO Annual Report for year ended 31 March 2017 under the theme “On the front line” was the company’s seventh integrated report.
DIMO opened their first ever overseas vehicle servicing and repairing facility in Myanmar recently. This historic occasion saw the opening of a brand new facility at Tawwin Pale Housing, Pinshwenyaung, Man Aung Block, Tamwe. This new operation will function under a new identity as United DIMO.

His Excellency Nimal Karunanayake (Sri Lankan Ambassador in Myanmar), Mr Thant Zin (Managing Director – United DIMO), Mr Vijitha Bandara (Director – DIMO), Mr Myo Zaw Aung (Director – United DIMO), Mr Vinay Gunaratne (Head of Sales – Myanmar Operations), Ms. Vo Thi Ngoc Diep (Commercial Counsellor of Vietnam Embassy in Myanmar), delegates from VEAM Corporation Vietnam and other invitees were present at the grand opening.

The new office was opened according Myanmar customs in a ceremonial manner. With this expansion beyond the shores, DIMO plans to establish their presence in more Asian countries in the next few years.

DIMO Academy for Technical Skills (DATS) receives German Chamber of Commerce certification

Commenting on this certification, Mr. Ranjith Pandithage - Chairman & Managing Director of DIMO stated, "DIMO has always recognized the need to impart quality technical training as we believe the success of a company lies in the skill and competence of its people. DATS was established back in 1990 to develop a course of international standards and give individuals the skills required to launch a rewarding career in the automotive industry. The awarding of this prestigious certification by the German Chamber of Commerce is a further confirmation of the high standards that DATS has achieved over the years."

For the past eight decades, DIMO has been offering Sri Lankans the world’s best engineered brands and has always maintained close ties with German Industry. Renowned for its long-standing partnerships with over 80 world-class brands including Mercedes-Benz, Bosch, MTU and Siemens, DIMO is committed to produce technical professionals ready with technology of tomorrow. Established in 1990 and currently located in Welliweriya, DIMO Academy for Technical Skills (DATS), focuses on nurturing the best of today’s talent to understand the automobile technology of tomorrow. The academy became the first and largest one of its kind in the private sector to offer an automotive technological education as a social service to Sri Lanka. In 2010, DIMO opened a branch of the academy in Jaffna to encourage the youth in the North and East areas of the island to join vocational training and start their careers. During the past 27 years, DATS has produced world-class professionals in the automobile industry under this flagship sustainability initiative. DATS is registered with the Tertiary & Vocational Education Commission while the training syllabus is accredited to receive NVQ Level IV Certificate.

A house for Sugathapala” is a project initiated and inspired by DIMO Tribe Members with the intention of supporting the needy nest protector of DIMO’s Turtle Project in Panama, Arugambay. The funds for this project was raised through the contributions of DIMO employees, the fundraiser musical event “Saage” and the company. The house was completed in several stages and the active engagement of DIMO employees was received during the last stages of the project to complete the final finishes. A group of DIMO volunteers carried out some volunteer work by painting and polishing on the 6th April 2018 and symbolically handed over the house to Sugathapala on the following morning. Few chairs which were not in use at DIMO were repaired and donated as well.

This initiative by employees also expresses their engagement towards the turtle conservation project as this will ensure the continuity of the nest protector’s commitment towards the project.

The volunteers also witnessed the hatching of a turtle nest and released more than 130 turtles to the ocean. The bonfire and the dinner by the beach was a novel experience to the DIMO volunteers, who got first-hand experience of conservation efforts taken to protect this threatened species.

Strategic Partnership between DIMO & HNB Grameen Finance Ltd

DIMO partnered with HNB Grameen Finance Ltd to promote Tata Range of vehicles and Agri Machinery. The MoU was signed by Mr. Vijitha Bandara – Director of DIMO and Mr. R. M. P. Dayawansa - Deputy General Manager – SME & Leasing of HNB Grameen Finance Ltd.

Mr. Gihan Fernando, Mr. Sampath Kumaraarighe, Mr. A.H.M. Aziz (Chief Manager – CL & BD - HNB Grameen Finance Ltd) and Mr. Rangana Shamli (Manager – Leasing - HNB Grameen Finance Ltd) signed on behalf of the two companies. Mr. Madhu Singh (Country Manager – Tata Motors Limited), Mr. Anura Wijesinghe, Mr. Nawaz Marikkar, Mr. Kushantha Sahajeewa, Mr. Prassana Mapatunagamage, Mr. Jeewantha Wijesinghe, Mr. Shehan Fernando, Mr. Anubhav Bali, Ms. Chemikana Gunawardena, Mr. Chalaka Bogoda and members of HNB Grameen Finance Ltd witnessed this event.

With the authorization of the partnership, DIMO and HNB Grameen Finance Ltd will promote Tata range of vehicles and Agri Machinery with exclusive leasing offers and special offers for potential customers.
Diesel & Motor Engineering PLC (DIMO), together with Mahindra Group of India introduced the latest Swaraj Tractor range to Sri Lanka recently with the unveiling of two of their latest models.

Swaraj Tractors are part of the Mahindra Group’s Farm Equipment Division, which will be offered through DIMO Agri-Machinery division that brings the latest state-of-the-art technology to Sri Lanka in the field of agriculture and offers a range of services and DIMO-certified implements and genuine spare parts.

With a network of 875 dealers across India, Swaraj Tractors have a rich history of over 40 years. Over time, the brand has become synonymous with trust, power and reliability, having sold over 1 million tractors in India and neighbouring countries.

Swaraj tractors promise to boost productivity with highest engine CC and lowest rated RPM in its category. Their easy-to-use technology ensure lowest maintenance costs and enable farmers to fix most repairs by themselves while their tough and rugged built makes them the best fit for any work on any land and terrain.

In addition to agriculture, Swaraj tractors can be used for other purposes such as haulage and construction sites. DIMO’s renowned after-sales service and access to spare parts around the country ensures that customers can look after their Swaraj tractors with ease. All of this is made available at the most competitive price.

Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd., said, “Most engineers working at Swaraj come from a farming background which ensures that unique insights are incorporated in the development process. With the launch of the brand in Sri Lanka, we aim to offer farmers complete peace of mind, with the most value based offering of product, price and performance.”

Expressing his views at the launch, Ranjith Pandithage - Chairman & Managing Director of DIMO stated, “DIMO has always been on the forefront when it comes to introducing world-class solutions to Sri Lanka. We are proud to launch the latest range of Swaraj Tractors in Sri Lanka, a brand that has made a positive difference in the lives of thousands of farmers in India and her neighbours. We are focused on supporting the agriculture industry of our country and are confident that these new tractors will help to increase productivity and efficiency, and also reduce costs for local farmers.”

Two models of Swaraj tractors were unveiled at the launch ceremony – the 855FE and the 744FE. The SW 855 FE is a 50-55hp category tractor with a 3-cylinder water-cooled engine. An iconic tractor designed to deliver pure power of 3308 CC, and deliver maximum output in tough field operations and hard soil operations, it comes equipped with a host of features like direction control valve, multi speed forward and reverse PTO, 1500 kg lift capacity, power steering, dual clutch etc.

The Swaraj 744 FE is a 45-50 hp category tractor which provides real value for money to its owners. It is fitted with a powerful and fuel efficient 3-cylinder water-cooled engine, with 3136 CC power. It comes with a multi speed forward and reverse PTO which makes it highly fuel efficient on PTO driven applications.

The new DIMO Batticaloa 3S (Sales, Service & Spare Parts) facility was ceremonially inaugurated by Mr. Navin Seneviratne, Mr. Sampath Kumarasinghe and Mr. Anura Wijesinghe recently. The new 3S facility is located at No. 568, Trincomalee Road, Batticaloa.

Mr. Amla De Silva, Mr. Hemal Rathnayake, Mr. Nawaz Marikkar, Mr. Ajith Wickramasekara, Mr. Himanka Goswami (Tata Motors Limited), Mr. Chandana Kumara, Mralith Wijesinghe, Mr. Jeyarajah Dayabaran, Mr. Shanaka Gamage, Mr. Sasanka Chaminda, Mr. Deepthu Kumara, Mr. Isharu Priyadarshana and members of the DIMO Ampara Branch were at the event.

Furthermore, the Tata Motors Global Service Campaign was commenced at the premises with the opening of the service facility. The valued customers were able to get their vehicles inspected and minor repairs were done at this service campaign. In line with the Global Service Campaign, an eye clinic was conducted at the facility for the customers who visited the branch.
DIMO launches ground-breaking German-certified course in Automobile Mechatronics

Diesel & Motor Engineering PLC (DIMO), one of the leading automobile companies in Sri Lanka, will be offering a three-year course paving the way for students to obtain a German qualification in Automobile Mechatronics. Accredited by the German Chamber of Commerce, this is the first time such a course is offered in Sri Lanka.

Automobile Mechatronics combines the mechanical, electrical, electronic and information technology aspects of modern motor vehicles into a single discipline. This is the first time that the German Dual Vocational Training model is offered at this magnitude in Sri Lanka. Dual Vocational Training combines on-the-job training with technical studies from the very beginning, ensuring that students graduate with already well-honed practical skills. This system also ensures that the student's education is always in line with what is demanded by the industry. As a result, Germany experiences the lowest youth unemployment rate in the European Union while the country's renowned technological superiority is mostly attributed to its successful vocational education system.

Those who graduate with a German-certified qualification in Automobile Mechatronics would have ample employment opportunities within Germany, the European Union, and globally.

The course will be conducted by a specialized team certified by the German Chamber of Commerce at the company's state-of-the-art DIMO Academy for Technical Skills (DATS). Established in 1990 under the guidance of Daimler AG, DATS is the first and only training institute in Sri Lanka to offer a course in Automobile Mechatronics since 2015. On-the-job training will be at DIMO's state-of-the-art Mercedes - Benz, TATA, Bosch and Construction Machinery workshops. For those individuals willing to pursue higher education, the German qualification framework allows certificate holders to progress to the level of “Meister” i.e. Master craftsman; similar to a bachelor's degree, a bachelor's degree in Engineering at a University or become a certified Engineer through a higher vocational school in Germany.

Expressing his views, Ranjith Pandithage - Chairman & Managing Director of DIMO stated, “In recent years, automobiles have reached a level of complexity and sophistication beyond the capabilities of a regular technician. This advancement in technology is increasing day-by-day and as a result, qualified automobile mechatronics professionals are in high demand worldwide. Through DIMO’s pioneering Automobile Mechatronics course, we are giving students the opportunity to acquire skills and competencies that are highly sought after. This unique opportunity will be open to a selected few per year and DIMO is in search of young men and women who are passionate about automobile technology and driven to meet the challenges of this demanding qualification program.” He added that the qualification will open doors for employment in globally reputed companies as well as empower graduates to become innovators and entrepreneurs. “Needless to say, as one of the Great places to work in Sri Lanka, DIMO is ready to absorb the best performers of the course into our team,” he added.

For the past eight decades, DIMO has been offering Sri Lankans the world's best engineered brands and has always maintained close ties with German industry. Renowned for its long-standing partnerships with over 80 world-class brands including Mercedes - Benz, Bosch, MTU and Siemens, DIMO is committed to produce technical professionals ready with technology of tomorrow. In keeping to its tradition of being a pioneer in the industry, this latest endeavour by the company is set to revolutionize vocational training in Sri Lanka.

Mahindra Tractors & DIMO launch Japanese made Mahindra GX 3600 Tractor in Sri Lanka

Mahindra & Mahindra Ltd. and Diesel & Motor Engineering PLC (DIMO) launched the Mahindra GX 3600 tractor recently. This is the lightest 4WD puddling specialist tractor in its category under its Japanese brand - Mitsubishi Mahindra Agricultural Machinery Co. Ltd. DIMO has been the authorized representative for Mahindra tractors in Sri Lanka for more than 25 years, and this new Mitsubishi Mahindra Agricultural Machinery Co. Ltd brand also will be represented in Sri Lanka by DIMO.

Mahindra & Mahindra Ltd., is a part of the USD 19 billion Mahindra Group based in India. Mitsubishi Mahindra Agricultural Machinery Co. Ltd., represents the strategic partnership between Mitsubishi Heavy Industries and Mahindra & Mahindra in agricultural machinery, started in 2015. Mahindra & Mahindra tractors exceed 25 years and across Sri Lanka.

Speaking on the occasion, Mr. Sanjay Jadhav Vice President & Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd., said, “It is a proud moment for us to introduce the iconic global brand of Mitsubishi Mahindra Agricultural Machinery Co. Ltd to Sri Lanka. Mahindra is World's No. 1 brand in tractor by volumes, with a vision of becoming the pioneer in providing technology, our collaboration with the Japanese brand of Mitsubishi Heavy Industries is a step in this direction. Puddling is the key application for agrarian Sri Lankan farmers, and we are confident that with the new “Made in Japan” Mahindra GX3600, they will be able to optimize their operations with maximum output.”

Mr. Ranjith Pandithage, Chairman & Managing Director of DIMO said, “DIMO is known to represent the best engineered brands in the world, in Sri Lanka. Our partnership with Mahindra tractors exceed 25 years and across Sri Lanka, Mahindra Tractors have been perceived as a brand that's close to the Sri Lankan farmer. Apart from the Japanese Mahindra GX3600, we now represent Mahindra tractors and Swaraj tractors from India. After sales service and customer care plays a crucial role in the daily operation of a tractor. DIMO has proven to be the ideal choice among farmers with their door step service support, island wide network and coverage.”

DIMO Agri is the agriculture arm of DIMO group, which focuses on Sri Lanka's highly developing and technologically advanced agriculture sector. Farm mechanization plays a crucial role in the country's efforts to increase agriculture efficiency. By introducing advance and modern tractors and related machinery, DIMO is assisting Sri Lanka to move ahead and achieve greater efficiency.
DIMO Coastline is set to expand marine and general engineering spectrum in Maldives

Diesel & Motor Engineering PLC (DIMO), one of the leading engineering companies in Sri Lanka, has expanded its Marine and General Engineering business to Maldives with the unveiling of DIMO Coastline (Pvt) Limited, (DCL) a joint venture between DIMO and Coastline Investments (Pvt) Limited - Maldives. As a leading engineering brand in Sri Lanka, DIMO will provide the technical expertise in this new partnership while Coastline Investments will tap into its experience as a business powerhouse in Maldives to bring in the much-needed local business expertise and the necessary infrastructure to the DIMO Coastline venture.

DIMO Coastline’s general engineering business consists of repairs and installation of generators, turbines, pumps, boilers and other machineries in Maldives and in particular in the hospitality sector. The company is also in the process of developing a state-of-the-art facility in Maldives to provide all Marine repair and servicing including Hull (Steel, Aluminium and Fibre), Propulsion, Engine and Deck and Electrical repairs. This facility will include one of the highest capacity boatlifts in Maldives and an ample space for dry berths to do necessary repairs and services.

Backed by its superior technical know-how coupled with the advanced infrastructure facilities, DIMO Coastline will soon be well-positioned to extend unparalleled solutions in the Marine and General Engineering space in Maldives. DIMO’s role as the Sole Distributor for MTU engines for both Sri Lanka and Maldives will further strengthen the operations of DIMO Coastline.

Expressing his views about the joint venture, Ranjith Pandithage - Chairman & Managing Director of DIMO stated, “The foundation of this joint venture is DIMO’s track record for innovation and reputation for reliability and Coastline Investments’ deep understanding of the Maldivian hospitality, travel and construction industries. The vision of DIMO Coastline is ambitious yet simple: to provide the highest quality Marine and General Engineering services in Maldives”.

DIMO branched out into marine engineering over 30 years ago and has established a reputation as the leader in its field. The company has partnered with world-renowned brands MTU and John Deere with world-class facilities for machining, pump calibration and fuel injection repairs as per the international Bosch Centre standards contributing greatly to the high-quality ship repair service provided to clients.

DIMO tests the ground-breaking EV Conversion Prototype Single Cab

In a venture to develop innovative solutions by harnessing top young talent, DIMO recently tested the EV Conversion prototype. The vehicle was converted by Mr. Rajive Wissadagama, Mr. Praneeth Weerathunga and Mr. Nushen Senvirathna, all alumni of the Formula Student 2016 project and now DIMO employees, under the consultation of Dr. Pasad Kulatunga.

The prototype was tested at Na Sevana Training School and Yala National Park to assess its range and handling capabilities.

The project testing was carried out under the supervision of Dr. Pasad Kulatunga and Mr. Janith Wimaladasa. The prototype was based on the body of a Tata 207RX Single Cab with an electric motor capable of generating a max. power output of 85 kW and a max. torque of 250 Nm.

The ultimate objective of the project is to convert existing diesel safari jeeps to electric, reducing harmful air and noise pollution in wildlife parks. The EV Prototype was demonstrated to safari jeep drivers at Yala National Park, with extremely positive initial feedback from both the drivers and the Wildlife Authorities.

Strategic Partnership between DIMO & Singer Finance (Lanka) PLC

DIMO partnered with Singer Finance (Lanka) PLC to promote the Tata vehicle range recently. The MoU was signed by Mr. Gahanath Pandithage - Group CEO of DIMO and Mr. Thushan Ayendra Amarasuriya - Chief Operating Officer of Singer Finance (Lanka) PLC.

Officials from DIMO and members of Singer Finance also took part at this event.

With the endorsement of the partnership, DIMO and Singer Finance will promote the Tata Passenger and Commercial Vehicle Range with exclusive leasing offers and special gift items for customers.

Specially modified DIMO Batta vehicles boosts Kapruka Societies

On an initiation by the Coconut Cultivation Board to provide coconut, coconut plants and by-products at a reasonable price to the buyer, specially modified DIMO Batta vehicles were recently handed over to Kapruka Societies for the distribution of their cultivation to households. Through the Kapruka Societies the vehicles will be travelling from town to town selling coconuts and their by-products to the households. At a tab and a billing machine were handed over to all the sellers which will provide the receipt for the buyer and they will be able to monitor the quantities sold by each mobile coconut vendor centrally.

The vehicle handing over ceremony was held at their premises with the presence of Mr. Kapila Yakandawala (Chairman – Coconut Cultivation Board), Mrs. Sureka N. Attanayake (General Manager – Coconut Cultivation Board), Mr. Sampath Kumarasinghe (DIMO), Mr. Prasanna Mapatunagamage (DIMO), Mr. Malith Jeevantha Wijesinghe (DIMO), Mr. Pyush Mahajan (Tata Motors Limited) and Mr. Janaka Lakpriya.
Coral Reef Restoration, Monitoring & Conservation Programme “Life to Reef” was launched on 25th November 2018, at the Rumassala Beach.

The programme aims at protecting and enhancing the biodiversity of Rumassala eco-system by restoring the destroyed Bonavista coral reef.

Corals are the rain forests in the ocean enriched with biodiversity, providing breeding grounds to many marine species. The coral reefs help maintain the balance in the eco system and fight against powerful waves, preventing coastal erosion.

Contamination due to waste added to oceans, tourism activities such as glass bottom boats directly contacting the coral reefs, collection of corals and shells as souvenirs and illegal constructions on the beach etc. have resulted in deterioration of the reef.

Recognizing the need to protect this valuable eco-system, DIMO took a step forward to carry out a coral replanting and restoration programme in Rumassala bay with the assistance of Wildlife & Ocean Resource Conservation, a non-profit organization working on conserving bio-diversity of Sri Lanka.

The programme witnessed the enthusiastic participation of more than 70 Tribe Members which brought good vibes, energy and excitement to the project. The volunteer pool representing more than 70 Tribe Members which brought good vibes, energy and excitement to the project.

The programme was designed and executed in a very nature-friendly manner, to ensure zero harm to the environment while executing the project. The materials used in the project were either degradable or made out of recycled or reused material. Used barrels were converted to garbage bins and placed by the beach for public use.

A beach clean-up was also carried out with the participation of the volunteers. The exciting and fun-filled day was well spent by the volunteers who also took part in games on the beach.

“Living Free” is a coffee table book consisting of more than 200 professionally shot high quality images, showcasing the natural world in Sri Lanka. Behind this unique publication are two veteran wildlife photographers, Vimukthi Weeratunga and Chitral Jayatiilake with over 30 years of experience.

Prof. Sarath Kotagama, His Excellency Jörn Rohde (German Ambassador), Mr & Mrs Ranjith Pandithage, Mr & Mrs Gahanath Pandithage, Mr. Mohan Pandithage, members of the Mercedes-Benz Club of Sri Lanka, members of the Jeep Club of Sri Lanka, senior management of DIMO, management of John Keells and Cinnamon Nature Trails, wildlife enthusiasts and well-wishers graced this special event.

DIMO came forward to sponsor this unique book – a collector’s item, to raise awareness about the richness of our motherland and the importance of protecting nature. The official launch of the coffee table book took place on 30th September 2017, at the ‘DIMO 800’ Mercedes-Benz Center.

The inauguration ceremony for the second batch of students of the Combine Harvester training programme was held recently at DIMO Na Sevana Technical training academy. This programme is an initiative of the Ministry of Skills Development and Vocational Training and is funded by the Asian Development Bank. Diesel & Motor Engineering PLC (DIMO) signed an agreement with the Ministry of Skills Development and Vocational Training to train 150 Combine Harvester Operators under the Ministry’s Employment Linked Training Programme (ELTP).

This event was graced by the presence of DIMO Chief Human Resources Officer Ms. Dilrukshi Kurukulasuriya, representatives from the Ministry of Skills Development and Vocational Training, Mr. Premasiri Kandawela Assistant Program Manager, Mr. Samudra Subasinghe Assistant Procurement Specialist and Mr. Nandana Sooriyarachchi Assistant Procurement Specialist. Assistant Director Mr. Deepal Samaranyake from the Vocational Training Authority was among the honoured guests.

The strong and extended partnership between the Ministry of Skills Development and Vocational Training and DIMO has enabled the successful completion of the first batch of students for the combine harvester training programme and move on to inaugurating the second batch subsequently.

This initiative aims to ensure employability of the youth in the country and address the skill gaps faced in the industry. It is envisaged to improve and align the skills development with relevant industry requirements and the employment aspirations of youth in Sri Lanka. DIMO hopes to continue this initiative and others with the collaboration of the Ministry of Skills Development and Vocational training in the years to come.
Three giants – Tata Motors, Diesel & Motor Engineering PLC (DIMO) and Lanka IOC PLC (LIOC), joined hands to introduce “Tata Motors Genuine Engine Oil” to the Sri Lankan market.

Tata Motors Genuine Engine Oil, introduced specifically for Diesel Engines, is of a superior grade (API CI-4 Plus/SAE 15W-40) and is to be made available island-wide in over 1,500 touch points for Tata customers.

The launch of the product was held at DIMO 800 and was unveiled by Mr. Ranjith Pandithage - Chairman & Managing Director of DIMO, Mr. Ganesh Shetty – Head of Customer Care - Commercial Vehicle International Business of Tata Motors Limited and Mr. Shyam Bohra - Managing Director of LIOC.

Over 350 stakeholders including 150 Tata fleet owners, distributors and dealers of DIMO and LIOC, top management & employees of DIMO and LIOC graced the occasion.

The project will consist of three phases; "Facilitation of Electric Vehicles, Charging Stations and setting of Charging Standards and Regulations" under this project will include New avenues that will be looked into under this project will include Facilitation of Electric Vehicles, EV Charging Stations and setting of Charging Standards and Regulations. The project will consist of three phases; Educational, Research and Business Modelling.

As part of the first stage, DIMO organized a seminar on “Overview of Electric Vehicle Charging Station Standards and eMobility Solutions” recently at the Kingsbury Hotel.

Since DIMO moved into new energy solution this was regarded as an important initiative by the company.

The seminar was graced by DIMO Senior Management, and key dignitaries from the Public Utilities Commission of Sri Lanka (PUCSL), Sustainable Energy Authority (SEA), Ceylon Electricity Board (CEB) and Ministry of Power and Energy including, Mr. Saliya Mathew (Chairman of the PUCSL), Mr. Damith Wickramarathne (Chairman of the SEA), Mr. Ronald Comester (DGM of CEB Research and Development), and Dr. Suren Batagoda (Secretary of the Ministry of Power and Energy).

Mr. Ranjith Pandithage - Chairman & Managing Director of DIMO and Mr. Wijith Pushpawela - Director of DIMO addressed the attendees before the presentation was carried out by Ms. Ananthi Sivaraj of BOSCH Software Innovations Singapore.

The team from BOSCH will assist DIMO in carrying out a study into the development of eMobility solutions for Sri Lanka.

The annual book donation conducted by Siyambalape Tata Vehicle Service Team was held for the 6th consecutive year at Siyambalape workshop premises for all school children residing in the Mahena area. During this ceremony, 300 packs of DIMO branded school bags containing books & stationery were distributed among the participants.
DIMO's ‘Night of the Incredibles’ Awards Ceremony is held annually to recognize and appreciate tribe members for their performance and good work. This grand event was held recently at Nelum Pokuna theatre to acknowledge the top performers for 2017.

The event was inaugurated by the Chairman, Group CEO, Directors & the Group Management Committee (GMC) by lighting the digital lamp. Following this, Ranjith Pandithage (Chairman & Managing Director) expressed his expectations towards the tribe members in creating a high-performance organization. His passionate and motivating speech was followed by the address of Mr. Gahanath Pandithage (Group CEO) who detailed the growth plans for the Group and the transformations taking place in order to achieve them.

The agenda included a presentation by Dilrukshi Kurukulasuriya (Chief Human Resources Officer), which included a holistic picture of the Annual Great Place to Work Survey and the measures taken to augment the organization’s human capital. Thereafter, Vijitha Bandara (Director), Wijith Pushpawela (Director) and Priyanga Dematawa (General Manager – Agriculture Special Projects) took the stage to present DIMO’s extended business ventures and diversification plans ahead. These presentations reflected the organization’s values, belief & culture, and how these should be aligned with the vision of creating a high-performance organization.

The highlight of the event was the presenting of awards which were split into several categories namely: Best Performers in Sales, Services and Shared Services. For the ‘Best Performer’ award, an exceptional performer from each business unit was selected based on multiple evaluation criteria. The ‘Chairman’s Award for the Best Idea of the Year’ was presented to Krishnajith Wajirajeewa for his innovative initiative. The selection process for the grand title of ‘Employee of the Year’ included a challenging interview with each nominee and the GMC as the panel of judges. Wajira Gunasinghe was selected as the DIMO ‘Employee of the Year’ for 2017. In general, the key criteria for the above mentioned titles demanded individuals who were suitable to be a role model for the tribe.

Moreover, the event did not just create a platform for recognizing award winners but also provided a platform for the DIMO tribe to experience their peer’s spectacular talents, which included traditional dance performances, melodious vocal duets, instrumental indulgence and stage acting – which were all pulled off with style and elegance.

DIMO focuses on allowing employees to engage their talent and reinforce good performance in order to extract the best versions of themselves. The fact that the company goes to such great lengths to make work of employees enjoyable and rewarding by all means possible, makes DIMO a “Great Place to Work” indeed.
DIMO Engine Care & BOSCH Service customer get-together

The Business Development Team of DIMO Engine Care and BOSCH Service organized a special fellowship for their corporate customers and Franchise Agents at Sanara Mandira, Kottawa recently. 160 corporate customers and Franchise Agents participated at the function and 5 lucky customers were gifted with BOSCH power tools and Blaupunkt Car Audio Systems from the raffle draw.

Mr. Mahesh Karunaratne, Mr. Amila De Silva, Mr. Rasika Katugaha, Mr. Titus Peries and Mr. Kelum Mallikarachchi, together with DIMO Engine Care and BOSCH Service teams participated at the function.

DIMO Engine Care & BOSCH Service customer get-together

DIMO Original Equipment organizes fun get-together for customers

BANCO Team of DIMO Original Equipment Department organized a customer get-together at Hotel De Spencer in Kottawarecently.

30 dealers and garage mechanics participated at the function where they were educated on existing BANCO gaskets, radiators and new product range.

Mr. Sudath Surendra - Business Unit Manager of DIMO, Mr. Vimal Samani - Export Manager of BANCO, India, Mr. Mahesh Fernando, Mr. Indika Silva and Mr. Isuru Samarawickrama, together with the BANCO Sales Team participated at the function.

DIMO Original Equipment organizes fun get-together for customers

DIMO Tata – BOC Mega Promotion in Hali Ela

DIMO Tata - BOC Mega Promotion was held at Hali Ela Ground recently. The entire Tata range was displayed at the event. Tata LPO 1515 bus, Tata SuperACE truck, Tata 207RX Truck and two Tata 10-wheel trucks were handed over at the event.

Mr. Rajesh Kanna (Head Product Management – Tata Motors Ltd, India), and Mr. Shashibushan Pathak (ERC - Tata Motors Ltd, India) represented Tata Motors while Mr. Reji Perera (Operations Manager - Uva Region - BOC), Mrs. A. M. Sumanawathi (Regional Manager - Region 01 - BOC), Ms. R. M. Nandani Kamaruhami (Regional Manager – Region 02 - BOC), Mr. Sachinda Rajapaksa (Senior Manager - BOC and BOC Badulla District Managers represented BOC.

Mr. Jeewantha Ranatunga, Mr. Krishnajith Wajirajeewa, Mr. Udesh Kumara and Mr. Asiri Prasanna, together with the DIMO Kandy Branch team hosted the event.

DIMO Original Equipment organizes fun get-together for customers

DIMO sponsors 45th Anniversary celebration of “Mahanuwara Sinhala Welanda Peramuna”

DIMO was the main sponsor of the 45th Anniversary celebration of “Mahanuwara Sinhala Welanda Peramuna”. The event was held at The Grand Kandyyan Hotel recently. The Chief Guest for the event was Hon. Prime Minister Ranil Wickremasinghe.

Mahanuwara Sinhala Welanda Peramuna is one of the biggest and strongest business communities in Sri Lanka and most of the members are customers and partners of DIMO.

The Tata vehicle range, all new Mercedes-Benz Vito and tyres represented by DIMO were displayed at the event. Members of the DIMO Kandy Branch participated at this event.

DIMO sponsors 45th Anniversary celebration of “Mahanuwara Sinhala Welanda Peramuna”

Customer Interaction Program for Key Tata Fleet Owners

The objective of this session was to strengthen the relationship with our customers, exchange quality ideas for improvement and obtain valuable feedback from customers.

Highlight of the event was the PRIMA Virtual Reality stall, where the customers were able to experience PRIMA Prime Movers and Tippers in 4 different terrains. The 4 terrains Mountain Pass, Race Track, Mining Terrain and Highway were made to emphasize on the features of the vehicle and to get the real experience of the vehicle when traveling on these terrains.

Mr. Ranjith Pandithage, Mr. Rudrarup Maitra (Head of International Business – Tata Motors Limited) and the team members of DIMO and Tata Motors were present.

Customer Interaction Program for Key Tata Fleet Owners

DIMO Sponsors 10th Anniversary celebration of Tamil Trade Association of Kandy

DIMO Kandy Branch sponsored the Annual General Meeting and 10th Anniversary celebration of the Tamil Trade Association of Kandy which was held at The Grand Kandyyan Hotel recently.

Several Tata vehicles were displayed at the event. The DIMO team conducted product demonstrations while Mr. Bandula Pushpakumara carried out a presentation on DIMO and Tata vehicles.

DIMO Sponsors 10th Anniversary celebration of Tamil Trade Association of Kandy

Hon. Minister Mano Ganeshan (Minister of National Co-Existence Dialogue and Official Languages), The Chairman of Janashakthi Insurance Mr. C. T. A. Schafer and the President of the Tamil Trade Association of Kandy, Mr. M. Srilathar, Mr. Jeewantha Ranatunga & Mr. Udesh Kumara together with the DIMO Kandy Branch sales staff participated at the event.

DIMO Sponsors 10th Anniversary celebration of Tamil Trade Association of Kandy
Tata Passenger Vehicles 3S Campaign Hits 570 Throughput in 3 Days

Tata Passenger Vehicle Parts Department promoted the “Upto 50% off” offer on selected parts to the customers visiting the workshop while ensuring that there was a timely supply of spare parts for the service team for repairs and services. Further, more stalls from other departments in DIMO such as Tyres, Bosch Automotive & Other Components, DIMO RSA were set up at the workshop premises to promote the other products from DIMO gaining the maximum advantage of the footfall of the DIMO Customer Base within the 3 days.

Tata Passenger Vehicles Division organized a Mega 3S Campaign at DIMO Head Office & Ratmalana Premises from 26th – 28th March 2018. The objective of this campaign was to maximize the throughput & turnover in both Service & Spare Parts Departments while promoting the Tata GenX Nano & Tata Nexon to the existing customer base. This enabled the team to attract 570 customers to bring in their vehicles to Colombo & Ratmalana Workshops within the 3 days and this is the Highest Ever Throughput in a Single Campaign in Tata Passenger Vehicles across Sri Lanka & Other Countries. This achievement was a possible task solely due to the amazing teamwork from the Tata PV Sales, Service & Parts Teams getting together to achieve a common goal.

While the servicing was carried out at the workshop, a Photobooth was set up at the Tata Passenger Vehicles Showroom engaging the customers with the Tata Nexon, which is the next product in line to be launched in Sri Lanka. This created a great customer engagement while exchanging product information with the interested customers. Further, an eye check-up clinic was also organized at the showroom to keep the customers engaged while their vehicle in being serviced.

A team from Agri Machinery division with the support of their customers in the region, carried out the preliminary work to explore the most impactful location for the project. The villagers volunteered to build the shed for the water purification system. 1000 villagers of 300 families will be benefited from this initiative.

The drinking water system consists of –
- A 100 feet deep tube well,
- A water purification system (Reverse Osmosis) with a capacity of 2000 litres a day,
- A 2.5kw solar panel to supply electricity for the system which will be connected to the national grid.

The project was conducted in Nagasthenna, a remote village in Polonnaruwa – Mahaweli “B” zone which was a border village during the war era. The village is still been developed and the villagers are deprived of many basic needs. The poor quality of available ground water has resulted in kidney diseases in several people of the community.

The clean drinking water system was opened and handed over to the villagers by the Group CEO Mr. Gahanath Pandithage with the presence of Mr. Gihan Fernando, Mr. Amal Thilakarathne, Ms. Thanusha Chandrasekera, Mr. Anura Wijesinghe, Mr. Wajira Gunasinghe and many other representatives from DIMO on the 23rd of March 2018.

This initiative launched by DIMO was sincerely felt and gracefully appreciated by school children, village heads and villagers who have been struggling to find clean drinking water. A dance performance was also done by some nursery children adding colour to the event.

DIMO Trincomalee Branch delivered two units of Prima 2523 chassis and first two 6x4 Signa 4923 prime movers to Mr. A.S.A. Hameed - proprietor of H.R.D. Sinekro (Pvt) Ltd. Mr. Nawaz Marikkar, Mr. Sasanka Chaminda, Mr. Kamal S. Premasundara, Mr. Suraj Chularathna and Mr. S. Maheshwaram handed over the vehicles to the owner. They will use these vehicles to transport cement and flour.
The Order of Merit of the Federal Republic of Germany is a very rare and the most prestigious recognition one can receive from the German Government. Ranjith Pandithage (Chairman & Managing Director of Diesel & Motor Engineering PLC) was recently bestowed with this honour at a ceremony held at the German Embassy in Colombo.

The Order of Merit of the Federal Republic of Germany was instituted in 1951 by federal President Theodor Heuss. It is the highest tribute the Federal Republic of Germany can pay to individuals for services to the nation. In awarding the Order of Merit the President of Federal Republic of Germany wishes to recognize outstanding services to the nation in the field of social, political, economic, social or intellectual realm and for all kinds of outstanding services to the nation in the field of social, charitable or philanthropic work.

The awarding of the Order of Merit was done by His Excellency Jörg Rohde, in the presence of Mr. Pandithage's family, his brothers and sisters, and his closest friends and well-wishers. The Ambassador went on to mention why and how Mr. Pandithage was chosen for this honour. It demonstrates the confidence and the respect Federal Republic of Germany has on Mr. Pandithage as a highly respected businessman and also as an exemplary human being. Mr. Pandithage spoke at the event where he traced his roots and his connections to Germany - as an engineering student and as a businessman. The award is granted after a strict individual analysis and receiving such an award by an individual is a testament of the significant achievement for Mr. Pandithage and the company he leads. DIMO’s corporate governance, ethical business practices, transparency and sustainable initiatives too have been endorsed by this. This rare honour is indeed a tribute to DIMO.

Ranjith Pandithage, Chairman & Managing Director of Diesel & Motor Engineering PLC was chosen for this honour. It demonstrates the confidence and the respect Federal Republic of Germany has on Mr. Pandithage as a highly respected businessman and also as an exemplary human being. Mr. Pandithage spoke at the event where he traced his roots and his connections to Germany - as an engineering student and as a businessman. The award is granted after a strict individual analysis and receiving such an award by an individual is a testament of the significant achievement for Mr. Pandithage and the company he leads. DIMO’s corporate governance, ethical business practices, transparency and sustainable initiatives too have been endorsed by this. This rare honour is indeed a tribute to DIMO.

The Christmas service campaign for Mercedes-Benz passenger vehicles took place from 1st to 22nd December 2017 with various benefits to the customers who booked a slot for their prestigious ‘Star’. All the slots offered were fully booked within a few days of announcing the Christmas service campaign by enthusiastic customers in order to get their vehicles checked for free prior to the festive season.

A special Fellowship Night was organized for the Insurance Assessors of Ceylinco Insurance (Group 1) by DIMO Anuradhapura Branch at the Rajarata Hotel, Anuradhapura. During the function, the Insurance Assessors were able to interact with the DIMO staff and were educated about the Tata product range, different applications and usages. Mr. Wajira Gunasinghe, Mr. Kushan Cabral and Mr. Amila Chandana together with DIMO Anuradhapura Sales, Service and Spare Parts teams hosted the function.

The objective of this session was to strengthen the relationship with our fellow Insurance Assessors and to exchange quality ideas for service improvement while also obtaining valuable feedback from the Assessors.
**Tata Commercial Vehicle Range mega promotional campaign in Galle**

DIMO Matara Branch, together with the Bank of Ceylon, organized a mega promotional campaign recently, at Galle - Samanal Grounds.

Officials of the DIMO Matara Branch and Bank of Ceylon Southern Province Branch graced the occasion.

During the ceremony, one Marcopolo LP 407 bus was handed over to Mr. I. W. Krishantha Nanda Kumara while Mr. B. Maddumage received one Xenon XLT Pick-Up.

The objective of organizing the campaign was to educate customers about the Tata products and arrange exclusive leasing packages for potential customers.

**DIMO Transport Asset Partner for CILT International Conference 2017**

DIMO was the Transport Asset Partner of the CILT International Conference 2017, organized by the Chartered Institute of Logistics & Transport in Sri Lanka.

The theme of the conference was “The Age of Disruption – A Reality Check on Logistics & Transport”.

**Tata Motors Global Service Campaign 2017 a roaring success**

In line with the “Tata Motors Global Service Campaign” conducted globally, an island-wide vehicle inspection campaign for commercial vehicles was launched across 13 locations by the Tata Vehicle Service Division recently. The Siyambalape campaign inauguration was graced by Mr. Gahanath Pandithage – Group CEO of DIMO, Mr. Rajesh Khanna - Head Product Management of CVIB and Mr. Madhu Singh - Country Manager Tata Motors Ltd.

During the three-day long global service camp, free bumper-to-bumper check-up with a free diagnostic report, 15% discount on all diagnosed repairs, 10% special discounts on identified parts, free Tata Genuine Oil top ups and Tata branded t-shirts were offered to all commercial vehicle customers who attended the workshops. Further, ‘High Mileage Awards’ were distributed together with hourly raffle draws, free eye inspections, driver trainings and free tyre & battery check-ups across all workshops. All attendees were also given a Virtual Reality experience of driving a sophisticated Prime Mover Truck across different terrains.

The main “Global Service Campaign” came to an end with the workshops inspecting a total number of 2,496 vehicles island-wide during the 3 days. The highlight of the closing ceremony was the initiation of the Tata Genuine Oil dispensers by Mr. Ranjith Pandithage – Chairman & Managing Director of DIMO, Mr. Patra - Vice President of LIOC and Mr. Anshuman Samanta - Regional Manager Customer Care – SAARC Region – Tata Motors Ltd.

**Successful Tata Promotional Campaign in Padukka-Galagedara**

DIMO Colombo Branch, together with Bank of Ceylon, organized a Mega Promotional Campaign at Padukka-Galagedara DIMO Branch recently.

The campaign was graced by Mr. Prasanna Mapatunagamage, Mr. G. A. Jayashantha (AGM – Bank of Ceylon (Western Province South)), DIMO Colombo Branch team and the Bank of Ceylon team.

The opening ceremony was successfully concluded by delivering one SuperACE truck, three new LP 407 buses, one new LP 709 bus, one Ultra truck and one LPK 1618 tipper.

The goal of the campaign was to increase the awareness of Tata vehicles, while arranging exclusive leasing offers and special offers for potential customers.

**BOSCH New Year Campaign a hit with customers**

DIMO BOSCH Service Centre conducted a free vehicle inspection campaign for all brands of vehicles from 18th – 22nd December 2017 at the BOSCH Service Centre.

A detailed report of the vehicle was provided after inspection and for repairs above Rs. 20,000/- a complimentary set of wiper blades were given. For repairs over Rs. 50,000/- in addition to the set of wiper blades, a wheel alignment was done free-of-charge.

Furthermore, customers were given special offers on purchasing Michelin, Kumho and Jinyu tyre brands, WD-40, BOSCH Power Tools and Blaupunkt setups and stereo speakers which were all on display at the service campaign.

**Tyre availability at DIMO 800**

Passenger Vehicles Service Department at DIMO 800, in collaboration with DIMO Tyre Department, are now geared to cater to specialised tyre-related services for Mercedes Benz, Chrysler & Jeep vehicles all under one roof. The aim of this endeavour is to create an atmosphere of convenience for the customer ensuring most accurate wheel alignment, tyre balancing, brake & suspension test reports, thereby ensuring optimum safety of our valuable customers.
JK Fenner Team of DIMO Original Equipment Department organized two customer get-togethers at Golden Mango, Anuradhapura and Mahanuga, Polonnaruwa recently.

70 fleet owners and garage owners participated at the Anuradhapura function and 65 rice mill owners, fleet owners and garage owners participated at the Polonnaruwa function.

The key customers were further educated on existing Fenner Oil Seals, Belts Horses, Engine Mounts and on new products such as Industrial Belts and Rubber Rollers.

**Get-togethers for DIMO Original Equipment Key Customers**

| Polonnaruwa | Anuradhapura |

**Tata Product Awareness Campaign conducted in Malabe - Arangala Grounds**

DIMO Colombo Branch, together with Assetline Leasing Company Ltd., organized a Mega Promotional and Product Awareness Campaign recently at the Malabe-Arangala Grounds.

The objective of organizing this campaign was to enhance the visibility of Tata product portfolio by providing exclusive leasing offers and special offers for potential customers.

**First-ever Tata LPK 1618 Sleeper Cab Tipper Delivery**

First Tata LPK 1615 Sleeper Cab Tipper was delivered to Mr. Perera; proprietor of Duminda Enterprises (Pvt) Ltd - Mulleriyawa. Mr. Vijitha Bandara officially handed over the vehicle key to Mr. Perera.

**Mercedes-Benz W140/ W220 Service campaign**

A special service campaign for Mercedes-Benz S-Class models W140 & W220 series was held from 23rd to 27th October 2017 with the participation of many enthusiastic customers looking forward to safe and happy motoring in their prestigious cars.

**Introduction of Mercedes-Benz W202/ W124/ W210/ W140 Lube service package**

Mercedes-Benz Passenger Vehicles Service Department launched a special tailor-made service package for the vehicle segments W202/ W124/ W210/ W140 in order to enhance the customer experience at DIMO whilst offering economical servicing for price sensitive customers.

This particular service package uses Genuine Mercedes-Benz Filters and Manufacturer recommended lubricants and goes one step further to provide customers with a vehicle safety check report which assists to priorities any urgent maintenance related work to be carried out to ensure safe motoring.

Customers in this segment are entitled for 50% discounts on labour, 20% discount on genuine parts along with island wide 24-hour roadside assistance service.

**MERCEDES-BENZ WINS SILVER AWARD AT SLIM**

Hailed as the most honoured award ceremony for Brands in Sri Lanka, SLIM Brands Excellence Awards 2017 held at the BMICH for the 16th season, showcasing the masterpiece achievements of all the big Brands in the local arena.

It is with immense pleasure and pride we announce that Mercedes-Benz secured the ‘Silver Award’ for the “International Brand of the Year” beating many other Multinational Brands including dominant FMCG entities of Unilever and Fonterra which have a very strong presence in the local market and were the winners of this category for many consecutive years.

The achievement was measured on the grounds of brand equity, brand positioning, brand finance, brand experience and on the strong foothold of brand presence locally along with local adaptation and acceptance. Luxury Lifestyle Experience that DIMO provides through Mercedes-Benz to customers together with the service excellence was the key needle mover of the Brand Story.
G-Class  The Ultimate Off-roader

In keeping with the characteristics and the persona of the G-Class, the celebration was organized to offer the customers a first class launch experience at Mercedes-Benz Center of Excellence. The audience was taken on a journey through time highlighting the most iconic moments throughout the history of the iconic automobile.

Mercedes-Benz Fashion Week Sri Lanka

Mercedes-Benz Fashion Week Sri Lanka – an international platform was launched in Sri Lanka, with the intent of helping the Sri Lankan Apparel Industry to gain an extensive global recognition. Also, to position itself as the South Asian Hub for Design Innovation and showcase Sri Lanka as finest choice for Travel Fashion. Academy Of Design (AOD) Organized this Magnificent event at Mercedes-Benz Center of Excellence.

DIMO hosts an evening of indulgence exclusively for ladies

The brilliant canvas behind the idea that the power of inspired minds can effect excellence, She’s Mercedes, is a platform dedicated to inspiring, connecting, and empowering women globally to unleash their full potential. To introduce this unique platform to the empowered ladies of Sri Lanka, the first ever Sri Lankan She’s Mercedes event, organized by DIMO, was held on 20 January at DIMO 800 – Mercedes-Benz Centre of Excellence.

An intimate evening of stimulating conversation, indulgence, and cocktails was held exclusively for the ladies. Concluding with an enjoyable dinner, the networking event provided an ideal opportunity for guests to reflect upon the hard-hitting and impactful nature of the She’s Mercedes movement. Shattering gender stereotypes across the world, She’s Mercedes is an inspiration circle and a hub where empowered women of varying interests meet to exchange ideas, share experiences, and spark conversation.

Indeed, the history of Mercedes-Benz demonstrates that it is no stranger to the powerful influence of inspiring women. In 1888, Bertha Benz, a German automotive pioneer, business partner and wife of automobile inventor Karl Benz, undertook the first long-distance journey in the early days of the car. Channeling her spirit, She’s Mercedes is devoted to inspiring and emphasizing the modern idea that the female clientele of Mercedes-Benz has unlimited choices, free of the constraints of gender-stereotyping.

Nothing about a car categorizes it as a man’s or a woman’s. It is an individual choice. I think Mercedes understands this better than any other, considering the inspiration that the company has drawn from women over the years. This event is not intended to launch an exclusive car for ladies, but to celebrate women and invite them to view our entire range of cars,” Dilrukshi Kurukulasuriya, Chief Human Resources Officer at DIMO PLC, noted in an impactful statement.

She’s Mercedes tackles gender-stereotypes in a brilliantly unique and exceptional manner, employing a mix of several formats, such as intimate portraits, home stories, and interviews. Strong and successful women from various fields and industries provide personal insights by delving into topics related to both business and private life, and impart fresh new perspectives on life. To date, the series has featured remarkable personalities and dynamic individuals such as the model, actress, and activist, Amber Valletta, the founder of Blogilates, Cassey Ho, and inspiring mathematician, Anne-Marie Imafidon. These pioneers are dedicated to pushing the boundaries.

The elegant evening hosted exclusively to inspire, connect and empower women. Successfully introduced the She’s Mercedes platform will undoubtedly aid in shattering the cycle of gender-typecasting in Sri Lanka. This enriching experience was merely a stepping stone for more engaging activities to follow. Indeed, the idea of a successful woman in a Mercedes car will certainly remain familiar.
Ratnapura Star Experience

As a gesture of courtesy to our very loyal Ratnapura Mercedes-Benz customers, a cocktail dinner was organized at Silver Ray Hotel recently. Here are some of the snap shots of Ratnapura Star Experience.

Justice League Premier Sponsorship

Exclusive red carpet premiere of the Justice League Movie, one day before the world release, was held at the Liberty Cinema by Scope. DIMO Sponsored the event with exclusive invitations to the Mercedes-Benz customers.

DIMO hosts Mercedes-Benz SEAI Aftersales Management Meeting

Diesel & Motor Engineering PLC (DIMO), one of the leading automobile companies in Sri Lanka, successfully hosted the Mercedes-Benz SEAI Aftersales Management Meeting, a three-day conference attended by representatives from Mercedes-Benz Aftersales Service from different countries in the South Asian region.

The event, held at DIMO 800, witnessed the participation of Heinrich Schromm - Head of Aftersales for the region with rest of the Senior Managers from Aftersales representing Malaysia, Singapore and Indonesia.

During the conference, participants exchanged ideas and shared their knowledge on best practices and experiences in Mercedes-Benz aftersales services in the region. All participants also had the opportunity to explore Sri Lanka's best aftersales facility – DIMO 800 as well as visit the DIMO Academy for Technical Skills (DATS), which is one of its kind in Sri Lanka's private sector. Established in 1990, DATS is designed to meet international training standards and offers Vocational and Advanced Technical Training courses in line with current high-tech automobile technology of Mercedes-Benz.

All participants were impressed with DIMO's state-of-the-art Mercedes-Benz service facility at DIMO 800, the commitment shown by the staff towards customer service as well as the overall engagement and passion towards the Mercedes-Benz brand. The Daimler senior management in particular were also impressed with DIMO's efforts in attracting various types of Mercedes-Benz customers from those owning the latest models to owners of some of the oldest models for regular aftersales services.

Addressing the gathering at the conference, Heinrich Schromm stated, “I am pleased to state that DIMO is undoubtedly the benchmark in the region for all Daimler General Distributor Markets and it is impressive to note that DIMO has even surpassed certain aspects of Daimler Market Performance Center (MPC) operations.”

Expressing his views, DIMO's Chairman & Managing Director Ranjith Pandithage stated, “We are delighted to host the Mercedes-Benz SEAI Aftersales Management Meeting 2018. This is the ideal platform for all of us in the region to come together and discuss in detail about how even the best aftersales services offered to Mercedes-Benz customers can be further improved. It also gives us an ideal opportunity to showcase the world-class facilities that we have put together here in Sri Lanka.”

This was the second instance DIMO was selected to host the Mercedes-Benz SEAI Aftersales Management Meeting where DIMO last hosted the conference at DIMO 800 back in 2014.

DIMO Agribusinesses opens its new office at Sapugaskanda

DIMO Agribusinesses, the agriculture arm of Diesel & Motor Engineering PLC (DIMO), opened its new office located at Sapugaskanda, Makola to cater to the needs of the agricultural sector/community.

The new office will be the hub for all DIMO’s agriculture-related operations which includes DIMO Fertilizers, Seeds and Agri-Specialty Products. It is also expected to handle the company’s future businesses as it continues to expand its footprint in the agriculture industry, specializing in the food sector and to expand operations internationally in the forthcoming years.

Priyanga Dematawa - General Manager-Agri Special Projects of DIMO stated, “This is a significant step in the transformation of DIMO Agribusinesses. Keeping to our motto of “Next Generation Agriculture” DIMO Agribusinesses will contribute to convert Sri Lanka’s conventional agriculture into modern high-tech agriculture and this will facilitate the initiative of giving us the opportunity to better focus on each business sector and maximum utilization of resources among the business sectors. It will also facilitate better coordination among different business units and help us to build dynamic cross-functional teams.”