DIMO’s Way Forward and New Growth Plans

DIMO recently revealed its new growth plans in a media roundtable discussion held recently. Chairman & Managing Director of DIMO Ranjith Pandithage, Group CEO of DIMO Gahanath Pandithage and Director/CMO of DIMO Asanga Ranasinghe participated in this media roundtable discussion.

DIMO is a diversified company in many fields, though it was started out as an automobile company. The latest areas DIMO has ventured into are Agriculture special projects (Agri input markets) & overseas operations in Maldives and Myanmar. Our short and mid-term growth plans are in our related segments that are poised to grow.

DIMO is also pursuing projects, especially infrastructure development projects such as Wind Power, Substations, Colombo rehabilitation project in Sewerage with L&T etc.

DIMO entered the Agriculture input market by introducing fertilizers to the market a few years ago under DIMO’s own brand name. Last year, DIMO acquired Plantseeds Private Limited and Plantchem Private Limited to mark its presence in the agriculture input market. Plantseeds and Plantchem are engaged in importing, processing and distribution of Agri inputs such as crop protection products, specialized fertilizers and seeds.

Recently, DIMO established the DIMO Agri Techno Park (DIMO ATP) - a High Tech Agri hub where trials related to Agri inputs (seeds, crops and hybrid seeds) are conducted. Under Agri special projects, the company has introduced products such as “Penergetic”, bringing latest technologies to Sri Lankan Agriculture industry for sustainable development.

Company will further pursue to establish partnerships with global leaders such as - Stanley, Dewalt Black & Decker, STIHL - Power Tools and Axalta.

DIMO will look at new markets to grow outside Sri Lanka and will further consolidate on the current overseas operations in East Africa (new markets), Maldives and Myanmar (existing markets).
In keeping with a strong commitment to adapt to the changing needs of stakeholders and the environment, DIMO launched its new brand identity expressing a strong momentum and forward-thinking principles while building a distinctive corporate culture with the ultimate objective of building a modernized, visionary DIMO brand experience both visually and interactively for stakeholders.

The new DIMO identity will see us move from a House of Brands concept to Branded House concept, where the emphasis and positioning of DIMO will take precedence. In line with our corporate strategy we plan to reposition DIMO to grow competitively and profitably considering the challenges of the future. This will include a new brand identity, a new brand framework, a new set of values and introduction of standards of leadership (SOL).

Why change? Our stakeholders judge the company based on what they see, hear and experience with us. A 2017 stakeholder brand perception study found a discrepancy between our perceptions of the DIMO brand and the reality.

Our overarching goal is to strengthen brand loyalty starting from the employees, playing to their strengths and our values as a team, with the ultimate objective of building a modernized, visionary DIMO brand experience both visually and interactively for customers.

Our new logo includes three elements:
1. The geographic shape of Sri Lanka
2. The DIMO word mark
3. Our new brand promise

**Shape of Sri Lanka:**
We are a truly Sri Lankan company. We take pride in taking our capabilities beyond Sri Lanka and by bringing in the best technologies in the world to Sri Lanka.

**Progressive Bars (Diagonal Bars):**
Progressive organizations focus on building a workplace around common purpose and values - giving people the energy, passion and motivation to get out of bed in the morning. Progressive organizations, act on the belief that employees are responsible individuals, who will take bold decisions and be accountable.

The seven Progressive Bars indicate our areas of focus, to become a formidable progressive organization, that is relevant to future challenges:

1. Business
2. Growth
3. Technology
4. Innovation
5. Aspiration
6. Globalization
7. World Class Services

**DIMO Word mark:**
Research indicated that DIMO word needed to be a part of the new identity, so that it continues a resemblance to the old identity - yet with a unique font, such that it stands out.

**New Brand Promise “The Perfect Partner”:**
DIMO’s strength and our journey throughout the last 8 decades have been about partnerships. From 1939, we are continuously acquiring world class principals, and managing enduring relationships whilst winning their trust. Moreover, in order to face the future challenges, we want to be perceived as the perfect partner to all our stakeholders, as we blaze trails inside and outside Sri Lanka.

**New Corporate Colours:**
More than just aesthetic appeal, colors help our brand connect with consumers on a deeper psychological level. Our new DIMO Blue and new DIMO Green will connect with the emotions and associations we seek to evoke.

**New DIMO Blue : Bold, Technology and Industrial**
**New DIMO Green : Growth, Eco-friendly, Energy and Better Life**

**Our New Values - Integrity, People Centricity, Excellence, Customer Delight, Accountability.** These will guide our actions when dealing with our stakeholders and will help us to translate our promise into action while creating distinctive experiences for our stakeholders.

Only rightful and consistent behaviour can help us to develop this change and demonstrate to outside world. We have introduced Standards of Leadership (SoL) to align our behaviour with the new identity change and deliver what we promise. We have identified 5 SoL which supplement each one of our values.

**Integrity – Walk the talk**
**People Centricity –** Building effective & strong teams
**Excellence –** Striving for perfection
**Customer Delight –** Giving best customer experience at all points of contact
**Accountability –** Taking bold decisions and setting clear expectations
"The Road Less Travelled"

**DIMO Annual Report 2018/2019**

At DIMO we are proud to mark 80 years of business excellence by renewing our pledge to deliver outstanding products and services while ensuring that our business model will generate sustainable value for the future. We believe in continuous improvement, constantly pushing our limits and relentlessly pursuing perfection in everything we choose to do.

The company has always been aware of the need to stay relevant and be nimble in a fast-changing, competitive world. That’s why we have been constantly evolving, re-engineering our processes, restructuring our businesses and redesigning our technologies; looking at how we think, what we do and how we affect the people and communities we partner.

80 years ago our founders were just starting out, taking the bold step of launching their own enterprise with few resources and less capital in hand. Yet their courage, perseverance and determination to succeed laid the foundations for what is now one of Sri Lanka’s best known companies; one that transforms the lives of its many stakeholders through its global reach and local presence bringing the best of the world to Sri Lankans, everywhere.

Looking back, we are very proud of what we have achieved in 80 years of business. Looking around us, we know that while we have a strong presence in the business sectors we operate, there remain many opportunities for growth and expansion yet to be discovered. And in looking to the future, we will follow the example of the four young men who started this company, who innovated, pioneered and blazed the trail that we now follow.

We too shall be daring and adventurous in spirit; always willing to take the road less travelled in our quest to find more opportunities to create sustainable value to all our shareholders and other stakeholders we serve.

“We have always chosen the road less travelled and in my view, this period has been the most steep, bumpy and windy stretch in our contemporary history.”

**Ranjith Pandithage**  
Chairman & Managing Director
DIMO Bags the Overall Gold award at CMA Excellence in Integrated Reporting Awards

DIMO was able to grab the Overall Gold award (Joint award with JKH), Award for the ten best integrated reports, Award for the best integrated report – Diversified Holdings sector (Joint award with JKH), Award for the most concise report and Award for the best Sustainability Development Goals (SDG) reporting (Joint award with JKH).

DIMO, as a company that has been producing Integrated Annual Reports for 9 years, understands the need for continuous improvements in its integrated annual report. With the rapid changes in the environment, the manner you create value and material aspects for your value creation changes and the same change should reflect in your integrated annual report. That is why this year DIMO decided to take a different and a more integrated approach, eliminating silos to communicate its value creation ability to its financial capital providers and other stakeholders. The report discusses DIMOs value creation story under three sections.

1. “Mapping the course to achieve our aspiration” - provides information about DIMO’s philosophy, where the company is heading and how it intends to get there.
2. “Delivering Our promises” - provides a detailed analysis of the performance against objectives.
3. “Gearing for future value creation” - How geared DIMO is to create value in future. This section has 9 topics under which DIMO discusses factors material for its future value creation.

With this new restructuring and giving materiality the due consideration, the company was able to produce an integrated annual report which is concise, easy to read and provide a complete picture of the organisations value creation ability. This has provided the platform to win aforesaid awards.

DIMO Wins at ACCA Sustainability Reporting Awards

Sri Lanka’s leading conglomerate Diesel & Motor Engineering PLC (DIMO) was once again recognized as a company that excels in sustainability reporting as it bagged the Overall Runner-up award at the ACCA Sustainability Reporting Awards 2018 held recently. Achieving another milestone, DIMO was acclaimed as the winner in the “Retail & Trading” Category and the Runner-up in “Best Biodiversity Project 2018” for DIMO Turtle Conservation Project.

These awards epitomize DIMO’s commitment towards sustainable development and responsible entrepreneurship. DIMO SA 8000 accredited social accountability management system, which DIMO has implemented voluntarily, further amplifies their commitment. ACCA recognized the mandate of DIMO to ‘Create Value Responsibility’ through its unique Annual Report and acknowledged DIMO’s excellence in visually depicting key elements such as corporate strategy, supply chain activities and stakeholder issues using clear, easy-to understand diagrams. It was also acknowledged that key elements such as sustainability performance objectives, relationship capital, natural capital, contribution to Sustainable Development Goals and environmental impacts were well articulated, while the overall concise nature of the report encouraged reading. The ACCA lauded DIMO for its reduction in carbon footprint and stated how the managing of risks and detecting opportunities shows the forward thinking ability of the management.
Embracing Our New Identity

As we embark on 80 years of proud existence, DIMO Chairman & Managing Director Ranjith Pandithage introduced the new DIMO Brand Identity and the Standards of Leadership to DIMO’s Group Management Committee at a special ceremony which was held at DIMO 800. At this occasion, Chairman briefed the GMC members on the new identity and how it will benefit the company’s growth.

After introducing our new identity to GMC members, a series of awareness sessions was led for senior management team to share our new identity to requisite changes in the behavior.

The session was directed by Mr. Ranjith Pandithage, Mr. Asanga Ranasinghe and Ms. Dilrukshi Kurukulasuriya. Mr. Ranjith Pandithage engrained the keynote and enlightened the importance of the change, and plans for the future to embrace our new identity. He further articulated as to how paramount it is for the tribe members to embrace the change and act according to the new standards of leadership, in order to exhibit the new change to the external stakeholders.

Mr. Asanga Ranasinghe pronounced the motive for the change, strategies followed in adapting this change, as well as the plan for the organisation.

Ms. Dilrukshi Kurukulasuriya then directed a session through the five standards of leadership in detail with pertinent examples and the team was given many activities to understand it further. The team furthermore shared their views on the new SOLs, making the session more interactive, which did inbuilt great value to the key takeaways of the program.
DIMO Successfully Concludes MercedesTrophy National Final Sri Lanka 2019

Diesel & Motor Engineering PLC (DIMO), Sri Lanka’s automotive pioneer and the Authorized General Distributor for Mercedes-Benz in the island, successfully concluded the MercedesTrophy National Final Sri Lanka 2019, the most luxurious golfing event in the country’s calendar.

The annual golfing extravaganza, open for all Mercedes-Benz owners, was held on 6th July at the Royal Colombo Golf Club (RCGC) where golfing enthusiasts from across Sri Lanka battled each other to be crowned the national winner. Yes101 and Legends 96.6 stood out as the official media partners of this year’s event.

After a full day of competitive golfing action, Kamlesh Johnpillai became the star of this year’s MercedesTrophy National Final Sri Lanka as the winner for Handicap Group A (0-12). Aasiri Iddamalgoda became the 1st runner-up, while the winner in Handicap Group B (13-20) was Radesh Daluwatta with Pavithra Fernando becoming 1st runner-up. Chandima Rodrigo won Handicap Group C (21-24) as Nirthaj Seelanatha won 1st runner-up position. In the Handicap Group D (00-36) - the ladies division - Dr. Pravina Dunuwilla was the winner.

Although historically open only to Mercedes-Benz owners, this year’s event allowed the participation of non-Mercedes-Benz customers which was a significant opportunity for this local golfing fraternity to rub shoulders with the elite group of Mercedes-Benz golfers and indulge in the ultimate luxury lifestyle experiences and festivities provided by DIMO to its valued Mercedes-Benz clientele at the 28th edition of the MercedesTrophy National Final Sri Lanka. DIMO was able to put together an exceptional event by looking into every minute detail of the tournament, which allowed their clientele to enjoy a premium experience, and presented them with the opportunity to get a firsthand look at the fascinating world of Mercedes-Benz.

Winners set to participate in Asian Final in Australia

Synergy Newsletter
It was a Sunday morning that brought with it a taste of the luxury lifestyle as Mercedes-Benz Club of Sri Lanka together with Diesel & Motor Engineering PLC (DIMO) successfully organised “Sunday Drive” for Mercedes-Benz owners. DIMO is Sri Lanka’s automotive pioneer and the only Authorized General Distributor for Mercedes-Benz in the island.

A number of Mercedes-Benz cars, including old classics, young classics and the latest, state-of-the-art models, were on the drive at the gathering. This event, along with several others that have been organised over the years, was about bringing all Mercedes-Benz owners and enthusiasts together to one location followed by a drive together where they can experience a unique event that is tailor-made to enable them to demonstrate their love and passion for the ‘Star’. Participants got the chance to proudly show off Mercedes-Benz vehicles, admire other Mercedes Vehicles of today and yesterday both during the drive and after, and share intricate knowledge of their vehicles.

The drive commenced with the group taking off from Green Path and travelling around the near-empty Sunday morning streets of Colombo. The lineup of gleaming Mercedes-Benz cars gained looks of admiration from the general public at every turn, as they made their way to the Navam Mawatha car park. Little ones, who undoubtedly will become the next generation of proud Mercedes-Benz owners, thoroughly enjoyed the time spent riding in their parents’ Mercedes-Benz cars. At their destination, the owners had the opportunity to get up close and personal with all the Mercedes-Benz models on display. Refreshments were served as they shared their memories, related their experiences and compared notes about their journey with Mercedes-Benz. DIMO’s 24-hour Roadside Assistance vehicle was available throughout, in the event of a vehicle breakdown or accident.
As the only authorised General Distributor for Mercedes-Benz in Sri Lanka, Diesel & Motor Engineering PLC’s, DIMO 800 offers state-of-the-art Mercedes-Benz servicing facilities on par with international standards. In keeping with their stance towards providing their customers with unmatched value through their range of services, DIMO recognizes the significance of investing not only on their state-of-the-art Mercedes-Benz facility, special tools and equipment but also in people and expertise. Apart from the range of services and facilities offered exclusively to Mercedes-Benz customers, DIMO also engages in instigating a host of inspiring events aimed towards enlightening their staff and customers alike when it comes to aspects of mechanical and technical knowledge sharing and awareness.

One particular event that stands out in the Mercedes-Benz Aftersales Service calendar is the Flying Doctor Technical Inspection Program. This is an annual campaign, which attracts large amount of Mercedes-Benz Customers. Flying Doctor campaign was held once again this year and happens to be a service experience like no other, exclusive to Mercedes-Benz owners from around the country. This year’s campaign took place from 5th to 9th August and once again, was proven a hit where all available slots were sold out in quick succession. The campaign also prompted a positive response from all who attended.

Another special factor that comes into place is the ‘Star’ status maintained by the DIMO workshop, indicating their ability to ensure a vehicle’s resale value. Having the car looked after by the authorized service centre denotes quality aftercare where a service record of the vehicle is maintained throughout its life. This is a very important document to ensure that the vehicle's resale value is kept on a higher level. So, there is definitely an additional cost-saving in the long term. With all these elements set in place for Mercedes-Benz owners, this aptly indicates the importance of not only assisting car owners with special support in taking care of their car through every aspect of its use, but also highlights the importance of seeking out the right type of expertise from the right place.

As the nation’s premier purveyor of automobiles and auto-mobile solutions, DIMO has always been a cut above the rest when it comes to delivering trusted and personalised customer service.
DIMO Colombo Branch Hosted a Customer Get-Together

DIMO Colombo Branch hosted a get-together for the customers in the construction industry at JAIC Hilton Colombo recently. More than sixty top customers and transport managers participated at the function.

Rewarding Our Champions

DIMO Engine Care organized an awarding ceremony for the 6th consecutive year for all-island garage owners, at DIMO 800.

Thirty-five top customers participated at the function and Rs. 1.3 million worth of gifts were distributed to all the participants. Furthermore, invitees were educated on key benefits of WD-40, Tata Genuine Parts, OEM and Pick My Load by the respective departments. This was yet another successful event initiated by DIMO Engine Care in order to enhance the relationship between DIMO and its customers, while providing the best solutions and also developing a synergy among the team members.
Tata LPK 1615 Box Tippers to Kingswood Metal Crushers

DIMO Kandy branch delivered five units of Tata LPK 1615 box tippers to Kingswood Metal Crushers recently. Mr. S. Jayasekara (Proprietor - Kingswood Metal Crushers) accepted the vehicles from DIMO Kandy Branch Manager Mr. Jeevanta Ranatunga. These vehicles will be used for their day-to-day operations in the metal crushing industry.

DIMO Ratnapura Branch Conducted A Driver Training Programme

A driver-training programme was conducted by DIMO Ratnapura branch, recently at Sarathchandra Hotel, Embilipitiya for eighty drivers of key Tata customers residing in Embilipitiya region. Participants were educated on good driving etiquettes, how to be a law abiding driver, preventive maintenance and diagnostic skills.

The training was conducted by Mr. Anura Malagala (Training Manager - Nasewana) and Mr. Dayarathna (Traffic Police Sergeant - Embilipitiya Police Station).
DIMO Partnered With HNB

DIMO partnered with Hatton National Bank PLC (HNB) to promote Tata Commercial and Passenger Range of vehicles and Agri Machinery, at a ceremony held at HNB Head Office. The MOU was signed between Mr. Ranjith Pandithage and Mr. Jonathan Alles (Managing Director/CEO – HNB).

Mr. Vijitha Bandara, Mr. Viranga Wickramaratne, Mr. Sanjay Wijemanne (DGM – Retail Banking – HNB), Mr. Kanchana Karunagama (Head of PFS – HNB) and Mr. Niluka Amarasinghe (Senior Manager – Leasing – HNB) signed on behalf of the two companies. The authorization of the partnership will permit to promote Tata range of vehicles and Agri Machinery with exclusive leasing offers and special offers for potential customers.

DIMO and Tata Motors Introduce Tata Euro 4

World Environmental Day commemorates with the theme Air Pollution emphasizing profound impacts on the health of the planet from airborne pollutants. Transport emissions account for a significant proportion of air pollution in cities. This has created a need for more efficient modes of transport through cleaner vehicles in the country.

As a responsible giant in Sri Lankan automobile industry, DIMO together with Tata Motors Limited, introduced environmentally friendly Tata Euro 4 Powertrain Commercial Vehicles to Sri Lanka.

DIMO also took the lead in introducing the first Indian Euro 4 commercial vehicle Tata Yodha to Sri Lanka in August 2018. Setting new benchmarks in the commercial vehicle market, Next Gen Tata Euro 4 Powertrain range is capable of catering to all kinds of commercial transportation requirements. Tata Euro 4 platform offers an improvement of 8% to 10% in fuel efficiency compared to the Euro 3 engines, improved power and torque, low maintenance cost and 80% reduction of particulate matter (environmentally friendly) compared to the previous drivelines.

Next Gen Tata Euro 4 commercial vehicle customers will benefit from low operating & maintenance costs with higher fuel efficiency, increased profits with higher loading ability and less turnaround time due to improved pulling power.

Next Gen Tata Euro 4 Powertrain engines adopt EGR (Exhaust Gas Recirculation) Technology and SCR (Selective Catalytic Reduction) Technology to control NOx (NITROGEN OXIDE), which is the most harmful pollutant in the vehicle emission. These technologies are adopted after carefully analyzing the performance requirements and through testing.

DIMO also geared to provide Sales, Service & Genuine Spare Parts for the Tata Euro 4 range through the DIMO branch network and appointed dealers network across Sri Lanka. The presence of 24-Hour Roadside Assistance (RSA) service is a unique facility that provides complete peace of mind to our customers.
The 5th International Day of Yoga was celebrated on Saturday, 15th June from 6.00 am to 8.00 am at the Independence Square in grand scale. The event was organized by the High Commission of India. Ministry of Culture, Govt. of Sri Lanka, Tata Motors together with Diesel and Motor Engineering PLC and eminent Yoga institutes of Sri Lanka partnered with this activity.

**DIMO Shines at TechFest & SkillFest - SAARC Regional Round**

TechFest and SkillFest championship are the programs initiated by Tata Motors for Technicians & Service Advisors of Tata Motors’ Commercial Vehicle channel partners from India and overseas.

This year the championship has THREE levels of eliminations - at Country level, Regional level and International level.

The Regional level round - SAARC was conducted in Nepal on 12th April 2019. Out of 25 participants from Nepal / Sri Lanka / Bangladesh & Bhutan, 1st Runner Up & 2nd Runner Up from 02 categories were awarded to DIMO Tribe Members of Tata Commercial Vehicle Aftersales Division in Sri Lanka.

**Award Winners**

TechFest - 1st Runner Up - Mr. Danushka Kumara  
SkillFest - 2nd Runner Up - Mr. Melaka Pushpasara
Tata Genuine Talk is the next level garage mechanic forum implemented by Tata Genuine Parts (TGP) team. Objective of this is to step out from the traditional frame of garage mechanic meets and to create an interactive session between mechanics and automobile experts on the importance of using Tata Genuine Parts, provide solutions for problems raised by the mechanics and to create awareness on new modifications. The Engine Care unit of DIMO also participated at the event. TGP team has already organized this programme in Elpitiya, Jaffna, Vavuniya, Polonnaruwa and Anuradhapura.

Tata Genuine Parts authorized dealer Haja Motors opened an exclusive Tata Genuine Dealer outlet on 26th June 2019 at Kaduruwela.
Institutional Sales Events

A training session was organized by the Tata Genuine Parts institutional sales team for the Udawalawa army camp recently. The objective of the session was to update staff on the advantages of using Tata Genuine Parts and the importance of preventive maintenance, while introducing new products.

Mathugama Free Vehicle Inspection Campaign

DIMO Mathugama Tata service team organized a free Vehicle Inspection Campaign for DIMO Batta, SuperACE and Cab models at the Mathugama branch on 25th May 2019.

A total of 31 vehicles were inspected and minor repairs were carried out at the campaign premises. A free diagnosis report with 15% discount for Tata Genuine Oil, Oil Filter & 10% discount for labour and parts were offered on all diagnosed repairs. Matara & Mathugama Service & Sales teams took part at the event.
DIMO Chairman & Managing Director, Mr. Ranjith Pandithage handed over a fleet of vehicles to the Sales & Marketing team of Plantchem & Plantseeds (Pvt) Ltd, shortly after a training program carried out by the organization to help their employees to shift to optimal motivation, create a positive workplace environment, sustain high performance and flourish.

To commemorate the World Environment day, which falls on 05th June every year, Tata Commercial Vehicle Service Division initiated the islandwide “Engine & Fuel System Check-Up Campaign”. The inauguration was conducted at Siyambalape with the presence of representatives from TML, GVK, Lanka IOC, Drive Green & Tata Service Division.

A special training session to educate all participants on emission norms was conducted by the Drive Green team in addition to the tree planting ceremony.
Chairman’s First Visit to Plantchem & Plantseeds (PVT) LTD

DIMO Agribusinesses partnered with Plantchem and Plantseeds (Pvt) Ltd with the hope of expanding its footprint in the agri inputs business, creating history with DIMO’s first acquisition.

DIMO Chairman & Managing Director, Mr. Ranjith Pandithage paid his first visit to the company premises after the acquisition in February 2018 and addressed the employees and pledged his commitment to improve the local agriculture sector. Further, he expressed his view on the new corporate identity and the need to modify our behaviour in certain aspects to strengthen DIMO’s image. As the first step towards this, he requested everyone’s support to adhere to these newly articulated values in making DIMO a truly Sri Lankan global organisation before touring the company facilities.

Later, Mr. Ranjith Pandithage planted a coconut sapling at the Seed Processing Complex & Agri Techno Park at Nikaweratiya to mark new beginnings.

DIMO Agribusinesses Introduces "Yates" Products from Australia's Largest Garden Business

Yates has established itself as an integral part of Australian and New Zealand gardening history and much of the company's success rests on its ability to adapt to changes in lifestyle and to continue meeting the needs of gardeners in each new generation. Some of Australia's most respected horticultural brand names come out of the Yates stable: Yates, Thrive, Hortico, Watkins, Zero, Aquasol, Blitzem and Dynamic Lifter.

DIMO Agribusinesses introduced the Thrive range with the idea of establishing modern day agri practices into the local market. Yates Thrive fertiliser range promotes healthy plants by delivering the balanced nutrients required by the plants and are backed up by Yates’ extensive experience of growing and maintaining healthy plants.

The products available for purchase could be categorized into two sections, Water soluble; Yates Thrive All Purpose Liquid Plant Food, Yates Thrive Vegie & Herb Liquid Plant food, Yates Thrive Roses & Flowers Liquid Food and Yates Thrive Tomato Liquid Plant Food. A Slow Release fertilizer named Acticote will also be available for purchase.
DIMO Provides KSB Pumps to Meewathura Water Supply Scheme

KSB pumps & accessories were supplied to Meewathura Water Supply Scheme (A National Water Supply & Drainage Board Project). The model Omega 150-605 AGCI double suction split case & end suction pumping set & related accessories (starter electrical panels, valves, pipe fittings, actuators, etc.) were installed for its high lift & booster pumps. 2 numbers of 250 kW capacity industrial water pumps & related accessories were supplied & installed by the DIMO technical team. Following the standards, the system was commissioned by our competent technical team for its operation.

KSB Pump System for Kolonnawa Pump House

Industrial Engineering Division of DIMO supplied and installed a KSB Omega V300-435 C GB GM (complete pump set) vertical shaft driven double suction centrifugal pumping sets and accessories to Kolonnawa Pump House at Rajasinghe Jalagaraya Mulleriyaw, Ambatala (A National Water Supply & Drainage Board Project). 220 kW capacity pump system was supplied & installed after following the standard commissioning by the technical staff of DIMO.

Kegalle Equipped with KSB Submersible Bore Whole Pumps

Electrically driven 6 numbers of submersible bore whole pumps & 2 numbers of in-line vertical multi stage pumps were supplied & installed in Kegalle area covering Habalakawa, Bambaragama, Kalugala & Kelaniwatta to be used for its resettlement activities (A National Water Supply & Drainage Board Project). This facilitates with the rural villagers with day-to-day water needs. There were more than 10 numbers of industrial pumps with the capacity of 2.2 kW, 1.5 kW, 0.75 kW installed at the location.
Diyathalawa Water Supply Scheme gets KSB Pumps

More than LKR 80 million worth KSB Centrifugal Pumping sets, generators & accessories were supplied & installed at Aluthwela Intake & Booster Pump Houses at Diyathalawa Water Supply Scheme (A National Water Supply & Drainage Board Project). 2 numbers, B12B 160 kW vertical turbine pumps and 2 numbers of A150 Multitec 5-11.2 11.73 model 160 kW end suction vertical delivery pumps were installed & commissioned for its operations by DIMO competent technical team.

Automated Car Parking System for Two Union Square by DIMO

Storage & Material Handling Division successfully supplied and installed the automated car parking system at Two Union Square Building, Colombo 02 which is owned by Shamsudeen M S A Developments & Reality (Pvt) Ltd. A fully automated car parking system was installed with intelligent automated parking mechanism, which can accommodate 95 vehicles with two vehicle lifts. This automated system was released for its operations after carrying out the standards commissioning procedures by our competent service team.
Hewlett Packard Enterprise (commonly referred as HPE) is an American multinational enterprise information technology company based in San Jose, California, founded on 1st November 2015 as part of splitting of the Hewlett-Packard (HP) Company.

HPE is an industry-leading technology company which enables customers to go further, faster. With the industry’s most comprehensive portfolio, spanning the cloud to the data centre to workplace applications, their technology and services help customers around the world make IT more efficient, more productive and more secure.

Aruba is one of the main product ranges handled by HPE, and DIMO was honoured to be recognized as the winner of this prestigious award.

DIMO’s technical competencies and impressive sales figures during the last financial year contributed towards this milestone.

While celebrating this achievement, the Building Technologies Department looks forward to a long-term partnership with HPE to ensure DIMO’s continued business success.
SIEMENS – DIMO Workshop on Mobility Solutions

A workshop on mobility solutions was conducted by the Power Solutions Unit of DIMO (Pvt) Ltd, for the engineering team of Sri Lanka Railways. The event was held on 11th June 2019 at Cinnamon Lakeside Colombo with the presence of DIMO Management.

The purpose of the workshop was to educate participants about the latest technologies and solutions that SIEMENS, together with DIMO can offer, for upcoming railway development projects in the country. It was a good platform to enhance existing business relationships with Sri Lanka Railways.

Mr. Ranjith Pandithage emphasized the strong partnership between SIEMENS and DIMO over the last 5 decades whereas Mr. Prasad Palsokar added notes on SIEMENS footprints in Sri Lankan market. The key speakers of the session were Mr. V Natarajan, Sales Lead - Electrification, Mr. Pankaj Rastogi, Chief Manager - Signaling Systems & Mr. Axel Muench, Sales Director of SIEMENS Ltd. Their presentations focused on Signaling Technology & Products for Main Line, Rail Electrification – Roll Out in Sri Lanka and many other related topics.

DIMO to Facilitate LED Lighting Solutions to ITI

DIMO supplied LED Lighting solutions to the Industrial Technology Institute’s (ITI) new office premises in Malabe, which was geared to provide state-of-the-art research facilities to the whole nation. ITI is the pioneer scientific research and development centre in the country for the past six decades.

The project scope included lighting solutions for institute's internal roads, boundary walls, access gates, car parks, etc. Under this project, DIMO was able to provide state-of-the-art lighting solutions from Ledvance, Disano & Vellnice. The total project value is Rs. 7.3 million.
DIMO Powers CCC &
Brandix New Factory Premises

DIMO Power Solution team has recently installed a Power Bus way system in Colombo City Center (CCC) and completed a turnkey installation project for, “Brandix Essentials Rambukkana – Plant 02”, which is the latest addition to the portfolio of Brandix Apparel Solutions Ltd.

The scope of CCC was the supply and installation of Bus Bar System with “POWERBAR” from Generator to main Distributions panels. In Brandix Rambukkana project, the scope consisted of supply & installation of Cable Management system, supply, fabrication and installation of box bar grid structure for production floor lighting, wiring of lighting & socket outlet points, supply, lay & termination of main cables & sub main cables, installation of MSB & sub DB’s, supply & installation of lighting fixtures for total project and supply & installation of Lightning Protection System.

DIMO Provides Power Solutions to Five Major Projects

DIMO power solutions team was able to secure five major projects. All five projects scopes consist of Supply, Installation, Testing and Commissioning of Total Electrical Systems and these projects are:

i. Retrofitting Brandix Intimate Apparel Ltd.’s factory complex at Seethawaka Industrial Zone, Avissavella

ii. Renovation of Brandix Intimate Apparel Ltd.’s factory complex at Minuwangoda

iii. Proposed factory up gradation of Causeway Paints Lanka (Pvt) Ltd

iv. Zion by Access Residencies; a proposed 11-story luxury apartment with 63 apartment units in Thalawathugoda

v. Almaden Tower, a proposed 10-story commercial & office building at Rajagiriya
DIMO Powers Hyatt Rah Falhu Huraa Island in Maldives,

Hyatt Rah Falhu Huraa is an integrated tourism development project which will consists of three luxury resorts managed by international hotel brands, a yacht marina and a tourism academy. World renowned architects and consultants from Japan and Brazil have been assigned in order to ensure that Rah Falhu is a standard-setting, state-of-the-art integrated development in the Maldives.

Trade Promoters (Pvt) Ltd (TPL) is the generator contractor for Island 01 & Island 04 projects and DIMO recently signed a contract with TPL to Supply & Install Copper Bus Way Trunking System worth USD 317,000 at Hyatt Rah Falhu Huraa Island 01 & Island 04. It is definite that Falhu Huraa will be a major international project reference for DIMO once completed by end 2019.

DIMO Building Technologies Facilitate Ekroma Fortune

Ekroma Fortune is a 20-storied commercial development of Simak-vin Real State (Pvt) Ltd in Colombo 02, which is a centrally located timeless design with a wide range of select facilities and amenities collectively form the hallmarks of a masterpiece in office space.

DIMO recently secured the project in the scopes of Fire Detection and Alarm System, Fire Hydrant and Hose Reel System, Fire Sprinkler System and Inert Gas Fire Suppression System amounting to LKR 79 million.
BFGoodrich Truck & Bus Tyre Awareness Program

An awareness campaign on BFGoodrich Truck & Bus Tyres was conducted in June 19 targeting Truck & Bus fleet owners in Sabaragamuwa & Southern areas of the country. The program was held at Grand Udawalawe Safari Resort with the participation of more than 100 key fleet owners and a few dealers in the area. A technical seminar was conducted to educate the participants on tyre maintenance tips and about the benefits of using BFGoodrich Truck Tyres. More than 140 tyres were sold at the event through the special promotional scheme conducted. A leaflet & sticker campaign was also conducted in the area.

BFGoodrich Truck & Bus Tyre Brand Activation Campaigns

A series of brand awareness campaigns were conducted in Hambanthota, Embilipitiya, Wellawaya, Thanamalwila, Siyabalanduwa, Monaragala areas in June 2019 with the objective of introducing BFGoodrich Truck & Bus tyres in the region. These campaigns were conducted targeting the Truck & Bus owners and drivers in these areas. More than 1000 stickers were pasted while leaflet campaigns were also conducted. The customers were educated on benefits of using BFGoodrich Truck & Bus tyres. Data of more than 500 customers were collected for future businesses and gifts were distributed among these customers to enhance relationships.
Diesel & Motor Engineering PLC (DIMO) has announced their partnership with world-renowned American power tools manufacturer, Stanley Black & Decker. Through this partnership, DIMO will market DeWalt, Black & Decker and Stanley products in Sri Lanka and further emphasize DIMO’s product portfolio expansion with these distinguished brands. The local power tools industry consists of three segments; the high-end market, middle market and the DIY market (Do it Yourself). This joint venture would enable DIMO to cater to all these market segments in Sri Lanka.

To mark the partnership between DIMO and Stanley Black & Decker, Chairman & Managing Director of DIMO Ranjith Pandithage stated, “We are proud to join hands with the world’s largest power tools manufacturer Stanley Black & Decker to bring the world’s best brands to Sri Lankan consumers with hopes of adding value to their work and day to day lives. This partnership is an ideal example of DIMO’s commitment towards its brand promise as well as fulfilling a common vision that both parties’ hold on to, being the aim to improve people’s living standards and expose them to tools from a world class manufacturer”.

Chief Operating Officer, Retail Cluster of DIMO, Viranga Wickramaratne stated, “DIMO always partners with the world’s best engineered brands and to align with our strategic direction, we need to partner with a company that possesses a comprehensive product portfolio which can cater to all segments in the local power tool industry. Stanley Black & Decker fulfilled these requirements for us and we believe that they are the perfect partner in catering to Sri Lanka’s power tool market, which is worth Rs 3.5 billion”.

DIMO’s expertise in managing renowned international brands will supplement this partnership and deliver fruitful results. DIMO will establish a 24/7 onsite after-sales mobile service to further strengthen their after-sales capabilities. Plans are also currently underway to appoint several authorized service dealers dedicated only for these new brands providing more convenience to customers island-wide.
Unveiling a Whole New Experience with DIMO Retail

DIMO Retail division unveiled its newest edition of the business “DIMO Retail” showroom on 01st of August 2019 at No 121, Pagoda Road, Nugegoda. This new concept store provides a wide range of everyday usable products including newly introduced Dewalt, Stanley, Black & Decker products to its customers with the state-of-the-art retail facility experience.
“Let’s Skip Plastic”
A sustainability initiative from DIMO

Every bit of garbage you dispose contributes to a man-made disaster...

Polythene and Plastic usage per day at DIMO Headoffice...

- Lunch sheets: 200
- Shopping bags: 300
- Straws: 100
- Curry bags: 100
- Dessert cups & Plastic bottles: 50

DIMO Sustainability team initiated a campaign to reduce single use plastic waste at DIMO. The main objective of the campaign is to skip usage of plastic at DIMO and the first phase of the campaign targeted DIMO head office premises. A series of informative e-mailers was circulated among employees by educating them on what single use plastic is and how it could affect the environment in the long run. The increase in plastic use has become a major threat to wild animals globally and thereby the entire eco system. DIMO’s sustainability team led a poster campaign in the Canteen area, highlighting the statistics of daily single use plastic wastage at DIMO Head office premises, and how plastic can affect wild animals.

Plastics are consumed by land animals, including elephants, zebras, tigers, cattle and other mammals. In most cases it causes death.

Toxins in plastics cause cancer, birth defects, immune system problems and childhood development issues.

Did you know that 50-80% of all dead sea turtles found to have plastic inside them?
DIMO Redefined as The Best Place to Work in Asia

Diesel & Motor Engineering PLC (DIMO) ranks among the Top 25 companies of Great Place To Work (GPTW) in Sri Lanka, for the 7th consecutive time. The GPTW Awards Ceremony was held recently, at Shangri-La Hotel, Colombo. This year DIMO raised the bar higher reaching out far beyond, with a sensational grab of a total of 5 awards.

Transcending in the field of automobile through innovation with a prolific history, marking 80 years, DIMO benefits the refinement of people’s everyday needs and wants spreading across, as the basic solution provider in the fields of engineering, consumer goods, education, agriculture and industrial solutions. DIMO grows along with the people, business and community encapsulating the GPTW theme for the year celebrating “A Great Place to Work for All”. At the Awards ceremony, the company was also rewarded with a special recognition for the outperformance beyond limits as one of the Best Workplaces in Asia for the year 2019 in the category of Large Workplaces in Asia.

Commemorating the pinnacle of places to work, DIMO also bestows the titles of Best Public Limited Corporation 2019, Best in Extra Large Sized Enterprise Category - Gold Award and Excellence in People Initiative - Corporate Social Responsibility, apart from the awards mentioned above.