

# DIMO

## NURTURING WELLBEING



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As the world embraces a more holistic view of success, wellness now stands at the core of how people define purpose and fulfilment. Today, an individual's sense of wellbeing often stems from the convergence of economic empowerment, healthy living, creative expression and access to the right tools to lead a balanced life. DIMO, an organisation driven by its purpose of fuelling dreams and aspirations, has built a vibrant ecosystem of offerings that are designed to address the evolving needs of human beings.

With a diverse and thoughtfully curated product portfolio, DIMO continues to champion the cause of wellbeing by promoting healthy food, empowering individuals through livelihood development, fostering a do-it-yourself (DIY) culture, and nurturing hobbies that bring peace of mind and purpose.

The journey to holistic wellness begins with what we put on our plates. DIMO's processed food lines, Flava by DIMO and Miditer, are transforming how Sri Lankans nourish their bodies and delight their senses. These brands are rooted in the philosophy that food is not only fuel but a medium for health, creativity and opportunity.

Featuring a range of hygienically processed, healthy products – from dried fruits and plant based jams to ready to drink beverages – these offerings enhance physical health while enabling emotional wellbeing. By eliminating artificial additives, the organic Miditer range supports cleaner eating habits that retain nutritional integrity.

But beyond that, these products foster entrepreneurship. Home based cooks, food bloggers and small-scale producers can now access premium ingredients to develop value added products, uplifting household income and expanding livelihood potential.

For many, cooking has become a creative outlet: a way to unwind, bond with family or rediscover tradition. With products such as cold pressed virgin coconut oil, canned jackfruit and lotus roots, DIMO enables culinary exploration that's healthy, hassle free and deeply satisfying.

DIMO's contribution to wellbeing goes beyond the kitchen, extending into the home garden and fields of aspiring growers. The act of nurturing a plant and seeing it grow offers therapeutic value. Through DIMO Agribusinesses, the company supports physical and emotional wellness by encouraging the joys of gardening and small-scale cultivation.

For home gardeners, DIMO Agribusinesses' budded plants and high quality seeds are engineered for early fruiting and disease resistance, offering quick and visible progress. DIMO's flower and lawn fertilisers help gardeners create vibrant landscapes that enhance beauty and wellbeing.

Its Integrated Pest Management (IPM) solutions – including whitefly and thrips traps – offer safe, sustainable protection for crops. Coupled with approved crop care solutions, these ensure home gardens and small farming landscapes thrive without compromising the environment or the grower's wellbeing.

A major pillar of DIMO's wellbeing centric approach lies in its power tools and home appliances designed to enhance productivity, independence and personal fulfilment.

For professionals such as electricians, carpenters, masons and mechanics, DIMO's power tool portfolio featuring DeWalt, STIHL, STANLEY and Di-TEC is revolutionising the way they work. These tools improve safety, reduce physical strain



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and boost output, resulting in better job performance and greater user satisfaction.

STIHL's specialised tools including tillers and pruners cater to small and medium-scale cultivators, helping them save on labour while maximising yields. Just like its STANLEY power tools range, STANLEY's durable hand tools empower both professionals and DIY enthusiasts to complete tasks with precision and pride.

The modern home is both a haven and a hub of daily activity. DIMO understands this duality and offers a suite of BLACK+DECKER™ kitchen and home appliances, which simplify chores and promote healthier lifestyles.

From blenders and air fryers that support nutritious cooking to ergonomically designed devices that reduce fatigue, these appliances are engineered for ease, efficiency and emotional wellbeing.

A well functioning home brings structure and serenity, creating space for more meaningful connections, leisure and self-care. Whether it's a high-pressure washer that restores a patio or a vacuum cleaner that supports a cleaner, allergy free home, every product plays a part in crafting an environment that uplifts its residents.



Wellbeing is a continuous journey – and DIMO is committed to supporting Sri Lankans every step of the way by promoting health and vitality

Acknowledging that physical health, mental clarity and financial independence are inherently interconnected, DIMO's approach to wellbeing is all-encompassing. By providing tools for self-reliance, fostering creativity and enhancing day-to-day living, DIMO supports the aspirations of Sri Lankans by fostering wellbeing through balance, progress and personal fulfilment.

As we move towards a tomorrow where individual wellbeing is integral in driving national progress, DIMO plays a pivotal role in enabling a healthier, more empowered nation. With its carefully crafted portfolio, DIMO is not only enhancing quality of life but also contributing to long-term resilience of the communities it operates in.

Through its wide-ranging solutions from healthy food and agriculture to home innovation and tools, DIMO supports individuals in achieving physical, emotional and economic balance. These offerings help transform everyday activities into opportunities for self-care, skills building and income generation.

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