

# **Brown & Dimo in Strategic Alliance**

Brown & Co. and Dimo, have formed a partnership, Browns Dimo Industrial Products Pvt. Ltd. (BDIPL) for the manufacture of industrial products.

Both Dimo and Browns have a 45% stake in the new company, while the Development Finance Corporation holds 10%.

The objective of the new company is to manufacture industrial products and initially, cater to the specific requirements of Industrial Heat Exchangers and Automotive Radiators. These products which will be manufactured locally, with the raw materials namely Copper and Brass being imported from Germany. The new company will dominate the local market with a marketshare of over 90%. Plans for export are also underway with hopes to ship a consignment to the Middle East in about 6 months while other overseas markets will also be explored.

All machinery that has been installed at the new company is state-of-the-art technology which has been imported from Germany, while the factory itself is located at the Browns premises at Devanampiyatissa Mawatha.

A two year guarantee is given on all items produced by BDIPL, while the installation and distribution will be handled by Browns and Dimo. The marketing of the products will be carried out on an islandwide basis and this too will be handled by Browns and Dimo.