Browns Launch into Consumer Marketing & Commodity Trading

Brown & Co. Ltd., one of Sri Lanka’s pioneering and leading blue chip companies which in recent times has diversified its activities in keeping with the company’s mission of ‘Enhancing Profitability & Growth’ in order to achieve its vision of ‘Achieving Excellence In Marketing,’ inaugurated its newest division that of the Consumer Marketing & Commodity Trading Directorate. Chairman Chrisantha Cooray was on hand to inaugurate the new division which is located at Horbury House.

Razik Zarook has been appointed director Commodity Trading and together with a team of marketing professionals, all of whom have a proven track record of marketing consumer products, will evolve product marketing strategies and business plans for the many new lines of business that this division envisages venturing forth into.

Suraj Fernando, managing director, Browns, stated that the opening of this division is in keeping with the company’s strategy of expansion. Fernando went on to say that a number of consumer products have been identified after intense market research and will shortly be introduced to the local market.