CEAT Celebrates Growth In 2018-19 With Awards Gala



CEAT Kelani's top ten dealers for 2018-19 with Ravi Dadlani, Managing Director, CEAT Kelani Holdings and Rohan Fernando, Executive Director, CEAT Kelani Holdings.

CEAT Kelani Holdings honored the Company's top dealers at an awards gala, appreciating their dedication in promoting the brand. Themed 'Together Towards Tomorrow' the event saw 70 of CEAT's top 150 dealers who attended receiving awards for their contributions to the Company's revenue in 2018-19. The company enjoyed a year of substantial investments in new product development, capacity enhancement and product improvement for the India-Sri Lanka joint venture. Ravi Dadlani, MD, CEAT Kelani related dealers at the event that the Company's achievement of three percent growth in the domestic market in the year concluded could be considered an equitable performance in the context of the challenges faced by the business sector and the country as a whole. "All of us are going through tough times, and it is in times like this that we must work closely together to overcome the challenges," he said. He called for the continued support and loyalty of dealers and their families as they work with the CEAT brand "Together Towards Tomorrow." The top dealers honored for their contribution towards CEAT brand's growth in 2018-19 received cash awards, trophies and certificates in recognition of their performances in each of the product categories that CEAT manufactures, and for overall excellence. CEAT's top ten dealers overall in 2018-19 were led by the Dealer of the Year U&H Wheels of Colombo 2. Also appreciated at the event were Paramount Tyre Traders, Colombo 14; Supiri Tyre Works, Kandy; Sumith Marketing, Ambalangoda; Nanda Tyre House, Vavuniya; M J R Peiris and

Sons, Kandy; Sumidag Tyre Company, Kurunegala; Tyre Link, Walasmulla; Abdeen Tyre Service, Akkaraipattu and New Rizla Tyre House, Peliyagoda.