

DIMO Cultivates Love For Home Gardening With



Ranjith Pandithage, Chairman and Managing Director, DIMO; Gahanath Pandithage, Group CEO, DIMO and Asanga Ranasinghe, Director/CMO, DIMO with the popular social media content creators at the footprints launch.



Attendees at the launch of footprints.



The footprints Do-It-Yourself home gardening kits offers a range of products.



DIMO, one of Sri Lanka's leading conglomerates, continues to demonstrate its respected credentials as a responsible corporate entity with the launch of its latest venture footprints Do-It-Yourself (DIY) home gardening kits for the whole family.

The virtual unveiling of footprints took place with the patronage of Ranjith Pandithage, Chairman and Managing Director, DIMO, distinguished guests and a team of social media content creators. Having built a strong reputation for its unmatched expertise and trust in different sectors, DIMO has made a significant impact in the agriculture business with the vision of leading the way in the space of next generation agriculture. The purpose of footprints is to promote home gardening as a family bonding activity, which helps the holistic development of children and as a way of relaxation, which in return delivers happy and joyful memories and moments with loved ones. To facilitate this, footprints has made home gardening a very convenient process through the novel concept of all-in-one DIY home gardening kits that consist of all the resources necessary to start growing a plant from the seeding stage and up until it bears fruits.

The footprints home gardening kit comes in two types 'Nursery Care Kit' and 'Complete Care Kit'. The Nursery Care Kit is a convenient home gardening combo pack, which includes seeds, coir pots, peat pellets and plant markers. This can be used as a starter kit to grow your own vegetables at home. It is recommended for those who have a backyard, home garden or plant pots.

While the 'Complete Care Kit' is a comprehensive all-in-one convenient home gardening combo pack. This is recommended for those who live in apartments and with a very limited outdoor space at home.

The footprints product range is now available at leading supermarkets, e-commerce stores and at dimoretail.lk.