

DIMO Hosts Top Tyre Dealers At DIMO-MRF Tyre Channel Partner Convention 2015



Diesel & Motor Engineering (DIMO), the sole distributor for MRF truck and bus tyres, hosted the top 50 dealers and their families at the Tyre Channel Partner Convention 2015. The convention, which rewarded the dedications of the dealers to the brand, took place with the participation of the Management of DIMO, MRF Country Representatives and the Tyre Division Team.

Out of the top 50 channel partners, the top 10 partners were awarded with return air-tickets to Switzerland while the rest of the forty dealers were awarded with return air-tickets to Singapore. The awards ceremony was a colourful and an extravagant event. Singing by 'Soul Sounds', dancing by Prashadi, drum display by Nadro, acts by comedians and performances by the musical band "Waayo" made the evening an unforgettable one.

The channel partner convention was graced by Ranjith Pandithage, Chairman and Managing Director – DIMO, Channa Weerawardane, Director – DIMO, Suresh Gooneratne, Director – DIMO, Sarath Algama, Director – DIMO, Krishantha Peiris, MRF Resident Manager, Anas Mohamed, DGM – Commercial Vehicle Tyres, Ramesh Somaratne, DGM – Passenger Vehicle Tyres and several members of the GMC of DIMO. All channel partners and their families were given MRF branded T-shirts, while especially made MRF Junior Fan T-shirts were given to all children who were present. The event kicked off with the Game Kade concept where the invitees were given a different experience to taste traditional food and drinks. The channel partners then gathered for a group photo and were then escorted by Nadro drummers to the ballroom where the Awards Ceremony was held. The ceremony commenced with a warm welcome by Ranjith Pandithage where he highlighted the importance of selling high quality tyres such as MRF truck and bus tyres ensuring the safety of the passengers. He further emphasised on the exceptional after sales services instigated by DIMO for all the customers.

On the following day, channel partners and their families got the opportunity to get involved in games and activities. There were competitions for the kids and adults, where everyone actively took part. Many gifts were given away to children, wives and gents. The highlight of the day was the MRF tyre rolling competition – where channel partners underwent a tough physical challenge to roll MRF tyres a distance for a of 50m. The two-day event came to a conclusion with the giving away of MRF souvenir mugs for the channel partners. The top 50 dealers and families were treated to a memorable experience by DIMO during the two-day programme.