

DIMO Partners With Stanley Black & Decker

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Justin Daniel from AC Paul and Company receiving a token of appreciation from Ranjith Pandithage, Chairman and Managing Director, DIMO in the presence of Asanga Ranasinghe, Executive Director/CMO and Viranga Wickramaratne, Retail Cluster Chief Operating Officer, DIMO.



M Piyadasa, Chief Executive Director, Maga Engineering receiving a token of appreciation from Ranjith Pandithage, Chairman/Managing Director, DIMO in the presence of Nilanjan Bhattacharya, Director - Sales of South Asia Stanley Black & Decker India; Gahanath Pandithage, Group CEO, DIMO and Asanga Ranasinghe, Executive Director/CMO, DIMO.

Diesel & Motor Engineering (DIMO) announced their partnership with American power tools manufacturer, Stanley Black & Decker. Through this, DIMO will market DeWalt, Black & Decker and Stanley products in Sri Lanka. DIMO's new product portfolio will showcase power tools, accessories and hand tools from Stanley, power tools and accessories from DeWalt and power tools and home appliances from Black & Decker. To mark the partnership between DIMO and Stanley Black & Decker, Ranjith Pandithage, Chairman/Managing Director, DIMO stated, "We are proud to join hands with Stanley Black & Decker to bring the world's best brands to Sri Lankan consumers with hopes of adding value to their work and daily lives, improve people's living standards and expose them to tools from a world class manufacturer." Radhesh Verma, Managing Director of Stanley Black & Decker India said, "Our customer segments comprises industrial customers, professionals such as carpenters, plumbers and household customers who prefer to handle their work on their own. This shows that our product portfolio is focused on solving the everyday problems of our customers."

Viranga Wickramaratne, Chief Operating Officer, Retail Cluster, DIMO, stated, "We need to partner with a company that possesses a comprehensive product portfolio, which can cater to all segments in the local power tool industry. Stanley Black & Decker fulfilled these requirements for us and we believe that they are the perfect partner in catering to the

country's power tool market." Nilanjan Bhattacharya, the Director - Sales of South Asia, Stanley Black & Decker India, acknowledged Sri Lanka as a growing market and is therefore, planning to increase their presence here while investing heavily in the country. DIMO organized two events to announce this new partnership to its trade business partners. The first event targeted the industrial and institutional sales segment. While the second event was dedicated to Power Tool dealers who were present from different parts of the country.