

# DIMO Powers Jaffna International Trade Fair 2014



DIMO partnered the Jaffna International Trade Fair as the Main Sponsor, held for the fifth consecutive year. Dimo has powered the trade fair since its inception. The opening ceremony of the fair was held under the patronage of Douglas Devananda, Minister of Traditional Industries and Small Enterprises Development, V Mahalingam, Consul General of India in Jaffna, Yogeswaray Patgunarajah, Mayor of Jaffna, K Poornachandran, Chairman - Chamber of Commerce, Yarlpanam, while many other key government officials took part in the opening ceremony. DIMO was represented by Gahanath Pandithage, Group-CEO at the opening ceremony while Channa Weerawardena, Director, Suresh Gooneratne, Director, Vijitha Bandara, Chief Operating Officer and several other Senior Managers participated at the exhibition as well.

DIMO had the largest outdoor and indoor stalls at the exhibition. The outdoor stall displayed the TATA Commercial Vehicle Range, TATA Passenger Vehicle Range, selected Mercedes-Benz Vehicles and Mahindra Tractors. A special vehicle key handing over ceremony was organised at the TATA Commercial Vehicles Stall where several recipients received their keys to brand new TATA vehicles from Douglas Devananda. The TATA Commercial and Passenger Vehicle range display included the latest models including the TATA Prima, TATA Ultra and the 2014 TATA Nano. Mercedes-Benz displayed a Pre-owned Car, a Mercedes-Benz Sprinter Van and the Mercedes-Benz MotorHome at the exhibition. Cutouts and displays were also arranged by TATA Genuine Parts and TATA Commercial Service at the outdoor stall.

The indoor stall was organised under the theme “Swayam Waram” -which means selecting the best partner for future endeavours. The indoor stall had displays from Bosch and SKIL Power Tools, WD-40, Fischer fixing solutions, Bosch Service, Adhisathkara, Bosch Automotive Components, Michelin Kumho MRF Tyres, Osram and DIMO GLS bulb, Original Equipment Components, KSB Pumps, Material Handling Equipment, and DIMO Automobile Training School. A Press conference was arranged earlier with the regional (Jaffna) Media representatives to promote the event. Ravinesh Senaratne represented DIMO at the press conference.

DIMO will be opening their newest fully fledged Branch and Workshop at Jaffna within the next few months. DIMO was the first automobile company to move into post-war Jaffna and the first to open an Automobile Training School in Jaffna. DIMO currently has more than 35 branches and showrooms Island-wide, enabling customers to experience world-class products and solutions at their doorstep.