DSL Hosts An Extravagant Awards Night In Jakarta For Auto-Parts Dealers



Douglas & Sons (DSL), for the fourth consecutive year, together with its principal suppliers hosted a very significant overseas tour for its auto-parts dealers, to celebrate their resounding success as the ‘Leader’ in auto-parts, for the year 2011/2012. The gala event was graced by Nanda Mallawarachchi, Ambassador for Sri Lanka in Indonesia, with several other eminent and distinguished guests in attendance. The DSL Awards Night is an annual event in DSL’s calendar of events and is much looked forward to by its dealers.

A group of nearly 350 auto-parts dealers from Sri Lanka, some together with their families, were flown all the way to Indonesia to witness the annual awards night that was commemorated in style, amidst the presence of high profile dignitaries and esteemed business partners of DSL, at Shangri-La Hotel, situated in the beautiful and serene city of Jakarta. The event was packed with a wide variety of entertainment which included cultural dance performances by well recognised artists. Apart from the Convention, various fun filled activities added excitement and colour to the whole expedition.

Speaking at the occasion Saroj Perera, Chairman thanked the dealers for their unstinted support, loyalty and dedication in enabling DSL to maintain the number one position in the auto-parts trade in Sri Lanka. He also commended the innovative Marketing team for their steadfast commitment in making DSL the bench mark

company amongst many other companies in the auto-parts business in Sri Lanka. A number of prestigious awards were given away, of which ‘Best Dealer of the Year’ Bronze Award was won by Borella Motors, Silver Award by G S Auto Spares and the Gold Award was won by Pathma Motors, Kadawatha.

In addition to the Convention, the dealers enjoyed sight-seeing, touring around the serene city of Jakarta and tasting the delicious delicacies of Indonesian cuisine.

For most on board it was a first time experience of exploring a country with many similarities to Sri Lanka in cultural heritage. While the tour was filled with enjoyment, it also offered the dealers the opportunity for direct interaction with suppliers of globally acclaimed brands in auto-parts and also enabled them to meet up with the rest of the top dealers in the industry.