Fashion Statement ’06



Feroz 0mor, Director-Brandix Lanka handing over the sponsorship cheque to Cido Subromaniam, President Rotary Oub of Colombo East. Also in the picture (L-R)Nilmini Jayasinghe, Head of Corporate Communications, Brandix Lanka, Dushan Soza, Event Chairman, Rotary Club of Colombo East and M Raghuraman – EVP, Brandix Apparel

In keeping with their outreach initiative “Water with is their Life” to outreach provide safe drinking water for those most in need, Brandix – Sri Lanka’s single largest exporter, committed to be the main sponsor of Fashion Statement ’06, the proceeds from this fashion show will be directed to a project related to water. Reebok India is partnering Brandix in this initiative. At Brandix, a central corporate theme directs the overall community reach activities in a more focused approach to derive maximum benefit to the communities they operate within. The theme, ‘Water is Life’ is a long term and ongoing commitment focusing on increasing the availability of water and provision of safe drinking water to those most in need. In addition to construction of desalination units, many other initiatives are undertaken within this unique theme such as establishment of a Training Centre for Water Management & Conservation and a centre for Disaster Mitigation and Management together with the Water Resources Board, commissioning of tube wells in drought affected areas. In the immediate aftermath of the Tsunami, the Brandix/Water Resources Board Disaster Mitigation and Management Centre, deployed teams to all six districts and cleaned over 5000 wells. Most recently, Brandix commissioned a desalination plant for the people of Rajapakshapura. Located in the vicinity of one of

Brandix’ largest casualwear manufacturing plants, over 450 families will now have access to free, pure drinking water for the first time in the history of this village. The desalination plant which was installed at a cost of over Rs 4 million was commissioned in the presence of Hon Jeyaraj Fernandopulle, Minister ofTrade, Commerce, Consumer Affairs and Hig Ya’fS..”Wrth both the incidence and severity of drought increasing in frequency and scale, the lack of water has become a national crisis” commented Feroz Omar-Director/Brandix Lanka. “Brandix is committed to mitigate the situation through a concerted effort in facilitating the provision of drinking water to as many needy communities as possible” he added.