

Ideal First Choice Offers World-Class Services To Multi-Brand Vehicles



Nalin Welgama, Chairman, Ideal Group.



Chaminda Wanigaratne, Director – Automotive, Ideal Motors.

Ideal First Choice, the latest venture by the Ideal Group of Companies, has entered into regional automotive hubs to provide after-sales services for multi-brand vehicle owners. The regional hubs are located in Tissamaharama, Puttalam, Jaffna, Kelaniya and Dambulla. Ideal First Choice is equipped with a workshop and offers lubrications and detailing, mechanical and electrical diagnostics, body and painting. Ideal First Choice provides delivery on time, cost effective services and ensures close follow up of customer feedback. Further, free telephonic consultations on troubleshooting of electronic systems of the latest automobile diagnostic systems are also offered as a value addition. The company operates an island-wide free recovery service for accident repairs and roadside assistance (RSA) at a feasible rate, 24 hours a day, 365 days a year. A free towing and carrier facility in Gampaha is offered and plans are underway to provide this service to their regional hubs. In future,

15 regional automotive hubs will be established. Nalin Welgama, Chairman, Ideal Group stated, “The new venture will be offered to fulfill the gap in the marketplace of proper after sales services for regional vehicle owners and would strengthen the Group’s main franchise of Mahindra & Mahindra vehicle after sales services”. Chaminda Wanigaratne, the Director in charge of the automotive business of the Group is heading the new venture. The first eight workshops have already been

completed and are fully operational