

Luxury Brands Grabs Gold And Silver At The SLIM NASCO 2015

Luxury Brands won Gold and Silver awards under the Alcohol and Tobacco category at National Sales Congress, organised by the Sri Lanka Institute of Marketing. Two of the territory managers from Luxury Brands won these awards. Thilanka Samaradiwakara was awarded Gold and Madhawa Wijetilake was awarded Silver at this event for trade marketing execution of the brands.

Luxury Brands is a fully owned subsidiary of Lion Brewery (Ceylon). It is the sole importer, distributor and marketer in Sri Lanka for Diageo - world's largest alcoholic beverages producer and Moët Hennessy (commonly known as LVMH), which is a French multinational luxury goods conglomerate, headquartered in Paris. Luxury Brands started its operations in 2012 and within a short period of time, the entity has been able to successfully project itself in the market, as one of the key players in the alcobev segment.

“Operating in a complete dark market, trade marketing plays a pivotal role and we focus on four basic pillars in trade marketing at Luxury Brands - AVAM (availability, visibility, assortment and merchandising). Accordingly, these ethos were strongly instilled within our Sales Team and re-viewed on a regular basis, which has been the key driver of this success,” said Madhushanka Ranatunga, General Manager - Luxury Brands.

Commenting on this significant achievement, Thilanka Samaradiwakara and Madhawa Wijetilake, Territory Managers - LB stated, “the two of us consider ourselves extremely fortunate to have received the opportunity to work for LB. With Lion Brewery as our parent company, the learning and development that we gather on a daily basis is beyond our expectations. The initiatives we executed that won us these awards, were truly cohesive efforts by our team. From the start we had specific targets to achieve in all areas, with very clear, precise data and tools in order for us to compete out there in the market. We have passed on that knowledge to our subordinates and ensured whatever we execute is “best in class”. At the end of the day we ‘elevate social moments’.”