

# Maliban Milk Sales Convention 2012



The annual sales convention of Maliban Milk brought together a large number of distributors and sales representatives gathered from around the island and was a momentous occasion for everyone present.

A G Ratnapala Samaraweera, Chairman of the Maliban Group of Companies along with the General Manager, Board of Directors and the senior managerial staff of Maliban and Mal Beniston, General Manager of Murray Goulburn Co-operative in Australia were among those present at the occasion.

D L Weerasuriya, Group CEO - Maliban welcomed all those present and stated that, “our vision to offer the best quality standard has once again proven to be successful. We appreciate all your efforts to bring Maliban Milk to where it is today and we hope that you will continue all your good work.”

The event was themed “Conquer the Journey Ahead” and the main objective of the convention was to appreciate and recognise the invaluable distributors and sales team of Maliban Milk. The theme reflects the successful journey that the company has silently treaded for the past years and the victorious future which is in store.

In the year 2012, Maliban Milk recorded one of the highest growth in the milk powder category, and was recorded as the only company in the industry to enjoy an almost six fold volume increase in the General and Modern Trade, within the

last four years. “Today Maliban Milk is one of the fastest growing brands in the milk powder category and we have achieved this position mainly due to its natural taste and the nutritional value,” said Ravi Jayawardena, CEO - Sales and Marketing at Maliban. “Our driving force is the energetic team we have, mainly our sales representatives and distributors who are committed to taking our product to the next level.”

He also added that, “there are ambitious plans for year 2013, and we hope to continue the momentum with the help of all who are involved in the process. I’m confident that our team will achieve all their targets despite the external challenges and will break many more sales records in the future.”

A special award ceremony was also organised during the event to recognise the top achievers of the preceding year. The winning distributors under four categories were given an all expenses paid trip to Australia sponsored by the company.

Maliban Milk was able to capture the hearts and minds of consumers through the extensive CSR project the “Abayadhana programme”. Through this programme a certain amount of money from each pack of milk powder is allocated towards releasing cattle destined for slaughter. More than seven hundred cattle have been released during the last four years through this programme and it is noteworthy that the consumer unknowingly contributes to this valuable deed with each purchase of Maliban Milk.



