

# Mill Visit from APP Sinarmas to increase Market Share for AP Enterprises



L-R: Zohair Mohamedally, CEO, AP Enterprises; Irena Cyntya, Sales Manager, BU Cultural – South Asia (India subcontinent); Dilhani Bowala, Marketing Head and Poojani Jayamaha, Finance.

During a recent visit to the AP Enterprises office, Irena Cyntya, Sales Manager for BU Cultural South Asia – India subcontinent, representing Indonesia APP Mills, engaged in discussions regarding the current market situation. The focus of the meeting was on the potential strategies to move forward in the context of changing economic market conditions. As part of her visit, Irena Cyntya also made it a point to visit the dealers around the Pettah market, with the aim of better understanding their needs and gaining insights into the market conditions. It is worth noting that Avalon has been the sole agent for APP for the past 40 years, promoting brands such as IK Copy and PPC. The relationship between Avalon and APP has been longstanding, and the signature brand AVALON, which holds a special place in the

Sri Lankan market, continues to be a key focus area.



Irena Cyntya, Sales Manager, BU Cultural, South Asia (India subcontinent) is discussing the market research for Avalon products.



L-R: Irena Cyntya; Vineetha C. Dias, CEO, Lakwin Enterprises and Zohair Mohamedally, CEO, AP Enterprises.