

Multilac Paints Brings ‘Multilac Abhimanaya’

In appreciation of the untiring efforts of the Multilac’s sales heroes and retail heroes, Multilac launched ‘Multilac Abhimanaya’.

Multilac Abhimanaya is a live radio programme, which features success stories of the Multilac sales heroes and agents who have been the vanguard driving Multilac’s sales network to greater heights.

The programme is broadcast through Lakahanda Radio on fm 93.7, for a duration of half an hour at 11.30 am on every first and third Saturday of the month.

“Multilac Abhimanaya” is a unique programme. Through this programme we hope to bring out the skills, talents and the energy of the sales force and retail agents of Multilac,” said Hashan Haputhanthri, Marketing Manager - Multilac.

Multilac Abhimanaya was created by a concept of Hashan Haputhanthri whose aim was the imaginative use of creativity, complementing the vision of Mizver Makeen, Managing Director of Multilac which commends innovation, novelty and quality.

Through Multilac Abhimanaya, retail agents and the sales force of Multilac are given the opportunity to narrate the stories of experiences and challenges they faced throughout their journeys as members of the Multilac sales network, while focusing on how they got associated with Multilac and the results they have had with the Multilac product sales.

The outline of the programme is such that, 20 retailers and salespersons who achieve the highest revenues or revenue targets in terms of Multilac paint sales are given the opportunity to participate in the programme following a prior selection process. This is carried out district-wise through Area Managers and Field Sales Managers of the Multilac task force.

The first set of Multilac retail heroes and sales heroes who were featured in Abhimanaya were selected from the Southern Province from which the highest sales revenue of Multilac was reported.

The sales heroes of Multilac's sales network include, Sales Representatives, Area Managers, Field Sales Managers who practice the imaginative use of marketing to carry its products to customers.

The support of Lakhanda radio in carrying out the programme is very much appreciated by Multilac where the service rendered by Upali Ranjith - Deputy General Manager (Marketing), Asoka Karunanayake - Assistant General Manager, Ajith Ushantha - Assistant Marketing Manager, Kapila Thilakasiri - Programme Director, Suminda Kumara - Sales Executive, Chathuka Divashana - Programme Presenter and the recording crew are commended by the company.