

Multilac Takes 118 Dealers To Bangkok



Keeping in line to the international corporate promise ‘Trusted Quality Worldwide’, Multilac, the Sri Lankan innovator and the largest exporter in paints embarked in yet another gigantic journey with its dealers.

In appreciation of the Multilac dealers who put their maximum efforts towards increasing the company’s market scope, Multilac, gifted 118 of their dealers with an all expense paid tour to the beautiful city of Bangkok. Dedicated dealers who

achieved the benchmarked sales targets were selected to be a part of this wonderful opportunity.

Upon arrival at the Suvarnabhumi International Airport (Bangkok International Airport), the group was treated with a delicious Indian breakfast followed by the check-in at Indra Regent Hotel and lunch thereafter.

The group was then taken aboard the Chaophraya Dinner Cruise on the Chao Pharya River where the dealers indulged in a palatable gourmet dinner complemented by live musical performances, while appreciating picturesque views of Bangkok's prominent landmarks including the Grand Palace and the Temple of Dawn.

The visit to the Safari World and Marine Park-Thailand's greatest Open Zoo and Leisure Park that proved to be a great variety of entertainment, marked the highlight of the second day. Encounters with dolphins and wildlife and the jungle cruise river ride were blissful experiences.

The third day was dedicated for all shopping lovers to explore the world famous malls and markets of Bangkok and shop to their heart's content. Throughout the tour, the dealers were entertained and treated to luxurious amenities and thus proved the best way to recognise the efforts of dealers while encouraging them to increase their sales targets.

"We want to make our dealers and consumers proud and we want to offer best quality products at all times. We are driven by innovations and high degree of quality. Since we are the largest exporter of paints and export to many parts of the world, quality comes first. In turn our dealers sell quality and innovations. And it is our duty to look after them," said Ramesh Perera, General Manager Sales and Marketing – Multilac paints.