

# NOLIMIT ‘Aseemitha’ Assists Communities with Special Relief Program

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NOLIMIT’s CSR arm, ‘Aseemitha’, distributed dry rations.

NOLIMIT, unveiled a relief program, coordinated and rolled out by NOLIMIT’s CSR arm, ‘Aseemitha’, that distributed dry rations to over 2,000 families affected by the economic crisis across the island. The relief packages were distributed to families in Kandy, Kurunegala, Kegalle, Negombo, Rathnapura, Wattala, Maharagama, Panadura, and Colombo.

Raneez Sheriff, Head of Business Strategy, Sales, & Marketing at NOLIMIT, said, “Many families in the areas we identified are living in distressed conditions due to the ongoing economic crisis. Thus, as a responsible corporate citizen and socially responsible brand, we believe it is our moral duty to intervene and assist our communities at this difficult time for all Sri Lankans. Thus, we have taken it upon ourselves to ensure that up to 2,000 families in the areas in which we serve will be provided with adequate dry rations to help support their daily necessities and requirements. The crises that we find ourselves in are tough; however, we can overcome them, especially if we all look out for each other and work together to build the nation that we deserve.” Sheriff further stated that NOLIMIT has grown over the last 30 years to include a team of 1,800+ people, serving millions of customers each year and, thus, feels a sincere need to give back to the community. As NOLIMIT is a 100 percent home-grown Sri Lankan, socially responsible brand, sustaining our communities and looking out for Sri Lankans’ wellbeing is very important to us.”

*NOLIMIT Aseemitha program distributed relief packages to several areas of the island.*