

NOLIMIT Cherishes Mothers by Making them Special



Fawaz Mohamed, Marketing Manager at NOLIMIT awarding the winner's mother.

To make Mother's Day extra special, NOLIMIT, Sri Lanka's most popular retail fashion brand, launched a captivating initiative to surprise deserving moms with their heartfelt wishes.

With a purchase of 5,000 rupees or more, customers were allowed to enter their wishlists into a raffle box. Ten lucky winners were selected to make their mothers happy on Mother’s day.

On the much-anticipated day, NOLIMIT’s Image Showroom became a hub of excitement and anticipation as the winners and surprises were revealed. The winners were chosen through a raffle draw and will have the chance to surprise their mothers with the perfect gift they have always desired. This act of affection will undoubtedly make these special mothers feel deeply appreciated and cherished as they witness their children’s thoughtfulness and love, making them feel happy On Mother’s Day.

Fawaz Mohamed, Marketing Manager at NOLIMIT, said, “We’re immensely proud of our extraordinary Mother’s Day initiative. We have showcased why NOLIMIT is a beloved brand in Sri Lanka and redefined the true essence of gift-giving. By allowing our customers to express their deep love and appreciation, we have created moments that will forever be etched in their mothers’ hearts.”

Raneez Sherrif, Head of Head of Business Strategy, Sales & Marketing, said, “Our Mother’s Day activation was intended to not only celebrate the joyous occasion of Mother’s Day but also to highlight NOLIMIT’s commitment to fostering meaningful connections with its customers. By providing a unique opportunity for customers to surprise their mother’s dream gifts, we endeavored to make Mother’s Day unforgettable for both the winners and their mothers. Through this exciting initiative, we are pleased to have encouraged customers to go above and beyond in expressing thoughtfulness and love for their mothers.”