

Odel Expands To Kohuwela

Odel opened its latest outlet in Kohuwela. This addition to the lineup of Odel's existing chain of stores takes the brand's range of collections to the suburbs of Colombo, while at the same time widening the brand's customer base.

Speaking at the launch of the new store, Otara Gunewardene, CEO, Odel said, "The Kohuwela customer base and the location of the outlet was in keeping with the Odel identity and as such was a suitable area to expand to. The limited time people have with their busy lifestyle plus traffic is sometimes a deterrent for customers from this area to visit our other outlets. We have now made it easier for them to access the Odel offer."