

People’s Leasing and DIMO partner to support Sri Lankan Agriculture



Gahanath Pandithage, Group MD and CEO, DIMO (seventh from left) sharing MOU with Udesh Gunawardena, Chief Operating Officer, PLC (fifth from right) in the presence of Rajeev Pandithage, Executive director and COO, DIMO; Ranil Perera, DGM – Operations and team PLC.

People’s Leasing & Finance has partnered with DIMO to offer a new finance plan for Sri Lanka’s agricultural sector. The PLC/DIMO Lease Promotion will run for two years and provides flexible financing for Mahindra and Swaraj tractors and Lovol and CLASS harvesters, along with other agricultural equipment sold by DIMO.

With the upcoming cultivation season in focus, the two companies plan to work closely to promote the scheme, engaging directly with potential customers in key agricultural districts. Through a series of on-ground joint initiatives, farmers will be able to explore financing options that align with their income patterns and operational needs.

People’s Leasing and Finance is also offering special interest rates and low-down payments during this partnership. Customers can choose between fixed or floating interest rates, with lease terms extending up to seven years for added flexibility. The scheme allows insurance premium payments to be spread over 12 months and offers access to a wide branch network, along with benefits from the PLC Touch app and PLC Debit Card. Financing through this program grants exclusive rates on People’s Insurance motor insurance, including conveniences like the Call & Go facility and a co-branded credit card from People’s Bank, with the first-year fee waived.

DIMO enhances the partnership by providing a four-year warranty on Mahindra and Swaraj tractors and a one-year warranty on Lovol and CLASS harvesters. Customers also receive a free Farmer Kit, oil filters, and three complimentary services to ensure optimal performance.

Sanjeewa Bandaranayake, CEO of People’s Leasing & Finance said, “Agriculture has always been a cornerstone of Sri Lanka’s economy, and supporting those who sustain this sector is a priority for us. Through this partnership with DIMO, we are making modern farming equipment more accessible while offering financial solutions that are flexible and tailored to farmers’ needs. Our goal is to empower agricultural communities and ease the financial burdens of this hardworking demographic, ensuring they have the resources needed to thrive.”

With both People’s Leasing & Finance and DIMO committed to supporting growth in the sector, this partnership is set to offer Sri Lankan farmers a seamless pathway to acquiring high-quality agricultural machinery, backed by the reliability and support of two trusted brands that are household names. This support to promote agricultural mechanisation is expected to drive broad positive impacts on productivity and yields in the following years.