People’s Leasing And Finance Conducted A Marketing Campaign



Staff of People's Leasing and Finance at the campaign.

People’s Leasing and Finance conducted an integrative sales promotional campaign through its nationwide branch network under the slogan ‘Himithena Palamu Thena Rata Hemathena’.

Sabri Ibrahim, CEO/GM, along with senior management and over 2,500 employees from all 200 nationwide branches participated in this one-day campaign.

The door-to-door campaign consisting of teams was led by a sales promotional officer and comprised ten members from each branch. The campaign’s primary focus was to introduce PLC’s new financial products with the vision of attracting new customers while retaining ex□isting ones. The integrated campaign platform emphasized four key areas: vehicle leasing, vehicle loans, three-wheeler leasing, and business loans.

A key product introduction under vehicle leasing/loans was the facility of paying the leasing capital in installments. Other facilities included convenient, individualized loan installment plans, and facilities for payment within a seven-year period.

A raffle draw for 25 monthly winners for a fuel quota of 100,000 rupees within a year was also announced.

Flexible business loan features included both short and long-term loans, paying the lease amount in installments, matching repayment capacity with the nature of the business, the ability to use fixed assets and vehicles as security, and optimizing the loan amount based on the nature of security used.

Sabri Ibrahim, CEO/GM, expressed that 'Himithena Palamu Thena Rata Hemathena' was a successful promotional campaign. "Our core objective was to create awareness among PLC customers and potential customers of PLC's newest and innovative financial products. Further, we focused on facilitating towards overcoming obstacles whilst transacting. Within the campaign, we witnessed a significant number of potential customers converting to obtain leasing and loan facilities from PLC".