

Singer Announced As Dell Technologies Commercial Distributor



Jagath Perera, Director – Operations, Singer Sri Lanka; Chris Papa, Asia Emerging Markets Channel Director, Dell Technologies; Mahesh Wijewardene, Group CEO, Singer Sri Lanka; Chrishan Fernando, Country Manager, Dell Technologies; Kumar Samarasinghe, Director – Marketing, Singer Sri Lanka; Thayalan Emmanuel, Brand Manager; and Aabid Aslam, Distribution Manager, Dell Technologies Sri Lanka & Maldives.

Singer Sri Lanka has been officially announced as the commercial distributor for Dell Technologies. The partners were provided with a glimpse of Dell's latest range of products, opportunities and long-term goals of the tie up between Singer and Dell. Singer in addition, will continue the partnership with Dell as a Large Format Retailer and Distributor for consumer products. Singer will be distributing Dell's latest products from Notebooks to Desktops as well as other commercial products. Commenting on the partnership, Mahesh Wijewardene, Group Chief Executive Officer, Singer Sri Lanka spoke on the value of the tie up between Singer and Dell Technologies to empower the entire island with latest technology, which eventually leads to the overall development of the country by being one of the main game changers in today's workforce transformation journey and also computer savvy society at large.

Chrishan Fernando, Country Manager, DELL Technologies also stated, "It is a great pleasure for us to partner with Singer to distribute Dell products and we are proud that Singer has come on board with the Dell distribution model covering the entire island through their partner network." It is an achievement for Singer to be appointed as Dell distributor in both consumer as well as commercial categories, which further strengthens its overall business goals and makes it a much stronger

competitor in the business arena.