

Starcom Worldwide Sri Lanka Celebrates First Anniversary



Starcom Worldwide Sri Lanka celebrated its first anniversary in Sri Lanka, announcing that it had closed the year far exceeding revenue and growth figures

for 2006. In addition, it has been awarded several new wins, being awarded the first Agency Of Record (AOR) contract for the prestigious P&G and Gillette media business.

Following its highly successful launch a year ago, Starcom Worldwide Sri Lanka will concentrate on many new areas in 2007, which include continued growth and expansion of its client portfolio, as well as the delivery of better media solutions to existing clients.

Commenting on the success of the company, Ravi Kiran, CEO of Starcom South Asia, said “Starcom Worldwide Sri Lanka was established to fulfill the demand for media specialists in the country to cater to both local and international clients. The team in Sri Lanka has exceeded our expectations for the past year, and we believe that they will continue to achieve unprecedented standards and raise the bar in the services offered to their clients.”

Shiromal Cooray, Chairman of Starcom Worldwide Sri Lanka also stated “As Sri Lanka’s first truly international media specialist company, Starcom offers clients an enhanced understanding, improved customer insights and added contact innovations.”