

Corporate Profile



Sri Lanka's Premier Sales & Marketing Agency

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Executive Summary

In our brief 09 year history, we have continued to adapt and grow as a service provider in our most competitive local market space, yet maintain a common thread throughout our expansion.

This is the belief that we do all that we do to help our clients grow through better approaches to sales & marketing. Every time we expand or venture into new business areas, we retain focus on the value that we bring to our clients or brands, towards enhancing their sales and marketing functions. Our origins of a technology-savvy background have helped us to offer the most optimal & novel tools to drive consumer marketing.

Decades of consumer relationship management expertise have enabled us to offer sound strategic advice that has amplified the marketing efficacies of the brands we embrace.

Our countless feats in organizing & executing consumer promotions have given new means for our Clients to fine-tune their subsequent promotions to yield the highest response. Most important of all, our efficient methods of service delivery have proven time and time again to exceed what we promise. We have currently served over 90 reputed brands in numerous aspects with a sense of pride that we were able to uplift brand equity in more ways than one.

No single company will possess all the competencies required to deliver the type of solutions we offer. When needed, we possess the agility to accommodate the needs of our Clients through our partners, ensuring that we don't dilute our true strength. This also means we are flexible, bigger, stronger, and more competent as much as our Clients want us to be!

We heartwarmingly welcome you to get to know us and learn that we are truly a unique agency in what as well as how we do things!

Our Conglomeration



“
The Sales, Marketing
& CRM Company



“
The e-Business
Solutions Company



“
The Digital BPO
Company

Sri Lanka's Premier Sales and Marketing Agency

Our Growth

2013

We began our operations as a software development company catering to a specific niche in helping organizations manage their consumer touchpoints and the subsequent consumer relationship journey.

2016

We ventured into yet a new area of expertise in managing the full breadth of elements involved in managing consumer promotions for brands.

2018

We launched our creative & design arm to cater to all marketing communication needs of a brand.

2020

We launched our own social & digital media company "Sales Capital" that facilitates an Omnichannel experience to the brands we serve.

2022

We are now a fully- fledged premier Marketing & Advertising agency, and probably the only agency, offering our Clients a range of services to fulfil all areas of marketing.

2014

We expanded in sharing our consumerism knowledge with our Clients, thereby venturing into training and consultancy.

2017

We integrated our technology arm in adjusting all required technological tools to focus on adding value to consumer promotions .

2019

We established a fully-fledged call center operation to complement the consumer engagement operations that is required by our Clients.

2021

We launched our own e-commerce company "e-fusion 360" enabling businesses utilize e-commerce to thrive in business in this ever changing market landscape.

Our Mission

To be the “Sales Growth Partner”
to 50 Blue-chip and/or Multinational companies.

Our Vision

To see you Grow! Help businesses grow by
helping them achieve their full sales & marketing
potential.



Our Values

Our Values are simple, yet effective in today's business world!

Wisdom & Foresight

- We will always look at the macro picture
- We will be open minded
- We will openly share our knowledge and experiences
- We will reason with logic

Energetic & Resourceful

- We are passionate in what we do
- We will challenge the norms
- We make things happen

Caring & Responsible

- We are friendly and approachable
- We support and listen
- We are reliable

Honest & Fair

- We are truthful
- We are considerate
- We are impartial and just

Why entrust us With your Brand?

We are a highly engaging & committed team of professionals, who have gained a rich experience and recognition in the corporate sector as reliable sales & marketing enablers.

Our success lies in our commitment and dedication to providing innovative solutions that will suit your unique business growth requirements.

Our strength is our professional staff and group entities, with an outstanding and proven track record in delivering solutions of the highest standards.



Leadership Team



Roshan Bamberadeniya
Director, CEO



Yasmin Fernando
Director, Corporate Services



Chandima Wickramatunge
Director of Strategy



Shabir Mohamed
Director - Ecommerce Operations



Rimaz Marzook
Director - Sales & Advertising



Iyani Sellahewa
Head of Client Servicing



Milinda Mendis
Director, Head of Digital



Geeth Upendra
Head of Technology



Chamila Sooriyaarachchi
Head of Accounting & Finance



Shathwika Krishnamoorthy
Client Account Manager



Gamage Sujewa Sampath
Art Director



Johann Christie
Sales Manager



Kevin Kingston
Call Center Lead



Pasindu Chamara
Senior Graphic Designer



Sue Kirthisighe
Events & Entertainment Lead



Chathurya Heiyanthuduwa
Client Account Manager



Pamudi Lakshani Perera
Call Center Lead



Chamodi Fernando
Client Servicing



Manjitha Binod
Web and Application Lead



Kosala Ganeshan
Call Center Lead



Dinuka Perera
Client Servicing



Samitha Embuldeniya
Communication Centre Lead



Bipash Kingston
Consumer Communications

Our Services

1



*Creative Studio
Solutions*

- ◆ **Brand identity development**
- ◆ **Creative content development**
- ◆ **Creative design of marcomms**
- ◆ **Photography & Videography**
- ◆ **Product package design**



Our Services

2



Digital

- ◆ **Digital Marketing Strategy**
- ◆ **SEO & SEM**
- ◆ **PPC Campaigns**
- ◆ **Social Media Advertising**
- ◆ **Social Media Channel Management**
- ◆ **Influencer Marketing**
- ◆ **Content Marketing**
- ◆ **Digital Analytics**

Our Services

3



Consultancy Services

- ◆ Sales & Marketing consultancy
- ◆ Customer engagement journey & CRM mapping
- ◆ Loyalty program implementation & rollout



Our Services

4



**| e-Business
Solutions**

- ◆ **E-commerce platform development**
- ◆ **Mobile App development**
- ◆ **Website design & development**



Our Services

5



**Sales
Solutions**

- ◆ **Consumer promotions management**
- ◆ **Omnichannel sales enablement via digital platforms**

Our Services

6



BPO Services

- ◆ **Integrated support services**
- ◆ **Telemarketing**
- ◆ **Enquiry Handling**
- ◆ **Order Management**
- ◆ **Lead generation**
- ◆ **Recoveries**



Brands We Serve



Client Testimonials

Sales Capital is our PPC campaign management team for 06 of our business territories and is extremely impressed with their work. The team is able to effectively target our desired audience and drive qualified traffic to our website. The team is highly knowledgeable and provides valuable insights and recommendations. Above all, they are very responsive, flexible, and easy to work with.

Overall, we are extremely satisfied with the PPC campaign management services provided and highly recommend them to anyone looking to improve their online presence and drive business growth.

Oliver Roberts
Head of Digital Marketing



"I Found Prudentia Infinity very knowledgeable on the promotional aspects of the work they do. They are also very responsive on professional matters and makes it very comfortable to work with them"

Sachini Gamage
Category Manager – Ratthi



"It was comforting to know that every aspect of the CRM campaign was looked into. I had confidence that it will be a smooth execution".

Shehani Liyanage
Brand Manager - Astra



"I had the headache of working with multiple suppliers in executing a major promotion or marketing activity. Prudentia Infinity undertook it all, they knew what to do and importantly how to get it done and was able to provide a complete solution. They are reliable, efficient and always one step ahead so it's a pleasure to work with them."

Radiksha Rabichandran
Brand Manager (Newdale), Fonterra brands Ltd.



"I wanted a Company who could tailor make a solution to suit my Company's needs. I am very pleased with the level of professionalism and their flexibility in adapting to my requirement."

Shanaka Wijeweera
Senior Manager – Learning & Training, Nestle Lanka PLC



Case Study



1

Safetykleen International, UK's No. 01 parts cleaning expert wanted to drive more traffic to their website and increase leads for their services. To achieve these goals, Safetykleen partnered with Sales Capital for Search Engine Marketing services to run and optimize Google Ads campaigns targeting key demographics and locations.

The SEM service started by conducting a thorough analysis of Safetykleen's website and online presence to understand the business and identify areas of opportunity. This included analyzing Safety-Kleen's target audience, competitors, and the most effective keywords and ad placements.

Based on this analysis, Sales Capital developed a targeted search ad campaign strategy designed to drive qualified traffic to the Safetykleen website. This included setting up and optimizing several ad groups to test out with each targeting specific keywords.

To track the effectiveness of the campaigns, landing pages were developed, conversion tracking was implemented, and specific performance goals for the campaigns were set. Throughout the project, Sales Capital closely monitored and adjusts the campaigns to ensure they were meeting these performance goals. This included A/B testing different ad copies and landing pages to see what performed best. Determining that visibility plays a crucial role in generating more leads and with Sales Capital's modified strategy to win a probability ratio of 80% for search Ads. Currently, 90% of the total keywords chosen by Sales Capital to target Safetykleen's prospects appear at the top of the page, allowing them to attract the right B2B audience that is interested in their services.

Safetykleen was extremely satisfied with the results of the campaigns and the level of service provided. The team's expertise and ongoing optimization efforts help Safetykleen to effectively reach its target audience and drive valuable business growth.

Case Study



2

A reputed FMCG brand

Problem

Disarranged sequence of promotions yielding low consumer responses, limited or no history of consumer engagement data and limited foresight to plan future promotions.

Proposed Solution

- Organize all promotions run, where results can be tracked and measured.
- Integrate all forms of communication channels to one platform, so that consumer feedback is recorded.
- Deploy all possible digital channels to support promotions.
- Continuously engage with consumers of the brand to align brand with consumer expectations.
- Ascertain consumer insight prior to constructing consumer promotions.

- Results (In approximately 02 Years)
- Undoubtedly the highest yielding consumer responses towards promotions run (exceeding 2 Million)
- A brand which does not rely on market research data alone, but constantly sense consumer vibes before embarking on brand activities.
- A brand which can accurately measure return on investment of all consumer activity.
- A brand which can select the most effective channel of communication based on the different consumer target audiences.
- A brand which possesses detailed information of more than a million customers, who actively engages with the brand.

Case Study



3

A reputed automotive company claiming to be the largest in Sri Lanka

Problem

Defection of customers, constantly reducing market share of spare parts and disorganized nature of incalculable consumer promotions

Proposed Solution

- Devise a strategic campaign to win back lapsed customers
- Deploy an island wide (covering more than 100 locations per year) series of promotions
 - To build awareness on genuine parts
 - To convert lapsed to active customers
 - To acquire new customers
 - To promote the dealer network
- Implement a mechanism and platform to harness all information of promotions, track & measure results

Results

- Standardizing of promotional processes at all dealer outlets
- A practical and organized mechanism to measure uptake of promotions and results
- Integration of multiple customer communication channels (including a call center)
- 40% conversion of lapsed customers to active, and repeat purchasers from there on
- 23% increase of net new customers
- An increase in brand equity of genuine spare parts amongst consumers and mechanical garages across the country.

Health Indicators



Client Retention



***Client Conversions
via Referrals***

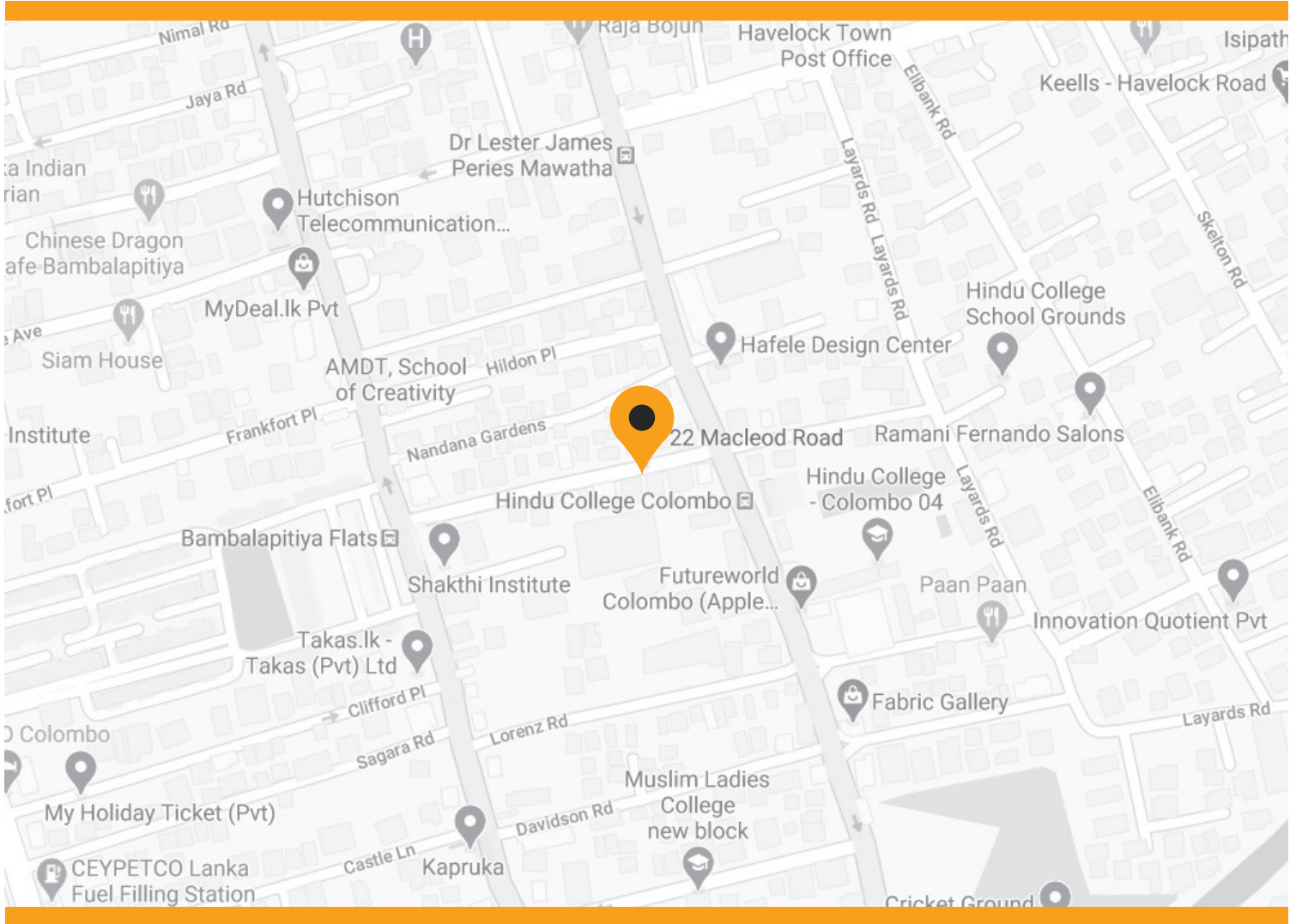



Brands & Growing





Contact

Us



 No. 22, MacLeod Road, Colombo 04, Sri Lanka.

 0727 467 468

 0115 467 468