

ICON

SEPTEMBER - DECEMBER 2017

STRENGTHENING **OUR** FOOTPRINT

LAUGFS GAS SET TO STRENGTHEN PRESENCE IN BANGLADESH

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LAUGFS Lubricants supported the 2017 edition of the Cavalry Supercross, one of the premier events in Sri Lanka's motor racing arena, as the main lubricant sponsor.



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LAUGFS Car Care launched its ultimate car care product range that comprises of 6 do-it-yourself products of premium quality, offering motorists with the convenience of caring for their basic vehicle needs from home.



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Dilantha Malagamuwa, the championship racing driver and the brand ambassador of LAUGFS Lubricants, is our featured guest in this Issue of the ICON Magazine.



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Find out how our 'Waste Busters' program is tirelessly working towards making LAUGFS a zero-waste office with a range of initiatives.



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LAUGFS Plug Net: Driving the Future of Transportation

Leading the way forward to a greener future, LAUGFS Solutions is gearing to set up a Quick Charging Station Network for Electric Vehicles (EVs) for the first time in Sri Lanka with LAUGFS Plug Net.



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Friday Night Fever!

Our colleagues got-together for a fun filled Friday evening at LAUGFS HO Rooftop recently. It was an enjoyable evening with free flow of food and drinks, games and surprises and DJ music to dance the night away.

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ClickNshop.lk Launches New Customer Experience Centre

Lfinity is gearing up to strengthen its presence in online retailing with the newly launched Customer Experience Centre for ClickNshop.lk.



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Share your thoughts and views. Scan the QR code or email corporate.communication@laugfs.lk

LAUGFS Lubricants Powers Cavalry Supercross 2017



LAUGFS Lubricants was the main lubricant sponsor in the 2017 edition of the Cavalry Supercross, one of the premier events in Sri Lanka's motor racing arena. Cavalry Supercross 2017 flagged off from the Cavalry Supercross race track in Pangolla, Kurunegala and was organized by the Sri Lanka Association of Racing Drivers and Riders (SLARDAR) in collaboration with Sri Lanka Armoured Corps (SLAC). LAUGFS Lubricants brand ambassador, Ushan Perera also took part in this year's competition.

LAUGFS Lubricants also became the proud sponsor of the ITN prime time show "Racing life with Dilantha" aired every Friday at 7pm. Viewers are given the chance to win an exclusive driving experience with brand ambassador Dilantha Malagamuwa in his Lamborghini.

Celebrating Ramadan with Iftar programs in Bangladesh



LAUGFS Gas Bangladesh organized Iftar programs for its distributors, dealers, key customers and other stakeholders across the country in the month of Ramadan. Exclusive gift hampers were presented to all invitees as a token of appreciation.

LAUGFS Gas is one of the largest LPG downstream operators in Bangladesh with a world-class LPG import, bottling and distribution facility in Mongla Port.

LAUGFS International Hosts Workshop for Airman Generator Dealers and Service Agents



LAUGFS International, the trading arm of LAUGFS Holdings, recently hosted a one day workshop for its Airman Generator dealers and service agents including its sales, operations and service teams, with an outstanding training program exclusively with Airman Japan representatives. The workshop covered an array of topics including crucial areas such as servicing and maintenance of generators, energy optimization and power requirement analysis. The workshop was conducted by Japanese Airman officials including Senior Manager of Customer Support and Service - Mr. Takashi Shibuya, Assistant Manager Sales for Airman Asia - Mr. Yusaku Endo and Managing Director of Airman Asia - Mr. Tony Lin.

STRENGTHENING OUR PRESENCE IN BANGLADESH



LAUGFS Gas Bangladesh, part of the diversified Sri Lankan conglomerate LAUGFS Gas PLC, announced plans to strengthen its presence in Bangladesh with renewed commitment and further investments. These views were expressed at a recently held Corporate Dinner Reception hosted by the company at Pan Pacific Sonargaon Hotel in Dhaka, which was graced by His Excellency Maitripala Sirisena.

The event coincided with the State visit by His Excellency the President of Sri Lanka and a high profile delegation to Bangladesh. The dinner reception was graced by a gathering of eminent government officials and business leaders from both Sri Lanka and Bangladesh. Mr. Mohammed Shahriar Alam -

Honourable State Minister for Foreign Affairs, Mr. Nasrul Hamid - Honourable State Minister for Power, Energy and Mineral Resources, and Mr. Zunaid Ahmed Palak - Honourable State Minister of Post, Telecommunications & Information Technology of Bangladesh were also present among the dignitaries.

LAUGFS Gas entered the Bangladesh market in 2015 with the acquisition of Petredec Elpiji Limited, and is one of the largest LPG downstream players in the country. The company imports and distributes over 50,000 MT of LPG every year in Bangladesh and operates an expansive and a fast growing distribution network across the country.

"Sri Lanka and Bangladesh have shared a rich history for hundreds of years, especially entwined with trade. We are delighted to be part of this rich legacy and to be able to enrich the lives of the people of Bangladesh with whom we share a unique camaraderie," commented LAUGFS Holdings Chairman Mr. W.K.H. Wegapitiya at the event. "As an energy conglomerate with a strong footprint within the region, we plan to invest significantly in Bangladesh over the next 3 years for capacity enhancement, expanding storage volume, setting up a cylinder manufacturing plant as well as expanding our distribution centres," he further elaborated.

LAUGFS Gas Bangladesh currently operates a world-class LPG import, bottling and distribution facility in Mongla Port. It serves the domestic and industrial segments with its 12kg cylinders for households and 12kg and 45kg cylinders for commercial and industrial customers under the brand name LAUGFS Gas. It is also the pioneer in Autogas in Bangladesh and supplies LPG to automobile service stations across the country. With its own vessel fleet, LAUGFS Gas is able to provide LPG with the highest level of reliability.



"The LAUGFS Gas brand signifies quality, reliability and safety," commented LAUGFS Holdings Group Managing Director, Mr. Thilak De Silva. "As a brand trusted across the region, we have made it a priority to make a positive impact on the lives of the people of Bangladesh. Strengthening our investments, creating more local employment opportunities as well as engaging our local communities will all serve towards this commitment."



CLICKNSHOP.LK LAUNCHES

NEW CUSTOMER EXPERIENCE CENTRE

Lfinity is gearing up to strengthen its presence in online retailing with the newly launched Customer Experience Centre for ClickNshop.lk.



Lfinity Pvt Limited, a subsidiary of LAUGFS Holdings, recently unveiled their e-commerce experience centre at No 125, Maya Avenue, Colombo 6. LAUGFS Group Managing Director, Mr. Thilak De Silva joined the management team in declaring the venue open. This new Centre will now allow customers to physically inspect items that are available on its online retail site clickNshop.lk and purchase some of the fast moving items that are offered on the website.

It will also provide facilities to browse and place orders at site, and will offer assisted-ordering for those who wish to explore e-shopping as a new experience.

"This Experience Centre will help us connect with our customers better and allow those customers who choose to pay and pick up their orders from a physical location to have a better experience," explained Lfinity Pvt Limited Chief Operating Officer, Muditha Thebuwana.

"We have over 8,000 products listed on our site from reputed suppliers. Some of the items are directly imported by us and customers can also access products offered by various LAUGFS companies via clickNshop.lk. Our aim is to offer our customers quality, convenience and reliability. Although most online deal sites focus on offering rock bottom prices, our priority is to offer high quality products with a reliable

service as we focus on sustainability in the long-run. We have been focusing on building systems that can be scaled, so that our customers will enjoy the same levels of reliability despite our plans for expansion," Thebuwana further elaborated.

ClickNshop.lk commercially launched in 2015 and is currently a fast growing, trending e-commerce

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platform with many customer centric benefits. All orders within Colombo 1 to 15 are delivered free of charge while the delivery fee for rest of the locations island-wide is maintained at a very reasonable rate. Interest free instalment schemes are available from all major bank credit cards so that customers can purchase high value items without any additional interest.

Lfinity (Pvt) Ltd is a subsidiary of LAUGFS Holdings and serves as its online retail arm. Currently it operates www.clickNshop.lk, www.grocerypal.lk and www.bizdezk.com among its online stores.



Explore www.clicknshop.lk

LAUGFS Car Care Unveils Ultimate Car Care Specialist



LAUGFS Car Care, a leader in Sri Lanka's vehicle service industry, recently launched their ultimate car care product range at an event held in Colombo. The range comprises of 6 do-it-yourself products of premium quality which offers users the convenience of caring for their basic vehicle needs from home.

The freshly launched Ultimate Car Care Specialist range includes Interior Cleaner, Interior Shine, Tire Shine, Quick Car Wash, Micro Fiber Cloths and Battery Water. The do-it-yourself products of superior quality offers value for money and are quick, easy and convenient solutions to every motorist's simple car care needs.

Speaking on the occasion of the launch, Senior Assistant Brand Manager of LAUGFS Lubricants Limited, Nileshika Wijenaik, remarked, "As one of Sri Lanka's leading car care brands, LAUGFS Car Care has been providing customers with high quality and innovative car care solutions throughout the years. Being a brand which has been constantly evolving to suit the needs of our customers, we are happy to unveil our new do-it-yourself car care product range. Our newly launched products are of superior quality. They offer customers easy, do-it-yourself solutions for their everyday car care needs."



The new car care product range together with LAUGFS Lubricant products are now available at some of Sri Lanka's leading e-commerce platforms such as wow.lk and clicknshop.lk.

Along with the unveiling of the do-it-yourself car care product range, LAUGFS Car Care also announced the revamping and modification of their existing service centers with a new and refreshing look.

"We are in the process of revamping our service centers. We have already revamped our service centers at Maya Avenue, Dehiwala, Maharagama, Kalagedihena and Kurunegala. Not only is LAUGFS Car Care a

one-stop solution for all motorists, it also provides an unmatched service, which is one of the reasons behind the brand's rapid expansion over the years," LAUGFS Lubricants Assistant General Manager, Dimuthu Daasaman remarked.

Established in 2000, LAUGFS Car Care is a sub-division of LAUGFS Lubricants Limited, which has expanded rapidly with a network of 11 service centers, including a modern hybrid centre to exclusively cater to hybrid and electric motor vehicles. It employs a highly trained and professional team of experts to offer a complete range of services for all types of vehicles, from a basic exterior wash to high-tech service

offerings. Renowned for expert knowledge, state-of-the-art technology, and uncompromising service standards, LAUGFS Car Care has become a trusted brand among local motorists. Its network of service centers continues to grow rapidly, with a number of centers to be added around the country in the near future.



MAGAM Table Salt

100% Pure
100% Local

Magam Table Salt, Sri Lanka's finest hundred percent pure deep sea salt, is now available for consumers.



“We hope to expand the product availability by widening our distribution reach and to become a leader of the free flow salt market which is currently dominated by imported salts. Our product is 100% local and it will provide a competitive product to the market benefiting the consumer with better quality and affordable prices,” commented LAUGFS Salt & Chemicals - Manager Projects, Gamini Kapugedara.

LAUGFS Salt and Chemicals Ltd., a subsidiary of LAUGFS Holdings, recently introduced their first range of salt products to the local market. “Magam Table Salt” bears the name of “Magam Puraya”, which is today known as Hambantota, where the best salt beds are found.

Sri Lanka is an island nation having a temperate climate throughout the year. Therefore, sea salt of Sri Lanka can be considered an almost inexhaustible product. Salt is an essential nutrient for a healthy diet, and helps in critical functions such as sustaining body hydration levels.

The production of the Magam Free Flow Table Salt undergoes a rigorous quality process to deliver the finest of products to the consumer. It is enriched with vital iodide - a necessary nutrient for optimal health. The production takes place at the salt processing unit in Chithrakala, Hambantota, with one of the most advanced salt product processing systems, using sophisticated state-of-the-art machinery to process salt crystals to make them 100% pure.

Unlike the conventional salt products

in the market, which are in powder form, Magam Table Salt is in a form of free flow salt type. Free flow salts have a longer shelf life, are less insoluble and better in quality when compared with the powder form products. The difference is that the salt crystals are broken in free flow form as compared to being ground, which results in the powder form.

Magam Table Salt comes in consumer packs of 400g and 1kg with a vibrant packaging depicting the deep sea and the purity of the product. The product is certified by the Ministry of Health and has a competitive market price. It is now available at all LAUGFS Supermarket outlets, with plans for island-wide distribution.

“We hope to expand the product availability by widening our distribution reach and to become a leader of the free flow salt market which is currently dominated by imported salts. Our product is 100% local and it will provide a competitive product to the market benefiting the consumer with better quality and affordable prices,” commented LAUGFS Salt & Chemicals - Manager Projects, Gamini Kapugedara.

LAUGFS Plug Net

Driving the Future of Transportation

Transportation is changing fast. By 2020, 75% of new cars sold will be connected to the internet. By 2040, 35% of vehicles sold will be electric. It's time to get ready for the future of transportation, which will be electric and connected—to drivers, mobile apps, charging spots, businesses and the rest of our everyday lives.

The industry is ready too, with all automakers producing electric vehicles (EVs) and more than 30 models on the market. EVs are on the road in more than 40 countries. To complete the shift to electric mobility, we need a connected charging network that lets people charge everywhere they go.

LAUGFS is building this network by setting up Sri Lanka's first Quick Charge Station network, to provide the best charging experience wherever EV drivers go.

With a strong focus on R&D and technology, LAUGFS Solutions is gearing to set up a Quick Charging Station Network for Electric Vehicles (EVs) for the first time in Sri Lanka with LAUGFS Plug Net.

This is another pioneering project by LAUGFS Solutions, a wholly owned subsidiary of LAUGFS Holdings, which has led a number of innovative projects, applying advanced technology and R&D capabilities to deliver greener solutions such as electric trishaws.

LAUGFS Plug Net will provide a fast and efficient charging experience to EV drivers across the island, catering to a range of vehicle types. Currently, Japanese vehicles, European models and Tesla vehicles all use different charging methods, which poses difficulty to Electric Vehicle owners. The LAUGFS Quick Charge points will provide greater ease and convenience to EV drivers, as they will cater to charging requirements of all these models in one location.

The EV Quick Charge will be completed within 20 – 40 minutes as opposed to a conventional EV charge, which takes up to 6 hours. This provides greater convenience to motorists on the go with an enhanced charging experience for EV drivers.

LAUGFS Solutions will further support EV drivers with a mobile app, allowing drivers to find Quick Charging stations near them with ease and track their Electric Vehicle's charging, while frequent updates will keep them connected with new features available.

With plans already underway to launch the Quick Charge Station network in the later part of 2017, the Company aims to extend its network to 30 locations across the country within 2 years.

"LAUGFS Plug Net is a new concept for Sri Lanka's Electric Vehicle owners and its impact is multi-faceted," explained LAUGFS Solutions Deputy General Manager, Chinthana Wegapitiya. "We will be engaging with multiple stakeholders through this project, ranging from the government and policy makers to automakers, corporates and small entrepreneurs. Grid connection to provide required electricity, favourable policies towards electric vehicles, as well as establishing a strong maintenance network for imported electric vehicles will all play a pivotal role in our country's future. Therefore, it is very important that all these stakeholders work together to create a positive change."

Quick Charging Station networks are now popularly used in Asian countries such as Japan, Singapore and the Philippines. Electric Vehicle population in these countries have risen over the years due to favourable government policies, reduced environmental impact as well as lower vehicle and maintenance costs.

Elaborating on future plans for LAUGFS Plug Net, Chinthana remarked, "We have ambitious plans for this project, as we see tremendous potential in it. We hope to introduce a franchise model, where we will provide support for individuals and small businesses with necessary technology, equipment, training and standards, so that this concept could be expanded across the country. Expanding our Quick Charge network island-wide means, this will also create opportunities for small scale energy producers to generate and provide electricity at regional level."





"This is a concept that provides a broad platform to scale into diverse areas. For instance, in addition to the Quick Charging unit, we are currently working on Home Charging and Level 2 Charging units. Home charging of an Electric Vehicle usually takes around 6 hours. We will work on Level 2 Charging that can be completed in upto 4 hours, and can be fixed not only at homes, but also at companies, hotels and anywhere people would spend a few hours at. Additionally, an EV owner with a Home Charging unit can also choose to allow other EV drivers to utilize it to charge vehicles. This could be indicated on our mobile app and the Home Charging unit owner can earn an additional income through it. These are all ideas we are developing to expand this concept, and it will require the engagement of diverse stakeholders," he explained.

"We are also working on setting up partnerships with airlines to offer tour packages using electric vehicles for environmentally conscious travelers. All of these efforts will create numerous direct and indirect employment and livelihood opportunities. This will be in addition to the positive environmental impact this project will encourage. As a truly Sri Lankan business, we are very proud of the significant impact we will be able to make on the country's economy as well as the environment through this project," Chinthana further elaborated.

Since inception, LAUGFS has become a pioneer and leader in integrating environmentally conscious solutions into its business strategy. From Eco Sri, which set up the first Vehicle Emission Testing centre in Sri Lanka, and LAUGFS Gas, which offers LPG as a cleaner alternative to conventional fuel, to LAUGFS Power, which engages in renewable energy solutions, LAUGFS has continued to deliver products and services to actively minimize our environmental impact.

The Quick Charging Station Network being set up by LAUGFS Solutions is yet another pioneering effort, which aims to support Electric Vehicle owners by leveraging on LAUGFS's advanced technological know-how.



DILANTHA MALAGAMUWA

The championship racing driver, Dilantha Malagamuwa, who has brought much glory to Sri Lanka, is our featured guest in this Issue of the ICON Magazine. Dilantha, who is also a brand ambassador of LAUGFS Lubricants, graciously accepted our invitation for a few rapid fire questions.

What is your biggest achievement to date – personal or professional?

The love and warmth of Sri Lankans who have stood by me for many years make me feel very humbled. This is my biggest personal achievement. Winning the 2010 GT Asia Championship and the Lamborghini Super Trophy last year definitely top my professional achievements.

What was your journey like to get where you are today?

It was a very exciting and exhilarating journey, as every moment was packed with risks and challenges.

What does a typical day look like for you?

For me, every day is full of opportunities and I don't take a moment for granted.

What one word would describe you?

Optimistic.

If you could choose anyone, who would you pick as your mentor?

Myself. I never had a mentor or a person to advise me during my career, which was full of hardships and challenges. So I've always had to rely on myself for guidance and advice and be prepared to face the consequences.

What do you like most about your profession?

The challenge and the risk.

Given a chance, who would you like to be for a day and why?

Nelson Mandela. I admire the courage and patience he has shown to withstand his long and arduous journey. Through many struggles he became the president of South Africa and made a positive and lasting impact on a whole nation.



What is your proudest moment?

Becoming the Most Popular Sportsman of Sri Lanka in 2016.

What do you find the most challenging in your work?

In my profession, every day, every moment is a challenge.

Do you have a motto or personal mantra?

"Nothing is impossible".

What advice would you give someone aspiring to become a racing driver?

It is a big challenge and funding is the most difficult part for any racer. You will need to have a strong commitment, take opportunities to go overseas and start racing internationally. You will need a lot of courage, as no one will help you in this journey...you are on your own.



Tell us a little about your family.

I'm married and have three daughters. My wife is from Japan. I also have two sisters and my mother.

How do you balance your career and family?

I just live life to the fullest. If I think too much, then only it becomes a problem.

What are you passionate about outside motor racing?

A lot of my personal time goes into helping underprivileged children.

What is your most cherished childhood memory?

Definitely the first time I drove a motorcycle. That day changed my life forever.

Tell us three things most people don't know about you.

The community work I do, my family life and my love for music.

Something you always wanted to do, but never done?

I want to take a long break and travel for leisure and pleasure!

If you were stranded on a lonely beach, what three things would you want to have with you?

My family, good music and good food.

If you could retire anywhere in the world, which city would you choose?

Kurunegala in Sri Lanka, which is my hometown.

Image courtesy: Dilantha Malagamuwa



What would you have become, if you haven't entered your current profession?

I would have become an Inventor.

What life lesson did you learn the hard way?

I believe everything about life is a lesson learned the hard way, if we are to live a good life.

What inspires you?

A Hollywood movie called Silver Dream Racer, which I watched when I was 14 years old.

What was the biggest strength behind your success?

Definitely my family.

How do you manage stress?

I don't get stressed, as I don't bother to think too much about problems.



LAUGFS Lubricants CEO Wins People Leader Award

Demonstrating the inspirational leadership strength of LAUGFS, Niroshan J. Pieries, CEO of LAUGFS Lubricants clinched the prestigious IPM People Leader's Award 2017 in the Marketing category at the recently held IPM National HR conference.

The youngest CEO in the Sri Lankan Lubricants industry, Niroshan is an inspirational leader who epitomizes this year's conference theme 'High Tech and High Touch' with his informed and attuned leadership style.



LAUGFS IT Wins Top Notch Awards at Zero One Awards 2017



Reinforcing its digital dynamism, LAUGFS IT received top notch awards at the SLT Zero One Awards for Digital Excellence, winning the award for the best website/microsite in the Manufacturing, Transportation and Logistics category as well as the overall award for the best website/microsite.

Taking Over The Mantle

LAUGFS Chairman Mr. W.K.H. Wegapitiya shared his insights on entrepreneur-run businesses as part of the panel discussion organized by SLID/STAX titled 'Taking Over the Mantle'. The event brought together some of Sri Lanka's finest family business leaders across 3 generations, with a panel featuring Ms. Shiromal Cooray, Mr. Jeevan Gnanam and Dr. Kumudu Gunasekera as the moderator.

Family firms account for 2/3 of all businesses around the world and contributes an estimated 70%-90% of global GDP. Sri Lanka has also produced a large number of successful and dynamic family businesses that today contributes significantly to our economy.



Read more on www.dailymirror.lk



Exploring Consumer Strategy



PIM Alumni together with CIM Sri Lanka and SLIM recently organized a book review and panel discussion on 'Consumer Strategy' written by Sri Lanka's marketing guru, Prof Uditha Liyanage.

LAUGFS Group Marketing Director and CIM President Mr. Asanga Ranasinghe, together with Prof. Ajantha Dharmasiri and Mr. Eardley Perera engaged in a panel discussion, while Mr. Deepal Sooriyaarachchi delivered the book review.

Read more on www.ft.lk



Supporting Future Leaders

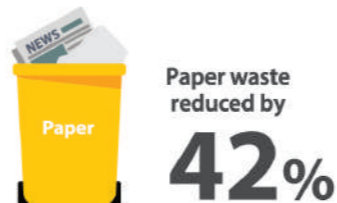
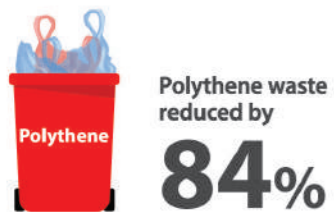
LAUGFS supported the recently held 'J'pura Warna' – the 43rd colours night of University of Sri Jayewardenepura, as the platinum sponsor. The event was graced by LAUGFS Chairman, Mr. W.K.H. Wegapitiya, as the Guest of Honour.

As part of its commitment to developing the future leaders of Sri Lanka, LAUGFS carries out extensive work through various partnerships to support young talent, specifically focusing on education, sports and soft skills enhancement.

Towards a Zero-Waste Office with "Waste Busters"



The 'Waste Busters' program was initiated at LAUGFS few months ago with the aim of making LAUGFS a zero-waste office. This included a number of initiatives to increase awareness and initiate action for positive change. These ranged from email and poster awareness campaigns and reinforced segregation of waste, to giving away reusable lunch boxes to discourage the use of lunch sheets and paper. As a result, the Waste Busters program has been able to reduce our polythene waste by 84%, and reduce food waste by over 52% within a short period of time. Our paper waste has also reduced by 42%, which is recycled through a third party vendor.



LAUGFS Engineering Cricket Encounter

LAUGFS Engineering Cricket Tournament was held at Mabima, along with a fun-filled get-together for our colleagues. 12 teams took part in the matches, with the Workshop team winning the trophy after battling it out with the HR team at the grand finale.



LAUGFS Toastmasters Club hosts Back to School

In addition to regular club meetings, LAUGFS Toastmasters club organized a "Back to School" special themed meeting recently, where all club members and speakers dressed up with their school uniforms while sharing unforgettable memories of their school life with the audience.

FRIDAY NIGHT FEVER!

Our colleagues got-together for a fun filled Friday evening at LAUGFS HO Rooftop recently. It was an enjoyable evening with free flow of food and drinks, games and surprises, and of course DJ music to dance the night away.



VIDEO WALL

Here are some great short videos from leaders who have inspired us.
Scan the QR codes and enjoy!



WILLIAM H. MCRAVEN ON CHANGING THE WORLD

William H. McRaven, retiring Admiral and Navy Seal trainer delivers one of the most inspiring speeches ever. (Courtesy: Goalcast)



Scan here to watch

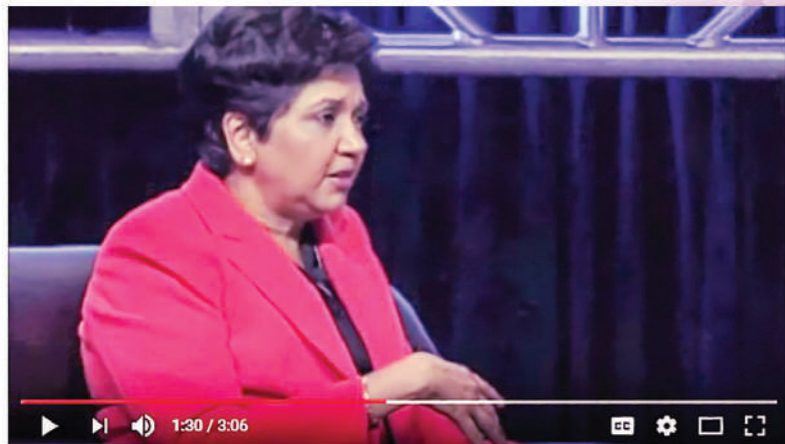


JACK MA ON ENTREPRENEURSHIP

Alibaba Chairman Jack Ma speaks about entrepreneurship and the failures and struggles in building Alibaba.



Scan here to watch



INDRA NOOYI ON THE FIVE C'S OF LEADERSHIP

PepsiCo Chairman and CEO Indra Nooyi shared her five C's of leadership at the 7th annual BlogHer Conference.



Scan here to watch

Courtesy: Youtube



Want to share any inspiring videos with us?
Scan here and let us know.



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