



DEME[®]
DAYA CONSUMER ELECTRONICS

VIDEOCON



Daya Consumer Electronics, took its first steps into the trading business in 1997, where it began its sale of bulbs, with little experience in a highly competitive industry; **Daya Consumer Electronics** has harnessed the strong potential of the rural economy to improve its business and generate countrywide awareness.

Today, **Daya Consumer Electronics** is one of Sri Lanka's leading companies in the business of consumer electronics and home appliances, with wide range of products including Air Conditioners, Televisions, Refrigerators, Air Coolers, Bottle Coolers, Chest Freezers, Irons, Toasters, Sandwich Makers, Gas Cookers, Rice Cookers, Kettles, Mixture Grinders etc.

The company prides itself on providing a premium Sri Lankan brand known as **DEME** to customers, with a long term vision of manufacturing and sourcing the product range from Sri Lanka. In addition, the strong growth in recent years has enabled **Daya Consumer Electronics** to bring internationally reputed brands such as **Videocon** and **Pigeon** to Sri Lanka, allowing its customers to sample high quality products at affordable prices.

Daya Consumer Electronics has grown from a humble beginning and today holds a diverse portfolio of high quality products. In today's highly competitive and evolving market, customer satisfaction is not driven by price, but by the quality of products on offer and the after sales service provided.

Our strength lies in the investment we have placed in our dealers and our dedication to reliable sourcing. Global giants such as India's **Videocon** and **Pigeon** have placed their brands under our umbrella of products because of our proven track record in satisfying customer needs. Our own brand **DEME** has competed well against international brands. It is the principle of honesty, integrity and

dedication that have allowed us to enjoy such a strong growth rate even in the midst of mounting competition.