



# CORPORATE PROFILE

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**Prudentia infinity**

foresight to drive your future...

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# Executive Summary

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In our brief 07 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 in 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 has enabled us to offer sound strategic advice that has amplified 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 has proven time and time again to exceed what we promise.

We have currently served over 40 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 agility to accommodate the needs of our Clients through our partners, both technologically & strategically 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 Company

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.

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 .

Today

We are a fully-fledged CRM & Advertising agency offering our Clients a range of services to fulfil all areas of marketing.

## Our Mission

Prudentia Infinity to be the “Sales Growth Partner” to 15 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

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

## Wisdom & Foresight

1. We will always look at the macro picture
2. We will be open minded
3. We will openly share our knowledge and experiences
4. We will reason with logic

## Energetic & Resourceful

5. We are passionate in what we do
6. We will challenge the norms
7. We make things happen

## Caring & Responsible

8. We are friendly and approachable
9. We support and listen
10. We are reliable

## Honest & Fair

11. We are truthful
12. We are considerate
13. We are impartial and just

# Why entrust us with your Brand?

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...Because we are a highly engaging & committed team of professionals, who have gained a rich experience and recognition in the corporate sector as a reliable service enabler.

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

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

# CEO Statement

Only a selected few service providers can say that they measure up to their promise! In the most unassuming way, we are proud to be a member of this minority.

Of the many companies we have and still continue to work with, consumer relationship management sits at the very core of their brand success. Some have not realized it, some have, but are unable to implement a robust process to cater to it.

With the right balance in consumer engagement and systematic promotional management, brands have done wonders to increase their sales.

We begin our journey with a brand at the lowest level: Promotions. We not only help our clients in end-to-end management of consumer promotions, but also help them to track their return from it. Once a brand has sufficient experience in handling promotions, we help them plan their consumer engagement journey via a systematic approach. This not only induces the required discipline but also helps our clients to streamline all marketing and sales activity to measure their success against a competitive environment.

We sincerely hope you realize the potential of our Mantra, well not too complex to figure out on your own, if the organizational discipline and the mechanics were in place to execute.

We also welcome you to talk to us about your brand and how we can contribute towards enriching your brand journey. We openly share our knowledge and experiences with you, because the more you learn about our work, the more you will realize the value of what we do!



Roshan Bamberadeniya  
Director/CEO

# Leadership Team



Roshan Bamberadeniya  
Director, CEO



Yasmin Fernando  
Director, Corporate Services



Chandima Wickramatunge  
Head of Strategy



Iyani Sellahewa  
Head of Client Servicing



Milinda Mendis  
Head of Communications



Malika Amarathunga  
Head of Data & Logistics



Geeth Upendra  
Head of Technology



Chamila Sooriyaarachchi  
Head of Accounting & Finance



Gamage Sujeewa Sampath  
Head of Creative Designing



Shathwika Krishnamoorthy  
Client Servicing

# Our Services

## ● Consumer Promotion Management

- Development of MARCOMS
  - \* TV segments & program highlights
  - \* Animations
  - \* POSM
  - \* Leaflets/Banners/Posters
  - \* Promotional Videos
- Management of call center operations for inquiries & announcements
- Management of digital platforms for promotional engagement
- Social media management
- Targeted SMS & email campaigns
- Obtain authority approvals for promotions
- Field activation media development
- Postal entry management
- Data Capture services

## ● Creative Development

- Press-ads & TVC's
- In-store catalogs
- Product Design and Labelling
- Store branding
- Stationary & Logo Designing

## ● Website & Mobile App development

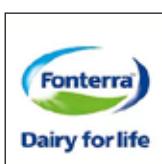
## ● Training & Knowledge Development

- Sales Training
  - \* Job description management
  - \* WILO & DILO Development
  - \* Brown paper Setup (annual/quarterly/monthly)
  - \* Process & Systems training
- Advanced Excel & PowerPoint Training for corporates

## ● Consultancy

- Sales Development
  - \* Company steering wheel development (KPI setup)
  - \* Critical path setup
  - \* RACI (Responsible/Accountable/Consult/Inform)
  - \* Consumer Engagement Strategies
- CRM Disciplines and systems customized for corporate fitment
- Consumer Engagement & Loyalty Solutions

# Brands We Serve



# Client Statements

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"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" - 2020

Sachini Gamage  
Category Manager – Ratthi

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"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". - 2019

Shehani Liyanage  
Brand Manager - Astra

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"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." - 2018

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

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"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." - 2017

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

# Case Studies

Here are just 02 recent case studies out of over 25 where we have positively impacted our Clients' goals, during the last few years. This is our treasure chest, which we qualify as the victories of our Clients.

Client 01 - 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 Studies

Client 02 – 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

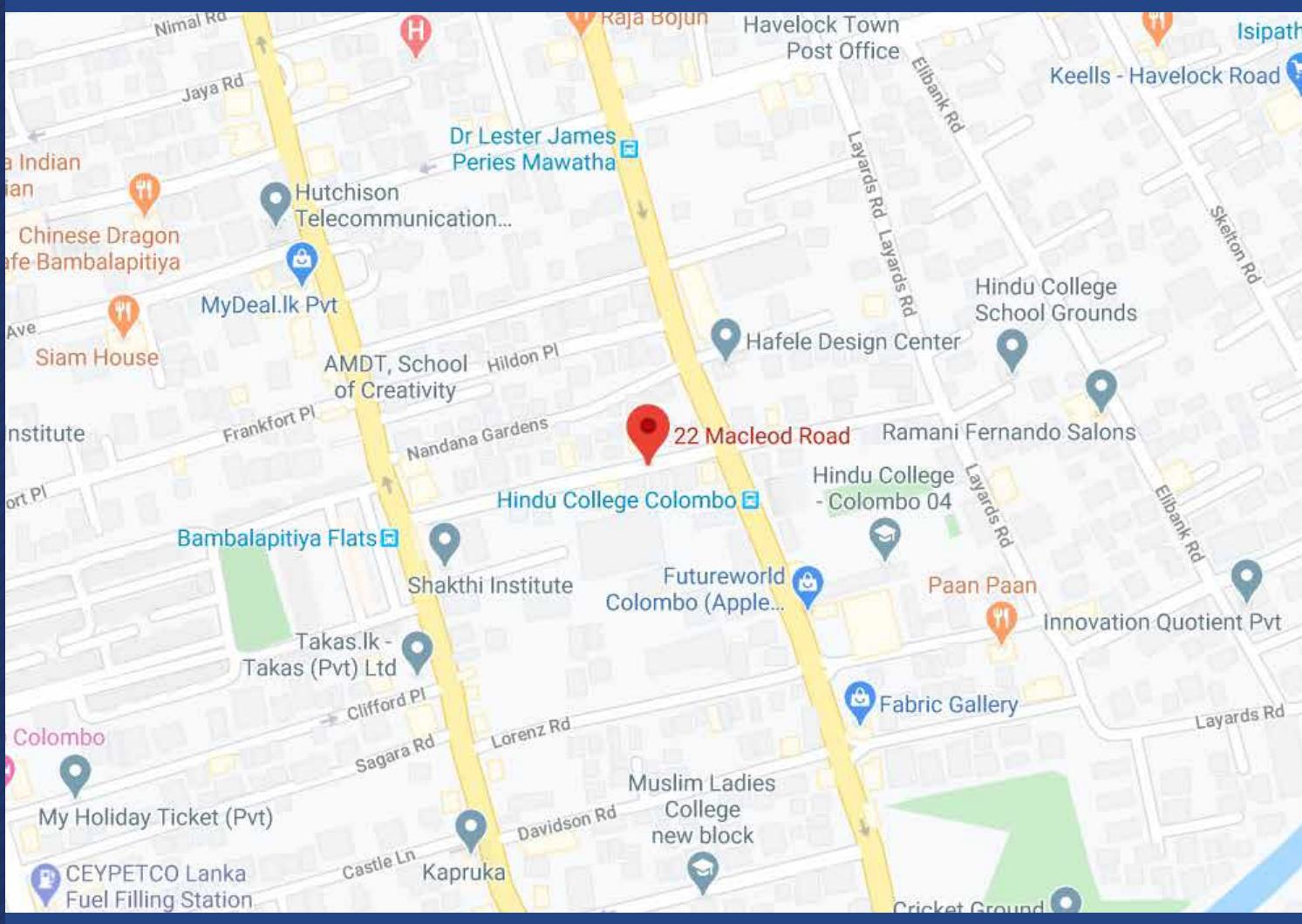
## Proposed Solution

- 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.

# Contact Us



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