

Directors' Profiles +

DESAMANYA KEN BALENDRA Chairman

He joined the Board of Directors of Brandix Lanka Limited as its Non-Executive Chairman. He is one of Sri Lanka's most distinguished and respected business leaders. During an illustrious career, he served as the Chairman of several key institutions in Sri Lanka - John Keells Holdings Limited, Bank of Ceylon, the Securities and Exchange Commission, the Insurance Board of Sri Lanka and the Ceylon Chamber of Commerce. In 1998, he was conferred the National Honour of Desamanya (Titular) by the President of Sri Lanka, for distinguished services rendered to the country. Currently, he is the Non-Executive Chairman of Ceylon Tobacco Company, the South Asia Regional Fund and a Non-Executive Director of Caltex Lubricants Lanka Limited, in addition to serving as a Trustee of various Arts and Sports Foundations.



ASHROFF OMAR Chief Executive Officer

He was appointed Chief Executive Officer in 2004. He spearheaded the Group's first joint-venture with Mast Industries, the first of sixteen such business operations that followed and several other strategic acquisitions within the apparel industry. His entrepreneurial spirit and strategy of vertical integration have resulted in the success of Brandix. A frequent spokesperson for the Apparel industry, he is also the former Chairman of the Sri Lanka Apparel Exporters' Association and the Joint Apparel Association Forum (JAAF) - the apex body of the apparel industry, primarily involved in driving strategy for the industry and lobbying on its behalf. He is a Steering Committee Member of the European Commission - Sri Lanka Joint Study and is also responsible for negotiating with the European Union for added benefits for the apparel industry in Sri Lanka. He also serves as a Non-Executive Member of the Board of John Keells Hotels Limited and the Colombo Stock Exchange.

ASLAM OMAR
Director

He joined the business in 1984, and within a year began to successfully manage and develop a growing number of subsidiaries under the emerging Brandix Group. He was instrumental in forming alliances with Tyco A&E (USA), American & Efird Inc. (USA) and T&S Buttons (Hong Kong) leading to successful joint-ventures, namely Brandix Hangers, American and Efird Lanka and Bangladesh and T&S Buttons respectively. These companies have premium standings as trim suppliers to the apparel industry. He also holds the position of Chief Executive Officer of Phoenix Ventures Limited, the holding company of the Brandix Group in addition to the position of Managing Director of Phoenix Industries, Sri Lanka's largest plastic manufacturer. He is a Fellow Member of the Sri Lanka Institute of Chartered Accountants and a member of The Institute of Certified Management Accountants of Australia.

AJITH DIAS
Director

He was instrumental in the establishment of Jewelknit Limited in 1977, which formed a joint-venture with Mast Industries, further developing the lingerie business with facilities in Sri Lanka and the Maldives. His successful stewardship of these enterprises led to the key merger of Phoenix and Jewelknit which resulted in the formation of Brandix Lanka Limited. He is the Chairman of the Joint Apparel Association Forum (JAAF), a past Chairman of the Free Trade Zone Manufacturers Association, as well as a Member of the Textile Quota Board. He is a Chartered Textile Technologist and a Fellow Member of the Textile Institute, UK.

FEROZ OMAR
Director

He began his career as Managing Executive of MKC Industries, which was the Group's maiden foray into the manufacture of knitted lingerie. As Brandix grew, logical integration required a fabric processing mill, which he fulfilled by converting a Greenfield site into Brandix Textiles - a leader in fabric manufacturing today, with a customer base that spans the region. In addition, he is currently responsible for Ocean Lanka and Quenby Lanka Prints, both of which he helped form, and Brandix Finishing. Further, with a passion for community development he drives Brandix' Social Responsibility initiatives.

AJIT JOHNPILLAI
Director

He is the Director in-charge of Brandix Casualwear. He is a former Financial Controller/Director of Smiths DIY Group Limited in New Zealand, a US\$ 50 million

conglomerate that traded in hardware, builder's supplies, and sports goods. Prior to this, he served as an Audit Manager with Ernst & Young, in Bermuda and New Zealand. He was also an Audit Consulting Manager with Touche Ross, a firm of public accountants in Jamaica. In 1990, he entered the apparel industry as an Operations Manager with LWR Casualwear, a public listed company designing, manufacturing and marketing women's casualwear in New Zealand. He is an associate Member of the Institute of Chartered Accountants, Sri Lanka and the Chartered Institute of Management Accountants, UK.

TREVINE JAYASEKARA
Group Finance Director

He is the Finance Director of Brandix Lanka Limited and is responsible for the overall finance function of the Group, as well as related support functions. He is the former Group Finance Director of Aitken Spence, where he was responsible for the overall finance function of the parent company and its subsidiaries. He has held several positions at Aitken Spence, including Director Management Board. He brings with him a wealth of experience in international banking, having worked at Arab Bank Limited in Bahrain and subsequently held the post of General Manager at Deutsche Bank, Colombo. He is a Non-Executive Director of Hayleys Ltd and Lanka Ventures Ltd, in addition to serving as a Board member of the Sri Lanka Accounting and Auditing Standards Monitoring Board. He is a Fellow Member of the Institute of Chartered Accountants, Sri Lanka and the Chartered Institute of Management Accountants, UK.

UDENA WICKREMESOORIYA
Director

He is the Director in-charge of Brandix Intimate Apparel, Brandix Activewear and Brandix India Apparel City. He has extensive experience in the Apparel industry with a focus on strategy, business turnaround and building strong performance cultures and teams, both locally and internationally. Previously, he functioned as the Managing Director of MAS-Shadowline and prior to joining the Apparel industry, he was in the FMCG and Banking industries and held managerial positions in Supply Chain, Operations, Finance, IT and Human Resources. He holds a MBA from the University of Jayewardenepura, Sri Lanka and is a Fellow of the Chartered Institute of Management Accountants, UK.