

“Standing tall among the pioneers of Business”

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Synopsis

Today, EB Creasy (EBC) is a diversified group of companies spanning a wide spectrum of activities ranging from import, export, manufacturing & distribution of FMCG products and freight forwarding to formulating and trading in chemicals, hotels, renewable energy and plantation management. The Group is having a strong foothold in Homecare, Personal care, Health & Nutrition, Pharmaceuticals and Hardware products. It has diversified into many businesses and has experienced rapid growth over the years.

The underlying strategy when making new acquisitions or expanding existing business primarily have been capitalizing on existing synergies, either raw-material, production techniques, human expertise, focus on complementary products and/or integration in to an existing value chain, concentrate on products of mass appeal to uphold the company's brand image within the households, no inhibition in reaching island-wide customer base since EBC has over the years built-up a robust, highly trained and motivated sales and distribution network covering the whole island though the Company has colonial roots in its corporate ancestry, it has since recognized the importance of being a truly Sri Lankan company whilst carrying the name of its colonial forefathers which still provides an aura of dependability in the minds of Sri Lankan public when it comes to product acceptance.

Having recognized this mission to foster a Sri Lankan identity, EBC embarked on a product localization or import-substitution programme as a strategy of importance and urgency. By this time EBC was having a well-established product portfolio which were predominantly imported. To achieve this planned integration with the local economy EBC adopted a two-pronged strategies of integrating and assembling imported key components with locally manufactured components