

for international brands under franchise and starting end to end total manufacturing process in Sri Lanka.

Darley Butler & Co. is the core of EB Creasy group and mainly engages in marketing a range of FMCG categories that are well-known brands in the country.

To successfully market the brands, the company has a team of Brand Managers who have hands-on experience in handling FMCG categories and are well-versed in the sphere of brand management. To maximize distribution of these products, the company relies on its key strength, its current distribution infrastructure consisting of 184 professionally trained sales representatives and 36 sales management and supervisory staff. To facilitate the distribution, the company has a modern fleet of commercial vehicles and the services of 70 long-standing stockists located strategically throughout the country.

EB Creasy partnered with Pettah Pharmacy Ltd, a former subsidiary of Muller & Phipps Ceylon Ltd, one of Sri Lanka's pioneering pharma companies established 1956 with more than 40 years of experience in agency-distributor business operation lines partnering with global pharmaceutical giants on ethical product lines. The energy and lighting interest of E B Creasy is put in to action under Laxapana Batteries PLC, a Public Quoted Entity. The subsidiary is in the business of manufacturing batteries and assembling CFL bulbs. In April 2015, EB Creasy acquired Lanka Special Steels Ltd, which was incorporated in Sri Lanka under BOI in Nov 2003. Lanka Special Steels Ltd is the largest domestic manufacturer of Galvanizing Wire in Sri Lanka. The production facility operates with ISO 9001: 2008 certification and the GI products are certified as per SLS 139:2003.

The Homecare Division has been known for its innovativeness and responsible product portfolio. EB Creasy follows globally certified manufacturing processes and offers an Eco-Friendly product range to the market. The company was the pioneer in introducing the first Sri Lankan made aerosol product under the brand "Ninja" as an alternative to imported products. As a step to fight against the dengue epidemic, the company also introduced the Ninja Protector which too is a totally new innovative product and also pioneered in introducing a two scents joss stick of their brand Amritha-