

performers were weed out and right people placed to the right positions. Finally performance based increments were implemented at all levels of the organization. Discipline environment created everywhere in the organization, stern disciplinary actions were taken against the people who deviated from set rules. At the same time a considerable amount of money was spent for training and development of people and all company promotions were given based on the performances. This is the set of human resource turnaround took place in Kelani Cables in uplifting its corporate journey.

Brand differentiation strategy was started and Kelani brand was differentiated as the safest brand in the category and effective marketing campaigns carried out in his period. The positioning of Kelani brand continue to be associated with safety at all times. Kelani brand visibility has been increased dramatically in the market and this has no doubt helped to increase consumer and dealer loyalty. New product development mechanism was brought to the system and many new products developed and marketed successfully. Service levels improved dramatically and continuous customer feed backs monitored to ensure Kelani service levels. A technical services department was created and free technical services made available for local and international customers on cable selection. Meanwhile, company identified that electrician plays a major role in influencing on cable brand selection and an electricians club was started with the objective of building up relationship between company and the Electricians .Presently more than 7000 electricians are benefited in various ways. In 2007 a “Kelani Saviya” CSR project was started with the assistance of the University of Peradeniya and 50 Electricians are accommodated annually by the University for a one year Program. This program continued for 10 years and extended for another five years by Present Director/CEO and the same program has been started at the University of Jaffna naming “Kelani Shakthi” by his direction. This is one of the remarkable initiatives took place for branding perspective.

In 2010, Mr Mahinda Saranapala was appointed as chief executive officer (CEO) of Kelani Cables and he maintained the same growth momentum with the team .He contributed a lot for implementing and maintaining 5S concept in the organization. He came with an engineering background and contributed a lot to development of the operation area. Many productivity improvements were done in many areas in the organization. He maintained the same discipline level what Mr Hemantha Perera initiated and practiced. Presently he serves in the capacity of