



2018

# REACH

2018

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## OUR MISSION

**TO LEAD** in being responsible corporate citizens. Not because we are convinced that it is a good way of doing business, but because we believe it is the right way of doing business.

**TO STRIVE** to make a meaningful difference everywhere we do business.

**TO LISTEN** and **RESPOND** to environmental challenges that affect our society and our planet.

**TO INSPIRE** people to work towards protecting and improving water access and availability in our communities.

# From the Brandix CSR Centre

Welcome to the 2018 issue of the Reach Magazine.

As we enter 2018 and look forward to an interesting year, in this issue we also look back at the year that was – 2017.

Rather than a side project, CSR and sustainability are now entwined with the companies' core identity. It is very much a part of who we are.

We know we are far from having all the answers, but we are proud of our achievements and proud of our innovative approach.

We continue to remain committed and passionate in doing our part to make a difference in the lives we touch and hope you will be inspired to join our cause.



We have included the Group's 2018 calendar themed "The Roots of Goodness", in this issue of the magazine.

<b>INSIDE</b> 	<b>P – 04</b> CSR at a glance	<b>P – 05 - 07</b> Calendar 2018	<b>P – 08 - 09</b> Care for Our Own	<b>P – 10 - 13</b> Calendar 2018
	<b>P – 14 - 15</b> P.A.C.E.	<b>P – 16 - 17</b> Model Village	<b>P – 18 - 21</b> Calendar 2018	<b>P – 22 - 23</b> Water Advocate
	<b>P – 24 - 25</b> CSR Champions	<b>P – 26 - 27</b> Calendar 2018	<b>P – 28</b> Randaru Thilina	<b>P – 29</b> Blood Drive
	<b>P – 30</b> CSR Map			

# CSR at a glance

## Care for Our Own

Care for Our Own ensures the provision of clean water to Brandix Associates in desperate need.



## Randaru Thilina

School supplies for children of our associates.



## Model Village

Identifies and addresses water-related issues facing people within a stipulated radius of the Group's factories by providing water supply systems, sanitation or upgrading existing infrastructure in schools, hospitals, places of worship, police stations and similar community locations of importance.



## Personal Advancement and Career Enhancement (P.A.C.E.) Initiative

# 2018

## The Roots of Goodness

Known to voyagers of the world over the ages as Zeilan, Serendib, Thambapanni, and Ceylon, Sri Lanka was an exotic land full of wonder, mystique, and exquisite beauty that inspired fables throughout history. Equally fascinating were its rich cultural treasures that continue to mesmerize visitors to its shores to this day.

But mostly, Sri Lanka would not be the nation it is without the unique traditions and warm demeanour of its people. Through ages past, Sri Lankans have evolved a unique identity that is grounded in a diverse array of ancestral traits that are based on compassion, sustainability, and an uncanny sense of ingenuity.

The 2018 Brandix Calendar is a timely reminder of these timeless qualities that are etched into the essence of what it means to be truly Sri Lankan.

As an organization that touches the lives of thousands, we strive to maintain the ideals of Respect, Inspiration, Togetherness, and Ethicality; maxims that are deeply ingrained in our identity as true Sri Lankans.



\* The situations depicted in the following pages dramatise different situations; as such, certain creative liberties have been taken.



Respecting One's Parents

# January 2018

M	T	W	T	F	S	S	Week
1	2	3	4	5	6	7	1
8	9	10	11	12	13	14 <sup>!</sup>	2
15	16	17	18	19	20	21	3
22	23	24	25	26	27	28	4
29	30	31					5

○ Poya Holiday   
 ● Bank Holiday   
 ■ Public Holiday   
 ▲ Mercantile Holiday  
 The above holidays were based on information available at the time of printing and may be subject to alterations.

## December 2017

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## February 2018

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

**Foundations of Respect** | Significant milestones in life, be they a graduation ceremony, a wedding, the first day of work during the new year or a promotion to a new position, are customarily celebrated by Sri Lankans only after worshipping their parents. This deeply ingrained tradition arouses a sincere moment of reflection where gratitude and respect mark the beginning of a new chapter in one's life.





An Ancient Art

## February 2018

M	T	W	T	F	S	S	Week
			1	2	3	4 <sup>▲</sup>	5
5	6	7	8	9	10	11	6
12	13 <sup>●</sup>	14	15	16	17	18	7
19	20	21	22	23	24	25	8
26	27	28					9

○ Poya Holiday ● Bank Holiday ■ Public Holiday ▲ Mercantile Holiday  
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### January 2018

M	T	W	T	F	S	S
1 <sup>○</sup>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 <sup>○</sup>				

### March 2018

M	T	W	T	F	S	S
			1 <sup>○</sup>	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 <sup>○</sup>	

**The Heritage of Patriots** | From the fabled military of King Dutugemunu to the marauding hordes of Sitawaka's warriors, Sri Lanka's sovereignty was protected for over two millennia by warriors who practiced the native martial art of *Angampora*. This lethal and sophisticated art is a practice that combines physical discipline and spiritual advancement to forge a 'complete' individual; one who was capable of inspiring all men and women to valiantly protect the land and culture that were inseparable parts of our Sri Lankan identity.

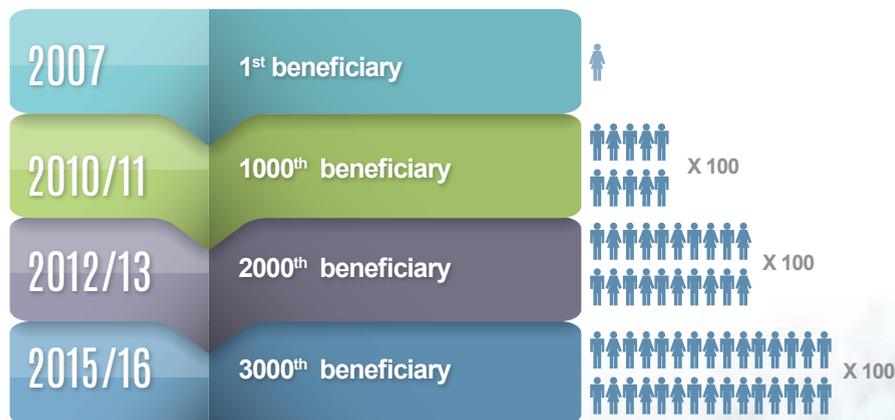


# Care for Our Own

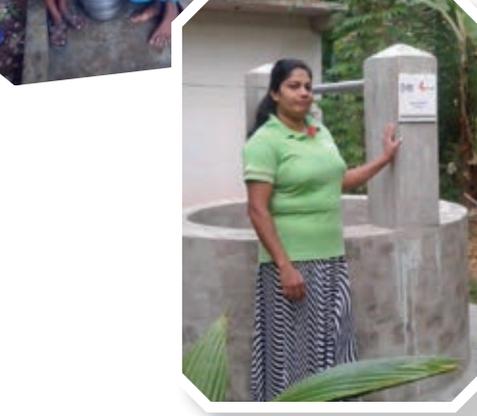


Ever since Renuka became the first Care for Our Own beneficiary, over 3800 micro-water projects have been implemented benefiting over 5000 families. This has also helped beneficiaries save time and improve their wellbeing.

**Our  
flagship  
project  
celebrates  
10 years**



# Care for Our Own





Maintaining Nature's Balance

# March 2018

M	T	W	T	F	S	S	Week
			1	2	3	4	9
5	6	7	8	9	10	11	10
12	13	14	15	16	17	18	11
19	20	21	22	23	24	25	12
26	27	28	29	30	31		13

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## February 2018

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

## April 2018

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**Compassionate Coexistence** | The man-made lakes of our ancestors hold a special place as an innovation that continues to benefit people and the creatures of the wild two thousand years later in the present. Since the days of our forefathers, villagers monitored the water levels of the lakes to ensure that there was enough water for the animals of the wilderness to sustain themselves. This practice of compassion is deeply enshrined in the ethic that humans play a key part in maintaining the sacred balance of nature.





Nekath during Avurudu

# April 2018

M	T	W	T	F	S	S	Week
						<b>1</b>	<b>13</b>
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>14</b>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> †	<b>14</b> †	<b>15</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>16</b>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b> †	<b>17</b>
<b>30</b> †							<b>18</b>

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## March 2018

M	T	W	T	F	S	S
			①	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## May 2018

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**The Auspicious Gathering** | Nowhere else in the world does an entire nation come together to share a meal at a specific time, except in Sri Lanka. During the Sinhala and Tamil New Year, an auspicious time determined by traditional astrological practices designates a special moment where households and families around the nation sit together to enjoy a simple meal of milk-rice. For thousands of years, this auspicious ritual has been performed by generations after generations to usher in a new year of happiness and prosperity together as one.





Securing Beliefs

## May 2018

M	T	W	T	F	S	S	Week
	1	2	3	4	5	6	18
7	8	9	10	11	12	13	19
14	15	16	17	18	19	20	20
21	22	23	24	25	26	27	21
28	29	30	31				22

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### April 2018

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### June 2018

M	T	W	T	F	S	S
					1	2
3						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**Sustainable Spirituality** | The Temple of the Tooth Relic is the most venerated religious site in Sri Lanka. In the recent past, the temple received a further honour by being declared the first Green Religious Site in the world. By implementing a number of measures such as declaring the area a plastic-free zone, providing reusable vases for offerings of flowers and installing receptacles for biodegradable waste, the temple reminds devotees that the ethical practices of sustainability go hand-in-hand with spirituality.





Traditional Agricultural Practices

## June 2018

M	T	W	T	F	S	S	Week
				1	2	3	22
4	5	6	7	8	9	10	23
11	12	13	14	15	16	17	24
18	19	20	21	22	23	24	25
25	26	27	28	29	30		26

○ Poya Holiday  
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 ▲ Mercantile Holiday  
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## May 2018

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## July 2018

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**Harvests of Purity** | The Sri Lankan farming method of *chena* cultivation is a tradition that originated as far back as 3000 BC. Through this practice, all farmers would pay respect to the land through religious practices and traditional rituals in order to 'purify' themselves and the earth before endeavouring to grow their crop. This ethic of solemn respect ensured the surrounding forests were protected and the cultivated areas would be regenerated after the fruits of hard work were finally harvested.

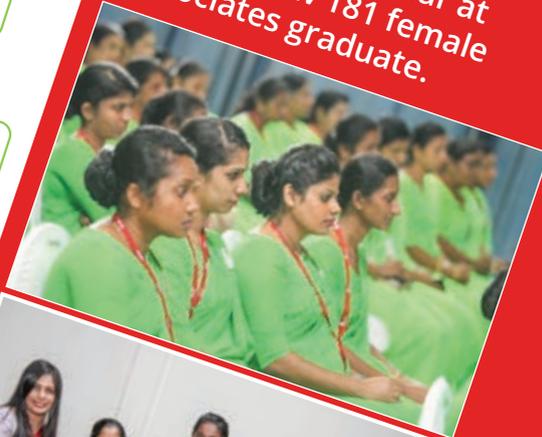


# P.A.C.E.

The GAP P.A.C.E. (Personal Advancement and Career Enhancement) initiative, now in it's third year at Brandix saw 181 female Associates graduate.



The 8 modules of the P.A.C.E. Program



# P.A.C.E.

Hear what our top performers had to say about the program



M.A. Shiromanie - Mirigama

“The P.A.C.E. program taught us to confront the problems and issues we face in real life and provided us with the know how to address these challenges.

The program taught us how to strike a balance between work and family life and to face challenges we encounter on a daily basis and to overcome them. It also taught us to think outside the box for solutions, which is something we are not used to. It is a very valuable program for us women.”



D.P.S. Kumari - Mirigama

“The P.A.C.E. program is dedicated to the overall upliftment of women and to develop their inner strength. The program enabled them to face, confront and overcome issues in their personal and professional lives, in the process leading to the emergence of more confident women.”



T.H.A. Peiris - Minuwangoda

“P.A.C.E. is an initiative which empowers women like me to develop their professional skills, entrepreneurial abilities, improve their work life balance and successfully face the many challenges life throws at them.”

# MODEL VILLAGE 2017

Inspired by the temple, school and tank-centered village development concept of old, the Model Village initiative addresses water-related issues faced by important institutions and residents within a 10km radius of the Group's factories.

**72 Projects**  
**48,622 Beneficiaries**

**SCHOOLS**

**27,913**  
Beneficiaries



**COMMUNITY CENTRES**

**330**  
Beneficiaries



**POLICE STATIONS**

**830**  
Beneficiaries



**HOSPITALS**

**7,184**  
Beneficiaries



**RELIGIOUS PLACES**

**12,365**  
Beneficiaries



# Testimonials



**H. Amarawansa Himi**  
Kuruwalana Sri  
Punyawardanaramaya

"In our temple we conduct many religious events, community initiatives and health clinics. We often provide scholarships for students who come from afar. One well was insufficient for everyone. We observed that on Poya days, we have smaller numbers due to this lack of water. With Brandix coming forward to assist in upgrading the water facilities, I firmly believe that we won't face similar problems in the future"

*No. of Beneficiaries - 220*



**L.A.U.S. Kumara**  
Principal, Ellalamulla  
Primary School

"Our female students didn't have appropriate sanitation facilities. On rainy days, access to the facilities was near impossible. The upgrading and renovation of the sanitation and water supply system by Brandix has gone a long way in solving this problem"

*No. of Beneficiaries - 450*



**S. Ranbodagedara**  
Head Nurse,  
Wathupitiwala Hospital

"Our patients had great difficulty in using the sanitation facilities in our ward. Thanks to Brandix we got the opportunity to upgrade our facilities"

*No. of Beneficiaries - 100*



Worshipping of Trade

# July 2018

M	T	W	T	F	S	S	Week
						<b>1</b>	<b>26</b>
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>27</b>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>28</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>29</b>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
<b>30</b>	<b>31</b>						<b>31</b>

○ Poya Holiday  
 ● Bank Holiday  
 ■ Public Holiday  
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## June 2018

M	T	W	T	F	S	S
					1	2
					3	4
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## August 2018

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**The Craftsman's Humility** | A driver begins a journey by making a gesture of worship to the vehicle's steering wheel. A musician bows and pays obeisance to their instrument as a farmer would to their sickle. For millennia, it has been an integral part of Sri Lankans' daily life to respect the instruments of their craft. Paying these respects to the tools of one's trade is intimately connected to our ideas of progress and prosperity, and this distinct hereditary trait is embedded in the lives of Sri Lankans and is what makes us who we are.





TogetherNESS through Sport

## August 2018

M	T	W	T	F	S	S	Week
		1	2	3	4	5	31
6	7	8	9	10	11	12	32
13	14	15	16	17	18	19	33
20	21	22	23	24	25	26	34
27	28	29	30	31			35

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## July 2018

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## September 2018

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**The Gentleman's Game** | From the busy alleyways of Colombo to the dusty playgrounds of Jaffna and every corner of the island, the sight of a game of cricket is an unmistakable part of everyday Sri Lanka. Cricket is a sport embraced by Sri Lankans all over, regardless of their religion, ethnicity, or social standing. The sport is a great unifier of people, bringing them together under the national flag to cheer on the hopes and dreams of a nation to victory in the gentleman's game.





Willingness to Help

# September 2018

M	T	W	T	F	S	S	Week
					1	2	35
3	4	5	6	7	8	9	36
10	11	12	13	14	15	16	37
17	18	19	20	21	22	23	38
24	25	26	27	28	29	30	39

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## August 2018

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## October 2018

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Helping Hands, Charitable Hearts** | Sri Lankans are admired by people around the world for their warm temperaments and willingness to go beyond the call of duty to help those in need. The people have an innate inclination that manifests unconditional support in times where help is needed and never fail to rally themselves to support each other in times of distress irrespective of religious, cultural, or social backgrounds, demonstrating an incomparable sense of togetherness and resilience when it is needed the most.





In Tune with Nature

# October 2018

M	T	W	T	F	S	S	Week
1	2	3	4	5	6	7	40
8	9	10	11	12	13	14	41
15	16	17	18	19	20	21	42
22	23	24	25	26	27	28	43
29	30	31					44

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## September 2018

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## November 2018

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Rhythms of the Heavens** | It may not have been learned through formal instruction, but since ages past, Sri Lanka's ancient cultivators instinctively understood the importance of adapting to the rhythm of the solar and lunar cycles. This sixth-sense helped the farmers of ancient times, and still continues to inspire their descendants today to use the omnipresent patterns of natural cycles to grow bountiful crops.



# Water Advocate visits Brandix

Mina Guli is an ultrarunner, water advocate and corporate lawyer. In early 2017, she ran 40 marathons in 40 days, spread out over 6 rivers around the world to support the United Nations' Global Goal #6 - Clean Water for all.

“ For me, water is life... it's a life I want to leave for the next generation and the generation after them. ”





In mid 2017, Mina visited Sri Lanka on invitation from Brandix to better understand the impact of local supply chains on Sri Lanka's water supply.

**“ We need to do things differently in our production cycles... When we water our crops, let's do it with drip irrigation or let's plant crops in places where there's enough rainwater to be able to water those crops. Let's not stop doing things, let's just do things smarter. ”**

# CSR Champions



**Nipuni  
Rajarathne**

Brandix Centre of  
Inspiration (BCI), Ekala

"I was asked to become a CSR Coordinator in 2008 despite having little understanding of the role. Gradually, I learnt the ropes and saw firsthand the impact the company has on our associates and nearby communities.

I'm especially fond of the Model Village projects. It fills me with pride knowing that my organization has helped uplift entire towns by providing them access to vital amenities such as water.

I find that being a CSR Coordinator has helped me to improve my relationship not only with our Associates but also with the communities around us. "



## Anoma Chrishani

Brandix Finishing,  
Ratmalana

“I’ve worked in Human Resources since I’m passionate about helping people. In 2010, I became a CSR Coordinator at Brandix. During this time, I’ve developed my professional network, while supporting the company’s CSR arm. I’m happy to have played my part in uplifting the lives of our associates and have witnessed how it makes a tremendous difference in their lives.

The feedback we get is amazing as many of our associates reside in rural areas and don’t have access to a continuous supply of water. Knowing that I’ve made a significant difference in their lives gives me great joy. It’s not uncommon to have former associates who still praise our efforts in bringing water to their doorstep.

I’ve noticed that our associates are very generous and share their water with their communities, which is invaluable during the dry season. Nearby towns now associate Brandix with water and as an employer which goes the extra mile to take care of its people.”



A Rich Engineering Heritage

## November 2018

M	T	W	T	F	S	S	Week
			1	2	3	4	44
5	6	7	8	9	10	11	45
12	13	14	15	16	17	18	46
19	20	21	22	23	24	25	47
26	27	28	29	30			48

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M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## December 2018

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Edifices of Awe** | Our ancestors created legendary monuments that were marvels of ancient architecture and resonate with an unmistakably awe-inspiring energy to this day. Whether it is the giant stupas and palace complexes of Anuradhapura or the spellbinding stonework of Polonnaruwa's ancient edifices, our land is rich with architectural accomplishments that point to a highly sophisticated class of human beings.





Sri Lankan Hospitality

# December 2018

M	T	W	T	F	S	S	Week
					1	2	48
3	4	5	6	7	8	9	49
10	11	12	13	14	15	16	50
17	18	19	20	21	22	23	51
24	25	26	27	28	29	30	52
31							53

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## November 2018

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## January 2019

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Sri Lankan Hospitality** | The Pearl of the Indian Ocean was at the crossroads of societies of ancient times, and the influences and remnants of other cultures reverberate today in our identities. But one of the most distinct characteristics of Sri Lankans over the ages, and regardless of ethnic background, has been the warm hospitality we show to our countrymen and all those who visit our shores. Since ages past, Sri Lankan hospitality has won adoration world over, and this innate desire to accommodate our visitors is rooted in our age-old ethic of radiating compassion towards every living creature.





# Randaru Thilina

Provision of school supplies for our Associates' children from Kindergarten/pre-school upto Grade 5.

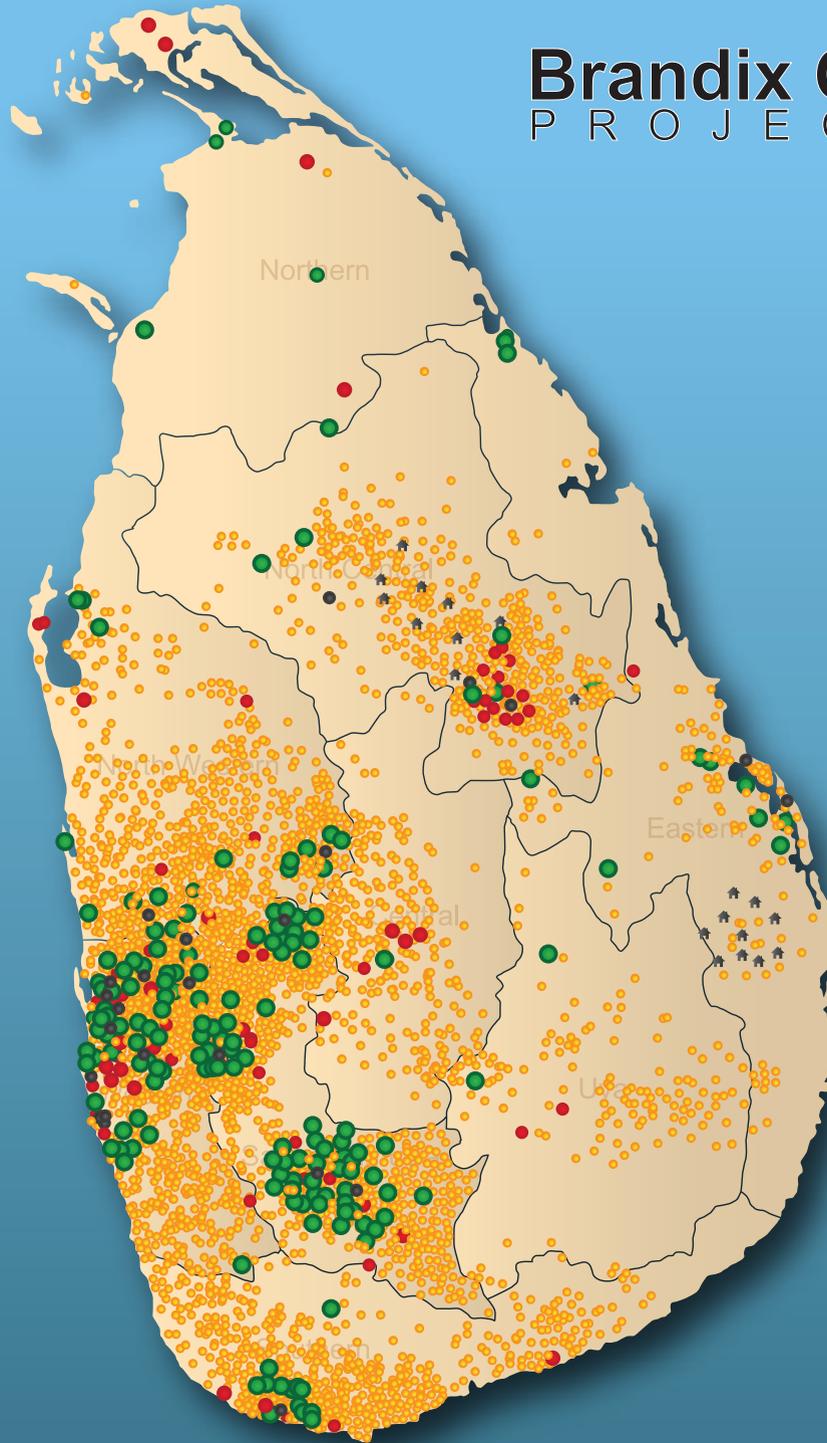


# Blood Drive

Brandix takes pride in becoming the island's largest corporate donor to the National Blood Transfusion Service (NBTS) for seven consecutive years, having donated 24,513 pints of blood in total.



# Brandix CSR PROJECTS



- School Projects
- Community Projects
- Associates' Projects (Care for our Own)
- Brandix Factory Locations
- 🏠 Housing Projects



The World's First LEED Platinum Rated Apparel Factory

Pledge Support to United Nations Global Compact



Partner of the Global Water Partnership

“ **No one has ever  
become poor by giving** ”  
— Anne Frank



Contact us with your comments / suggestions:

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