



IDEAL
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NEWSLETTER

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NEWSLETTER



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1.0 Vision in Action “Business Review”

► 1.1 After Market Team Takes Customer Care to Trincomalee

The Ideal Motors – After Market Team conducted a customer engagement programme at S.K. Motors (Pvt) Ltd, Trincomalee, on 12th May 2026. The programme targeted CPU, Maxximo, Jeeto and similar vehicle owners, offering free vehicle inspections and special discounts on spare parts.

The initiative provided customers with an opportunity to check the condition of their vehicles and obtain professional advice on their maintenance requirements. A total of 35 vehicles were inspected during the programme, reflecting the strong interest and engagement of customers in the area.



► 1.2 Ideal Motors After Market Team Connects with Customers in Polonnaruwa

Continuing its regional customer engagement initiatives, the Ideal Motors – After Market Team conducted a programme at Sachini Trade Center, Kaduruwela, Polonnaruwa, on 13th May 2026.

Customers with CPU, Maxximo, Jeeto and similar vehicles were offered free vehicle inspections and special discounts on spare parts. A vehicle display was also arranged as part of the programme. The team successfully inspected 26 vehicles, providing customers with convenient access to Ideal Motors' after-sales support.



► 1.3 Supporting Safari Jeep Operators in Sigiriya

The Ideal Motors – After Market Team organised a dedicated Safari Campaign at Thalkote Road, Ehalagala, Sigiriya, on 14th May 2026, focusing on Safari Jeep operators in the area.

As part of the initiative, customers were offered free vehicle inspections and special discounts on spare parts. The programme enabled the team to engage directly with Safari Jeep operators and provide valuable guidance on vehicle maintenance. A total of 31 Safari Jeeps were inspected during the campaign.



► 1.4 After Market Team Reaches Three-Wheeler Customers in Galewela

The Ideal Motors – After Market Team concluded its four-day customer engagement programme at Lakshika Motors, Galewela, on 15th May 2026. The activity focused on three-wheeler owners and offered free vehicle inspections and special discounts on spare parts.

The programme provided an opportunity for customers to identify potential maintenance requirements and receive support from the Ideal Motors team. A total of 6 three-wheelers were inspected, further strengthening the team's customer engagement in the region.



► 1.5 After Market Team Engages Customers in Horana

The Ideal Motors – After Market Team continued its customer engagement initiatives with a programme held at Perera Auto, Horana, on 15th June 2026. The programme targeted owners of Bolero, Maxximo and Supro vehicles, offering free vehicle inspections and special discounts on spare parts.

The initiative gave customers an opportunity to check their vehicles and receive professional advice on maintenance requirements. A total of 38 vehicles were inspected during the programme



► 1.6 Strengthening Customer Connections in Ratnapura

The Ideal Motors – After Market Team conducted a customer engagement programme at B & B Auto Mac, Ratnapura, on 16th June 2026. The programme targeted Bolero, Maxximo, Supro, KUV and Jeeto owners, providing free vehicle inspections and special discounts on spare parts.

The team successfully inspected 31 vehicles, helping customers identify maintenance requirements while providing convenient access to Ideal Motors' after-sales support.



► 1.7 Ideal Motors After Market Team Reaches Customers in Matugama

On 17th June 2026, the Ideal Motors – After Market Team conducted a customer engagement programme at Kumara Motors, Matugama. Owners of Maxximo, Supro and Jeeto vehicles were offered free vehicle inspections and special discounts on spare parts.

The programme provided an opportunity for customers to obtain professional advice on vehicle maintenance, with 29 vehicles inspected during the activity.



► 1.8 After Market Team Takes Customer Care to Galle

The Ideal Motors – After Market Team continued its regional outreach programme at Charith Motors, Galle, on 18th June 2026. The initiative targeted owners of Bolero, Maxximo, Supro and Xylo vehicles, offering free vehicle inspections and special discounts on spare parts.

A total of 27 vehicles were inspected, allowing the team to engage directly with customers and support them with their vehicle maintenance needs.



► 1.9 Expanding After-Sales Support in Kalubowitiyana

The Ideal Motors – After Market Team concluded this series of customer engagement activities at Kodithuwakku Motors, Kalubowitiyana, on 19th June 2026. The programme focused on Bolero, Maxximo, Supro and Alfa vehicle owners, offering free vehicle inspections and special discounts on spare parts.

The activity attracted strong customer participation, with 38 vehicles inspected. The programme further strengthened Ideal Motors' commitment to bringing quality after-sales support closer to customers across the region.



► 1.10 From KUV to XUV 3XO – An Exciting Upgrade Journey

The excitement of upgrading to the all-new Mahindra XUV 3XO travelled across the island as Ideal Group conducted a series of Trade-In Campaigns from April to June 2026, bringing the latest Mahindra experience closer to customers.

The initiative offered existing Mahindra KUV owners an exciting opportunity to upgrade, with free vehicle inspections, complimentary vehicle valuations, and special leasing facilities. Through these customer-focused activations, customers could explore the bold design, advanced features, and enhanced driving experience of the all-new XUV 3XO while receiving professional guidance on their trade-in options.

The campaign began with the Yakkala Showroom Trade-In Campaign on 07th & 08th April, followed by the Vehicle Display Campaign in Jaffna from 16th to 23rd April. The momentum continued in May with activations at the Kurunegala Ideal Motors Workshop on 07th & 08th May, Perk Enterprises, Kandy, on 09th & 10th May, and Piyasena Motors, Galle, on 16th & 17th May.

June saw the campaign reach even more customers, with the Colombo Head Office Trading Campaign on 06th & 07th June, the Vehicle Display Campaign in Jaffna from 09th to 11th June, and the Kalutara Showroom KUV100 Trade-In Campaign on 23rd & 24th June.

The campaigns created valuable opportunities for Mahindra owners to explore their next vehicle upgrade and experience the exciting world of the XUV 3XO.

With its customer-first approach and islandwide reach, the Trade-In Campaign successfully strengthened customer engagement while making the journey from a trusted KUV to the all-new XUV 3XO more accessible, convenient, and rewarding.



02. HR Highlights “Beyond the Desk”

► 2.1 Ideal Auto Refinishing Academy Commences Its First Professional Course! Opening New Pathways for Careers in Automotive Refinishing

We are proud to announce the commencement of the first course at Ideal Auto Refinishing Academy (IARA), Sri Lanka's first private Auto Refinishing Academy.

Established to create new opportunities in the growing automotive industry, IARA offers specialized training in Automobile Refinishing (Auto Painting) in collaboration with an experienced industry professional. The programme is designed to provide participants with the practical skills, technical knowledge, and industry exposure required to build a successful career in automotive refinishing.

The commencement of this programme marks an important milestone in our commitment to developing skilled talent for the automobile industry and creating career pathways for aspiring automotive professionals.



► 2.2 Celebrating Mother's Day 2026 with Love & Gratitude

In celebration of Mother's Day 2026, Ideal Group hosted a heartfelt gathering dedicated to honoring our employees' mothers, as well as the mothers and mother figures within our organization who continue to inspire us with their love, strength, and dedication.

The event brought together employees and their loved ones for a warm and joyful afternoon filled with appreciation, connection, laughter, and memorable moments.

This special initiative provided a wonderful opportunity to recognize and celebrate the invaluable role mothers and mother figures play in shaping our lives, supporting our journeys, and inspiring us to become who we are today.

Behind every individual's journey is the unwavering love, guidance, and care of a mother or mother figure. At Ideal Group, we remain committed to fostering a workplace culture built on gratitude, respect, inclusion, and appreciation for the people who inspire us every day.

A heartfelt thank you to everyone who participated and helped make this Mother's Day celebration truly special.

LET'S CELEBRATE HER ON MOTHER'S DAY



► 2.3 Building a Safer, More Prepared Workplace

As part of our ongoing commitment to workplace safety and emergency preparedness, Ideal Group successfully conducted a Firefighter Training & Fire Emergency Response Programme on 19th June 2026.

The programme was conducted under the guidance of **Mr. Santha Pushpakumara, First Class Fireman and Acting Training Instructor**, Dehiwala Fire Brigade. The session focused on strengthening employees' knowledge and practical awareness of fire safety, emergency response procedures, and the appropriate actions to be taken during a fire-related incident.

Through this initiative, participants gained valuable insights into responding to emergencies with greater confidence, ensuring the safety of themselves, their colleagues, and the workplace.

We extend our sincere appreciation to Mr. Santha Pushpakumara and the Dehiwala Fire Brigade for their valuable contribution and guidance. We also thank all participants for their enthusiastic involvement and cooperation in making the programme a success.

Safety is everyone's responsibility — preparedness today helps protect tomorrow.



Firefighter Training & Fire Emergency Response

Successfully conducted the training session, led by
Mr. Santha Pushpakumara, on 19th July 2026.

► 2.4 Celebrating Creativity and Unity: Vesak Lantern Competition 2026

The Vesak Lantern Competition 2026 was a wonderful celebration of creativity, teamwork, and cultural spirit across our organization. We extend our sincere appreciation to everyone who participated and contributed to making the event a memorable success.

The competition brought together colleagues from different teams and departments, showcasing remarkable creativity, dedication, and collaboration. Each lantern reflected not only artistic talent and craftsmanship, but also the values of unity, togetherness, and cultural appreciation represented by Vesak.

The entries were evaluated based on creativity and originality, artistic value and presentation, materials and techniques used, symbolic portrayal and visual impact, and eco-friendliness and sustainability. The exceptionally high standard of the entries made the judging process a challenging one.



► 2.5 Vesak Lantern Competition 2026 : Congratulations to the Winning Team!

Thissamaharama Workshop emerged as the winner of the Vesak Lantern Competition 2026, demonstrating outstanding creativity, teamwork, and craftsmanship.

We extend our heartfelt congratulations to the winning team on this well-deserved achievement.

At the same time, we recognize and appreciate all participating teams for their enthusiasm, commitment, and valuable contribution to the success of the competition. Every entry reflected the dedication and team spirit of our colleagues.

As a token of appreciation, all participating teams will be recognized for their valuable contribution and enthusiastic participation in this initiative.

The Vesak Lantern Competition was more than a competition—it was an opportunity for our people to come together, celebrate our culture, share their creativity, and strengthen the spirit of teamwork that makes our organization stronger.

Congratulations to the winning team, and sincere appreciation to everyone who participated in making Vesak 2026 a memorable celebration of creativity, culture, and unity!

► 2.6 Cleaning Week Initiative: Together for a Cleaner, Healthier Workplace

As part of our Environmental Awareness Month celebrations, we are pleased to highlight the successful completion of our Cleaning Week Initiative, conducted across our locations and workshops islandwide.

With growing concerns around dengue prevention and environmental health, maintaining clean, safe, and healthy workplaces is a responsibility we all share. We are proud of the enthusiastic voluntary participation of our employees, who came together as one team to improve the cleanliness of our surroundings and promote a healthier workplace environment.

The initiative reflects our collective commitment to environmental responsibility, workplace well-being, and a culture of care. Every contribution, big or small, has helped create a cleaner environment and a positive impact across our workplaces.

We extend our sincere appreciation to everyone who participated and supported this initiative. Your teamwork, enthusiasm, and commitment truly made a difference.

Let's continue this spirit beyond Environmental Awareness Month by keeping our workplaces clean, safe, healthy, and environmentally responsible throughout the year.

Together, let's make a difference—one clean space at a time.



CLEANING WEEK 2026

3.0 People Powered Progress

► 3.1 IDEAL Abhiyogaya – 2026



IDEAL ABHIYOGAYA 2026

The IDEAL Abhiyogaya was successfully held in Habarana on 22nd May 2026, bringing together Mahindra enthusiasts, customers, employees, students, and members of the community for a memorable experience combining adventure, learning, entertainment, and talent.

As part of the programme, several activities were conducted at A/Habarana Maha Vidyalaya, including a technical training programme, the Ideal Singing Challenge, and a musical event. Meanwhile, the Mahindra Off-Road Challenge was held in Habarana, providing participants with an exciting opportunity to experience the true capabilities of Mahindra vehicles.

The IDEAL Abhiyogaya was successfully held in Habarana

► 3.2 Supporting Technical Education at A/Habarana Maha Vidyalyaya

As part of Ideal Motors' commitment to supporting technical education, a special training and educational programme was conducted at A/Habarana Maha Vidyalyaya.

The programme provided students with practical exposure to the automotive field and helped enhance their understanding of vehicle technology. As part of the initiative, Ideal Motors also extended its support by providing a Mahindra engine and technical equipment to the school's technical section.

This initiative reflects Ideal Motors' commitment to empowering young students with practical knowledge and supporting the development of future technical professionals.



► 3.3 "Ideal Singing Challenge" – Discovering Young Talent

The Ideal Singing Challenge, held at A/Habarana Maha Vidyalyaya as part of Ideal Abhiyogaya 10, provided a vibrant platform for talented school children to showcase their singing abilities.

The programme brought together aspiring young singers from schools within the Kekirawa and Hingurakgoda Education Zones, giving them an opportunity to perform before an enthusiastic audience and demonstrate their musical talents.

Through this initiative, Ideal Motors continues to encourage young talent, celebrate creativity and create meaningful opportunities for the next generation to pursue their aspirations.



► 3.4 Mahindra Off-Road Challenge – Adventure in Habarana

The Mahindra Off-Road Challenge was held in Habarana on 22nd May 2026, giving Mahindra vehicle owners and enthusiasts an opportunity to experience the power and performance of their vehicles in challenging terrain.

Participants put their driving skills and vehicle capabilities to the test while experiencing the off-road performance, durability, and versatility of Mahindra vehicles. The event created an exciting and engaging experience for participants while strengthening the bond between Mahindra and its customer community.



► 3.5 IDEAL Abhiyogaya – Stage 10: An Unforgettable Night of Music

An unforgettable evening of music, entertainment, and celebration unfolded at A/Habarana Maha Vidyalyaya on 22nd May 2026, as "IDEAL Abhiyogaya – Stage 10" brought together music lovers for a spectacular musical experience.

The evening came alive with the electrifying sounds of the popular band FlashBack, who kept the audience entertained with an energetic lineup of performances. Adding to the excitement was Vinoy Dahanayake (Business Relation Manager), who brought his vibrant personality to the stage as the evening's announcer, engaging the audience and creating an exciting atmosphere throughout the event.

The night was further elevated by performances from some of Sri Lanka's most popular and celebrated voices, including Manoj Sanjaya, Chamara Ranawaka, Sashika Nisansala, Hana Shafa, Namal Udugama, and Senanayake Weraliyadda, Kingsly Peiris. Their captivating performances created unforgettable moments and had the audience singing along and enjoying every beat.

The event brought together customers, Mahindra enthusiasts, our staff members, and members of the local community, creating a wonderful platform to connect, celebrate, and share memorable moments beyond the workplace.

With its star-studded lineup, energetic performances, and enthusiastic audience, IDEAL Abhiyogaya – Stage 10 truly became a night to remember, celebrating the power of music to bring people together.



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