



Reimagining Brands, Redefining Success

Our purpose is to Reimagine industries and Reframe how brands engage with their customers—delivering experiences that don't just meet expectations but transform them.

At Brand Central, we're here to help businesses realize their full potential. We fuse Business Intelligence with Creative Intelligence to empower brands to break through the noise, stay relevant, and thrive in an ever-evolving marketplace.



Reimagine. Reframe.



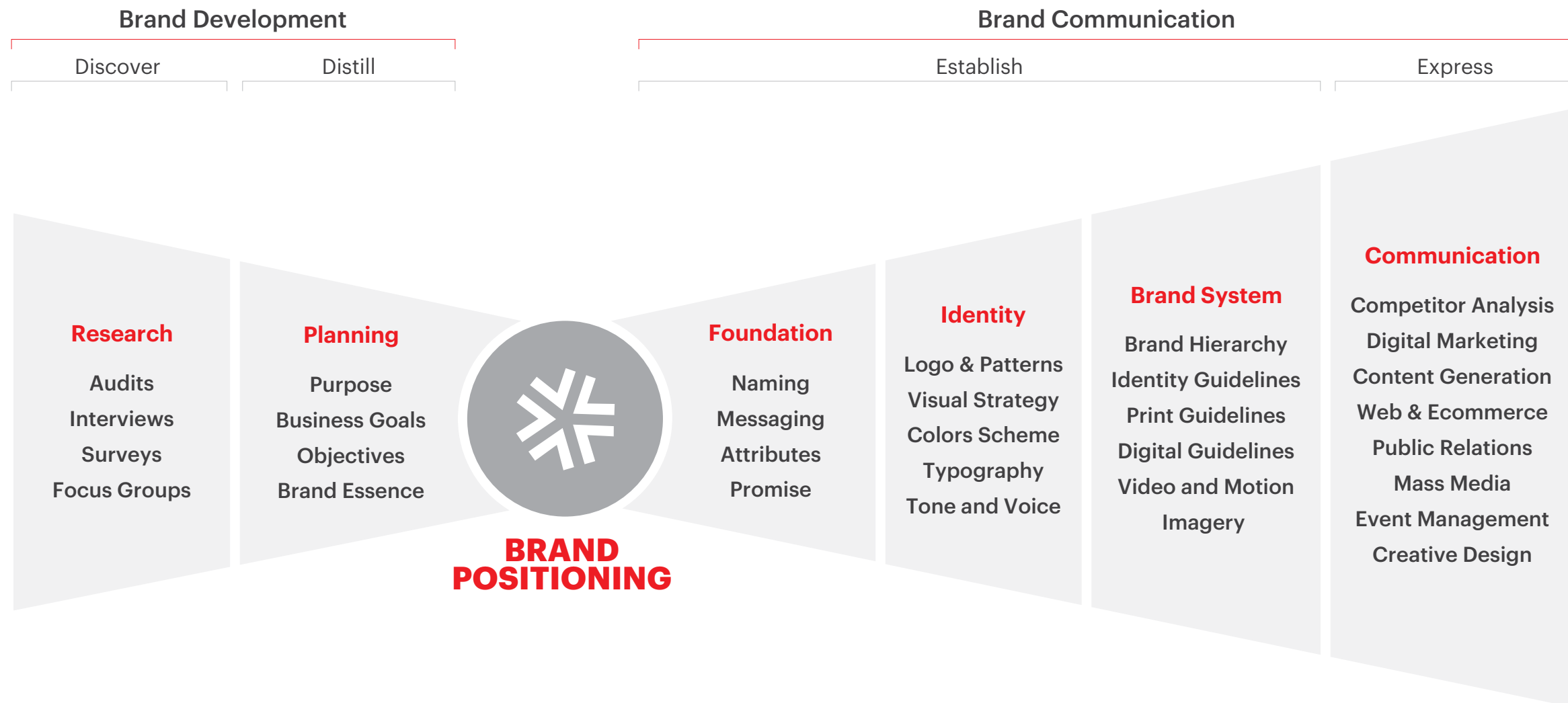
Reimagine *your business potential through data-driven insights, market research, and business analytics.*

By diving deep into industry trends, consumer behaviors, and competitive dynamics, we help our clients reimagine their strategies and business models, laying the foundation for sustainable growth.

Reframe *your brand with creative intelligence that turns strategic insights into powerful experiences.*

Through behavioral science, cognitive design strategies, and visual communication frameworks, we craft compelling brand narratives that are not only visually captivating but emotionally engaging.

strategic **EXPERTIES & APPROACH**



trusted by
LEADERS FOR 10+ YEARS



Hayleys PLC
Prima Ceylon (Pvt) Limited



Jetwing Group
Access Group



Sri Lanka Telecom
Mediterranean Shipping Company



MAS Holdings
Aitken Spence PLC



Sri Lanka Tourist Board
Sri Lanka Navy



SRI LANKA NAVY

recognized
LOCALLY & GLOBALLY



2024
Leadership Excellence
45 under 45 Global CEO



2022
Outstanding Entrepreneur of the Year
WIM Top50 Professional & Career Women



2018
Young Achiever of the Year
Global Brand Excellence Award



2017
Sri Lankan Entrepreneur of the Year
National Bronze Winner - FCCISL



2016
Young Entrepreneur of the Year
National Gold Winner - FCCISL



2016
Young Entrepreneur of the Year
Western Province Gold Winner - FCCISL



2011
The Best Website
Tourism Awards

part of many **SUCCESS STORIES**

BC is very efficient at understanding our requirements and have always strive to achieve what was best for us.

Suneth Silva
Director
WIS Consultancy UK

“They went to the extent of doing extensive research to gather insights and understand the market expectation in order to introduce a strong brand and a great digital platform

Suneth Sudasinghe
Chief Commercial Officer
Alliance Finance CO PLC

“To be honest, you guys were one of the most easiest and decent partner I have worked with in all my career.

Dharshana De Silva
Assistant Group General Manager
Prima Ceylon (Private) Limited

“We were very happy about the turn around time and the quality of work.

Ramindu Randeni
Co-Founder/ Director
Tropical Vacations

STRATEGY

Case Studies

“Good marketing makes the company looks smart. Great marketing makes the customer feel smart”

CAMPAIN STRATEGY PRODUCTION ATL AND BTL CAMPAIGN



Lease Your Future With CLC

SERVICE

CHALLENGE

In 2014, low leasing rates led upper and middle-class customers to banks, leaving Non-Banking Financial Institutions with lower-middle-class customers who prioritized education and home-building over vehicle leasing.

SOLUTION

Reimagine: We reframed vehicle leasing as an enabler of life’s key priorities. By leveraging real-life insights, we discovered how leasing could help customers achieve essential life goals like better education for their children and advancing small businesses.

Reframe: We launched the campaign, “Lease Your Future With CLC,” featuring customer testimonials showcasing how leasing a vehicle had a positive impact on their lives, transforming vehicles into symbols of opportunity and progress.

RESULTS

The campaign led to the sale of 156 vehicles in four months, with no repossessions reported in the first 12 months, cementing CLC’s position as a trusted partner in customers’ life progress.

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“The real strategic differentiation
is to create true value, look forward,
not backward”

BRAND POSITIONING BRAND IDENTITY AUTOMATION SOFTWARE



Let The “Travelers” Plan Your Next Vacation.

TRAVEL

CHALLENGE

Tropical Vacations, a family-owned tour operator specializing in Asian destinations, was losing market share to larger competitors with bigger marketing budgets, making it hard to compete effectively.

SOLUTION

Reimagine: We uncovered that high-paying customers preferred receiving travel advice from experts who had firsthand experience, rather than scripted agents sitting behind a desk. This insight led us to reimagine Tropical Vacations as true experts who have personally explored and relived every destination they recommend.

Reframe: We elevated the personal experiences of the founders, who had spent years passionately traveling. By showcasing their authentic expertise, we shifted the brand narrative to emphasize the unique value of personal knowledge over scripted travel advice. To support this shift, we introduced new operating procedures that enhanced the customer experience.

RESULTS

Revenue surged by 20% in the second quarter, and conversion rates rose by 15%. Additionally, we introduced an itinerary management solution to handle increased sales inquiries, reducing operational overheads.





TESTIMONIAL

“Due to the success of the move, we quickly outgrew our back-office capacity to handle the demand”

We first started working with Brand Central back in 2013 with the successful introduction of the brand, Tropical Vacations. Later in 2016, we acquired their expertise in strategically entering a new market in the UK. Due to the success of the move, we quickly outgrew our back-office capacity to handle the demand and needed an innovative solution to tackle the problem. That's where BC helped us again by developing a process automation software that helped us significantly increase our capacity while cutting down our operational cost. We were very happy about the turn around time and the quality of work. We were also impressed with the support we received during the transition and after.

Ramindu Randeni

Co-Founder/ Director
Tropical Vacations





“In the middle of difficulty,
lies opportunity.”

MARKETING STRATEGY, COMMUNICATION STRATEGY, DIGITAL PLATFORM, MOBILE APP



Insights Driven Strategies that Works.

LEISURE

CHALLENGE

Jetwing Hotels in Negombo faced low footfall across its seven properties. The brief was to elevate the digital platforms of these hotels and find a way to boost visibility and attract more travelers.

SOLUTION

Reimagine: Our initial evaluation revealed that the low tourist interest stemmed from Negombo's lack of popularity. Through research, we discovered hidden cultural and archaeological attractions that could appeal to travelers seeking unique experiences.

Reframe: We repositioned Negombo as a "lost city" waiting to be discovered. We developed a mobile and web tool to guide visitors through these attractions, allowing them to post discoveries and experiences. In return, they received discounts at Jetwing hotels, generating user-generated content that boosted Negombo's search engine rankings.

RESULTS

Within a month, Negombo trended on search engines, achieving 18% growth in three months. The platform's success led to its expansion to competitive hotels, boosting local tourism and cementing its success.



CREATIVE

Case Studies

Giving life to Ancient Architectural Heritage

LEISURE

CHALLENGE

In a market saturated with generic luxury resorts, Wattura Resort & Spa needed to differentiate itself while paying homage to Sri Lanka's rich cultural heritage.

SOLUTION

We crafted the brand identity for Wattura, a resort positioned between a river and the sea, by drawing on Sri Lanka's historical connection with water. This narrative was seamlessly integrated into every aspect of the guest experience, from the resort's name to its architectural design, rituals, and even its communication materials, creating an immersive luxury experience that was distinctly Sri Lankan.

STRATEGY, BRAND POSITIONING, BRAND IDENTITY, COMMUNICATION STRATEGY, INTERIOR DESIGNING



PLACE STUDY: WATTURA RESORT & SPA



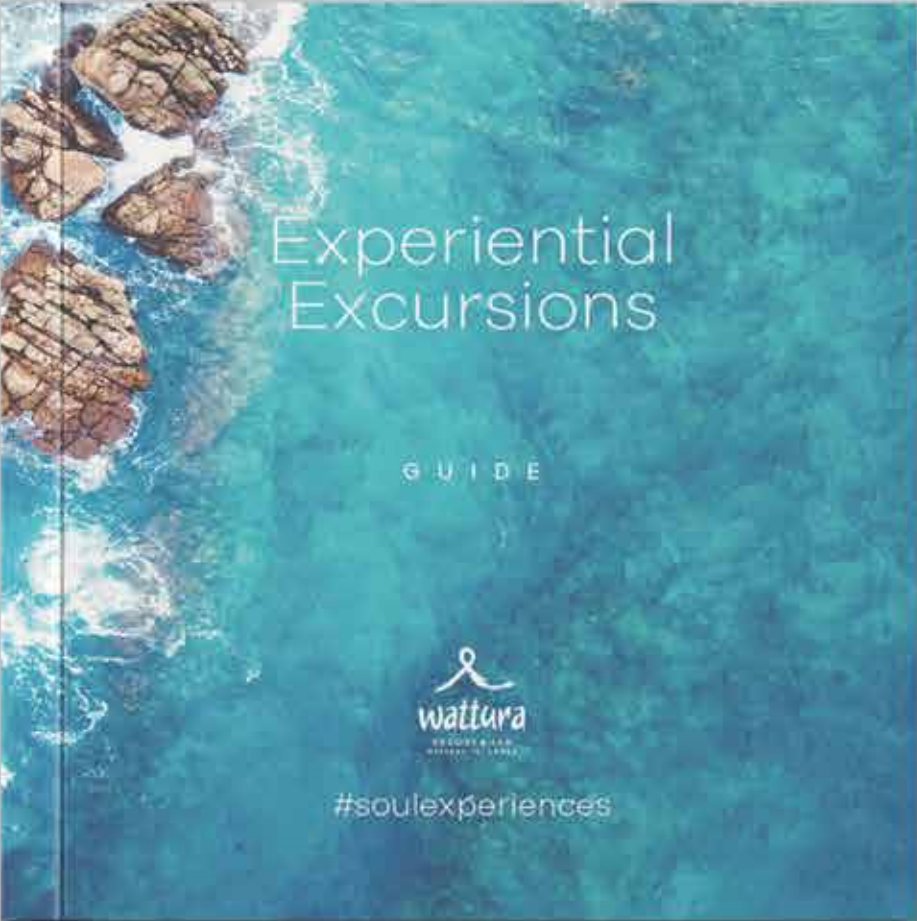
soul experiences



Gateway to an 6th century “Tambapanni” inspired time capsule

Enter a pavilion sitting in a garden of tranquility. Where every little detail is working in harmony to take you back to the world famous ancient “Tambapanni” embraced by nature while indulging you with be spoke luxury.

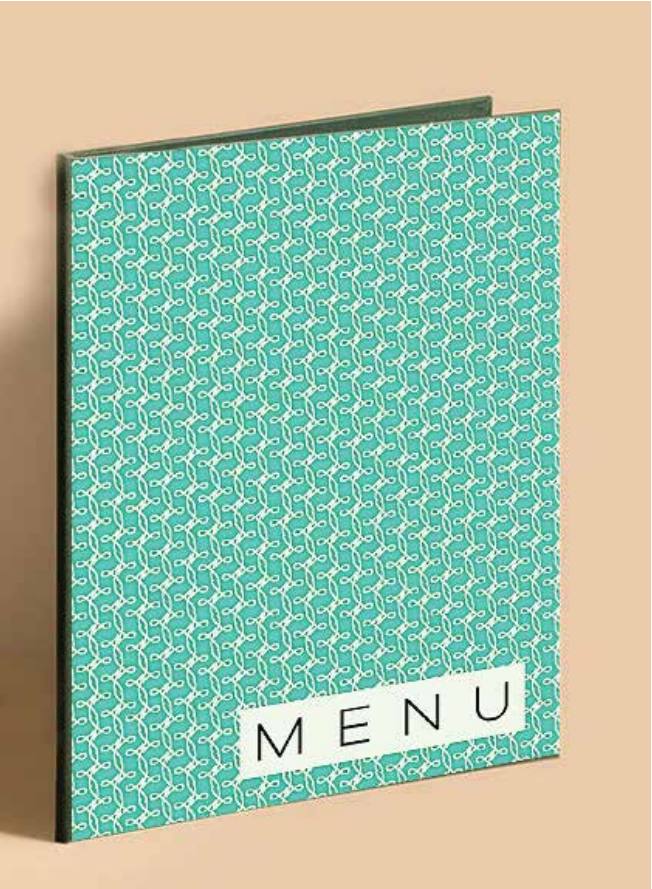
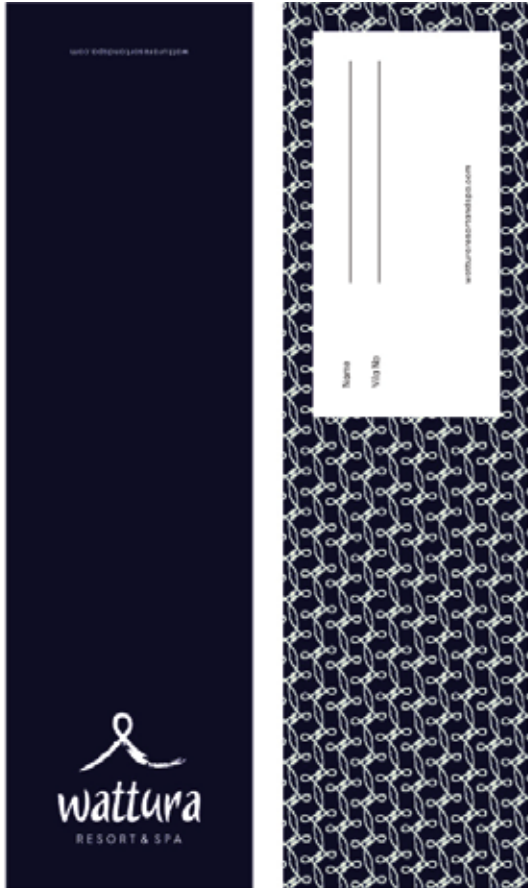
The Lobby

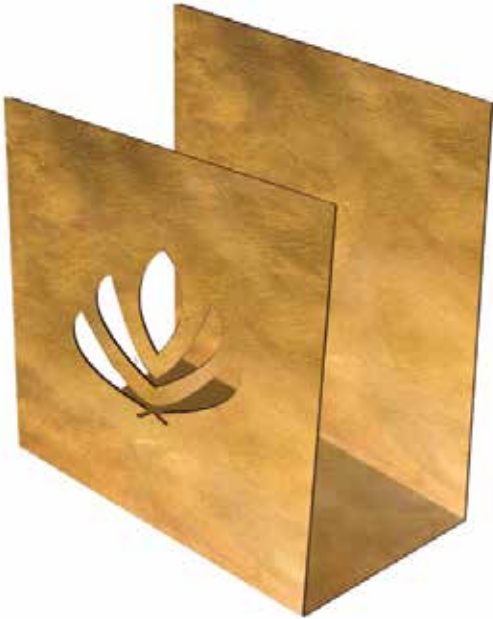














Reviving the tradition

MANUFACTURING

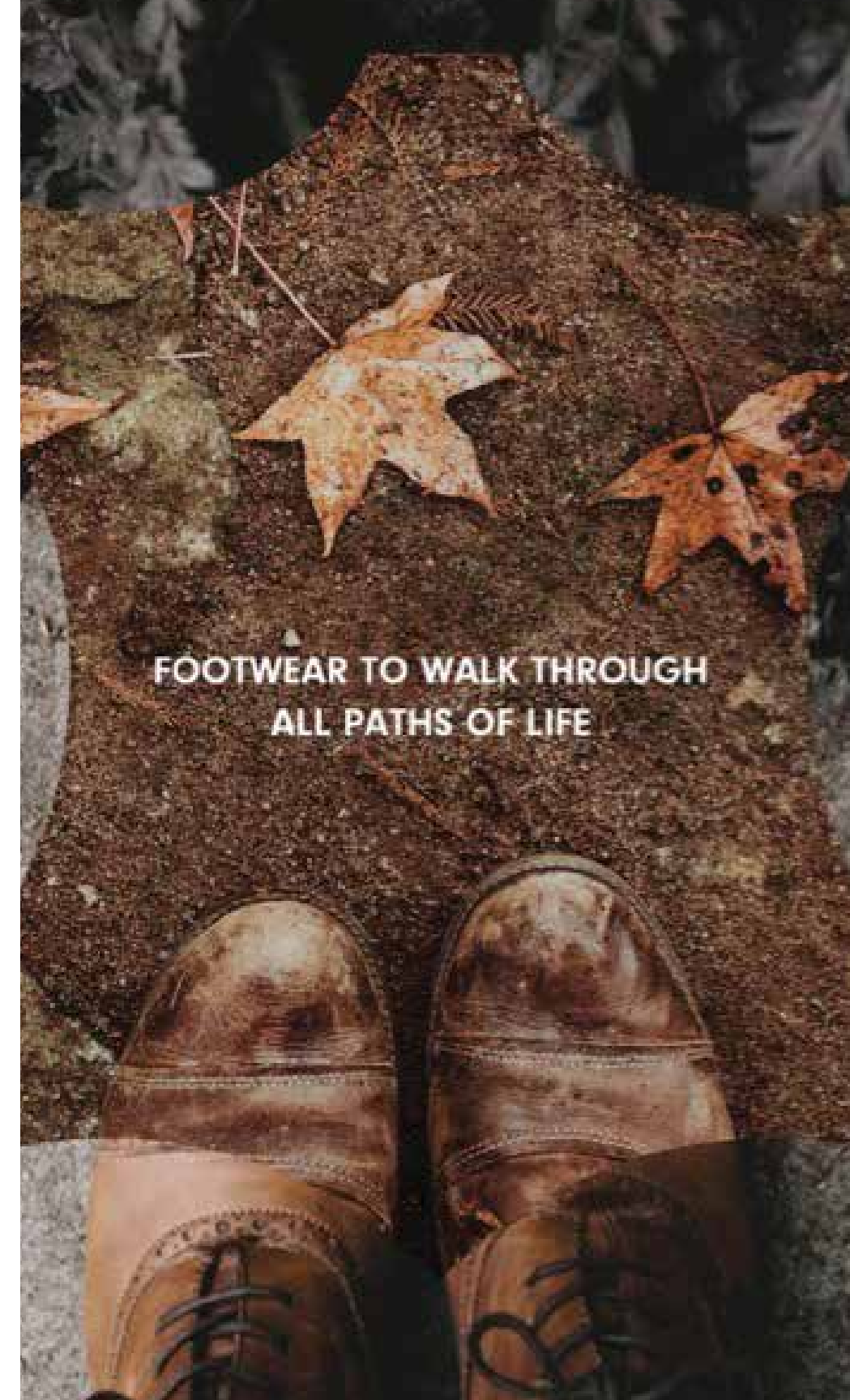
CHALLENGE

Under new management, Di Leather sought a complete rebranding, moving away from its historical legacy as a British-standard shoe manufacturer. The task was to create an entirely fresh identity, distinct from its previous iterations, to seize a new market presence.

SOLUTION

Through our research, we discovered a strong consumer nostalgia for the original brand. Leveraging this insight, we introduced the “Iconic Series,” a collection that honored Di Leather’s storied past while infusing it with contemporary innovation while adapting the original brand identity to match modern standards. This strategy allowed the brand to bridge the gap between tradition and modernity, appealing to both long-time loyalists and new customers.

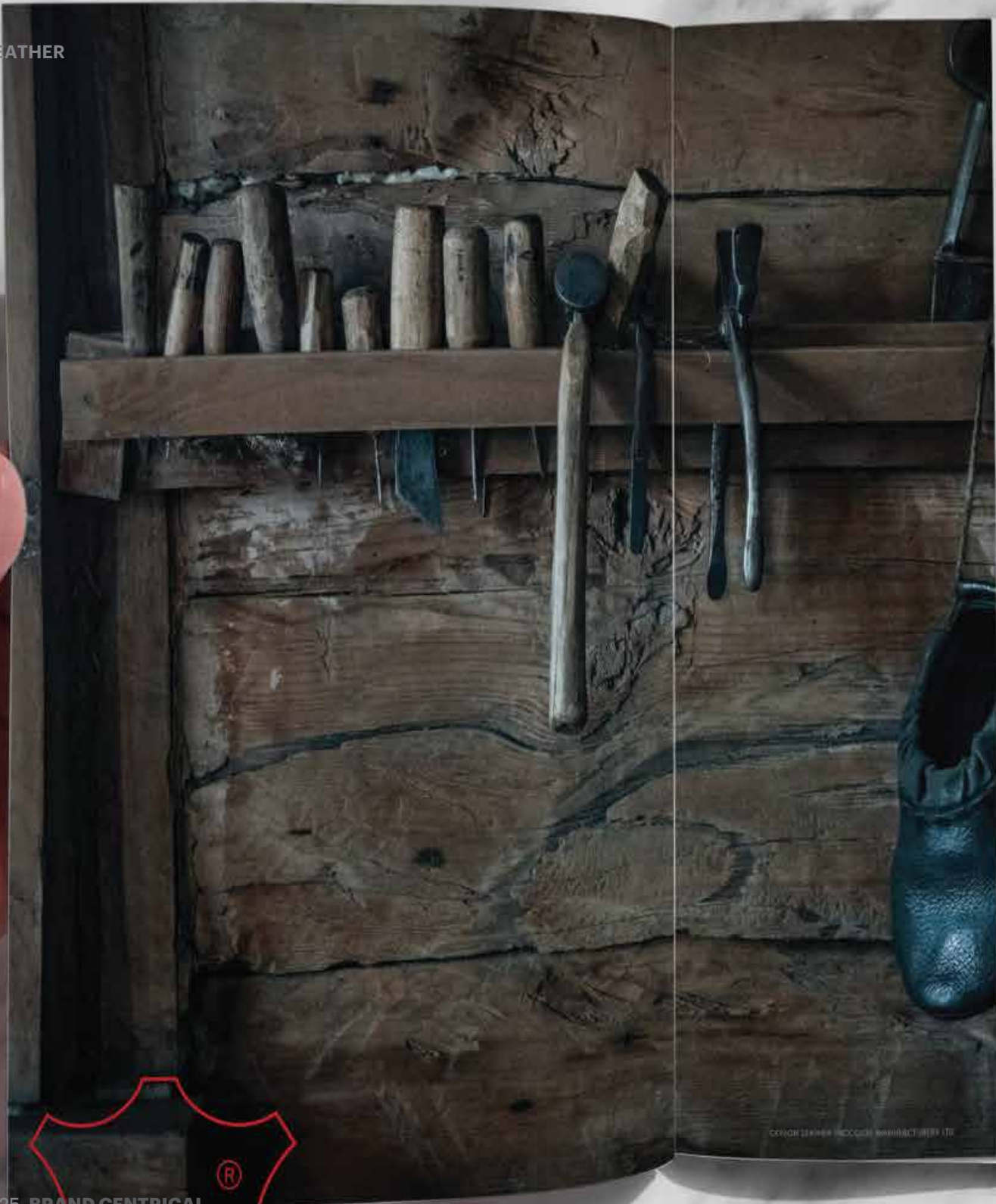
STRATEGY, BRAND POSITIONING, BRAND IDENTITY SYSTEM, COMMUNICATION STRATEGY











VISION

To be the undisputed national leader in the "Real Leather" market for apparel and related accessories and to be synonymous with "Real Leather and Real Designs".

MISSION

To be the Sri Lanka's undisputed leader and benchmark for leather apparel products delivered by competent and committed employees to a satisfied and loyal customer base, both in Sri Lanka and abroad, providing excellent and sustainable shareholder value.

VALUES

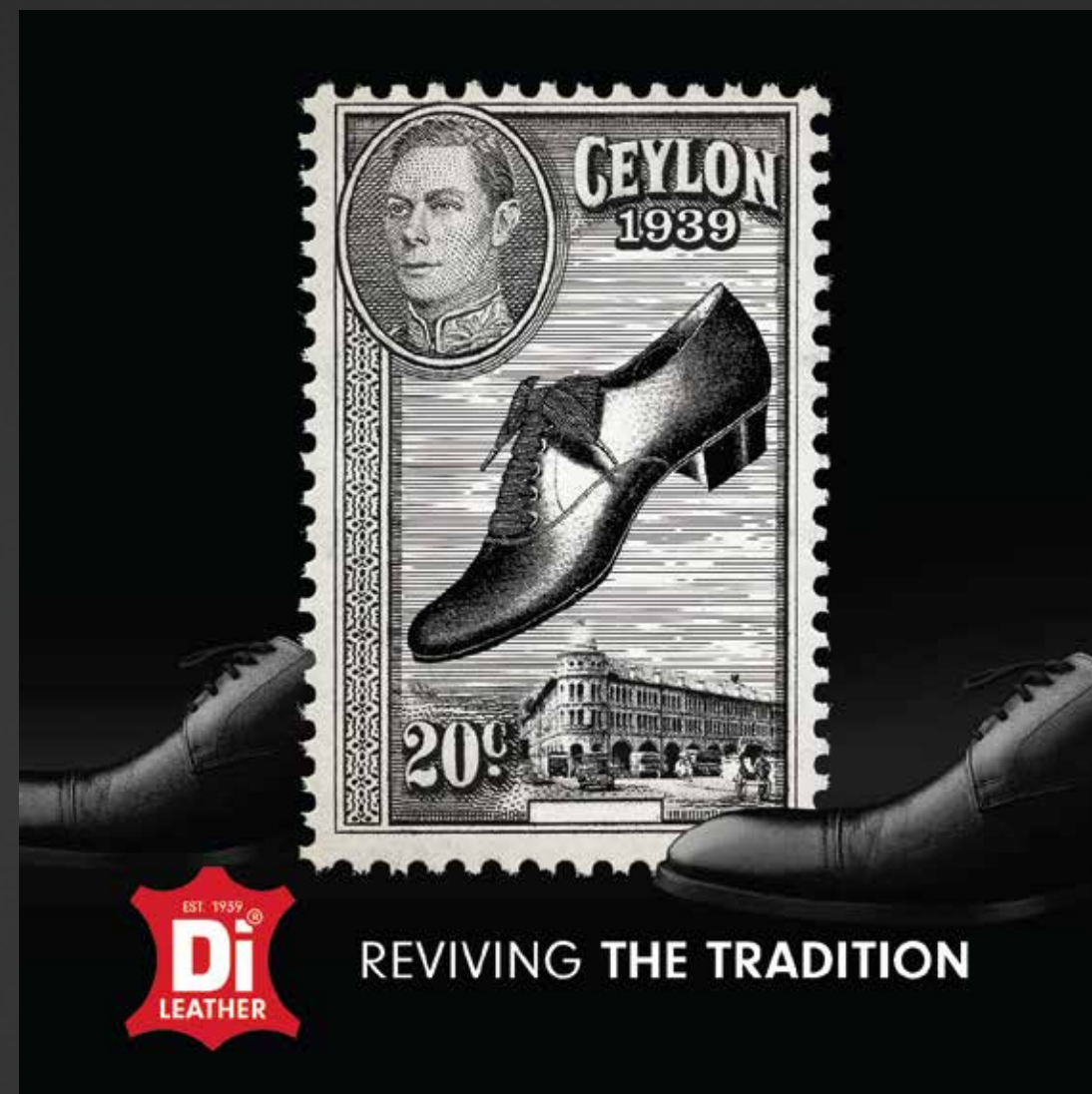
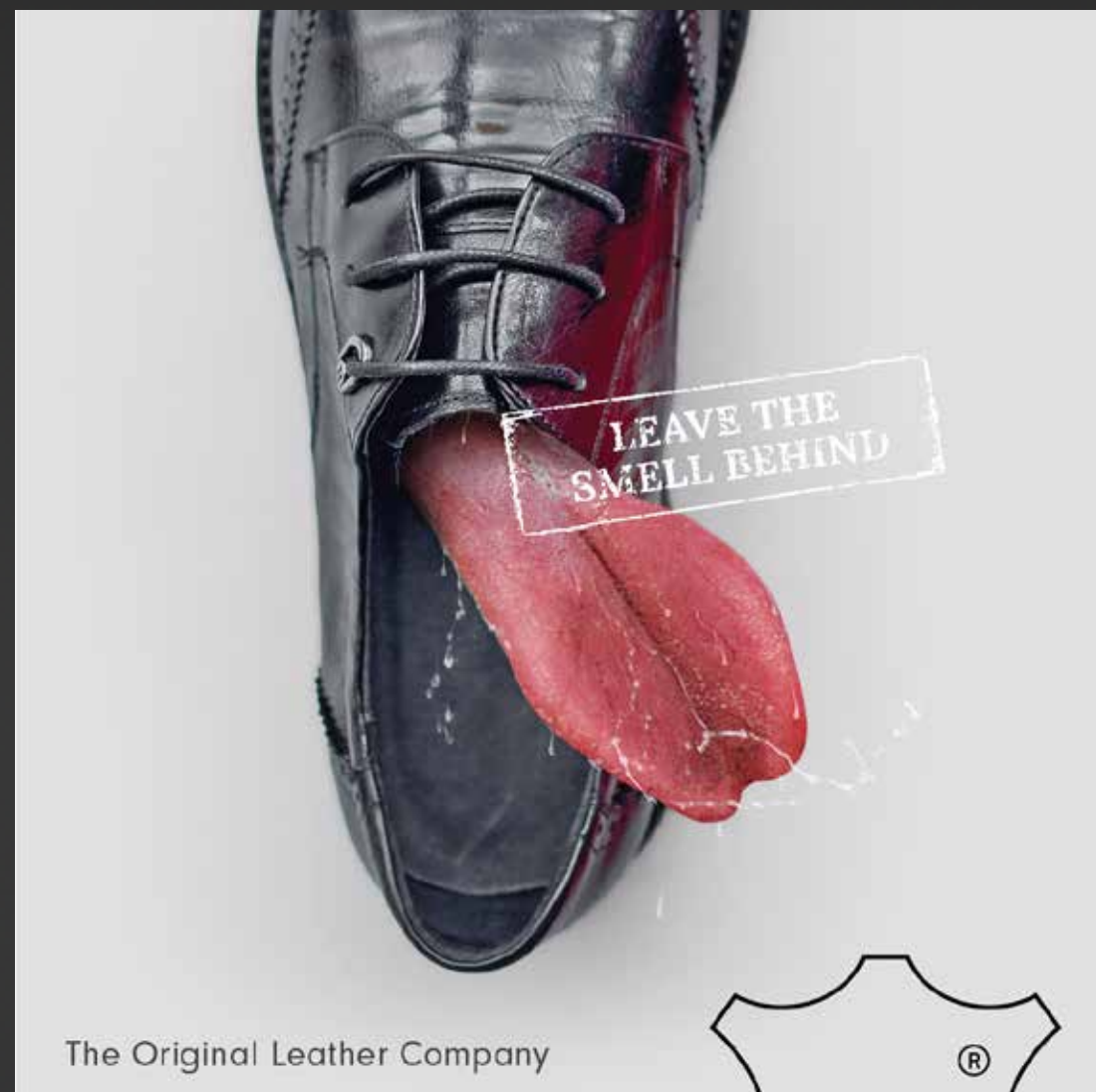
To be a customer quality driven Company, exceeding customer expectations and adhere to high ethical standards and practices. To adopt a professional approach in all our dealings, to be transparent, to value employee development, their happiness and to deliver exceptional value to all stakeholders.











Homage to Kandy's storied heritage

RETAIL

CHALLENGE

Situated in the cultural hub of Kandy, Theva Residency faced the challenge of standing out in a market flooded with businesses that all promoted heritage and culture.

SOLUTION

Our approach was to transform Theva Residency into more than just a hotel; it became a living tribute to Kandy's rich heritage. From the name "Theva Residency," inspired by the ancient ritual of "Thevava" at the Kandy temple, to the architecture, welcome rituals, and even the smallest communication details, every aspect was designed to reflect the city's storied past.

STRATEGY, BRAND POSITIONING, BRAND IDENTITY SYSTEM, COMMUNICATION STRATEGY





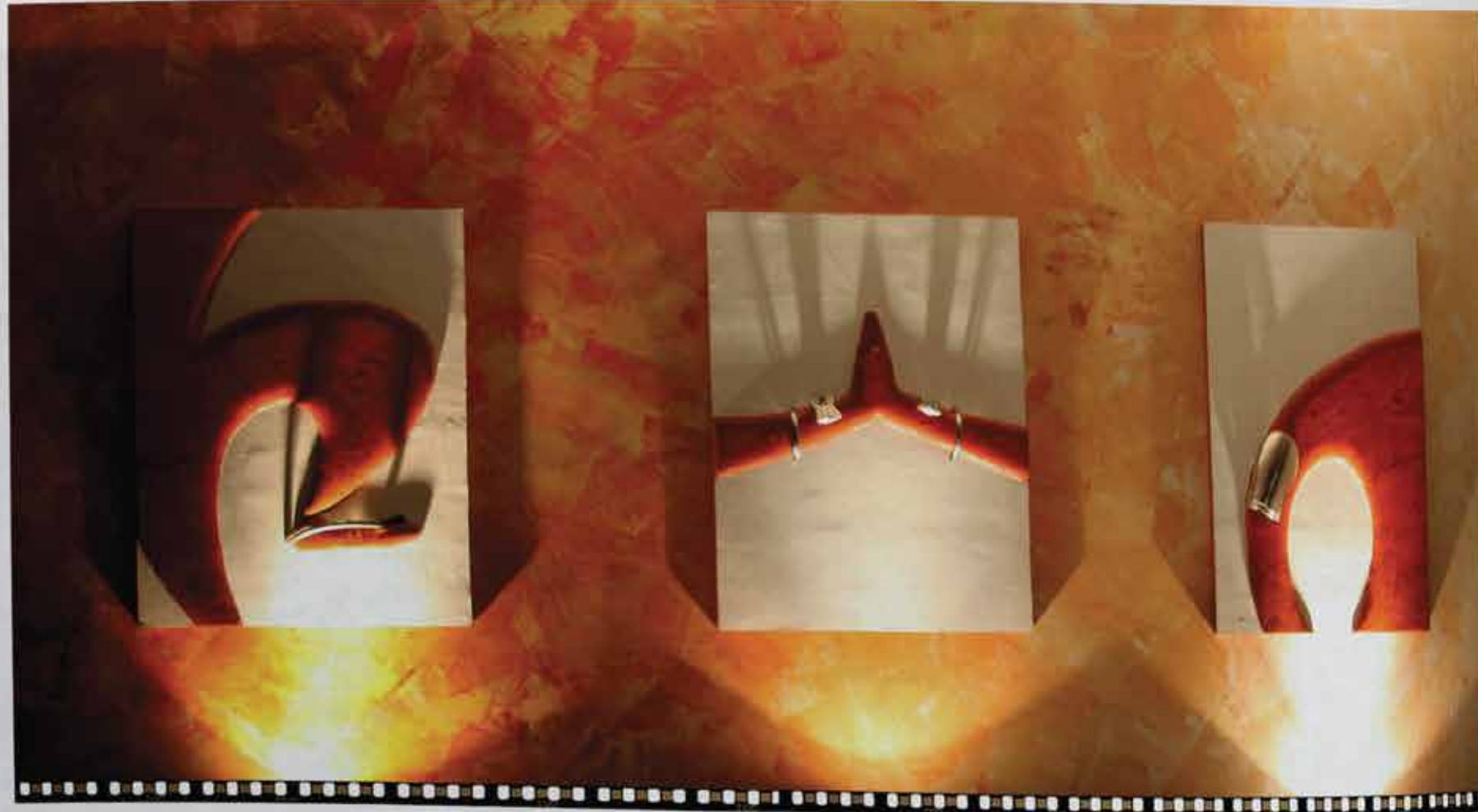
2011
The Best Website
Tourism Awards



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**THEVA RESIDENCY IS A MAIN SPONSOR FOR THE
KANDY INTERNATIONAL FILM FESTIVAL...**

Stay with us at the Theva Residency and be apart of the wonderful
film festival that is taking place for the first time in Kandy!!!



**KANDY
INTERNATIONAL
FILM FESTIVAL**

kandyinternationalfilmfestival.com



www.theva.lk

For Reservations: Tel: 081 738 8296 - 99 | 11/B5/10-1, 6th Lane, Off Upper Tank Road, Off Circular Road 2, Hantana, Kandy | thevaresidency@gmail.com | www.theva.lk



DIGITAL

Case Studies

CASE STUDY.

Increased efficiency by 48% through digital transformation

CHALLENGE

Tropical Vacations, following a successful branding strategy, saw a surge in bookings from high-paying clients. The company needed to elevate their service standards to match the expectations of this discerning clientele, while also handling increased demand.

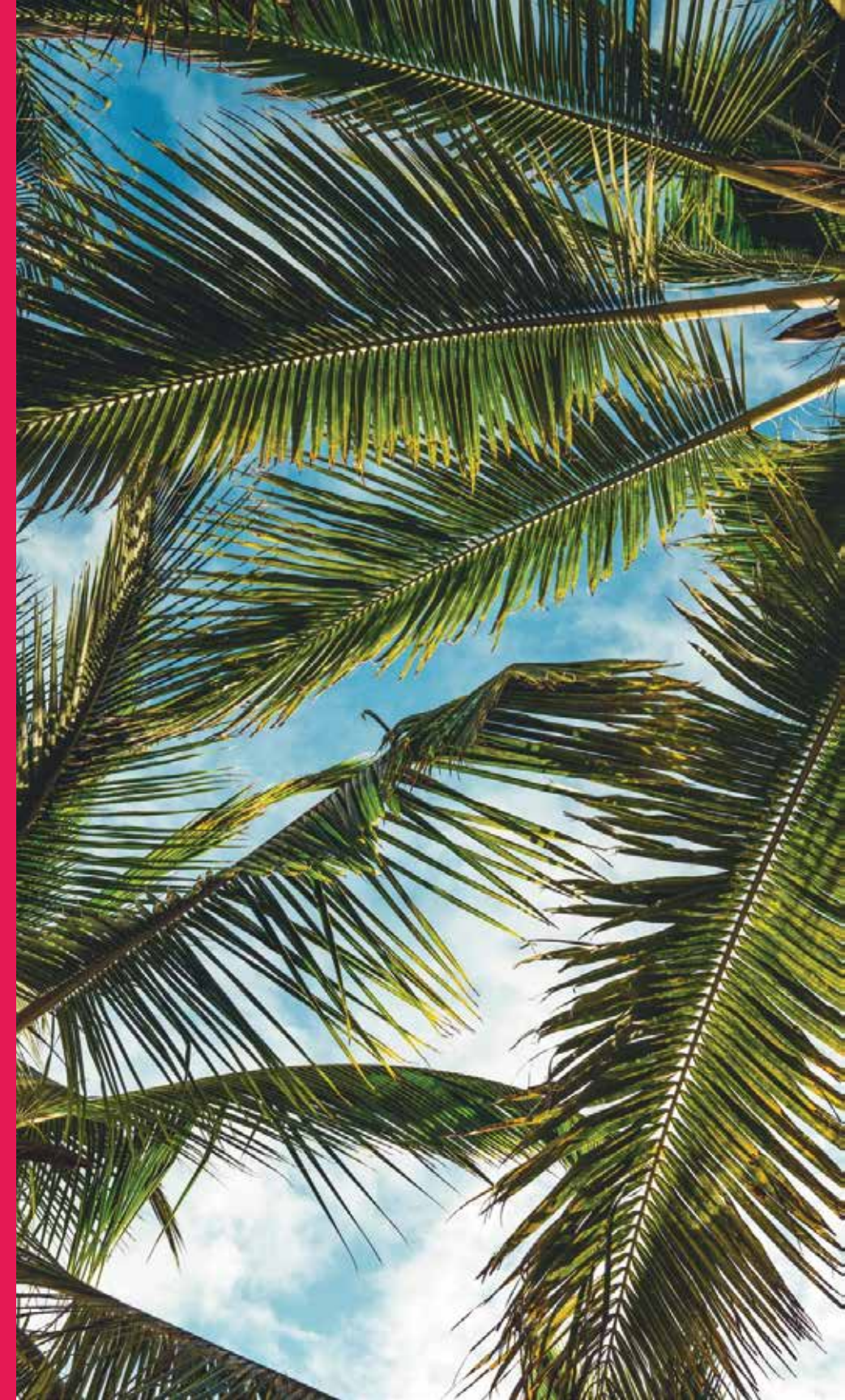
SOLUTION

We worked closely with the leadership to understand their long-term business objectives, which guided our digital transformation approach. To address both service quality and operational scalability, we reimagined their core business processes by implementing cloud-based automation. This strategic shift streamlined operations, improved customer experience, and enhanced overall productivity. The new systems allowed Tropical Vacations to not only meet the growing demand but also offer premium service to their high-paying clientele.

RESULTS

This strategic shift expanded their customer base by 120% and generated an estimated \$400,000 in additional annual revenue, propelling Richy Tea towards rapid growth and industry competitiveness.

SOLUTION ARCHITECTURE ENTERPRISE SOFTWARE CONVERSION OPTIMIZATION



CASE STUDY.

Reinventing the value chain through digitally-enabled processors

CHALLENGE

Richy Tea, a tea exporter with over 10 years of history, looking to challenge industry giants and achieve new heights.

SOLUTION

To support this ambition, we redefined their value chain by identifying a key opportunity: Sri Lanka’s official tea auction was lagging in digitalization. We positioned Richy Tea to fill that gap, attracting customers worldwide who valued efficiency, transparency, and ease of operation.

In addition, we addressed the high storage costs imposed by government facilities by revitalizing Richy Tea’s existing infrastructure through digitalization, transforming it into a low-cost value addition for end customers. This streamlined operation not only reduced overhead but also improved service delivery.

RESULTS

This strategic shift expanded their customer base by 120% and generated an estimated \$400,000 in additional annual revenue, propelling Richy Tea towards rapid growth and industry competitiveness.

GROWTH STRATEGY INNOVATION DATA & ANALYTICS SOLUTION ARCHITECTURE



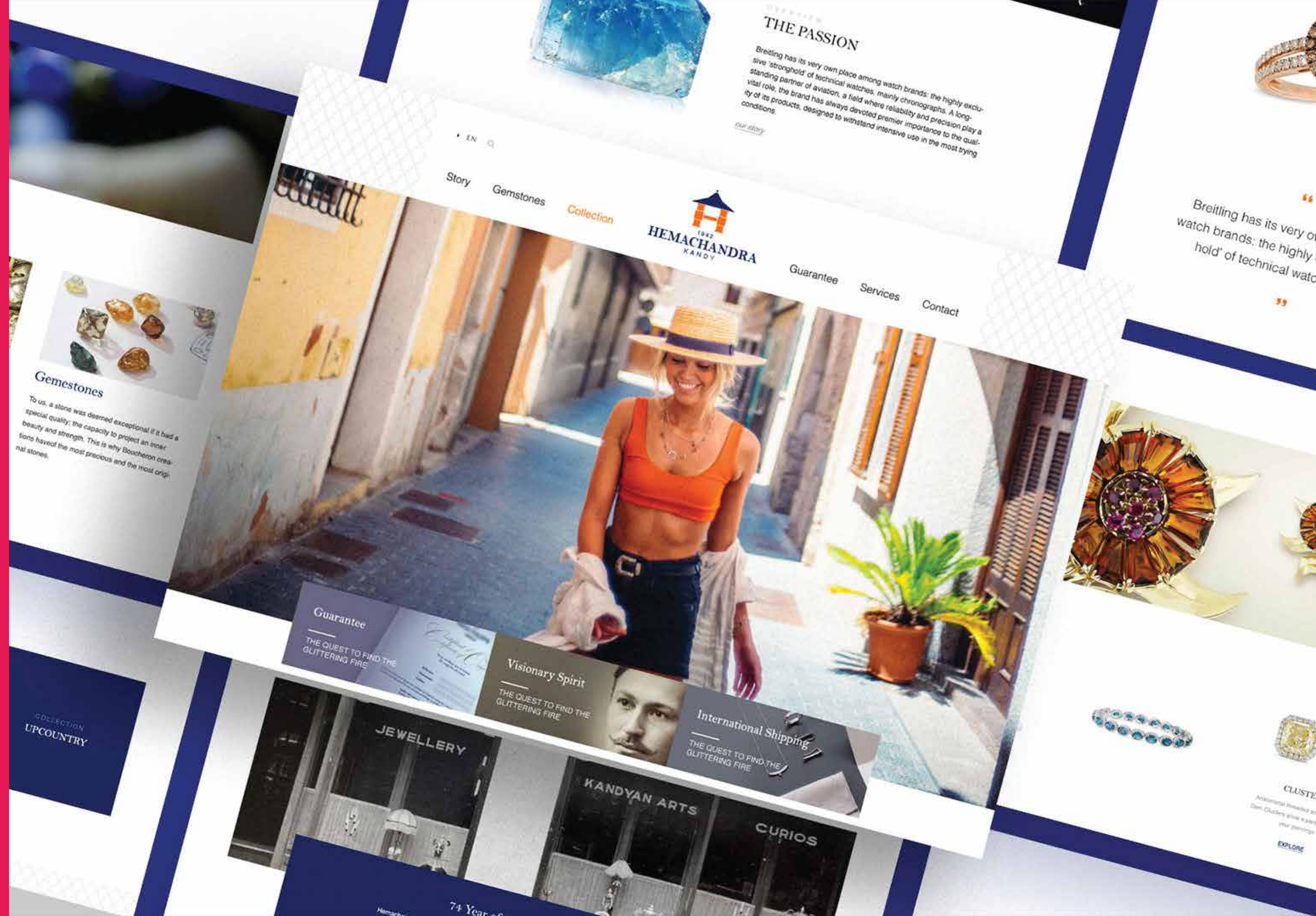
WORK.

hemachandras.com

SRI LANKA 📍

Following a comprehensive rebranding exercise, we architected, designed, and developed a modern, user-centric website that reflects the brand's heritage while enhancing its competitive edge in the international market, offering a seamless experience for both local and overseas customers.

UI / UX
CONTENT STRATEGY
WEB DEVELOPMENT
DIGITAL MARKETING



WORK.

ktdoctor.com

USA 📍

We redesigned KTD digital presence, leveraging technologies and psychological principles in digital commerce to optimize conversion rates. By utilizing data-driven UX/UI enhancements and conversion rate optimization (CRO) strategies, we improved user engagement, streamlined the customer journey, and maximized lead generation.

UI / UX
CONTENT STRATEGY
WEB DEVELOPMENT



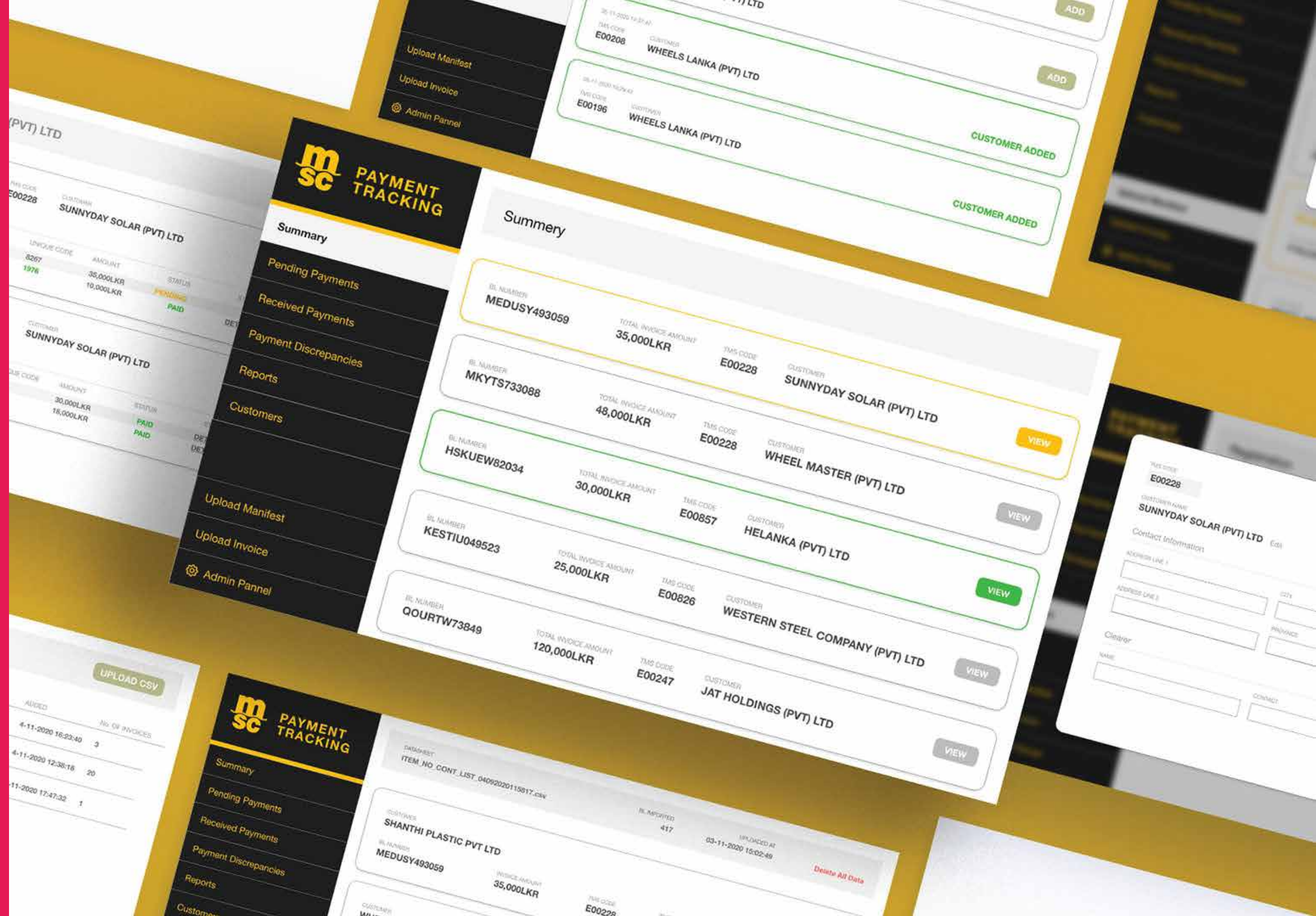
WORK.

MSC

SWITZERLAND 📍

Amid the pandemic, we partnered with MSC to innovate and successfully synchronize a highly manual, low-tech process into a digital workflow, achieving significantly lower demurrage charges and reduced turnaround times.

ARCHITECTURE
UI / UX
CLOUD SOFTWARE
MOBILE APP



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Reimagine. Reframe.

Compliance and Commitment to Excellence

Brand Central is a multidisciplinary branding agency that operates under specific regulatory and professional restrictions regarding the services we provide to our clients. In cases where an exclusive consultancy relationship exists, potential conflicts of interest or independence issues may arise. Any services we agree to deliver will fully comply with all applicable legal and regulatory requirements.

Brand Central is a global leader in bespoke Brand Identity solutions and Software, Web, and Mobile development. For more information, please visit **www.brandcentral.com**, email **people@brandcentral.com** or contact **77 488 0707**