

# Abans, EWIS combine to assemble Lanka's first 4G Smartphone

Also to lump UHD TV, Laptops

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*ECL Chairman, CEO Sanjeewa Wickramanayaka exchanges the MoU with COO, Abans Buddhika Dharmawardane*

**For the first time, Abans PLC, partnered with EWIS Colombo Limited (ECL), to produce and market locally assembled smartphones. These would be 4G enabled and would be available in the market this year.**

In addition, this partnership will also assemble smart UHD TVs from 32 inch to 55 inch and also engage in the assembly and manufacture of laptops.

ECL Chairman and CEO, Sanjeewa Wickramanayaka said all products assembled in will have a minimum local value addition of 35% and will move up to increase it.

“No country in the world produces any electronic product with 100% locally and even China imports material when manufacturing products. “Sri Lanka too can manufacture locally and even look at imports but the government must maintain long term policy with regard to raw material import regulations and other rules.”

If policy is maintained there will be a lot of Original Device Manufacturing (ODM) companies which will firstly help to reduce unwanted imports, create high paying jobs and even engage in exports.

### **“Import ban reduces sub standard electronics item inflow”**

Some of the sub standard electronics items that were imported before the government introduced an 'import ban on non essential items' have resulted in almost reducing low quality electronic item imports to Sri Lanka.

ECL Chairman and CEO, Sanjeeva Wickramanayaka said that before the ban 'smartphones could be even

found for less than Rs. 20,000 but these products are hardly evident today.

“The mobile devices were mainly manufactured using parts extracted from used phones and hence their performance was low after a specified period of time. These mobile smartphones were imported from China and today they have drastically reduced.” (SS)

“Abans PLC, is a leading retail brand in the country with a 40-strong brand portfolio and is the sole agent in Sri Lanka for numerous world-leading electronic and home appliance brands and this is why we decided to join with them.”

Chief Marketing Officer Abans PLC Buddhika Dharmawardane said, “This agreement comes into play at a very crucial time in the country’s economy where the government wants to minimise the dollar drain to purchase electronic items of this nature.”

“We are happy that through this partnership we will be able to help towards this initiative in some way and save the country a considerable amount of foreign exchange in the process by reducing imports.”

Abans and ECL hope to validate the ‘Made in Sri Lanka’ tag enabling local consumers, who have been deprived of the privilege of imported electronic and electrical goods, to buy locally.

“Abans have already taken the lead to promote local manufacturing in a bid to revamp the struggling economy and commenced the assembly of 5 types of washing machines with 60% value addition, coolers and refrigerators both over 50% local value addition from our plant in Melleniya boosting the country’s declining economy.’

ECL is Sri Lanka’s first and only local ODM with a proven track record of 9 years from their manufacturing Hambantota and manufacture computers, laptops, tablet computers, televisions, smart boards, mobile phones, and other consumer electronic products from their facility in Sooriyawewa where, over 80% of employees are women.