

NATIONAL INDUSTRY BRAND EXCELLENCE – 2024
Industrial Development Board of Ceylon
Brand Guide Book

Guidelines to fill the Application

Ministry of Industries and Industrial Development Board of Ceylon proudly conduct the National Industry Brand Excellence – 2024 with the aim of awarding the most excellent brands of the year.

Note: All applicants must read the below instructions carefully before filling the application form

01. Calling for Applications

Calling for applications will start from 05th of March 2024, comprising of the following industrial categorization. The duly completed application forms should be submitted on or before 29th of March 2024 to the IDB district offices via mails, e-mails or by hand. (Addresses of the IDB district offices are attached)

02. Hard copy or the soft copy of the application can be obtained from IDB district office. The online application is available at IDB website (<https://idb.gov.lk/>). Applicants can download, fill the application and submit to the IDB district office or e-mail to idbcedacs@gmail.com address (Please indicate "National Industry Brand Excellence, 2024 – Your District" as the subject of the e-mail).

03. If required, applicants can send more than one application form for each of your brand.

04. Use the given space to provide your answer within the application form itself.

05. Criteria for Industry category

Criteria	Large scale Industry	Medium scale Industry	Small Scale Industry
Annual turnover	Above 750 Million	251M -750M	16M-250M
Employee count	Over 300	51 - 300	11 - 50

(Put √ on the relevant box in the industry categorization of the application)

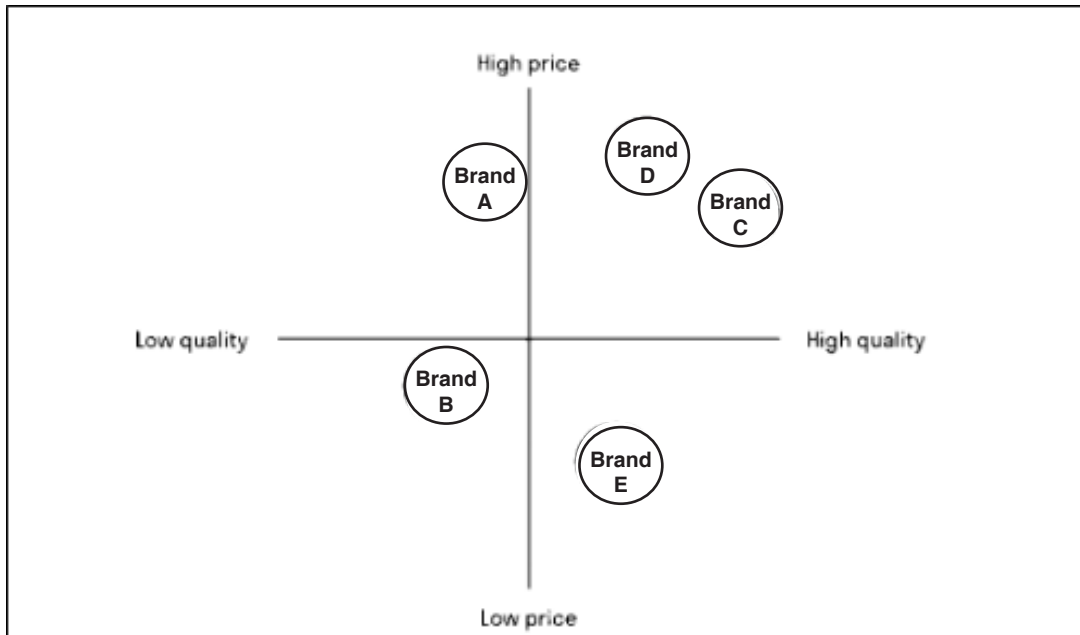
06. The industries should be categorized based on the below sectors in filling the application
(Put √ on the relevant sector in the application)

SECTORS

No.	Sector Name
01.	Food & Beverages
02.	Design, Packaging and Paper Related Industries
03.	Spice related Industries
04.	Coconut, Kithul & Palmyrah Based Products and Fiber related Industries
05.	Tea, Value added Tea and related Industries
06.	Footwear, Leather, Leather products and Allied Industries
07.	Rubber, Plastics and Allied Industries
08.	Metal, Die, Mold, Machinery Tools and Allied Industries
09.	Timber, Wood-based Industries and Furniture Industries
10.	Vehicles, Automotive Assembly and Automotive related Industries
11.	Electrical and Electronics and Allied Industries
12.	Western, Indigenous Ayurvedic and other Pharmaceutical and Allied Industries
13.	Construction, Granite, Tile, Pottery, Ceramics and Decor related Industries
14.	Maritime & Shipping related Industries
15.	Printing, Publishing Materials and Allied Industries
16.	Cosmetics and Allied Industries
17.	Gem and Jewelry related Industries
18.	Minerals and Mining Allied industries
19.	Textiles, Apparel and Allied Industries
20.	Chemical, Energy and Allied industries
21.	ICT & Advance Technology Services
22.	Craft Industry
23.	Agro-Based Industry
24.	Services Industry
25.	Other Industries

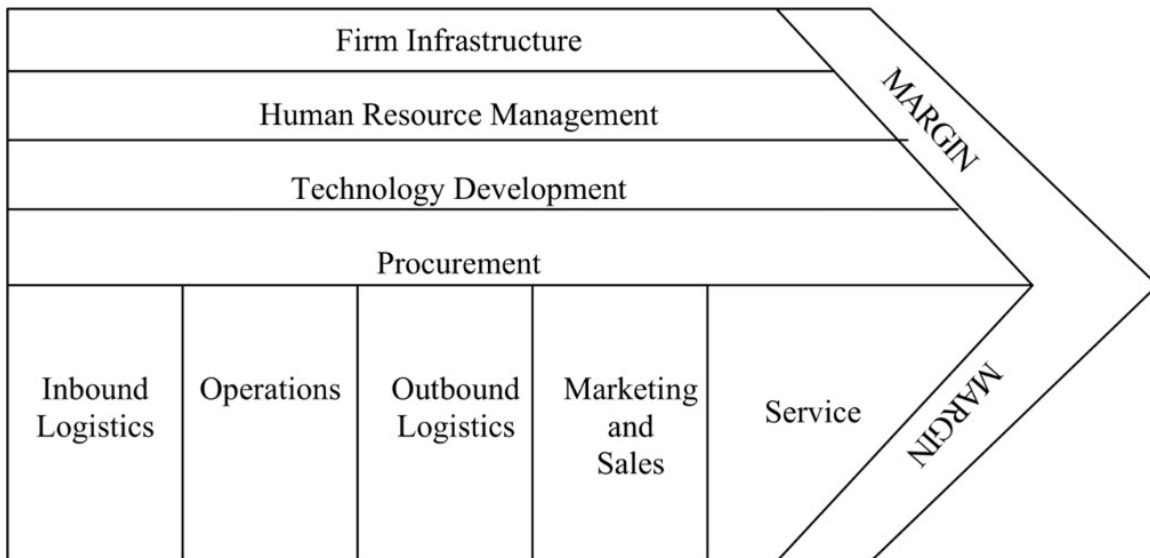
07. All the questions should be answered. Annexes can be provided where requested.
08. Business registration, brand logo should be attached, It would be useful to attach the copies of proof for the given information
09. For further assistance to fill this application form, please contact your IDB district office. Relevant details are attached herewith.
10. Question 1: Use Block letters with a space between each word
11. Question 2: Use Block letters with a space between each word
12. Question 3: Please indicate the title (Mr./Ms./Miss)
13. Question 8.2: Use the given space to fill the relevant information related to your company.

- 14. Question 9-11 : Use only the given space to provide your answer. Font size should not be below 10
- 15. Question 9.5 : Please use the given sample map to answer to this question (Brand Positioning Map)

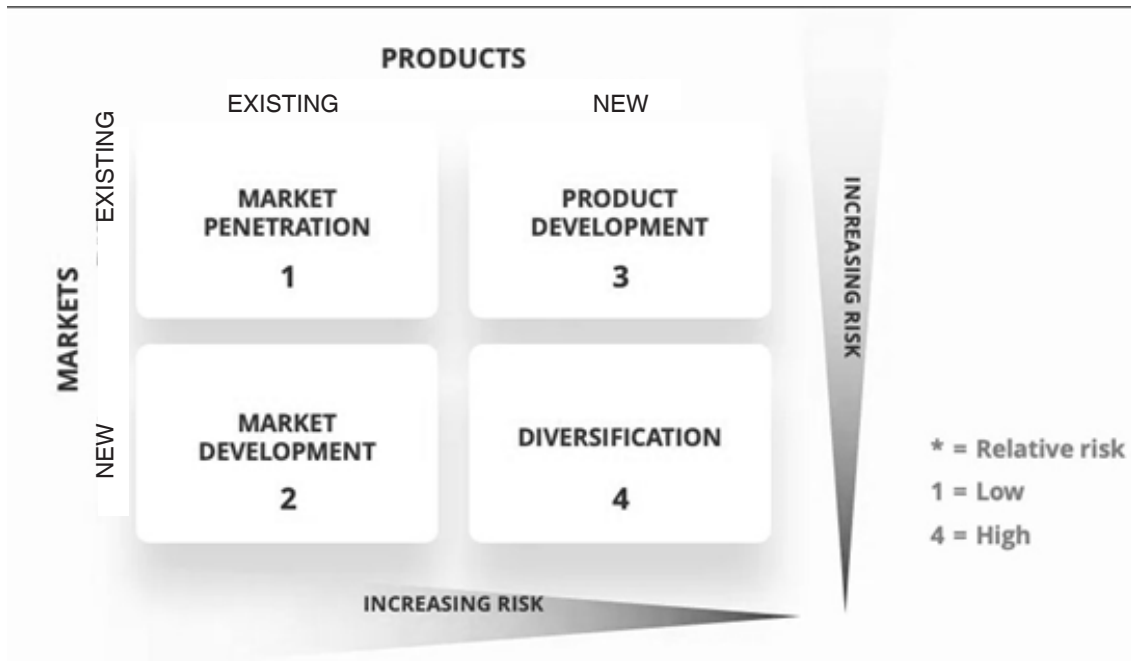


- 16. Question 10.3 : Please use the given sample to answer to this question (Value Chain Analysis)

Generic Value Chain



17. Question 10.4 : Please use the given sample to answer to this question (Ansoff Matrix)



18. Selected applicants from the first round will be requested to prepare for a power point presentation of your brand and present it to the judge panel on one of the dates 19th, 20th or 21st of April at IDB Head Office, No.615, Galle Road, Katubedda, Moratuwa. The presentations should be prepared for a 10 minute time limit. Another 10 minutes will be given for question round.

Once selected, the applicants will be notified via telephone and he/she must be at the place on time on the given date. Please note that NO food, transport, or accommodation will be provided.

19.

Item	Date
Opening date for application submission	05th of March
Closing date for application submission	29th of March
PPT presentation	19th, 20th, 21st of April

20. The judge panel will be comprised of 5 members each for the categories Small, Medium, and Large including 3 reputed professionals and 2 other IDB officials.

21. Please note that the decision of the judge panel will be the final decision.

22. All details provided by the applicant will be treated with utmost confidentiality. This information will not be shared with any third party. Upon a request, you can obtain the submitted application and details once the reviewing is finished.

23. Award categories:

Category	No. of Awards
National Industry Brand of the Year	3
Best Export Brand of the Year	3
National Industry Brands -Sectors	75
National Industry Brands – Provincial level	27
Best New Entrant Brand	9
Best Turn Around Brand**	3
Total	120

★★ An Applicant must be within the industry at least for 2 years to be able to contest for this category

Industrial Development Board District office address

District	Address	Tell/ Fax /E-mail
Ampara	Assistant Director Ampara District Office, Industrial Development Board, Kachcheri Road, Ampara	063-2222405 amparaidb@gmail.com
Anuradhapura	Deputy Director Anuradhapura District Office, Industrial Development Board, No.185/10, Anagarika Darmapala Mawatha, Anuradhapura	025-2222335, 025-2225659 idbanuradhapura@gmail.com
Badulla	Deputy Director Badulla District Office, Industrial Development Board, No.11, Martin Silva Mawatha, Badulla	055-2222470 idbbadulla@gmail.com
Batticaloa	Assistant Director, Batticaloa District Office, Industrial Development Board, No -24, Sinna Uppodai Road, Batticaloa.	065-2228410 idbbatticaloa@gmail.com
Colombo	Deputy Director, Colombo District Office, Industrial Development Board, No.98, 2nd Floor, High-level Plaza, Delkanda, Nugegoda.	011-2815009 idbcolombo@gmail.com
Galle	Deputy Director Galle District Office, Industrial Development Board, 347/5,Matara Road,Katugoda,Galle.	091-2227034 idbgalle@gmail.com
Gampaha	Deputy Director Gampaha District Office, Industrial Development Board, Kachcheri Complex, Gampaha.	033-2222909 idbgampaha@gmail.com
Hambanthota	Assistant Director Hambantota District Office, Industrial Development Board, Laima Junction, Manajjawa, Ambalantota.	047-2225468 idbhambantota@gmail.com
Jaffna	Deputy Director Jaffna District Office, Industrial Development Board, New Building, 2nd Floor, District Secretariat Office, Jaffna.	021-2222421 idbjaffna@gmail.com
Kalutara	Assistant Director Kalutara District Office, Industrial Development Board, New Shopping Complex, 1C Hall, Galle Road, Kalutara South.	034-2222601 idbkalutara@gmail.com
Kandy	Deputy Director Kandy District Office, Industrial Development Board, NHDA Building, Yatinuwara Weediya, Kandy	081-2224233, 081-2201696 idbkandy@gmail.com
Kegalle	Deputy Director Kegalle District Office, Industrial Development Board, No. 24, Winston Wickramasinghe Mawatha, Kegalle.	035-2223124 idbkegalle@gmail.com
Killinochchi	Assistant Director Kilinochchi District Office, Industrial Development Board, Old Kachcheri, Killinochchi.	021-2283754 idbkilinochchi@gmail.com
Kurunegala	Deputy Director Kurunegala District Office, Industrial Development Board, District Secretariat Building, 2nd floor, Kachcheriya Road, Kurunegala.	037-2223212 idbkurunegala@gmail.com
Mannar	Assistant Director Mannar District Office, Industrial Development Board, District Secretariat, Mannar.	023-2251599 idbmannar@gmail.com

Matale	Deputy Director Matale District Office, Industrial Development Board, No 132, Malwatta Road, Matale.	066-2223160 066-2234366 idbmatale@gmail.com
Matara	Deputy Director Matara District Office, Industrial Development Board, No.19/2, Akuressa Road, Nupe, Matara.	041-222200 idbmatara@gmail.com
Monaragala	Assistant Director Monaragala District Office, Industrial Development Board, Bibila Road, Hulandawa, Monaragala.	055-2276097 monaragalaidb@gmail.com
Mullaitivu	Assistant Director Mullaitivu District Office, Industrial Development Board, Manalkudiyiruppu, Mullaitivu	021-2290209 idbmullaitivu@gmail.com
N'Eliya	Assistant Director Nuwara Eliya District Office, Industrial Development Board, Upper Floor, Co-operative Building, Losan Street, N'Eliya.	052-2223668 idbnuwaraeliya@gmail.com
Polonnaruwa	Deputy Director, Polonnaruwa District Office, Industrial Development Board, Methsiripaya, 2nd Floor, New Town, Polonnaruwa.	027-2223077 idbpolonnaruwa@gmail.com
Puttlam	Assistant Director Puttalam District Office, Industrial Development Board, No.84, Kurunegala Road, Chilaw.	032-2222093 idbputtlam@gmail.com
Ratnapura	Assistant Director Ratnapura District Office, Industrial Development Board, District Secateriat Complex, New Town, Ratnapura.	045-2222567 idbratnapura@gmail.com
Trincomalee	Assistant Director Trincomalee District Office, Industrial Development Board, 487/A, Andankulama, Kandy Road, Trincomalee.	026-2227330 idbtrincomalee@gmail.com
Vavuniya	Assistant Director Vavuniya District Office, Industrial Development Board, Kachcheri Complex, Vavuniya.	024-2222274 idbvavuniya@gmail.com