

International Marketing Services (Pvt) Ltd



COMPANY REGISTRATION NO: PV 10286

Company Profile



**IMS CAR
RENTALS**



**IMS TRAVELS
&
TOURS**



27/2, Wijemangalarama
Road, Kohuwela,
Srilanka



imslanka77@gmail.com



www.imslanka.com



+94 112 856 850
+94 722 255 491

Founder



Chairman Late Mr. Lynton Ranasinghe

When discussing successful entrepreneurs and their stories, it is not possible for Late Mr. Lynton Ranasinghe to stay off the list. For nearly 4 decades of his life, he switched from job to job, eager to try his hand at everything. He began his career as a young individual at Lever Brothers Limited as sales Representative in 1965. Thereafter he joined The Maharaja Organization Distributors Limited as an Area Manager in 1977 and ended up as the Sales Director for the company.

Despite all the challenges, Late Mr. Ranasinghe made a name for himself with his first enterprise. In the 1980s, he started importing and re-selling consumer electronic items from Japan and became the sole agent in Sri Lanka for the world-renowned GENERAL Consumer Electronic Items. He also started the Rent A Car service and was the pioneer to introduce the wedding rent a car service to the market. Due to his hard work and success in his business, he was offered the Sole agency ship for TELEFUNKEN consumer electronic items from Germany. Just like any other successful entrepreneur and their story, Late Mr. Ranasinghe was smart about reinvesting his money. He used it to build a luxury Holiday home named 360° elevate in the picturesque hill country Nuwara- Eliya.

From then on, Founder and Chairman of International Marketing Services Private Limited late Mr. Lynton Ranasinghe developed his business to greater extent that became extremely famous in the market.

Late Mr. Lynton Ranasinghe is an example for young entrepreneurs who struggle to decide what they want to do in life. He became a well-respected individual in the business community and chaired as the President of many non-profitable organization such as Lions Club International where he was a charter member.

CEO's Message



MR. RUMINDRA RANASINGHE

FABE (UK), CIM (UK), CMA (AUS), MBA (UK)

In speaking with people both inside and outside of IMS since becoming Director in 1990 and CEO in 2012 after the retirement of my late Father Mr. Lynton Ranasinghe, I keenly feel the magnitude of the expectations placed on IMS. I believe that meeting such expectations is our justification for existence.

For more than a few decades since its founding as a trading and service company in 1983, IMS has contributed to the development of the trading business by responding swiftly to the changing times and social trends. We continue to strive to develop a wide range of businesses globally, from consumer electronic, Spices, auto rental services, tours even into the leisure sector. Hence, we ventured into our new business in 2019, as a specialized wholesaler and exporter of quality Sri Lankan spices under the Rasaki brand name.

Based on our corporate slogan, "Sincerity at All Times," and with a management philosophy of creating new value, meeting global challenges, bringing joy to people's lives, and contributing to the developing of a prosperous society, our company has established the following as our corporate vision. "To achieve sustainable growth through a winning network of partners, core values, ethics and integrity".

We believe that essential elements in accomplishing these are fulfilling our responsibilities to stakeholders and acting with compliance as our top priority.

Based on our new business plan to setup branch office in Dubai which is a lucrative business hub in the Middle East. The company is continuing to implement various measures such as strengthening our management system, reinforcing initiatives with global business partners, strengthening brand businesses, and promoting Sri Lankan Spices under the Rasaki Brand.

By rallying together our network of business activities, employees, global bases of operation and business partners, we endeavor to work as a cohesive unit to create new value, thereby further building on our credibility and track record while enhancing our corporate value.

We appreciate your understanding and continued support

VISION & MISSION



OUR VISION

To achieve sustainable growth through a winning network of partners, core values, ethics and integrity



OUR VISION

To provide products and services of highest quality standards and deliver values that earn respect and loyalty

To maintain relationship based on ethical values and trust-based dialogue with all partners.

To strengthen the core activities and deliver products and services that meet the needs of the diverse base of customers and clients which contribute to company's growth objectives

Company History



1986

Appointed Sole Agent for Telefunken Germany and Hyundai Musical Instruments from Korea

1990

Mr. Rumindra Ranasinghe Appointed as Director. Established business partnership in Singapore

2019

Launched and introduced Rasaki Brand Quality Sri Lankan Spices to the local and overseas market

2023/2024

Launched Rasaki Spices in Vancouver British Columbia, bringing authentic flavors to Canada

1983

Established IMS Rent A Car Importation of Consumer Electronics (GENERAL) from Japan

1988

Introduces Wedding Car Rentals

2012

Reinforced initiatives with global business partners, ventured into Rent - a car fleets

2022

Established business opportunities in Dubai by opening the branch office

2025

Joined Sri Lanka - Canada Business council of the Ceylon chamber of commerce also member of Sri Lanka Indonesia friendship association

Rasaki Spices



Our new spice blends are crafted with ingredients grown in their true provenance, Thanks to our decades of experience in sourcing these high quality ingredients and our unrivalled relationships with growers, we're able to respond to growing demand for vibrant taste experiences that respect the spirit of regional food traditions while promising a consistent, repeatable flavor all year round.

Rasaki Spices promises purity and traditional taste with quality ingredients and cater to the growing popular segment of consumers. The current portfolio of Rasaki Spices consist of pure cooking spices and a range of popular blends, Rasaki spices are rich in aroma, freshness and adhere to the highest quality standards which involves best processes of production, packaging and delivery to customers



<https://www.facebook.com/share/16QHZZL7Jp4/?mibextid=qj2Omg>



IMS CAR RENTALS

Pioneers in rent a car business since 1977 The rent a car service is now operational from our new Head Office location at Havelock Town, Colombo Offering our clients a far superior service. We are geared to provide you with luxury , semi luxury And the latest models of European and Japanese vehicles on daily, weekly and monthly basis with or without chauffer

Founding Member of :



www.raca.lk



IMS TRAVELS & TOURS



Another Milestone achieved IMS launched its Travel & Tours division in the early 2022 to provide personalized world class travel and tour experience to its clientele. Flight arrangements to on ground arrangements, IMS Travel & Tours are capable of catering to each and every need and request from its clientele. At the beginning of 2022, IMS Travel & Tours was established to be your travel ambassador around the globe. We are very much dedicated to achieving our goals with every capability and great ideas, promising high quality services to our clientele. Starting with only 3 persons in our team, we start with outbound services which covered the Dubai tourism. We decided to broaden this division by introducing inbound as one of our services. Our first trip We realized that in order to expand this division, we need to be in Dubai which we decided setup branch therein. In this new environment, we cater all type of people with different type of services.

We introduce to customizable travel packages to our client which very least of agency provide that type of services and we are proud of it

