ODEL and Softlogic Max opened their latest outlet in Negombo

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The Negombo Softlogic Max and ODEL outlet
Ashok Pathirage, Chairman, Softlogic Holdings lighting the traditional oil lamp

Comprising 18,220 square feet of retail space, the new Softlogic outlet offers global lifestyle brands and consumer electronics under one roof. The branch was ceremonially opened by Ashok Pathirage, Chairman, Softlogic Holdings. The new outlet comprises of a two-story building accommodating the ladies' and kids' section on the ground floor and the gents' section on the first floor. The ground floor also hosts Homeware, Delight and Backstage departments. Merging seamlsessly with the ground floor of ODEL, Softlogic Max showroom displays an extensive range of products from some of the world-renowned brands of electronics including Panasonic, Samsung, Dell, Nokia, Acer and Philips.

Speaking about the latest venture, Ashok Pathirage, Chairman, Softlogic Holdings said, “We are delighted to be in Negombo, a thriving and bustling town, which is a perfect location for a store of this nature.” He further stated, “Residents of Negombo belong to a very cosmopolitan segment of the population and the city and its environs attract visitors from all over the world. Our expansion plan caters to the needs of both demographics. We are sure the new ODEL and Softlogic Max store housed under one roof, with ample space and a wide choice of shopping options that provide a great retail experience will be a welcome addition to our loyal customer base in the area.”