



# EXPECT NO SHORTCUTS TO SUCCESS

## MR. HARINDRA ELADETTA

MARKETING DIRECTOR AND FOUNDER  
ESER MARKETING FITNESS (PVT) LTD



**A**s we walked towards the Eser Marketing Fitness (Pvt) Ltd. head office, we felt a sense of awe. Stepping into the premises, the ambience screamed 'healthy living'. This was further enunciated with the greeting sign next to the entrance, that indicated that we take the stairs. Walking up four staircases to meet the Fitness Guru and Entrepreneur, Mr. HarindraEladetta, instantly made us realize his steadfastness towards the company's motto, 'Leading by example'. Already in admiration of this dynamic Managing Director, we were yet to be awed by his amazing humility and hospitality.

## A man of humble beginnings:

A strong believer of 'step by step improvement', Eladetta speaks of his tough beginnings, hailing from a poverty-stricken family in Kandy, schooling in Dharmaraja College, he calls himself 'an ordinary' child with the hopes and dreams that any impressionable youngster would possess – the hope of a better future. As an avid sportsman, an excellent cricketer and rugby player during his school days, he recalls being chided by the Principal for his lack of discipline

amazing transformation from being a mischievous student, to a man the current school boys aspire to be.

## The ultimate challenge:

Commencing his entrepreneurial journey in the year 2005, with a meager Rs.2000 in hand, Eladetta, never wavered. His steadfast nature enabled him to overcome all obstacles and set up his business. As an ex-employee of St. Anthony's Consolidated, he was well versed in importing procedures and policies. With a

then had to fax. With communication lacking its instantaneous quality back then, he anxiously awaited a response for weeks, until alas! A positive response arrives, and his business can finally be launched!

## An honest and humble man:

Eladetta's honesty and humility pleasantly surprised us. When asked about his title as an 'entrepreneur', he politely declined this title, saying that although it is an entrepreneurial



and for choosing sports over education. He admits that he left school, not as a 'star' but as a student with the reputation of causing chaos. However, as a person who loves to challenge himself, in the year 2005, he gave himself the ultimate challenge – with just Rs.2000 in hand, he travels to Colombo to set up his own business, which is now a thriving fitness company with 25 branches across the island. And this year, 27 years after school, he was invited as the Guest of Honour to his school's Sports Meet – this time, garlanded by the principal who advised the students to 'be like him'. Eladetta has showcased an

trick or two of the trade up his sleeve, regardless of the many communication barriers, his determination took him to the right places to meet and correspond with the right people. He spent days in the Chinese embassy, seeking the right company to communicate to in order to import the best fitness equipment. Finally, he settles on a Korean importing company. Eladetta, speaks of this memory fondly, as he reminisces of the little communication shop in Ambuldeniya, the city he lived in at the time, and how he diligently hand wrote a letter to the Korean company, which he

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initiative, he shall not consider himself as one until he has the ability to source everything he markets and sells, locally. He looks forward to the day Sri Lanka thrives in the manufacturing of fitness

equipment and technology, so that he may promote domestically produced products.

### **An approachable**

**superior:** The Managing Director of Eser Marketing is certainly an interesting man, among his many positive traits, something that stood out was his approachable and open-minded nature. He even offers himself as the opening batsman for his company team at the inter-mercantile cricket tournament every year. That in addition to that fact that he is very open to criticism and encourages his staff to call him out on any of his negative traits or qualities, makes him a congenial person to work for.

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### **The management**

**miracle-worker:** Harindra Eladetta is a strong believer of leading a healthy life in every way possible, from keeping to the right diet, maintaining his physique, getting the right exercise as well as striking the right balance between work and personal life. Regardless of the fact that he oversees 25 branches and trains his staff to

be the best, he always makes time for his family and friends. He adores his son and daughter and makes sure he spends quality time with them. Further, he calls his close friends every single day after work hours, just to check up on them. He does not believe in ever asking for favours from friends, which he states is the key to a never-ending friendship. Spending time with family and friends with no ulterior motives,

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he believes is a daily essential to de-stress and truly relax. During work hours, he is all work and no play, he even puts away all digital platforms and internet related work for 2-3 hours a day, to ensure that there are no distractions. He believes in keeping it professional in the work place and only sharing professional matters amongst staff, to further ensure a cordial working relationship that optimizes the workload.

**The strategist:** This entrepreneur places no trust on short cuts or easy measures for success. He blatantly states that short-cuts to success are indeed a dangerous method to choose, describing it to 'playing with fire'. Instead, he believes in using measured strategic movements to beat one's competitor. His primary tactic is to 'walk the talk', so that customers are offered products that are tried, tested and endorsed by the owner of the company himself. He makes it a point to know the ins and outs of every aspect of the equipment he sells and customizes his sales to suit the customer's needs. This coupled with maintaining strictly professional relationships with his staff, and being extra cautious not to overly trust anyone, has proven to be his solid winning formula.

**The sage advisor: Humble Harindra generously advises all aspiring entrepreneurs;**

1. Never compare your world with others – everyone has problems
2. Use hidden talents to empower yourself at the right time/place/situation
3. Eladetta looks up to Lord Buddha for inspiration, and therefore believes that one is successful only if you possess the four principles;



- *Aththisukha – the happiness of earning wealth by just and righteous means*
- *Bhogasukha – the happiness using wealth liberally on family, friends and meritorious deeds.*
- *Ananasukha – the happiness of being free of debt*
- *Anavajjasukha – the happiness of doing all the above in the right, ethical and legal way*

**The strive towards a healthy Sri Lanka:** Harindra Eladettahas had a track record of being a natural athlete; the personality and disposition of his profile, certainly indicate this as well. Thus, being a lover of sports and its many benefits, it was only natural that he become a Fitness Entrepreneur. As a person who

strongly believes that one must lead with example, this is the industry he is sure that he can give more than his best to. He states that it is essential that the businessman knows everything there is to know about the product/service he/she sells before recommending it to the customer. Thus, he offers all customers curated equipment to suit their various needs; the customer is not hassled or haggled to buy equipment just because it is trendy. Instead, Eladetta, through his expertise and his expert staff, shall recommend the best equipment to suit the client's fitness regime and requirements. This he states, is the secret to his journey. Displaying his confidence in his abilities, Eladetta sends out a challenge to the fitness world, 'Run at least 5 km with me, and prove your worth!' ■

**By Natashya Chamba**



# MY DREAM IS TO BE A BUSINESS LEADER

“ THAT'S WHY I CHOSE  
NSBM GREEN  
UNIVERSITY TOWN,  
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THAT PRODUCES  
FUTURE LEADERS ”

