



NEWS RELEASE

MAS Holdings Continues Digitalization Momentum with Third Centric PLM Expansion

Leading apparel manufacturer to implement Centric PLM at key lingerie subsidiary

CAMPBELL, Calif., April 18, 2024 – [Centric Software®](#) is pleased to announce the expansion of its partnership with apparel manufacturer, [MAS Holdings](#). Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

Founded in 1987 in Sri Lanka, MAS Holdings is a global apparel-tech company providing concept-to-delivery solutions to major apparel brands and retailers across the world. The company employs over 100,000 employees and operates in 16 countries. MAS strives to be a changemaker in the apparel industry with technology at its forefront and sustainability at the core of everything it does.

Since choosing Centric PLM™ as their technology partner in 2019 to digitally transform the product development process and streamline operations, MAS Holdings now leverages Centric PLM across five business units. This successful partnership will further extend Centric PLM to one of their key subsidiaries, MAS Intimates, which designs and manufactures for leading global lingerie brands.

Previously, MAS Intimates relied on an in-house system to manage its product development processes. However, they needed a seamless system such as Centric PLM to boost collaboration, drive efficiency and ultimately, stay competitive in the current economic climate.

Successful Centric PLM adoption by another MAS subsidiary, MAS KREEDA, serves as an indication of the impact to be expected at MAS Intimates. Lasanthi Gunawardena, Director of Technical Development and Innovation at MAS KREEDA, explains how Centric PLM has freed up her team from spending too much time on manual administrative tasks, “Now that Centric PLM has removed manual admin such as updating spreadsheets, we experience a reduction in product development processing time. The time is given back to the technical team so they can focus on more valuable aspects of their work, such as product innovation.”

In addition, Centric PLM has played a part in reducing overall lead times by improving accuracy and visibility, as well as enabling data-driven decisions. Collaboratively, MAS Holdings leverages Centric's OEM best practices, while Centric benefits from invaluable insights provided by MAS Holdings to enhance its product development roadmap for a greater industry impact.

Jayantha Peiris, CIO at MAS Holdings, shares the company's overall strategy influencing the expanded partnership, “Our goal is to be a changemaker in the apparel industry and to create a best-of-breed application landscape to digitally transform our company. Our partnership with Centric has played a key, vital role in achieving that objective.”

“We are excited to embark on a new stage of partnership with MAS Holdings as we welcome MAS Intimates to the Centric family,” says Chris Groves, CEO of Centric Software. “We are looking forward to working together to create a digital landscape that will empower them to bring innovative, high-quality products to their customers.”

[Learn more about Centric solutions.](#)

[Request a demo](#)

MAS Holdings (www.masholdings.com)

MAS Holdings is a global apparel tech conglomerate providing concept-to-delivery solutions for the world's leading apparel brands.

We anticipate the trends of tomorrow to innovate solutions that push the boundaries of human potential. Our unique partnerships have led to groundbreaking progress while our commitment to the planet makes MAS Holdings the benchmark for sustainable and ethical manufacturing.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides a concept to customer solution experience for consumer goods such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

Centric Software's flagship solution Centric PLM™ brings cost savings and efficiency by optimizing product execution from ideation to development, sourcing and manufacture. Centric Planning™ is an innovative, cloud-native, augmented-intelligence solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance. Centric Pricing & Inventory™ leverages AI to drive margin and revenue improvement by influencing demand via price and inventory optimization from pre-season to in-season to season completion. Centric Market Intelligence™ is an AI-driven, market insight platform for data-informed decision-making on competitor offers and pricing as well as consumer trends and buying behavior. Centric Visual Boards™ pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers.

Centric Software has the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition appears regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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