



GENNSPICE

GennSpice Ceylon (Pvt) Ltd.

No.40, Waragoda Estate, Kelaniya 11600, Sri Lanka

PROFILE

We believe in making Sri Lanka sustainable through farming healthy & eating healthy.

It has been inspiring for us to witness economically developed countries have created brands based on their agro-plantation / livestock products; Corn flakes, Oats, Soy Milk, Olive Oil, Dairy products, Prunes & de-hydrated fruits, Bee honey etc.

Sri Lankans sitting on top of a treasure of food, medicine and knowledge system have looked down on our own fortune and cherished foreign inputs without limitation. As a result products like olive oil are at an upper rank than coconut oil and corn flakes/oats is above indigenous rice, porridge (le) and grains.

But with health problems becoming critical and in the search for alternatives, society and their thoughts gradually move towards indigenous remedies in medicine and food. As a result it is from the people that concepts like “ji úi ke;s (Chemicals & Pesticides free food & farming)”, “fy< iy,a (Heirloom Rice)”, “fy< fjolu (Hela medicine and Ayurveda Medicine)” originated. The National Thought of each country or society is in gradual progression.

As Sri Lankan engineers and entrepreneurs it is our responsibility to address the requirement of the society in the most exceptional manner. It is in this context that kEUq,a fmd,af,,a “Nabul Polthel”: wfma fmd,af,,a fyd| ue úËyg (Best of Ceylon at its Best) started in 2016. Our idea is to grow in national and foreign markets with Sri Lankan indigenous branding.

We think that the economic cycle of Sri Lanka would be sustainable if our base is agriculture. The life style and happiness of people are concentrated towards family, sharing, celebration, leisure and spirituality. Therefore nature of people fits in great with an agricultural base.

Countries who are recognized as developed; flourished with Sony, Toyota, BMW, Adidas, SAP, Apple, Kellogg's, McDonald's, Coca-Cola, Cadbury and many more. Let Sri Lanka thrive with kEUq,a fmd,af,,a “Nabul Polthel” and more to come in future !

OUR VISION

Best of Sri Lanka, at its Best

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OUR MISSION

- Promote organic farming methods through ecosystem based cultivation culture of Sri Lanka
- Create brands possessing a Sri Lankan flavor and enhance the status of Agro-Plantation products
- Adopt quality manufacturing / processing procedures and deliver the finest to the consumer
- Work out a marketing plan to offer everyone with the best
- Educate about Sri Lankan knowledge system on food, health & sustainable development.

MANAGEMENT DIRECTORY



VITHANAGE PULASTHI - DIRECTOR (PRODUCT DEVELOPMENT)

Civil Engineer graduated from University of Moratuwa, Sri Lanka possessing an Honours Degree of Bachelor of the Science of Engineering in Civil Engineering (specialization in Structural Engineering) with a First Class Academic Standing.

Worked in the irrigation and water resources sector in Sri Lanka and holds experience in the arenas of hydrological/hydraulic design & planning. Co-Founder of GENNSPICE.

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SACHITH GOONATILLEKE - DIRECTOR (BRANDING & DOMESTIC MARKETING)

Civil Engineer graduated from University of Moratuwa, Sri Lanka possessing an Honours Degree of Bachelor of the Science of Engineering in Civil Engineering (specialization in Structural Engineering) with a First Class Academic Standing.

Worked in the irrigation and water resources sector in Sri Lanka and holds experience in the arenas of structural/hydraulic design & planning, and contract & project management. Co-Founder of GENNSPICE.

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PANKAJA RAJAHETTI - DIRECTOR (FINANCE & CONTROLLING)

Accountant graduated from University of London (London School of Economics) possessing an Honours Degree of Bachelor of Science in Accounting & Finance.

Worked in the Audit, Banking, Cement manufacturing and industrial waste management sectors holding experience in management & financial accounting, ERP systems and project management.

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NIPUNA ILLANGARATHNA - DIRECTOR (MANUFACTURING)

Electrical Engineer graduated from University of Moratuwa, Sri Lanka possessing a Masters Degree in Robotics and Automation.

Worked in the electrical power generation and transmission sector, solar system design, industrial innovation, sustainability and automation sector. Co-Founder of VIRCO

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DINESH KODITHUWAKKU - DIRECTOR (EXPORT MARKETING)

Electrical Engineer graduated from University of Moratuwa Sri Lanka.

Started VIRCO soon after finishing graduate studies while studying for Masters degree in the field of robotics and automaton. Completed PhD at Yokohama National University, Japan

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MARKET STATUS IN FOREIGN COUNTRIES

JAPAN

ASIA HOKUJIN - FB MARK BRAND

http://asiashokuhin.com/international/coconut_products/



MEDIUM CHAIN TRIGLYCERIDES (MCT) WITH ORANGE FLAVOR

Bullet proof coffee mix & energy drink



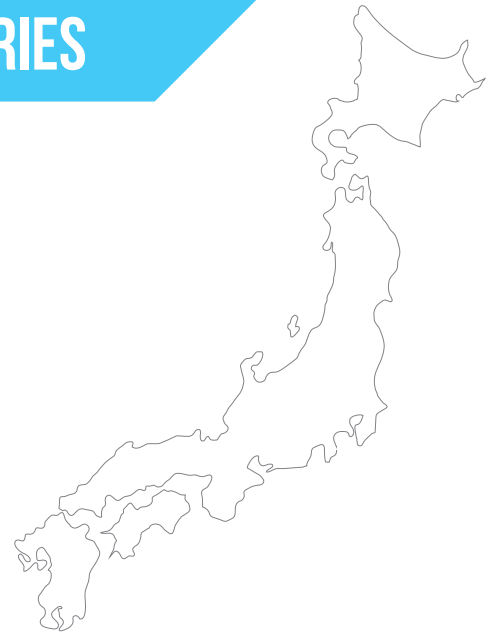
MCT (LIQUID COCONUT OIL / KETOGENIC OIL) WITH PASSION FRUIT FLAVOR

Bullet proof coffee mix & energy drink



MCT 100% ENERGY LIQUID COCONUT OIL

250ml Bottle



CEYLON FAMILY



EXTRA VIRGIN COCONUT OIL

250ml Round Jar



CANADA

TROPICAL LINK CANADA LTD.

<http://tropicallinkcanada.ca/product/>



EVCO

1000ml Round Jar

UNITED KINGDOM

MTJ INTERNATIONAL LTD.

<http://www.meetthejackfruit.com/>



ORGANIC MORINGA LEAF POWDER

125g Tub



ORGANIC EXTRA VIRGIN COCONUT OIL

200l & 500ml square Jar



ORGANIC EXTRA VIRGIN COCONUT OIL

2500ml Tub

SLOVAK REPUBLIC

NATURAL COSMETICS S.R.O.

<https://www.brilliantcoco.com/>



OIL PULLER

Extra Virgin Coconut with Mint flavor

MARKET STATUS IN SRI LANKA

From 2016 we have developed a stable distribution covering all of Colombo.

Route 1: Pettah-Kolpity-Townhall-Maradana

Route 2: Borella, Colombo 07, Narahenpita, Nawala, Rajagiriya

Route 3: Kelaniya, Kiribathgoda, Kadawatha, Makola

Route 4: Pannipitiya, Kottawa, Homagama, Meegoda

Route 5: Embuldeniya, Maharagama, Piliyandala, Kesbewa, Boralessgamuwa, Bellanwila

Route 6: Ethul Kotte, Pita Kotte, Nugegoda, Pepiliyana, Delkanda

Route 7: Bambalapitiya, Wellwatta, Dehiwala, Mt.Lavinia, Ratmalana

Route 8: Thaladena, Malabe, Kaduwela, Mulleriyawa, Wellampitiya, IDH

Route 9: Wattala, Mahabage, Ragama, Kandana, Ja-Ela, Katunayake, Negambo

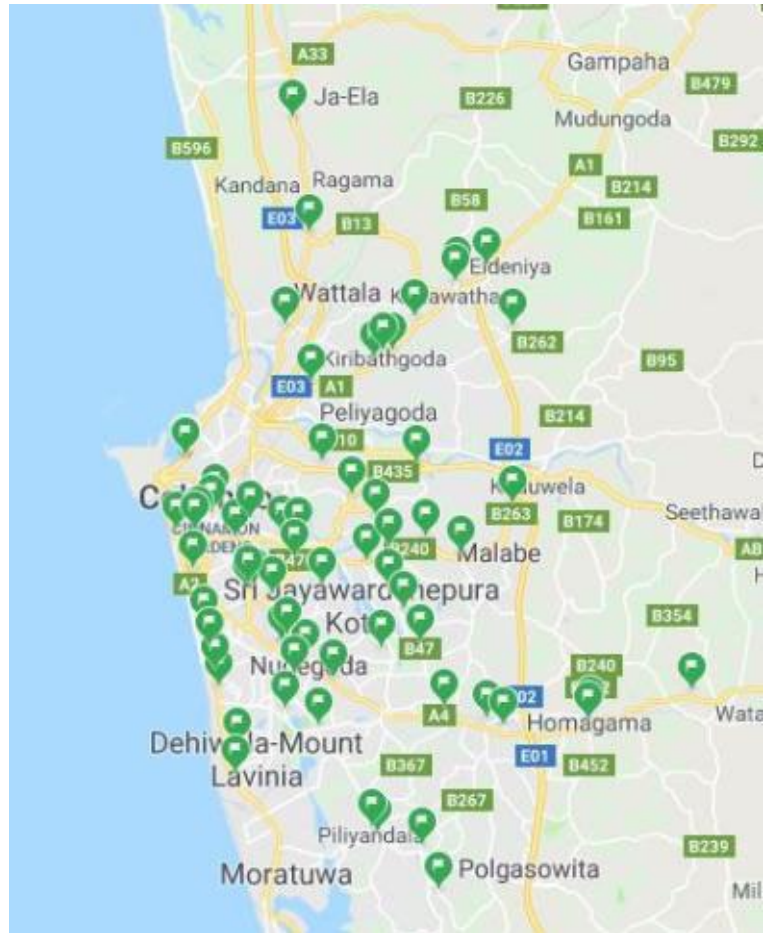
Route 10: Battaramulla, Sri Jayawardanapura, Thalawatugoda, Pelawatta, Aggona

Colombo Hospitals: National Hospital, Lady Ridgeway, Ragama, Kalubowila, Maharagama cancer hospital, Castle Rajagiriya.

Government Agencies & Apparel sector work places: Body Line Horana, SLT Cololmo 01, Rupavahini Corporation, Ayurveda Hospital Rajagiriya, CECB, RDA, Blood Bank, Western Provincial Council.

Tourist destinations: Hikkaduwa, Galle, Ella

Cooking Oil for Pastry shops & restaurants: Little Star Mt.Lavinia, Five Star Ratmalana



At present we are available at SPAR SL, Medium Scale super markets & groceries, Pharmacy chains, Ayurveda shop chains, Specialized Organic stores, Colombo Hospitals, Healthy food shops & Indigenous Food stores by Ministry of agriculture, online selling platforms, and our own outlets.

MARKETING STRATEGIES IN SRI LANKA AND COMPETENCY

USE VIRGIN COCONUT OIL "නෂ්ඨුල් පොල්තෙල් (NAMBUL POLTHEL)" TO MAKE BUTTER CAKE & MASCAT



Margarines and other hydrogenated (solidified) vegetable oil contain harmful trans-fats which easily forms carcinogenic compounds. kEUq,a fmd,af,,a was successfully used to make delicious Butter cake and Sri Lankan Muscat without any margarine. Thus it is a healthy and economical substitute for margarines. Educational promotional campaigns were carried out at Super markets. This was an attractive and a novel move to promote oil with a piece of cake.

Muscat is also a much loved sweet at sweet shops and pastry shops.

We are in the process of making Cakes and Muscat and presenting as finished products. Our in store promotions shall always be backed with education and a free offer to consumers.

ENGINEERING CAPABILITIES, COMPETITIVE PRICING

There are several brands involved with virgin coconut oil (the general term used as virgin coconut oil covers 100% white kernel EVCO and Whole kernel VCO). A special mention should be made that we shall supply virgin coconut oil in two categories namely; Extra VCO & Whole Kernel VCO.

EVCO & WKVCO are priced at the best rates for Sri Lankan consumers.

With our own engineering capabilities, we have manufactured or modified / upgraded most our production and bottling machinery. From label designing, posters, websites, creative writing, to software development in accounting and sales; we are a self-sustained, skill oriented team of professionals. Therefore we can offer the best at the best price in the competitive market.

PRESENTATION OF 100% WHITE KERNEL EVCO, WHOLE KERNEL VCO, COPRA COCONUT OIL & MCT නැඹුල්, සෙක්කු, කොප්පරා, එම්.සී.ටී

In any market, consumers are conscious about the price. Keeping up with the premium quality we wish to address different segments.

All together this would make “unrefined raw edible oil” affordable to most consumers. In the long run we strive to push the edible oil market towards virgin oils and set Sri Lankan coconut oil at prime spot.

BOTTLE & JAR RANGE, MCT OIL IN GLASS BOTTLES

We work on a bottle range of 775ml, 375ml, 250ml and 100ml, and a glass jar range from 150ml to 950ml. We can supply in tubs, buckets, steel drums and totes for bulk usage as well.

MCT (Medium Chain Triglycerides) also known as liquid coconut oil or Ketogenic oil is a new entry to the world market. It is the most superior oil product made from coconuts which converts into 100% instantly, as an energy drink for the brain cells and body. Since this is made of 100% medium and small chain fatty acids it does not solidify like virgin coconut oil. MCT oil remains a liquid in cold climates as well. Thus presentation of MCT Oil in glass bottles is an attractive approach.

The 100ml & 250ml MCT bottle has the exclusiveness and product health benefits to penetrate any market.

“SINHALA” – AN ALPHABET, A LANGUAGE, A NATION WITH A HISTORY OF MORE THAN 2500 YEAR.

SRI LANKAN BRAND නැඹුල් පොල්තෙල් (SINHALESE BRANDING)

“Sinhala” is one of the world’s oldest languages and nationalities. Using නැඹුල් (pronounced “nAmbul”) is to strike out the heritage of Sri Lanka and mark a clear difference between products in the shelf.

නැඹුල් පොල්තෙල් EVCO AS HAIR SPRAY, MOISTURIZER, EYE MAKEUP REMOVER, OIL PULLER & ENERGY DRINK

Marketing EVCO has been exciting due to the cosmetic benefits from first-hand experience of consumers; EVCO has reduced hair fall, supports growth of hair. Dermatologists are now prescribing virgin coconut oil as a remedy for dry skin and skin diseases.

Sachet packs, oil pulling and ketogenic diet are absolutely new concepts to the world market. Our strategy is that, all of these will assist in making “the initial wow effect” in the customer and twist the preconceived ideas about coconut oil.

Exclusive chemical formulae at high end retail prices are available in the market for eye make-up removal. Since removing make-up around the eye should be handled with care, a mild chemical composition is costly. But virgin coconut oil is an all-natural, 100% effective eye makeup and face makeup remover.

EDIBLE OIL

100% WHITE KERNEL EXTRA VIRGIN COCONUT OIL (EVCO) GRAVITY - "THE REAL REASON FOR COCONUTS TO FALL"

හෂඹුල් පොල්තෙල් - අපේ පොල්තෙල් හොඳ මැ විදිහට

BRIEFING

All the goodness is lost when leafy vegetables are heated & cooked. So it's better to have them as a fresh salad, uncooked. A liter of EVCO is produced using 12-14 fresh coconuts (Not Copra). The brown testa ("Kurutta") is removed and only the white flesh is used. Specially designed expellers adopting the method of "Sekkuwa" are used to mill oil, avoiding heat. Thus it is clear as water, fragrant, rich in flavor and all nutrients in coconuts are preserved just like a fresh veggie salad.

GAME ON WITH SUPER FATTY ACIDS

Humans need fatty acids for special functions of the body. Thus fats should not be labeled as "bad / unhealthy". There are important fatty acids which the world has set their focus upon.

Fish Oil capsules contain "omega-3" fatty acids, Extra Virgin Olive Oil contains "oleic acid (a type of omega-9 fatty acids)", and mother's breast milk is a rich source of "lauric acid". Without comprehensive theory, by observing the child's growth "Lauric Acid" can be simply understood as an immunity super star & a brain booster.

The only other place on earth, where Lauric Acid is found in such high percentages (50% of contents)?

In Sri Lanka, in our own Original Coconut Oil (termed as "EVCO" by the present world)

WHOLE KERNEL VIRGIN COCONUT OIL (WKVCO) GRAVITY - "THE REAL REASON FOR COCONUTS TO FALL"

සෙක්කු පොල්තෙල් - ඉස්සර විදිහට ම පොල්තෙල්

Both the brown testa ("Kurutta") and the white flesh are used to extract oil. Thus, only 8-10 fresh coconuts (Not Copra) are required to produce one liter of WKVCO. Same machines used in EVCO: Specially designed expellers adopting the method of "Sekkuwa" are used. Hence this is also fragrant & rich in flavor, but has a slight yellow tint in colour.

The difference between extra virgin coconut oil (EVCO) and whole kernel virgin coconut oil (WKVCO) is; 65% of the fats in EVCO are directly converted to energy. WKVCO is slightly lower in price and both have same usage (except extra benefits in drinking). The percentage of fats directly converted to energy (65% in EVCO) falls to 55% in WKVCO. The two products "EVCO" and "Sekku Thel" together shall focus on two market segments. In a broad view both shall popularize the use of "good unrefined coconut oil".

COPRA WHITE COCONUT OIL (CWCO)

GRAVITY - "THE REAL REASON FOR COCONUTS TO FALL"

කොප්පරා සුදු පොල්තෙල් - අපේ කෘමිට හොඳ ම පදම

White Coconut Oil is produced by milling copra (coconut kernels dried under sunlight) and uses "Anderson Expeller". In this process the oil undergoes a "heated-press" and vitamins, anti-oxidants are lost. The amount of medium chain fatty acids (MCT) remain above 50% in coconut oil. Thus CWCO is a quality oil for deep frying and other cooking applications.

CWCO will serve as an image booster for coconut oil and cater the mass market. We believe edible oils having high MCTs and zero trans-fats will support in controlling cholesterol levels and heart diseases. Since low price refined plant oils containing trans-fats and long chain fatty acids have flooded the market, the role of CWCO will be to compete with price and offer comparatively superior oil at an affordable cost to any average consumer.

MEDIUM CHAIN TRIGLYCERIDE (MCT) - LIQUID COCONUT OIL FOR A KETOGENIC DIET

GRAVITY - "THE REAL REASON FOR COCONUTS TO FALL"

එම්.සී.ටී. 100% ශක්තිජනක මධ්‍යම දාම මේද

GLUCOSE FOR MUSCLE POWER - KETONES FOR BRAIN POWER

Most of us are into the idea that energy inside the body is produced exclusively by Glucose. Eating carbohydrate foods like grains, rice, bread, vegetables, fruits produce glucose inside the body, which are then converted to energy.

If we look into the food culture of East Asia; seaweed, leafy greens, nuts & seeds, fish, soup, soy foods, noodles, sticky rice will make up the picture. In general, a "KETOGENIC DIET" is like this. Energy is produced by converting fats. For this action, the fats consumed by us should be very simple and easy to break down (they should be short or medium chain fatty acids). If we take in "heavy fats", the body cannot break them down, and the end result is, it will get stored as fat.

In summary; Glucose is not the sole source producing energy. Ketones (derived from Fats) also produce energy. The benefits of energy produced through fats are;

1. Since the "easy to breakdown fats (MCT)" are rapidly converted to energy, fats are not stored in the body. So it helps in losing weight or belly fat.
2. Lowers blood sugar levels, because the energy source is not glucose.
3. Ketones are the fuel for brain functions.
4. Increases HDL (Good cholesterol) levels, and have no effect on LDL levels.

65% of Fats in Extra Virgin Coconut Oil is MCT. Now "100% MCT Oil" derived from coconut oil is in Sri Lanka. "MCT Oil or Ketogenic Oil" is a manufacturing process that separates only the medium chains in coconut oil (It is similar to extracting different types of substances; petrol, diesel, gas by distilling a crude oil source). Here coconut oil is the primary source, and the specific MCT are extracted by a stringent process. Finally product is identified as "100% MCT oil or Ketogenic Oil".

MCT, EVCO නැඹුල්, VCO සෙක්කු, and WCO සුදු පොල්තෙල්, will all play specific roles in the master project to bring back the coconut oil culture.

SPECIAL PRODUCTS

With the idea of holding firm into future trends we plan on implementing products required by health conscious community.

MCT ENERGY DRINK/BULLETPROOF COFFEE MIX



Extra Virgin Coconut oil has 65% medium chain fats (MCTs). It can be simply understood as, "easy to burn fats, rapidly converted to energy" type of fats. MCT oil is the extracted oil out of EVCO, extracting only that specific 65%. Thus MCT oil has 100% easy to burn, rapidly converted to energy type of fats.

Beyond the popular knowledge of glucose/sugar drinks being used as energy drinks, there is another form of producing energy named as "ketones". In Japanese food culture & in mother's breast milk, medium chains such as omega-3 and lauric acid are contained. A baby is only given breast milk during the first stage and it is instantly burnt and converted to energy in the baby's mouth. MCT oil behaves in the same way.

Benefit of this form of energy is that, it is used in brain functions (Glucose energy is not useful in brain, it is for muscles). This boosts immunity and the risk of blood sugar level increase is avoided in this type of energy intake. Since energy is not produced from carbohydrates or sugars, it is helpful in losing belly fat. Good fats are needed in the body to absorb nutrients like vitamins, mineral and anti-oxidants. Digestion is improved and more nutrients are absorbed. MCT has developed talk about "Ketogenic Diet" (gaining energy from fats, instead of carbohydrates and sugar). Initial steps to introduce MCT in sachet packs would pave the way to present MCT in a bottle range for consumers practicing Ketogenic Diet.

When it is mixed with coffee, the absorption of anti-oxidants is improved, and the dryness in the stomach caused by coffee is avoided by MCT. So this is called bulletproof coffee. It gives a unique creamy flavor too.

MOUTH WASH & OIL PULLER



Oil pulling involves swishing oil around the mouth and has been used for thousands of years as an Indian traditional remedy known as “Gandusha” in Ayurveda. In spite the fact that most people today were all raised with toothbrushes in their mouths, our ancestors did not brush their teeth with toothpaste for thousands of years. Oil pulling works by cleaning (detoxifying) the oral cavity in a similar way that soap cleans dirty dishes. It sucks the dirt (toxins) out of the mouth and creates a clean, antiseptic oral environment that contributes to the proper flow of dental liquid that’s needed to prevent cavities and disease.

The main benefit of oil pulling is to reduce the amount of harmful bacteria in the mouth. Also it; Treat tooth decay, Kill bad breath, Heal bleeding gums, Prevent heart disease, Reduce inflammation, Whiten teeth, Soothe throat dryness, Prevent cavities, Heal cracked lips, Boost the immune system, Improve acne, Strengthen gums and jaws.

ZERO SUGAR BEVERAGES

In an era where people are extremely conscious about their health, that even the world’s most powerful brands have to move into zero sugar, 100% natural or organic manufacturing and branding.

A cool drink for a hard day’s work has become a basic requirement. Nothing but “Water” is the real solution for this need. But due to the desire for excitement in carbonated effects, unique tastes consumers have been taken on a different journey. We feel that journey is nearing its end and potential exists for a new journey.

Our dream is about three natural beverages; “King Coconut Water”, “Coconut Water” and “Cool Green tea” supplied at a price slightly higher than a mineral water bottle. Affordable, tasteful drinks that cuts out cholesterol and supply antioxidants (which neutralize cancer cells in the body), minerals with every sip.

INFUSIONS



BRAND NAME

ROZELLA - "FOR YOU WITH LOVE"

අපේ තේ - සෙනෙහසින්

People inherit the desire for a hot cup of tea, coffee and infusions like berry fruits, flowers and herbs.

Thus the market for a mood fixing, refreshing infusion is eternal. We have started ROZELLA Tea Factory as a single origin factory fresh black tea to cater the popular market. We wish to achieve gradual stability and bring back "Beli-Mal" like infusions from the yester era of Sri Lanka

- *Cinnamon (Kurundhu)* – Prevention of diabetes
- *Flowers of Bael (Beli-Mal)* – Relieves gastritis, helps to cure in catarrh and fever
- *Indian Sarsapilla (Iramusu)* – Purify blood, body deodorizer
- *Curry Leaf (Karapincha)* – Control cholesterol levels, burns fat
- *Coriander (Koththamalli)* – Relieves fever and cold
- *Tanners Cassia (Ranawara)* – Purify blood and sexual vitality for men.
- *Bitter Gourd (Karawila)* – Controls diabetes and skin diseases
- *Phyllanthus emblica (Nelli Rasakindha)* – Relieves urine infections and allergies



Rozella Tea Factory in the Hill country of Sri Lanka

JACK-FRUIT (YOUNG JACKFRUIT AND RIPEN JACKFRUIT)

Due to the health benefits, taste, appearance and texture Young jackfruit is gaining high popularity as a vegan food product and for others to replace meat with an alternative.

Dried young jack-fruit and ripen jack-fruit is used as an ingredient for corn-flakes, cereals, oats and other food products.

Jack-fruit is abundantly grown in Sri Lanka and is as much closer to Sri Lankans as our rice. We wish to take on the world stage with our much loved product.



RIPEN JACKFRUIT



YOUNG JACKFRUIT IN SALT WATER

SRI LANKAN HEIRLOOM RICE

Striking characteristics such as great taste and wholesomeness are experienced by consumers using it even for the first time. The main challenges in a Heirloom Rice project are the low yields in cultivation and the variation in rice types (There are more than 1500 types of Sri Lankan heirloom rice, thus there is no reliable produce of one specific type. That aspect also states the natural liking to experience difference).

Our thinking is that, to follow the natural law of change and variance without stressing on one specific type. Therefore the marketing will be split into two main categories; "White Rice (Sudu Kekulu)" and "Red Rice (Rathu Kekulu)". Depending on the produce of each period we can offer Kuruluthuda", "Pachchaperumal", "Batapolal" as Red Rice and "Kaha Maala", "Suwandal", "Kahawanu" as White Rice. In this manner a continuous supply can be maintained, associated with variation in rice types.

CEYLON SPICES

Just like tea or infusions, the requirement for spices in world cuisines is firm. Cinnamon, Black Pepper, Cloves and Cardamoms are known as the world's best spices.

SWEETENER

Sweeteners are another “on the lookout” food type of consumers. If there is a food type that gives the sweet delight without raising blood sugar levels that would be an attractive offer.

Glycaemic Index (GI index) is a number that indicates the effect of a food on human blood sugar levels. Fruits such as mango, grapes, kiwi and pineapple have a GI index of 50-65, and that kind of a food would increase blood sugar levels. When we consider our own traditional sweetener “Kithul”, the GI index is 35. It means that, a sweetener like Kithul would give the delight to human senses and mind, but it will not raise blood sugar levels.

Thus, “Kithul Treacle” and “Kithul Jaggery” is on the cards to make GENNSPICE a complete food brand.

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