



Quality assured both locally and across borders

Who we are: Jaykay Marketing Services Pvt Ltd

Jaykay Marketing Services is the owner of Keells Supermarkets, a proudly Sri Lankan owned chain for over 30 years, delivering the freshest produce and highest quality products, along with great value, serving millions of Sri Lankans every day through 130 outlets across the country.

Keells was recognized as the strongest brand in Sri Lanka for the year 2022, and the most valuable supermarket for the 4th consecutive year by Brand Finance, Sri Lanka.



Our Group: John Keells Holdings PLC

John Keells Holdings PLC is a premier conglomerate listed in Sri Lanka, with a rich history of over 150 years, focused on seven industry sectors.

https://www.keells.com/

John Keells Holdings PLC

Leisure

Financial Services

Consumer Foods

Property

Retail

Transportation

Plantation & Technology



What we do:

The company has now ventured into becoming an exporter of fresh produce and our own range of Keells branded products. By utilizing our wide network of suppliers, we provide high quality products and deliver them at attractive prices.

Our Value Addition

Our strength in our sourcing and supply chain linkages across the country together with the state-of-the-art supply chain facility make us a top choice for your operation. Our capabilities include,

A range of 70+ under the grocery category including spices, sauces, heirloom rice etc

Adherence to Sri Lanka Standards Institution (SLSI) standards and Good Manufacturing Practices (GMP)

Conducting regular internal and independent external audits of manufacturers

Enforcing the company "Ethical Sourcing Policy"

Use of fit for purpose packaging

Export orders are packed at our 260,000 square foot state of the art modern distribution center

A group-wide centralized procurement team to minimize our costs

A professional team to manage the process

Our Portfolio

Spices and herbs



Keells Chilli Pieces 100 g



Keells Chilli Powder 100 g



Keells Coriander Powder 100 g



Keells Cummin Powder 100 g



Keells Curry Powder Raw 100 g



Keells Curry Powder Roasted 100 g



Keells Goraka 100 g



Keells Pepper Powder 100 g



Keells Pepper Seeds 100 g



Keells Tamarind 100 g



Keells Maldive Fish 100 g



Keells Chilli Pieces 250 g



Keells Chilli Powder 250 g



Keells Curry Powder Raw 250 g



Keells Curry Powder Roasted 250 g



Keells Cinnamon Sticks 25 g



Keells Cloves 25 g



Keells Turmeric Powder 100 g

Meal Accompaniments



Keells Chilli Paste 200 g



Keells Vegetarian Chilli Paste 325 g



Keells Lime Pickle 410 g



Keells Malay Pickle 350 g



Keells Seeni Sambol 350 g



Keells Sinhala Pickle 350 g



Keells Fried Onion Sambol 250 g



Keells Papadam 60 g



Keells Chilie Paste 325 g

Salt



Keells Crystal Salt 1 kg



Keells Table Salt 400 g



Keells Table Salt 1 kg

Rice



Keells Suwandel Rice 1 kg



Keells Kaluheenati Rice 1 kg



Keells Madathawala Rice 1 kg



Keells Pachchaperumal Rice 1 kg



Keells Kuruluthuda Rice 1 kg



Keells Sinhala Pickle 350 g



Keells Rice Basmathi 1 kg (5U)

Our Portfolio

Baking ingredients



Keells Icing Sugar
500 g



Keells Marshmallows
Assorted 70 g



Keells Marshmallows
Assorted 140 g

Flour



Keells Idli Flour
400 g



Keells String Hopper
Flour Red 700 g



Keells String Hopper
Flour White 700 g



Keells Semolina
500 g

Frozen items



Keells Arabic Bread
5s 500 g



Keells Fish Bun
10s 320 g



Keells Pita Bread
425 g



Keells Roti Paratha
5s 330 g



Keells Patties
Vege 10s 280 g



Keells Chapathi
10s 350 g



Keells Naan Rotti
5s 650 g



Keells Chicken
Samosa 8s 300 g



Keells Spring Rolls
Chicken 12s 350 g



Keells Spring Rolls
Vegetable 12s 350 g

Sauces, Pastes and Mixes



Keells Chicken Stock
Powder 100 g



Keells Garlic Paste
250 g



Keells Mustard
Cream 150 g



Keells Goraka
Paste 250 g



Keells Soya
Sauce 325 ml



Keells Soya Sauce
650 ml



Keells Tomato
Ketchup 405 g



Keells Sauce
Chili 405 g



Keells Sauce
Tomato 405 g



Keells BBQ
Sauce 350 ml



Keells Oyster
Sauce 385 g



Keells Teriyaki
Sauce 350 ml



Keells Sauce
Tomato 850 g



Keells Reduced Sugar
Tomato Sauce 405 g



Keells Sauce
Chili & Garlic 405 g



Keells Sauce Chili
850 g



Keells Pasta Sauce
250 g



Jaykay Marketing Services (Pvt) Ltd

148, Vauxhall Street, Colombo 02, Sri Lanka

+94112303500

www.keellssuper.com

Nidheesha Ellawala

Business Development Manager – International Markets

Mobile: +94771559478

Email: nidheesha.jms@keells.com