

TAFFYS WORLD LANKA



[WE DO BETTER]



About Us



Taffy's World Lanka (TWL) was founded in 2014 by S.K.Ghajendren, who brings over 30 years of experience in international trade and logistics. Headquartered in Colombo, Sri Lanka, we leverage our strategic geographical location and founder's expertise to facilitate efficient trade flows between Asia and the rest of the world.

We commenced operations with a focus on food entrepot trade, aiming to reduce transit times and freight costs for our clients. In the past year, we have successfully expanded into cross-stuffing services, witnessing steady growth. Our mission is to provide comprehensive solutions for businesses engaged in international trade, particularly exporters and importers dealing with food & beverages, cosmetics, personal hygiene, and electronics products destined for markets such as India, China, USA, Middle East, and Europe. We strive to position Sri Lanka as the gateway between the East and West.

Our strengths lie in our founder's extensive experience and network in food logistics across markets like Dubai, a deep understanding of regional and international food trade dynamics, and Sri Lanka's strategic location - being the closest neighbour to India's thriving markets in Tamil Nadu and Kerala. We have knowledgeable people and processes in place to ensure consistent, high-quality, and reliable services.


As we continue to grow, our vision is to establish TWL as the primary service provider in entrepot and cross-stuffing, offering excellent service that is cheaper and faster in the international transport of goods. We aim to make TWL synonymous with being the most cost-effective, quickest, and most efficient company for entrepot and cross-stuffing services. To achieve this, we plan to establish a trade hub in Sri Lanka that offers seamless transshipment, aggregation, storage, and cross-stuffing facilities to businesses trading between South Asia, Southeast Asia, the Middle East, and East Africa. By doing so, we aim to significantly reduce costs and transit times compared to traditional routes, unlocking Sri Lanka's geographical potential to facilitate global trade.

Our values centre around providing the most satisfactory experience to our clients by offering customised solutions tailored to their needs, responding quickly and transparently, and fulfilling commitments diligently. We believe in nurturing long-term partnerships with clients based on trust.

As of 2023, we have a lean professional team overseen by Founder S.K.Ghajendren, supported by a Manager, Accountant, Freight Forwarder, and Operations Executives. We plan to expand our technical teams across entrepot operations, warehouse management, and client servicing as we onboard more clients and establish the planned trade hub.



Our Vision, Mission and Values

 Our vision is to position Sri Lanka as the premier gateway for global trade between Asia, Europe, the Middle East, Africa and the Americas - facilitating the movement of goods in the most efficient and cost-effective manner.

Our mission is to provide international traders with comprehensive end-to-end solutions for transshipment, aggregation, storage, and cross-stuffing needs through Sri Lanka. We aim to leverage the country's unique geographical advantage and strategic location on major shipping routes to offer seamless connectivity to neighboring South Asian markets as well as to the high-growth economies of Southeast Asia, China and India.



Our core values that drive us are



Customer Centricity: We are obsessed with understanding our clients' needs and providing customized solutions tailored to their requirements. Our open communication channels foster long-term partnerships.

Commitment to Quality: We have stringent processes and controls around security, safety and compliance. We ensure consistency in our high-quality services.

Quick Response: We pride ourselves on our agility and fast turn-around times in responding to client requests. Our flat organization structure empowers quick decision making.

Cost Effectiveness: Our solutions are focused on providing the most optimized and economical options without compromising on timelines. We help clients reduce overheads.

Innovation: We continuously endeavor to challenge status quo and build innovative offerings that create higher efficiencies for our customers.

Integrity & Transparency: We nurture trust-based relationships with our clients grounded in ethical business practices, open communication and transparency.



Our Team



Led by Founder S.K. Ghajendren who brings over 30 years of experience across international trade, logistics and supply chain operations in the Middle East and Asia Pacific, our core team comprises:

Manager: With over 15 years in freight forwarding and shipping, he oversees day-to-day operations, business development, client relationships and new service development.

Accountant: A qualified accountant with 5+ years of experience in trade and logistics, she handles all finance and accounting functions.

Freight Forwarder: He ensures smooth coordination between clients, shipping liners and other stakeholders for timely cargo clearance and documentation.

Warehouse Supervisor: He maintains warehouse inventory, ensuring storage standards, product handling and dispatch as per client requirements.

Transport Executive: He takes care of first and last mile trucking requirements for inbound and outbound cargo.

In the next 12 months, we intend to expand our team in line with business growth across these key functions:

Technical - Entrepot Trade & Cross Stuffing Operations

Business Development

Marketing & Partnerships

Human Resources



By 2025, we aim to build a 100+ member organization covering activities across trading, operations, logistics, technical support, customer servicing, finance, HR and administration needed to manage our trade hub and deliver excellent customer service.

With an entrepreneurial mindset nurtured right from inception, we empower our people to take initiative and ownership. Our lean structure fast-tracks decision making while keeping robust checks and balances around risk management. As we scale up, we promise to build a transparent, ethical and caring organization.



Why Taffys



Strategic Location: We leverage Sri Lanka's proximity to fast-growing Asian economies and strategic position on key global shipping routes. Our trade hub offers connectivity between South Asia, Southeast Asia, Middle East and East Africa.

Comprehensive Solutions: From warehousing to cross-stuffing, transportation, trade financing and documentation, we provide end-to-end services across the logistics value chain tailored to client needs.

Cost & Time Savings: Our solutions minimize freight costs, reduce transit times, prevent cargo damage and lower inventory carrying costs for our clients giving them trade advantages.

Customer Focus: Our flexible and agile processes are centered around understanding customer needs and providing customized solutions for accelerated speed to market.

Compliance: Our processes ensure we meet highest levels of compliance, safety and security standards expected in cross-border trade.

Technology Integration: We utilize technology across our operations for visibility, traceability automation, data exchange with clients, maximizing efficiency.

Trade Expertise: Our founder and team understand food and commodities trade intricacies between Middle East, Asia and Africa. We provide actionable intelligence to clients.

Reliability: With stringent operating procedures and controls around quality and timeliness, we ensure consistency in our service experience.

Trustworthiness: We are transparent in our dealings and communicate proactively with customers, resolving issues promptly and keeping our commitments.

Thought Partnership: Beyond transactional services, we seek to enable clients' business growth through insights, partnerships and collaborations.

Our continual endeavor is to deliver services that exceed client expectations on speed, cost, visibility and flexibility leveraging our geographical advantage. We take pride in making Taffys synonymous with being the gateway to Asia's growth markets.



Corporate Social Responsibility



At Taffy's World Lanka, we believe in giving back to the communities we operate in. Although a young company, we have started small initiatives around supporting education and healthcare access for underprivileged children. As we grow, we aim to formalize an CSR program focused on:

Promoting education: Sponsoring infrastructure and facilities at schools, providing scholarships and supplies for needy students etc.

Supporting healthcare: Organizing health camps, sponsoring surgeries/treatment for poor patients, contributing equipment to hospitals etc.

Preserving heritage: Contributing to restoration of historical landmarks and cultural preservation.

Championing environment: Planting trees, sponsoring waste management efforts, promoting recycling etc.

We intend to collaborate with non-profits, foundations and government welfare programs to identify projects around uplifting communities and remain transparent on how we spend our CSR budget annually.



Environmental Ethics & Policies



As a company engaged in cross-border trade, we are committed to ensuring our operations adhere to environmentally responsible practices through initiatives like:



Reduction of carbon emissions from transportation via efficient logistics



Recycling packaging material wherever possible



Eco-friendly disposal of non-recyclable packaging



Tracking and reporting our environmental impact



Using renewable energy sources in our facilities



Paperless documentation through digital means

Optimized warehouse space utilization and energy consumption via IoT-enabled systems

Our environmental policy focuses on complying with local laws, voluntary ecosystem restoration activities, employee education on going green and exploring new ways to shrink our carbon footprint.



Health and Safety



We have emergency procedures concerning event handling without delay to safeguard infrastructure, cargo, people etc. Our facilities security procedures cover physical infrastructure, cargo, digital assets and comply with industry benchmarks. Staff are trained appropriately per department needs - security, technology use, warehouse practices etc. Also, regular health checkups for employees.



We strictly enforce use of safety gear by staff when handling cargo or while within storage facilities and transport vehicles. External agencies contracted for services like security, transportation, warehouse cleaning undergo background verifications prior to work commencement. We also have adequate insurance safeguards relevant to our business.



Terms & Conditions



Our detailed terms cover areas like:

- Eligible services we offer and associated documentation needs
- Clear pricing policies - discounts, insurance, handling charges etc.
- Payment terms, mode of payments accepted, and security measures
- Client compliance needs around licenses, taxes, declarations etc.
- Communicating problems, dispute resolution and legal jurisdiction
- Limitation of liability and indemnity considerations
- Confidentiality of client information and non-disclosure clauses
- Commencement, amendment and termination clauses
- Governing laws of Sri Lanka

We are transparent on T&Cs so clients have clarity on expectations from both sides. T&Cs apply reasonably to protect interests of both parties while being customer-friendly.



Specialties and Services



At Taffy's World Lanka, we provide end-to-end solutions for businesses engaged in international trade of food, beverages, personal care, cosmetics, electronics and other products. Our core specialties lie in procurement, logistics, entrepot trade and cross stuffing, agency/distribution and e-commerce enablement.



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Procurement Specialist



With an extensive network of approved suppliers, manufacturers and traders in South Asia, Middle East and Asia Pacific, our sourcing team identifies the optimal supply sources for your product needs balancing aspects like quality, reliability, costs and lead times.

We handle vendor empanelment, price negotiations, purchase orders and shipping coordination providing complete visibility while ensuring regulatory compliance around imports. Our expertise also lies in advising you on latest trends, demand-supply dynamics, and pricing outlook helping you plan your inventory and new product development.

With our inspection partners, we conduct pre-shipment quality checks at supplier facilities to ensure consistency. We also coordinate lab testing and certification needs if your products require validation from approved agencies. Our freight forwarding team handles port clearances, customs documentation, insurance, last-mile trucking and final delivery to your warehouses. We take off the hassle of end-to-end procurement management. With industry-grade ERP integration, you get complete visibility into purchase order status, quality reviews results, shipment milestones and inventory status in your warehouses.



Logistics & Freight



From first-mile pick up from your factory to ocean/air freight and final-mile delivery to overseas distribution centers, we provide complete coordination support and visibility across your supply chain. Be it full-container-load imports from manufacturing facilities or time-sensitive air freight consolidation and exports to your customers, we offer a seamless logistics experience.



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Logistics & Freight



Through our bonded warehouse infrastructure near Colombo port, we facilitate efficient routing of your imported raw materials and finished products to international markets via Sri Lanka. Instead of direct port-to-port shipments, you can break journey here for devanning, storage, aggregation, repacking and cross-stuffing needs before shipping out in multi-country containers.



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❖ Agency & Distribution



For businesses wanting to establish presence across Sri Lanka and Southern India, we provide on-ground sales and distribution support helping you gain access to these high-potential markets quicker at lower costs vs setting up your own infrastructure. Our team in Colombo handles branding, product positioning/pricing strategy for localization along with marketing, channel and retail sales partnership development leveraging our region-specific expertise.



Once products are cleared at ports, our warehousing and logistics networks spanning key cities undertake demand forecasting, inventory management & order fulfillment to various dealer networks ensuring optimal coverage. We also manage invoicing, collections and credit control on your behalf while providing MIS reports on market penetration, sales funnels, stock turns and working capital optimization. Consider us your extended team to accelerate your entry and scale-up in Sri Lanka and India.



Marketing & E-Commerce



We help you launch and grow your brand's e-commerce play across Sri Lanka and wider Asian markets via strategic tie-ups with major online retailers and marketplaces. Our digital marketing team undertakes SEO, website optimization, paid campaigns across high-ROI channels and social media leveraging locally relevant content for higher conversions.



Integrated order management, warehousing and last-mile delivery partnerships in-country facilitate efficient order processing to your customers and after-sales support. We also manage online reputation management, buyer feedback and flexible returns process. With performance reporting, we optimize your ROI from e-commerce sales across these high-potential growth markets in South and Southeast Asia. On an average our clients have seen a 25-30% rise in online sales in the first year of driving their e-commerce channel with us.



OUR PRODUCTS



As a leading provider of procurement, logistics and distribution solutions, we facilitate import and delivery of quality F&B, personal care and general merchandise products for businesses across Asia. With Sri Lanka as the transit hub, our sourcing experts identify and tie-up with globally accredited producers and suppliers to bring in-demand products to this region faster and at better value.



While our core competence lies in enabling supply chains through entrepot trade, cross stuffing and freight forwarding, over the years, we have also occasionally undertaken private labeling of selective high-potential food categories which continue to see strong demand in our key Asian markets. We currently own and market labels across savory snacks and confectionery segments.



HOSEN GROUP



Hosen Group Ltd., once an importer exporter and distributor of branded consumer goods, have evolved and transformed itself to become brand owner and manufacturer with a portfolio of consumer goods brands with an extensive distribution network globally.



Under the brand Hosen, we offer premium quality fruit cocktail and other canned fruits made from all natural ingredients in world class facilities certified for quality and food safety. Taffys values the Trust that the owners of the brand has placed on the company which is paramount in strengthening ties with the HOSEN brand.



DELMONTE



At DELMONTE, whose goal is to inspire healthy lifestyles through wholesome, convenient foods; fruits and vegetables are available as whole, fresh cut and packaged products which makes it easier for the consumer to choose wholesome options whether you are at home or on the go. DELMONTE is one of the world's leading vertically integrated producers, marketers and distributors of high quality fresh and fresh cut fruit and vegetables. The DELMONTE brand has been a symbol of product innovation, quality, freshness and reliability since 1892.





TIFFANY



TIFFANY is the most chosen food brand in the UAE. It is present in more than 50 countries across the globe. Taffys mostly prefers in ordering the Biscuits and Snacks range for the company's consumers. The biscuits range from Tiffany creams to Taffany delights to Tiffany kids, taking into account, the preferences (Such as Chunko's Chocochip Cookies, Cookie sandwiches, Monsta Mini Cholate chip Cookies) of the younger Tiffany consumers. Tiffany Delights range include , Tiffany delight chocolate chip cookies, Tiffany Delights Butter Cookies and Tiffany Delights Shortbreads. Tiffany Creams range include, Tiffany Astro Cookie sand cream sandwich Biscuits, Tiffany Cream Duet strawberries and cream sandwich biscuits, Tiffany creams Duet Chocolate and vanilla cream sandwich biscuits etc.





ALICAFE



Using fine natural ingredients such as premium handpicked coffee beans, Ginseng powder and Tongkat Ali root extract, Alicafe is specially formulated for coffee lovers with an exquisite penchant for healthy living.



A premium drink with an extreme taste for coffee aficionados. Only deliver the authentic smooth taste and fragrant aroma of coffee!

Specially formulated with Malaysian tradition & culture – Tongkat Ali and Ginseng perfectly strengthen your immunity for long-lasting protection.



*Highest sugar reduction value in the

CAPTAIN 1965



Captain Oats is sourced from natural premium Australian Oats packed full of the best nutrients your body needs. This Oats go through a proprietary OatiFresh™ process where the natural nutrients of the oats are locked in for the consumer's enjoyment.





Cliven (Men & Women Beauty Products) N 1965



Under the brand Cliven originating from Switzerland, we market premium skin, hair and body care products in Asia Pacific formulated using certified organic ingredients and proprietary innovations from Swiss labs. With researching showing increasing consumer spend on personal care, these dermatologically-tested products made sans harsh chemicals, parabens or synthetic additives have found growing appeal given their sensory performance, elegant packaging and responsible formulations.



Women variants under Cliven range from anti-aging serums, spot correctors for pigmentation and rejuvenating night creams while men portfolio comprises face washes, anti-dandruff shampoos and shower gels. Having set up local language packaging and digital plus influencer assets for the brand, we have accelerated Cliven's penetration across high-end retail chains, salons and e-commerce platforms leveraging Asia's growth in luxury beauty spend.



DING DONG



From one of the biggest food conglomerates in Philippines, Rabisco, we have exclusive distribution rights in our geographies for their leading snack brand – Ding Dong. Under this family-friendly label, they offer chocolate, strawberry and vanilla flavored flaky puff pastry and chewy sponge snack variants that have delighted children and adults for generations in the Philippines.



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HERSHEY



Through strategic tie-ups with brand owners, we distribute the iconic chocolates and candy portfolio from Hershey's across key outlets in Sri Lanka. Ranging from classic Hershey's Kisses and Milk Chocolates in almond and cookies 'n' cream variants to premium Swoops covered wafers and candy brands like Jolly Ranchers and Sofit gummies, we delight chocolate lovers here with original flavors from Hershey's house of happiness. With in-store merchandising solutions including displays and promotional bundling, we ensure high visibility and trial for the revered American confectionery brand, to enable Sri Lankans to celebrate everyday moments and occasions both big and small.



Achieving Operational Excellence



At Taffy's World Lanka, we strive for excellence across every customer interaction powered by robust processes, technology integration and a passionate team. Some ways we drive excellence:

- Stringent supplier selection - We empanel vendors across multiple geographies ensuring rigorous verification checks on product quality, certifications, production capability, financial stability and compliance track record before partnering.
- Consistent product inspection - Our QA professionals inspect shipment samples for quality, packaging, labelling etc. at source against specifications before cargo dispatch. We also coordinate necessary product certifications.
- Integrated tracking visibility - Customers get end-to-end visibility on order status, ETAs at each process milestone from production scheduling to shipment departure to customs clearance through to final delivery.
- Optimized warehousing - With inventory slots allotted to each customer, we monitor product shelf life, undertake FIFO-based dispatch and ensure Secure storage conditions in terms of layout, access controls, fire safety, pest control etc.
- Efficient cross-stuffing - From cargo offloading to palletization suited to each product, systematic container loading for stability & re-invoicing, we have SOPs to minimize handling time/damage through trained workforce and automation aids.
- Compliant documentation - Trade terms verification, licenses & duty optimization, robust invoicing, customs declarations and port & shipping documentation are efficiently managed by experts well-versed in latest regulations.
- Proactive issue resolution - With quick escalation mechanisms, we investigate problems through root cause analysis and resolve speedily while keeping customers posted.
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- Responsive customer service - Customers can reach out 24x7 via phone, email or partner portal. The team answers queries promptly leveraging easy access to required information from integrated databases.
- Digital integration - EDI connectivity with shipping lines, payment partners, portal access for workflow status and shared data exchange with client TMS/ERP systems enables process optimization and data-led decision making.
- Continual enhancement - Customer feedback sought periodically helps improve SOPs. We also invest regularly to adopt automation, upgrade infrastructure or enhance skills to exceed evolving customer expectations with time.
- Ethical business practices - Transparency and compliance with regulations have helped gain trust of customs officials, port authorities, carriers and agencies over time to expedite processes for customer benefit.
- Win-win partnerships - Preferred partnerships with reputed logistics players ensures stability of rates, capacity allocation assurance during peak season and joint contingency planning.
- Results focus - With customer-centric KPIs around quality, timeliness, compliance, visibility and savings, we track our progress maniacally to deliver consistent excellence. Outcome obsession marks our execution culture.

Our integrated operations backed by technology and passion for excellence has helped several businesses streamline supply chains and penetrate new markets faster at optimum landed costs and minimal risks. We stay committed to raising the bar continually.

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Address 70/9, Main Street, Kuliyaipitiya, Sri Lanka