

# Ideas

that change the world.



**ORELO IT**

Enabling Industry 4.0

# Who We Are

## We Orel Corporation

We empower humanity by creating a brighter, cleaner and smarter future for everyone. From switches to smart techs to water saving, our products, technologies and services are class leading solutions for buildings and the built environment in both developed and developing countries, for today and creating a sustainable environment for future generations.

We are a 3rd generation, family-owned multinational company, in Power, Light and Digital infrastructure products, head quartered in Sri Lanka, we have a workforce in exceeding 6500 personnel's across 6 continents. We operate in 8 business verticals.

We believe in connecting people, products, and technologies through innovation, by empowering humanity to make our planet a better place, for all of us. We inspire great teams to achieve the impossible by empowering leadership at every level in the business.



Artificial Intelligence



Transportation



Health Care



Education



IOT



Building Infrastructure



Digital Infrastructure



Digital Commerce

**34**  
Countries

Employing  
**6500**  
Personnel

Empowering  
**5000**  
Business Partners

Across  
**6**  
Continents





# Awards & Recognitions



## National Chamber of Exporters (NCE)

Overall Industry Sector	Gold	2014
Light Engineering Product Sector	Gold	2014
Most Innovative Exporter (out of all the exporters)	Silver	2014
Most Outstanding Exporter of the Year		2018
Winner in Extra Large Category of Information & Communication Technology (ICT), Business Process Outsourcing (BPO) & Related Services Sector Award	Gold	2018
Industrial Product Sector Award	Gold	2018
Electronic & Electrical Product Sector Award	Gold	2014

## National Chamber of Commerce, Sri Lanka (NCCSL)

### National Business Excellence Awards

Overall Winner	Gold	2014
Excellence in Manufacturing - Engineering	Gold	2014
Excellence in Business & Financial Results	Gold	2014
Excellence in Corporate Social Responsibility	Gold	2014
Excellence in Extra Large Category Business	Gold	2014

## Institute of Engineers in Sri Lanka

National Engineering Excellence Awards		2014
Award for Excellence in Engineering for Organizations (Manufacturing)	Gold	2014



### Central Environment Authority Sri Lanka (CEA)

National Green Award for Asia Recycling (Pvt) Ltd

Waste Management Category

Bronze

2014

Waste Management Category

Silver

2015

### National Science Foundation of Sri Lanka

National Science and Technology Achievement Award

NASTA Award

2014

Award for Productivity & Quality Improvements using Technology

Silver Award

2014

### CIOB Awards for Green Products

Asia Recycling (Pvt) Ltd for Waste Management

Gold

2014

OS Bricks for Eco Bricks

Gold

2014

Orange Cables for Green Manufacturing

Silver

2014

Orange Switches & Sockets for Green Manufacturing

Silver

2014

### COYLE 2005 & 2012

The Most Outstanding Entrepreneurship Award

Kushan Kodituwakku

### Contribution to the Economy

Chamber of Commerce & Trade for Entrepreneur

Gold

Excellence Entrepreneur of the Year



# Acquisitions



UK



USA



Belgium



UAE

# Our Brands



## Energy Enhanced

Orange Electric provides solutions in the sphere of energy with special attention to design and efficiency.



## Connecting the World

Offering complete end-to-end Network & Connectivity Solutions for industrial, commercial, medical and military sectors.



## Smarter Habitat

Qbus develops products & technologies that turn homes, offices, hotels, factories & even hospitals into smart buildings. Smart solutions for convenience and energy-savings.



## Electrical Busduct Solutions

Superbar: Offers world class Low Voltage Electrical Busbar Trunking Systems to meet the ever demanding and complex global.



## Essential to your doorstep

OrelBuy App which allows consumers to directly buy goods over the Internet. Consumers find a product of interest through this App directly to purchase as interest.



## Building a Greener Future

Creating a brighter, cleaner future through class leading solutions, proven to reduce energy, water and maintenance costs and to reduce carbon footprint.



## Transportation at a Click

OrelGo is an App based taxi and delivery booking solution that's convenient, economical and brings you safely to your destination.



## Seamless Mobile Payments

OrelPay allows users to link their bank accounts and credit cards with the OrelPay mobile app and carry out transactions by simply scanning a QR code.



## On-line Shopping convenience

Orel Store is a one stop unmanned online store that offers the Orel portfolio of products at timely specials with island wide delivery.

# Ideas that change the world

## We Orel IT

Orel IT the Largest IT Services Exporter in Sri Lanka Shaping Industry 4.0 in Sri Lanka pioneering Machine Vision -driven life, business, and industry solutions.

As the nation's largest IT solutions provider, Orel IT has made its mark industry wide as a forward looking IT and AI services provider in diverse areas. Orel IT offers both conventional and non-traditional IT solutions that power some of the top businesses.

Our narrative so far closely shapes what we are today and influences our continuing transformation. The name Orel IT is synonymous with groundbreaking IT innovation in Sri Lanka, with an equally strong reputation globally. The country's largest IT solutions provider, the pioneering firm is now extended to several thousand employees covering 5 branch offices around the country. While drawing on the strengths of its long standing successful business

roots, Orel IT has gone onto revolutionize the IT landscape across the globe in a meaningful and impactful way.

The Orel IT approach is distinguished by an unwavering focus on remaining client centered throughout the process, right from the requirement analysis stage through to delivery and upkeep thereafter. Parallely, the knowledge based environment that we actively cultivate helps empower our teams to pursue passion for innovation in process and solutions.

Orel IT's portfolio of solutions is diverse yet precise, with a keen focus on addressing the real world, industrial as well as commercial concerns of clients worldwide. Orel IT reserves the distinction of being the only local corporate to offer a wide ranging set of IT-based solutions including AI and machine learning, knowledge and business process outsourcing (KPO and BPO services), professional IT services plus customer care support, mobile and software development and research and development.



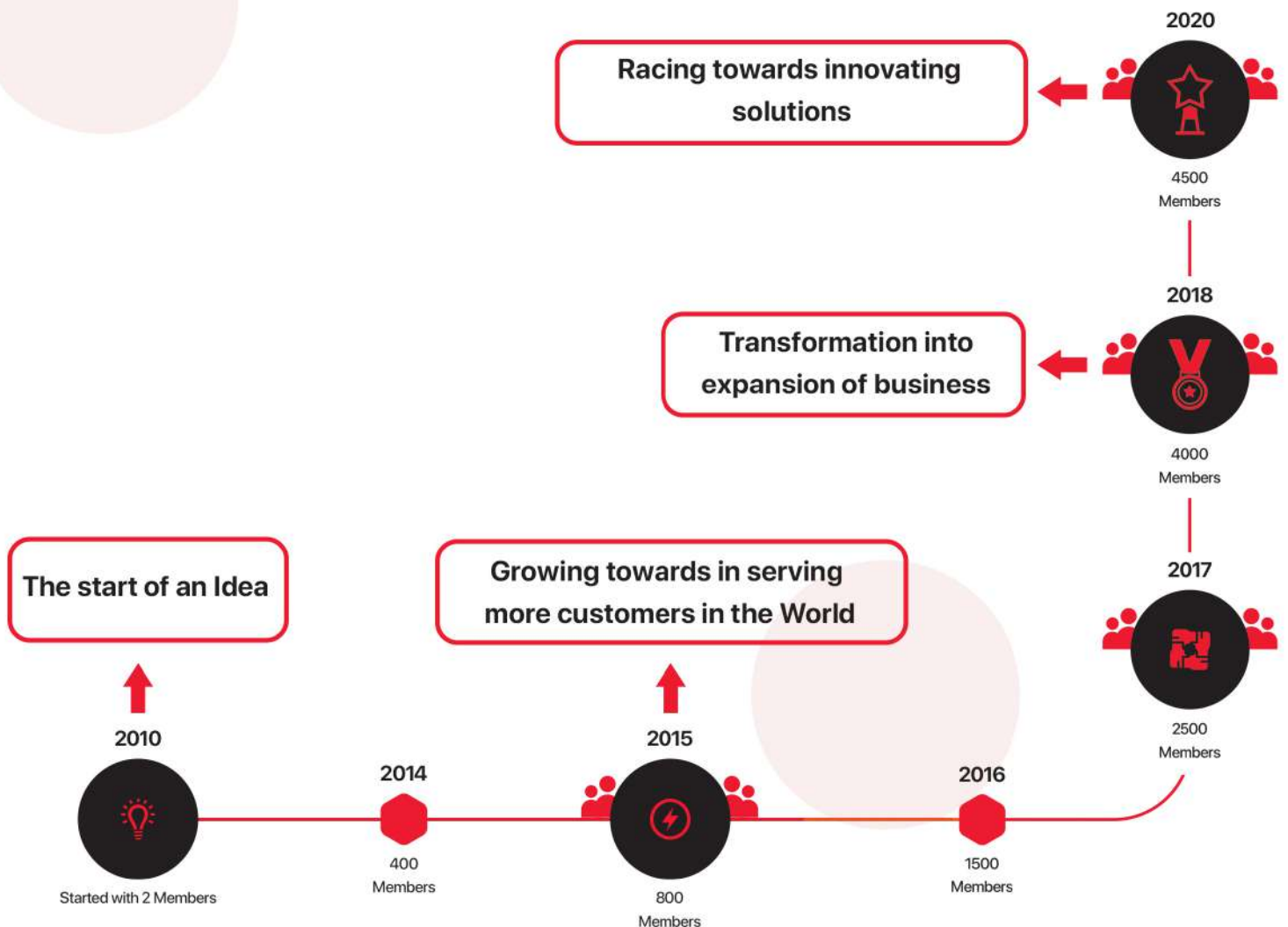


# Ideas that change the world

Our story began thirty years ago, with a vision to power a generation. Beginning with perfectly crafted electricity solutions, we grew from a small-scale electrical manufacturer into a dynamic corporation that leads the way in technology and innovation.

Under the guidance of our intrepid leadership, we transformed into an entity that now stands firm as the largest IT company in Sri Lanka, making rapid strides on the global stage. Ours is an incredible narrative of

growth and this is the story of how a spark of innovation amassed enough power to lead the world towards a revolution using ideas that have the potential to change the world.



# An idea that sparked a revolution...

**Orel Corporation** is the parent company of **Orel IT (Pvt) Ltd**, Incorporated in 1989 as a family business, it is now present in six countries, and continues to expand under the management of **Kushan Kodituwakku**, who continues his legacy as the third generation in a line of entrepreneurs who made Orel Corporation into the powerful force it is today.

It was due to his foresight that we made our foray into multiple fields, including the immensely competitive field of IT.

His passion for all things state-of-the-art had us exploring new avenues that saw us rise even higher, introducing the world to cutting-edge solutions that create a difference, and continue to change the way people live.

His revolutionary ideals continue to impact and shape the IT sector in Sri Lanka, as he partners towards supporting a culture of innovation and creativity, driving home the need for a knowledge economy and a highly skilled workforce to network Sri Lanka to the global circuit.





# An idea executed.



# A dream achieved.

**Orel IT (Pvt) Ltd** soon experienced accelerated growth, led by a team of energetic individuals who applied themselves to achieving our Managing Director's dream - ensuring the future he envisioned for the company became a reality. Established in 2010 with just two employees, the company built itself from the ground up, welcoming young IT professionals to explore and innovate AI solutions in the new smart world and experience an unimaginable journey to success in a short span of 10 years.

With the aim of becoming Sri Lanka's leading IT solutions provider, Orel IT advanced unflinchingly into the world of Information Technology and now dominates the market, providing a range of state-of-the-art solutions for the discerning consumer.

Led by Orel IT's Vice President Upendra Pieris, Orel IT was able to make its mark on the world through the power of

innovation, strategic thinking and new ideas. Under his direction, the company became aligned to a shared vision, and continues to seek new opportunities and challenges, spurred on by his passion, encouragement and a never-ending quest for excellence.

### **Vision:**

To be the global leader in enabling machine vision led Innovation & fuel the industry 4.0 of Srilanka.

- \* Inspire the next generation
- \* Be the lifeline for progress

### **Mission :**

Give more to life, through industry 4.0 & Grow customer value while enriching lives

### **Values:**

- Collective Collaboration
- A spirit of Innovation
- A Caring Community
- Openness and integrity
- Delivering Results





# A space for ideas

We are a specialized machine vision company and one of Sri Lanka's largest employer in the IT industry. Having a workforce of over 4500+ employees dedicated to machine vision services. We will be inspiring the next generation, Improving lives, changing the future and be a life-line for progress.

**AI and Machine Learning:** Orel IT's sought after next-gen AI & ML team enables smart execution of workplace functions and self-learning capabilities for real-world application.

**BPO and KPO:** Transcending the mere provision of manpower services, Orel IT specializes in customized business and knowledge solutions, allowing for improved business productivity and a competitive advantage.

**Research and Development:** Cutting-edge R&D that directly influences the development of products and services that address the challenges and needs of tomorrow.

**Mobile and Software Development:** Orel IT specializes in software and mobile app solutions that improve customer outcomes and experience, streamline operations, and deliver business value.

## **AI and Machine Learning**

Orel IT has gained recognition as a progressive AI and machine learning partner, renowned for its versatile data training capabilities that enable real-world application across the globe.

From training of data sets in developing machine learning models for global AI heavyweights, to full-scale in-house development of AI-focused software, Orel IT's AI and machine learning team is at the forefront of an industry that is transforming how we live. Our diverse video and image annotation services as well as our voluminous data mining capabilities, allow our clients great flexibility in predicting patterns and trends, in supporting perceptive machine behaviour, and in enabling AI, toward the betterment of people, the betterment of life.





## **BPO & KPO**

Our world-renowned BPO and KPO effort combines the much-needed human touch with the inherent advantages of technology, in offering clients worldwide high-quality expert support services to grow business and enhance customer value. Our BPO and KPO offering is non-traditional and extensive, in that we parallelly offer a full array of IT solutions through the framework of BPO and KPO.

Orel IT's approach to BPO & KPO is refreshingly different. It combines well-trained BPO professionals, tech to automate and streamline processes, and domain experts for KPO. Orel IT draws on the strength of its software development teams to address key BPO and KPO challenges, such as the high employee turnover rate industry-wide. This synergistic, tech-based outlook is a key factor that has led to our emergence as the largest business and knowledge support provider in Sri Lanka, servicing business across the globe.

## **Research and Development**

Our R&D effort is critical to the groundbreaking lifestyle, business and industry-focused IT solutions that Orel IT delivers, and emphasis is placed on AI-related research plus more conventional R&D which influences the products and services our clients take to market.

Orel IT's R&D process is multi-layered, in that our industry experts and proprietary technology including systems and tools, heavily shape the life cycle of our clients' innovations, while also spurring strategic internal growth through each of our focuses. Parallelly, we perform cutting-edge R&D in the areas of AI and machine vision-based advancement actively setting the course for Industry 4.0 in Sri Lanka.

Our R&D team coalesces the efforts of the industry's top thinkers with the fresh perspectives of young graduates, bringing to the table diverse expertise and analytical skills from both tech and non-tech backgrounds. We realise the importance of the country's young minds embracing and advancing Industry 4.0.

## **Mobile and Software Development**

Orel IT's mobile and software development teams have gained industry-wide renown for their highly intuitive approach in crafting software, web, and app-based solutions for firms ranging from start-ups and local corporates to global chains.

Mobile and software development has been a core strength of the evolving Orel IT team, since its original conception. Our comprehensive software, web, and mobile development offering includes the development of purpose-built websites that facilitate both standard and next-gen capabilities software systems that allow for simplification of business functions, streamlining of processes, and accelerated growth; and apps that enable intuitive interaction and engagement to enhance customer experience and outcomes. We've accrued in excess of ten years of varied experience in developing IT-based business solutions, and our position of market leadership in web, mobile and software development also synergistically contributes to Orel IT's other focuses.





# What makes our ideas different?

## **Multi-Talented Personnel**

Our youthful, diverse team is incredibly experienced and skilled in their respective fields. Able to approach ideas from multiple perspectives, we tap into a wide expanse of knowledge and creativity to conceptualize and produce an array of next-generation tech solutions.

## **Thinking Differently**

Always willing to learn, our people are progressive, adventurous and dynamic - constantly seeking originality and crafting the future through a spirit of learning and innovation.

## **Passion, Integrity**

Our team is a tech savy, highly skilled, experienced and knowledgeable industry professionals who believe in philosophy of openness and trust maintaining integrity in all we do. Our passion to perform and deliver definitive results that transform the world assures our continued success.

## **A Synergistic Solution**

Our ability to formulate integrated solutions is unmatched, providing us with a distinct competitive advantage, and enabling us to address complex requirements efficiently and with ease.



# Orel IT Research and Development

Imagination becomes reality here...

Our R&D unit has guided our diverse efforts across AI vision solutions that harness text-to-speech and face recognition capabilities object identification, research agritech initiatives such as affording farmers high-quality intelligence and insight in crop optimization, management of farming operations, and agribusiness decisions; as well as smart building management, home automation, and work space automation systems that enable streamlined operations, greater business value and a higher quality of life for people.

Orel IT is parallely engaged in high-level R&D in developing automated unmanned shopping experiences, facial expression recognition technology, and sales force automation solutions, in transforming the very manner in which we live, perceive, and interact with one another.

Lets look at Orel IT AI services representation in different business sectors.



At Orel IT, we envision a smart future, encouraging smart lifestyles for individuals, homes and industries, built and powered by state-of-the-art AI systems which would enhance quality of life, empower growth and drive efficiency.

**The following are a few innovative products/services that Orel IT has played a key role in developing;**

- As an IT Service provider, Orel IT provides customized services for an advanced autonomous driving system. Autonomous driving has now scaled up with multiple cameras & sensors combined with AI & Machine learning to perform a real time driving experience in order to execute driving functionalities such as auto driving, auto brake, and human and traffic signal detection etc.
- Our AI vision solution involves the development and manufacture of wearable assistive technology solutions that utilizes artificial intelligence to help visually impaired people to hear any text appearing on any surface, recognize the faces of people in their lives and identify supermarket products and money notes. When the user points a finger at text to read or at an item that they want to identify, the device discreetly relays the relevant information to the wearer via a small personal speaker. The AI vision solution has outsourced the process of mapping the images of people, products, money notes and other aspects in the software, to Orel IT.
- Our very own AI agriculture assistant provides intelligence to farmers, assisting them to optimize their crops and cultivation. From agronomic and business decisions, to the management of farming operations, the solution provides farmers with the most advanced data and intelligence network in Agtech, enabling them to predict their harvest, and helping them to focus on optimizing their produce.





## Here are few other R&D products & services we invented

### An Automated Shopping Experience

We are researching towards defining an algorithm with the capability to identify human movements within a defined context in order to optimize the concept of unmanned store. Unmanned stores allow people to live their lives with almost zero human contact. Embedded with technology such as RFID tags, mobile payment systems and facial and movement recognition, such stores collect troves of data that give operators a better idea of consumer preferences and buying habits, which can then be used to optimize operations and make more efficient inventory decisions.

The project includes developments where a buyer's activities and product movements will be tracked in order to facilitate the buyer. The store will also include a smart cart which recognize the product as soon as the buyer keeps it in the cart. When customer changes their mind, and returns the product to the shelf, the smart cart will recognize that as well.

We are also developing a program to enable the customer to check out as soon as the purchasing process is complete. This was due to the smart system used via cameras (tracking customer movement), smart cart and other payment methods. When the customer is done with their purchase he/she can walk out of the store with zero waiting in any queue. This is because the smart cart is also connected to customer's account, and when the customer checks out the system will automatically complete the purchase. Introducing automation to cultivation through automated vehicles will identify the harvest, and further avoid human interaction and time-wastage. Our current focus is also on developing facial recognition solutions and an automated shopping experience.



## Facial Expression Recognition Technique

We are working on face recognition technology in order to help the human to increase the standard of living. Human Face expression recognition is one of the most powerful and challenging tasks in social communication. We are working on a research to design an algorithm to review facial expressions to determine the status of an individual. This system will recognize human expressions via recognition technology and determine the output, and been designed to help both the employee and the employer to improve their overall efficiency. The device will look like a pen with a camera and a mike attached to it.

We meet many individuals throughout our lives, and while some remain close to us, we meet some occasionally, and sometimes even rarely. In all these occasions, this device can help you, by recognizing the individual and provide details pertaining to previous encounters. For example If an individual meets a person pertaining to his/her work in a specific year and uses this device, this device will record and capture major highlights of that meeting. If the same two individuals meet after few years, then the device will recognize the other individual and also provide information on the previous meeting.

The device is so smart it will automatically recognize the opposite party's name. This data can be fed manually, or automatically collected by the system based on conversations. Orel IT has improving at such a rapid rate that it even astounds experts in the field. This raises an interesting prospect, in that machines may soon become better at recognizing micro expressions than humans.

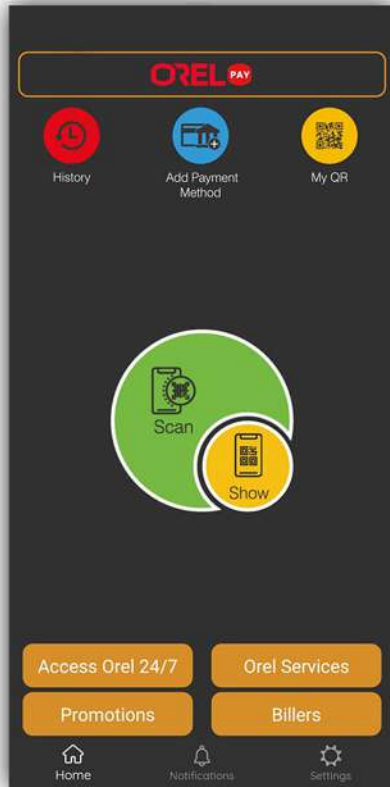
## Sales Force Automation Systems:

Orel IT is implementing an AI based facilitation system to support legacy SFA systems to return BI's. SFA Software powers-up our sales team to increase revenue and productivity, empowered by next generation AI solutions. Typically, our engagements begin with evaluating business needs through a discovery phase. Our services include business requirements analysis and consultation, system design, implementation and data migration.





# Orel Pay



Another solution of ours which caters to the Sri Lankan market which was built on AI intelligence was our very Own Orel pay payment app, which provides one payment solution to all of your payments requirements such as Mobile bill payments, water bill payment, etc.

## SEAMLESS AND SECURE

Our digital payment system allows for seamless and secure transactions via mobile phones. Our award-winning network is trusted by the community to provide you with peace of mind.

## SPEEDY CONNECTIVITY

Our digital payment allows users to link your bank accounts, credit and debitcards, as well as several other means of payment with your OrelPay account to carry out transactions by simply scanning a QR code.

## SPENDING PATTERNS

Our technology uses big data analysis to identify spending patterns, allowing users to accurately pinpoint frequent vendors and limit unnecessary spending. OrelPay is also able to show users how their spending compares with other people in similar income brackets.

# Orel Buy



Serving more than 10,000 customers in Sri Lanka OrelBuy another Initiative from Orel team is moving ahead fast and becoming the talk of the town. OrelBuy App in the family of Online shopping Apps is a form of electronic purchasing which allows consumers to directly buy goods over the Internet using an App and by downloading the App through App store as suitable to your mobile. Consumers find a product of interest through the App directly to purchase as interest. In the smart world we all live in, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

Orel team understanding this IT savvy consumers, took initiatives discovering a new App with all essentials required Products during the COVID-19 Pandemic times.

Getting everything on your grocery list delivered may seem like a luxury. OrelBuy is bringing door-to-door service to you with this App supported for iPhone and Android at product price that's more affordable than you think.

No time to shop for groceries and vegetables at your favorite supermarket? Well, it's no worry for the smart shopper now, since Orel IT has made OrelBuy App available in 20 main cities in Sri Lanka in just couple of months and keeps growing every day. OrelBuy delivers everything on your shopping list to you from the vast lists of brands and products on the App. With the OrelBuy app, you can also order non-food items, including electronics, household items, clothing, beauty products, and medicine to name a few.

"The culture and work environment at Orel IT ensures not only that projects are delivered to a superior standard, but also allows for the progression of individuals within and beyond the work setting. We Dedicate time and resources to your key business, while Orel IT expertly handles end-to-end business and knowledge support. We give more to LIFE, Leading expertise in AI Machine Learning and beyond."

**Upendra Pieris – Vice President Orel IT**

## Why with Orel IT ?

Orel IT has been working with industry's top companies in providing AI based services for almost 10 years. The creative minds here at Orel IT are already implementing innovative, artificial intelligence marketing solutions. Using advanced machine learning algorithms, we are building AI solutions that can take over most of the tedious and time-consuming tasks.





# Award-winning ideas

Orel IT clinched 2 major awards in 2018, Most outstanding exporter of the year 2018 and Winner in Extra Large Category of Information & Communication Technology (ICT), Business Process Outsourcing (BPO) & Related services Sector Award 2018 at the NCE Export Awards which honored top local exporters across a number of sectors. These awards were organised by the National Chamber of Exporters (NCE), Sri Lanka's premier exporters association, which is highly respected for its high standards and professionalism. The year's competition saw the highest number of applicants in the history of the awards fighting it out for these coveted recognitions.

Orel IT also received the title of **Most Outstanding IT Company** during the World Congress on Information Technology held in Taipei, organized by the Asian-Oceanian Computing Industry Organization (ASOCIO) - a result undoubtedly achieved through the collective efforts, passion and commitment of the entire team and the vision of our senior management.

## Orel IT Awards & Recognitions

- Most Outstanding Exporter of the Year 2018, Awarded by NCE
- Winner in Extra Large Category of Information & Communication Technology (ICT), Business Process Outsourcing (BPO) & Related Services Sector Award - 2018, Awarded by NCE
- Outstanding ICT Company Award in South Asian Region, Awarded by ASOCIO





## Orel IT Awards & Recognitions

- Overall Award for Woman Exporter of the Year ( Mrs. Thilaka Kodituwakku), at the Presidential Awards 2019
- Orel IT also received Sectoral Award Merit for BPM/KPM Sector, at the Presidential Awards 2019
- Gold award for Extra Large Category under ICT BPO Sector & Related Services, Awarded by NCE
- Best Exporter - at the "Entrepreneur Awards 2019 - Western Province", Awarded by National Chamber of Commerce of Sri Lanka (NCCSL)
- Best Enterprise Award – Large - "Entrepreneur Awards 2019 - Western Province" Services Sector (Hospitality/ Tourism/ Other Services) Awarded by National Chamber of Commerce of Sri Lanka (NCCSL)
- Award for the Entrepreneur - Who has Provided Most Number of Jobs for Females - "Entrepreneur Awards 2019 - Western Province", Awarded by National Chamber of Commerce of Sri Lanka (NCCSL)

Orel IT wins at the Prestigious Presidential Export Awards 2018/19. For the category Best Exporter of the BPM / KPM Sector 2018 to 2019 Merit Award received by Orel Corporation Managing Director Mr. Kushan Kodituwakku & Orel IT - Vice president Mr. Upendra Peiris. Also Orel IT bagged another award, The Woman Exporter of the Year received by Orel Corporation Chairman Mrs. Thilaka Ranjani Kodituwakku at Presidential Export Awards.

Orel IT received Gold Award for Extra Large category ICT BPO & Related Sector Services at The 27th Prestigious Annual Export Awards of the National Chamber of Exporters (NCE) conducted in 2019. This award is recognized and rewarded as per the achievements of Sri Lankan Exporters of Products and Services in the International market place.

Also in the year 2019, Orel IT received 3 main category awards at Entrepreneur Awards 2019 - Western Province, organized by National Chamber of Commerce of Sri Lanka (NCCSL) and the National Enterprise Development Authority (NEDA). The Awards Ceremony which is conducted for the fourth consecutive successful year was for the Small, Medium, Micro and Large Entrepreneurs in the Western Province.





# We are located in Sri Lanka



Now established locally as the largest IT organisation in Sri Lanka, Orel IT is present in five leagues across the island - Nawinna, Kadawatha, Meegoda, Galle and Kurunegala. Furthermore, our venture into international markets opened a new door - enabling us to engage with the world and foster further avenues for innovation and growth.

## Orel IT Head Office:

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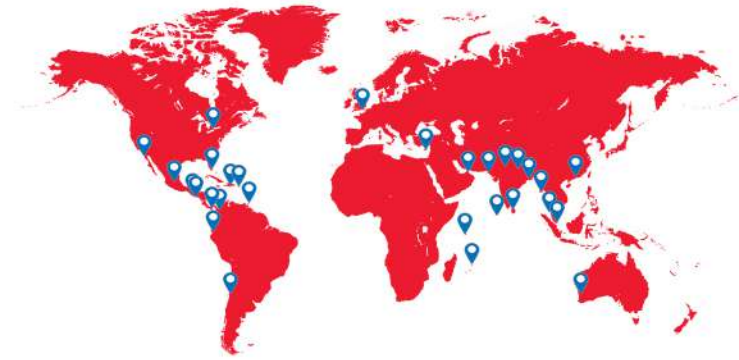
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# Taking ideas to the world

Furthermore, our venture into international markets opened a new door, enabling us to engage with the world and foster further avenues for innovation and growth.



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