

***A Legacy of
Quality
and
Innovation***



Goodness Always

**DIANA TRADING COMPANY (PVT) LTD.
DIANA CHOCOLATES (PVT) LTD.**

COMPANY PROFILE

About Us

Diana Trading Company (Pvt) Ltd is a proudly Sri Lankan-owned food and confectionery manufacturer, established in 1982 in the Central Province of Sri Lanka. Over the last four decades, Diana has grown from a humble operation into a dynamic enterprise known for delivering consistent quality and value to consumers across the country and internationally. Our diversified product portfolio includes biscuits, chocolates, wafers, extruded snacks, and savory biscuit products. With a strong foundation in product innovation, food safety, and manufacturing excellence, Diana continues to deliver delight to consumers with every bite.

We are certified with FSSC 22000, ISO 22000, SLS, GMP, HALAL, and HACCP, ensuring global compliance and quality standards across our production process. Today, Diana is powered by over 800 dedicated employees and operates as a privately held limited liability corporation.

Our Manufacturing Strength

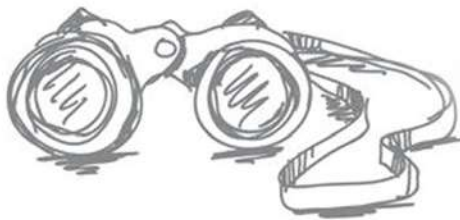
At Diana, our manufacturing strength lies in continuous investment in modern production technologies, machinery, and automation. Our plants are equipped with world-class systems sourced from industry leaders such as Hass Meinke to ensure consistency, reliability, and food safety.

We have implemented automated production systems and rigorous quality control measures at every stage of manufacturing. Our R&D and production teams work hand-in-hand to maintain the highest standards of taste, consistency, and product quality, ensuring consumer satisfaction across all markets.

We also operate a fully equipped in-house laboratory that enables continuous quality monitoring, product testing, and regulatory compliance across our product lines. This dedicated lab facility ensures that every batch meets both local and international food safety and quality standards, strengthening our commitment to consistent excellence.



VISION



" To be Sri Lanka's leading and most trusted food & confectionery brand, enriching lives with goodness every day and sharing Sri Lankan excellence with the world "

MISSION



" We delight our consumers by "thinking of you" in everything we do, crafting delicious, nutritious, and high-quality food that brings goodness to every home and moment. Through modern innovation, safe production, and deep community roots, we serve not just our customers, but every partner, employee, and family connected to Diana."

CORE VALUES

OUR INGREDIENTS

VALUE STATEMENT:

- 01 Think of You First**
We put our consumers at the heart of every decision.
- 02 Deliver Goodness Always**
We never compromise on quality, safety, or trust.
- 03 Respect Every Partnership**
We build lasting relationships with transparency and mutual success.
- 04 Act with Integrity**
We own our responsibilities and do what's right, always.
- 05 Grow Together**
We empower people, invest in our teams, and uplift communities.
- 06 Innovate with Purpose**
We embrace change and improve constantly to stay ahead.
- 07 Bias for Action**
We move fast and get things done, no stone left unturned.

GOALS

WORK





POWER BRANDS



CERTIFICATIONS & COMPLIANCE



Star Awards
2006



Star Awards
2012



Star Awards
2017



Sri Lankan
Entrepreneur of
the Year 2018
(National Bronze)



Sri Lankan
Entrepreneur of
the Year 2018
(Provincial Bronze)



Sri Lankan
Entrepreneur of
the year
2018
(Provincial Bronze)



Star Awards
(Two Star Awards)
2005



Star Awards
(Three Star Awards)
2005



FSSC Certificate



HSCCP Certificate



Sri Lankan
Entrepreneur
of the year
2018



SLS 251
Diana Trading Co.(pvt) Ltd



SLS 326
Diana Chocolate Co.(pvt) Ltd



Board of Investment
of Sri Lanka



Sooriya Sinha
Logo Awards



Sri Lankan
Entrepreneur of
the Year 2018
(National Bronze)



GMP Certificate

AWARDS



OUR POSITION & CAPACITY

Diana has emerged as a strong contender in Sri Lanka's competitive food industry. We are currently recognized as the third-largest player in the biscuit category in the country, with a growing presence across snacks and chocolate categories.

Backed by a professional management team, modern infrastructure, and a well-established distribution network, Diana is now strategically poised to expand its reach further both locally and internationally. With capacity enhancements and operational improvements underway, Diana is preparing to meet future demand with confidence and agility.



OUR EXPORT MARKET

Diana's export journey is steadily expanding, with our products currently reaching over 10 countries. We have an established presence in the Maldives and the United States, and are actively engaged with buyers across several European and Asian markets. Our growing international footprint is driven by consistent quality, flexible production, and strong partner relationships. In addition to exporting our own brands, Diana also undertakes contract manufacturing for both international clients and leading supermarket chains in Sri Lanka. Our flexible production capabilities and stringent quality control make us a reliable partner for private label manufacturing and co-branded product development.

Our ability to adapt to regional needs while maintaining consistent quality and compliance has helped establish Diana as a reliable partner in the global trade arena. With dedicated teams focused on logistics, documentation, and regulatory compliance, Diana is committed to growing its export footprint.



LEADERSHIP & GOVERNANCE

Diana is led by two Joint Managing Directors, supported by the Director – Operations and a cross-functional senior management team. Together, they provide strategic direction, ensure operational excellence, and drive the company's long-term growth across local and international markets.

Our leadership is supported by an experienced senior management team across functions such as Production, Quality Assurance, Finance, Sales & Distribution, and Research & Development. This strong leadership structure ensures swift decision-making, accountability, and a culture of continuous improvement.

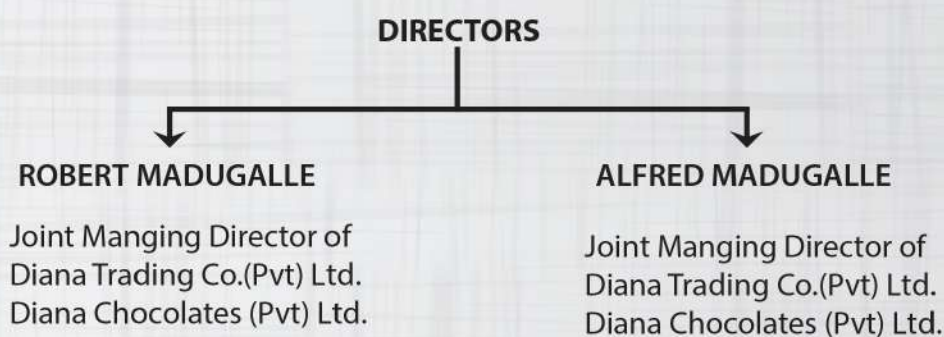


MANAGEMENT AND TEAM

We have established a well-structured Team Headed by the Joint Managing Directors and a CEO to ensure that we respond to market needs, and drive the organization towards the Vision they have created for the company. The Executive Team implements the plans to bring quality products to the market.

Our attention to quality and consistency starts at the very outset, with the Professional Procurement team which ensures sourcing of quality raw material and the natural ingredients, which underscores the richness of flavour and taste across all our products. Our Production Team is well trained in operating and maintaining a state-of-the-art factory and the processes controlled via an experienced Quality Control team which implements the highest standard of Vigilance.

Further, our Sales and Distribution Network is tailored to address the requirements of both the local market as well as the foreign markets.



Biscuits





WAFERS

Our wafer production line operates in a controlled environment and features an online packing system that preserves the freshness of our products. This line is equipped with two cream spreading machines that can operate simultaneously, a unique technological feature in Sri Lanka, ensuring consistency and quality in our wafer products.

SNACK



Diana Savory



Diana CHOCOLIT Choco



COMING FROM UPLAND



Signature



Signature



Chocolate

In chocolate manufacturing, we employ the same advanced European technology. We produce our own cocoa liquor and cocoa butter, using Matale (Upland) cocoa, which is renowned as one of the best cocoa varieties in the world. This enables us to create rich, high-quality chocolate products that meet the highest standards of excellence.



Crunchy, Creamy, Choky Goodness



"Rich, crunchy biscuits coated in smooth chocolate"

Chocolate

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diana biscuits



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