



CeyLa Vie - natural

NATURALLY. THE BEST OF CEYLON



Business Brochure



Our Story

What would you feel if you know the product you just bought has impacted positively all the way from its inception, be it the communities knitted around it or the environment in which it took seed?

What if you know the service that you took has impacted an individual, a family, a community and even a country, to stand by its own?

Well, for us that would not just be a business, but a *beautiful business*. That's what we strive to achieve.

It's an idea that has been brewing for quite some time within a group of Sri Lankan friends living in different parts of the world. What more, we always knew that our country and the people has a lot more goodness to offer to the world.

So was CeyLaVie born to cater these aspirations, and we welcome you to be a part of it.



Sri Lanka (Ceylon)

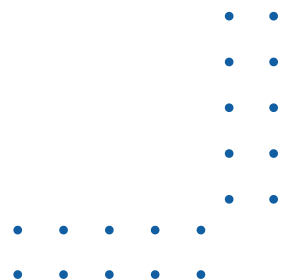


Our Logo



Our Logo represents a lotus flower with petals in many layers, spreading into all directions, as presented in traditional Sri Lankan wood carvings.

Just like the lotus flower, we represent goodness and purity, spreading to all directions of the world, where the layers represent all the stakeholders who benefit from our business.





CeyLaVie - natural
NATURALLY. THE BEST OF CEYLON

We focus on top quality spices & natural products that are grown and produced in Sri Lanka (Ceylon), which is renowned for its inherent health benefits.

Our product offering ranges from high quality spices in all forms, to healthy beverage mixes, porridge mixes, natural tonics, natural based cosmetics, natural based toiletries and many more.

Our Philosophy

At CeyLaVie-natural, our philosophy is based on promotion of conscious goods that are natural, eco-friendly and sustainable while providing a helping hand to the supportive community through welfare and upliftment programmes.

Therefore, CeyLaVie provides the confidence that each product you buy is good for you, good for the planet and good for the community producing it!



*Naturally,
the Best of Ceylon !*



CeyLa Vie - plantations
NATURE'S GOODNESS JUST AS IT IS

Our primary business activities are cultivating, harvesting and undertaking post harvesting activities of the selected crops.

One of the main purposes of having our own plantations is to ensure that we vertically integrate to cover the value chain as much as possible. This also makes sure that we have a greater control in overall quality, traceability and the maintenance of our business philosophy.

Our Community

We are proud to have a very loyal workforce that takes pride in what they do. They also bring traditional farming practices that are environment friendly and sustainable. We also believe that people and nature should work in harmony.

Together We Grow! This has been our ethos in all of our businesses. We ensure that these workers are well looked after while treating them as members of one family.



*Nature's Goodness
just as it is*



Our Products

We offer a range of products that are grown & produced in Sri Lanka (Ceylon), which is well known for its inherent health benefits. Further, we adopt 'farm-to-table' concept to enable traceability, upkeep high quality standards and make positive environmental & ethical impact.

Not All Cinnamon is True Cinnamon !

Ceylon Cinnamon (*Cinnamomum Zeylanicum*) which is also known as 'True Cinnamon', is native to Sri Lanka. Cassia from rest of Asia are also generally called cinnamon, but **only Ceylon Cinnamon is known as 'True Cinnamon'**.

Ceylon Cinnamon contains almost negligible amounts of coumarin, where as the Cassia alternative contains higher amounts of coumarin, a substance which can cause liver damage. Thus, **Ceylon Cinnamon possess no risk of daily use**. Ceylon Cinnamon's excellent flavor profile, smell and chemical compositions is ideal for food, pharmaceutical, cosmetics, fragrance, etc. Given the uniqueness and geographic importance of Ceylon Cinnamon, it was recently **awarded Geographical Indication (GI) protection** in order to preserve its inherent standards and reputation that it stands for.

• **Grades and types available**

Alba	5 inch or custom cuts
Continental	C5 special, C5, C4
Mexican	M4, M5
Hamburg	H1, H2

* We offer C M & H grades in in 42 & 21 inch bales or cut to customers' specifications.

Cinnamon Powder	30 to 100, mesh sizes
Cinnamon Oil	Leaf & Bark Oil
Quillings, Featherings & Chips	





Superfoods, the best kept secrets of nature!

Sri Lanka (Ceylon) is well known for its Ayurvedic, and even more older Hela medicine practices, that has a tradition of using natural foods for overall wellness and healing. Further, **our native ingredients are well known for its inherent health benefits.** We combine these knowledge and 100% natural plant-based products to produce health supplements to to encourage a healthy living. Our range includes, but not limited to;

- Healthy Beverage mixes, Porridge mixes and Tonics
- Supplements made from Avocado, Soursop, King Coconut, Moringa, etc.



SUPPER FOODS

History & Legends proves how good our spices are !

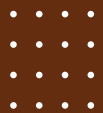
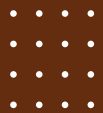
This mysterious paradise island is well known for its quality spices from historical times to the present. As the legends and history mentions, traders such as Sinbad and travellers such as Iban Battuta, Fa-hien and Marco Polo have mentioned the riches of Sri Lanka which was a hub in the ancient sea Silk Route.

Our unique climatic conditions and soil bring out its inherent qualities that are unmatched by other countries. **For example, Turmeric has very high curcumin content.** Some products are produced in a special ecological cultivation method, especially known as the 'Kandyan Forest Garden'.

- We offer Turmeric, Pepper, Cloves, Vanilla, Cardamom, Nutmeg, etc.
- Each are available in all forms pertaining to its product.



CEYLON SPICES





Say YES to natural alternatives !

We strive to minimise the use of plastics, chemicals substances that are harmful for people as well as the environment. For example, we **provide natural alternatives to disposable plastics such as tooth brush, cutlery, crockery, etc.** Further, we do offer toiletries, cosmetics, food and beverages which are manufactures by using natural ingredients.

- Pure & natural products.
- Earth friendly and health conscious
- Smallholder farmers are benefitted.
- Minimizing wastage.



NATURAL ALTERNATIVES



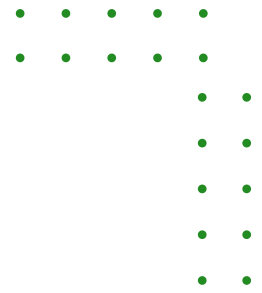
New Product Development

We put considerable amount of effort in new product development and work in consultation with industry experts, ayurvedic consultants and natural chemists. Our intension is to invest continuously to cater the existing and evolving needs of the end consumers.

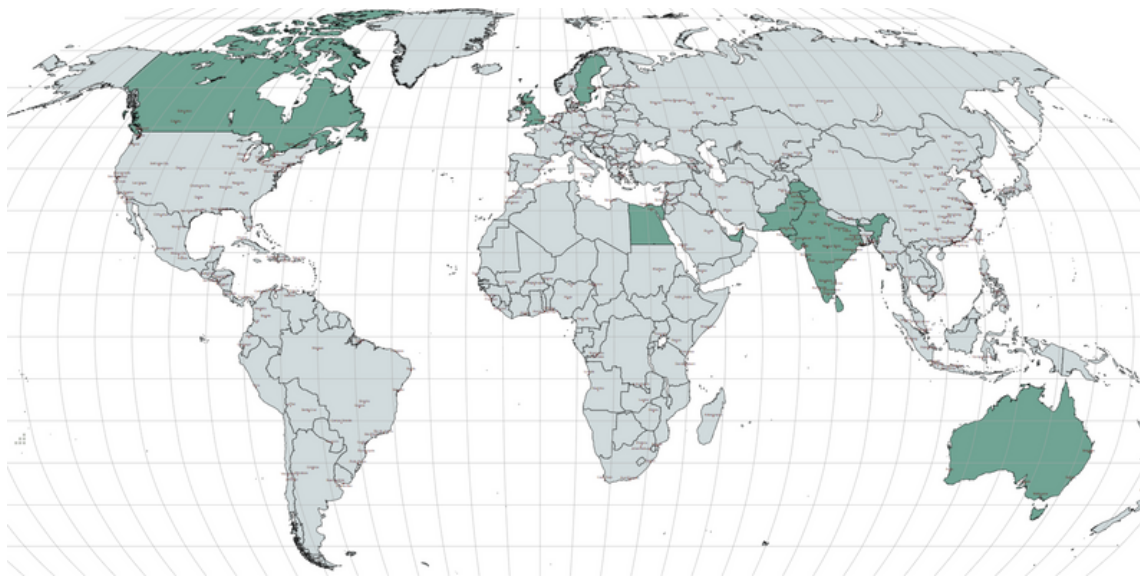
In our NPD, we strive to develop green products that are sustainably sourced and produced by minimizing the environmental impacts during its whole life-cycle. Therefore, we consider four areas: how it is sourced, how it is produced, how it is used up and where it ends up. By following this process not only we achieve our green objectives but also produce some amazing products.



Our Operations



With our main operations taking place in Sri Lanka, we also have physical representatives covering many geographies in order to assist our clients closely. However, our sourcing of raw materials are only done in Sri Lanka to ensure we send you a product true to its origin.



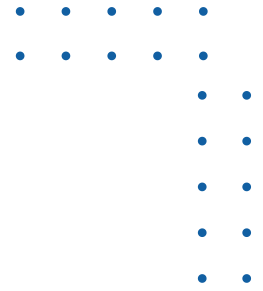
Operational Flexibility

We also offer Private Labeling and Contract Manufacturing if your brand already has a proprietary product, provided that you fit our core values.

Likewise, if you are encouraged by our product offering and want to be a part of our success in a geography which we do not represent, we may consider you to be one of our partners.

Our business is vertically integrated to cover cultivation, local sourcing, processing, packing, distribution and selling. Thus, Ceylavia could provide the confidence that each product you buy is good for you, good for the planet and good for the community producing it!

Our Social Responsibility



Through our Community Foundation, we touch the hearts of all who help us to serve you, and even beyond. All our business units make sure that we contribute through three themes, which are the backbone of any society; *education, shelter and a means to live.*

'Sponsor My Education' - Increasing number of children drop out from school due to the difficult conditions their families face. We want to take away this burden from such families and make sure that school education is well looked after through our scholarship programmes.



'Home Sweet Home' - With the increase in cost of living, building a house and making it a functional home has been just a dream for many. We hand pick such families and help them to make their dreams a reality.

'Help Me Grow' - We help families and individuals to grow themselves by providing little things that go a long way. It can be by giving equipment to facilitate self-employment, by providing farm animals which provides an additional income or by providing free business consultancy to improve their own business, etc.





CeyLa Vie - Group

Vision



To be the most trusted business partner delivering excellent value to customers and all stakeholders.

Mission



To be in the forefront promoting superior goods and services to our end-users while making a positive impact on our employees, communities, and on the planet that we live.

Values

Integrity

Integrity regulates our thoughts, our activities, and our professional behaviour as we believe that continuous growth can be achieved by integrity.

Quality

Our corporate philosophy revolves around quality. No efforts are spared in our quest for quality.

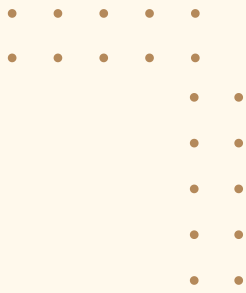
Teamwork

Working together with our stakeholders to achieve our goals is our driving force for success.

Environmental awareness

We respect and protect our environment, make efficient use of resources, comply with legislation, promote natural alternatives and sustainability.

Our Businesses



We operate in businesses where we believe that we can create great value while having a positive impact on the society and the whole ecosystem. CeyLaVie Group is all about *'how we do business'*. Our focus is on delivering mutual benefit to make life better for customers and all stakeholders.



CeyLaVie - natural
NATURALLY. THE BEST OF CEYLON

Spices & Natural Products
Naturally, The Best of Ceylon

Plantations
Nature's Goodness just as it is



CeyLaVie - plantations
NATURE'S GOODNESS JUST AS IT IS



CeyLaVie - travel
EXPLORE. THE BEST OF CEYLON

Travel & Tourism
Explore The Best of Ceylon

Business Consultancy
Envision, Transform & Succeed



CeyLaVie - consultancy
ENVISION. TRANSFORM AND SUCCEED

Founding Team



Sanjeewa Perera, MSc (UK), MCIM

Chief Executive Officer

Former Global Marketing Director of a Fortune 500 Company with over 15 Years of Corporate and Global Experience. Secretary of Association for Ceylon Cinnamon Protected Geographical Indication (Colombo District). Planter, Wildlife Enthusiast and Nature-lover.



Buddhi Perera

Chief Operations Officer

Entrepreneur with over 20 Years Experience in Civil Construction, Plantation and other business sectors. Traveler, Planter and Philanthropist.



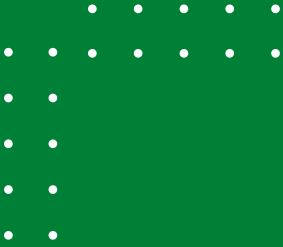
Chathurie Nupearachchi, PhD., MIP (SL)

Chief Commercial Officer

Writer, Physics Lecturer. Researcher, STEM Activist and Education Consultant. Founder & CEO of Digimeet Education. Wellness and Beauty Culture Enthusiast.

"With all our experience and knowledge, we decided that it was time to use them in our own passion. It is a passion to serve conscious customers because we believe that there should be a better way of doing business.

We are also proud to have a core team for each business unit that supports our business locally as well as globally. It is a team that has the same passion, knowledge and ethics just like we do."



GET IN TOUCH

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