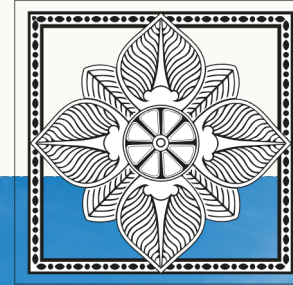




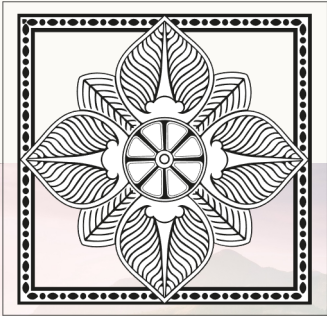
Business Profile 2025



**Quality. Integrity.**  
**Beyond Borders.**  
**Growing Globally.**  
**SRILON.**



# ■ Welcome To SRILON



Founded in 2020, during one of the most challenging times in recent history, Srilon Holdings was built on resilience, vision, and a shared dream between two friends with support from their families.



Coming from diverse professional backgrounds united by the same goal, the founders recognised a critical need for quality-driven, ethically sourced products in the global FMCG market.



With our headquarters in Colombo, Sri Lanka, and strong business presence in Doha, Qatar and London, UK, we are committed to connecting Sri Lankan heritage and quality with the demands of global markets across Asia, the MENA region, Europe, North America, and beyond.



# About Us

Starting as a home-based venture during the COVID-19 lockdown, overcoming immense challenges and sleepless nights, Srilon Holdings has since grown into a trusted international company engaged in manufacturing, exporting, and trading a wide range of products.

- Ceylon tea and spices
- Coconut-based products and palm oil
- Rice, grains, pulses and commodities
- Garments and apparel
- Industrial exports such as rubber and coir products
- Specialty products

## Our top brands



Empowering businesses with products they can trust.



From humble beginnings to global reach, driven by passion and perseverance.



# CEY — SRI+LON — LANKA



## The Story Behind Our Name

The name SRILON represents our roots and our vision.



### SRI LANKA

symbolising modern **Sri Lanka**, a vibrant nation known for its innovation, skilled industries, and expanding global reach.



### CEYLON

derived from **Ceylon**, the historical name renowned worldwide for exporting exceptional quality products for centuries.

By combining the rich legacy of Ceylon's quality reputation with the dynamism and opportunities of modern Sri Lanka, we create products that honour tradition while embracing the future.





# Our Vision & Mission



## Vision

To make high-quality, ethically sourced products accessible worldwide – promoting healthier lifestyles while safeguarding our planet for generations to come.



## Mission

**Source, manufacture, and export only premium-quality, ethically produced goods** that enhance health and wellbeing.

**Support our clients and distributors** with innovative marketing, design, and branding solutions through our in-house multimedia team, helping them grow in competitive markets.

**Operate with transparency, fairness, and sustainability**, ensuring everyone in our value chain – from suppliers to customers – thrives alongside us.

# Core Values



## Integrity

We conduct every aspect of our business with honesty, fairness, and respect.



## Health & Sustainability

Promoting better lifestyles while reducing our environmental footprint through digital-first operations and recycled materials.



## Quality First

From sourcing to delivery, we prioritise excellence in every product.



## Partnership

We see our buyers, suppliers, and distributors as long-term partners, offering them value-added services like marketing and media support to grow together.



## Global Perspective

Serving clients across Asia, the MENA region, Europe, North America, and other key international markets, ensuring seamless service and competitive delivery.

We stand for integrity, uncompromising quality, and sustainable practices. Our focus on health and digital-first solutions ensures minimal environmental impact. By treating our buyers, suppliers, and distributors as partners, we deliver trusted products and seamless service across Asia, the Middle East, Europe, North America, and beyond.



A decorative graphic consisting of four small squares arranged in a 2x2 grid, with the top-right square being a different color (gold) than the others (dark blue).

# What We Offer

We exclusively serve B2B markets, partnering with wholesalers, retailers, distributors, and corporate clients.



**FMCG Products  
& Commodities**



**Apparel**



**Industrial &  
Specialty Products**



## Unwavering Focus on Quality & Health

We ensure every product meets international standards without compromise.



## Value-Added Support

Offering marketing, graphics, and media assistance to distributors and partners, enabling them to expand their market share.



## Global Reach

With operations in Asia, the Middle East, Europe, and connections to North America, we guarantee swift, reliable service worldwide.



## Ethics Before Profits

Building trust-driven relationships for long-term success.



## Sustainability & Fair Trade

Supporting suppliers and their families with fair pricing and initiatives that improve their livelihoods.

# Why Partner \_\_\_\_\_

# With SRILON



# Corporate Responsibility

Believes true growth is shared growth. Our corporate responsibility initiatives are designed to uplift the communities that sustain our business, focusing on:



## Fair Compensation for Suppliers

We ensure planters and farmers receive competitive rates, helping them provide better living standards for their families.



## Sustainable Practices

Promoting eco-friendly operations by minimising our carbon footprint, prioritising digital solutions, and sourcing recycled materials wherever possible.



## Education Support

Contributing towards education initiatives for the children of our suppliers and local communities, empowering the next generation.



## Community Engagement

Supporting local businesses and fostering growth opportunities within the regions we operate.



# Our \_\_\_\_\_ Leadership



Srilon Holdings is guided by a diverse and experienced leadership team, combining the energy and innovation of dynamic professionals and deep industry knowledge of seasoned veterans. This blend of fresh perspectives and proven expertise creates a balanced approach that drives the company forward with agility and confidence.

Our leaders bring extensive experience across key business areas including manufacturing, exports, supply chain management, marketing, and international trade. Their collective skills ensure that Srilon Holdings remains competitive, responsive to market trends, and committed to delivering the highest quality products and services to our global clients.





## Strategic Partnership



We value strong partnerships and work closely with trusted distributors worldwide. Beyond providing premium products, we support our partners with **free marketing consultations, custom-designed promotional materials, and tailored branding support** to help them grow their market share and strengthen their presence.

## Growing Together



Our goal is to build long-term, mutually beneficial relationships. By combining our quality-driven products with strategic marketing assistance, we help distributors expand their networks, boost sales, and establish Srilon Holdings as a trusted name in their regions.

# Distributor Opportunities



Where Every Door Opens To Possibilities





# Get In<sup>3</sup> — Touch ➔

Have a question or want to explore a partnership?

Our team is here to help. Reach out to us today and let's grow together.

Colombo | Doha | London

+94 777 878 017

+974 3371 3537

+44 7886 330 982

[sales@srilon.com](mailto:sales@srilon.com)

[www.srilon.com](http://www.srilon.com)