



CeyLa Vie - natural

NATURALLY. THE BEST OF CEYLON



Business Brochure



Our Story

Imagine the satisfaction of knowing that the product you've purchased has made a positive impact from its very beginning, benefiting communities and nurturing the environment. Picture the service you've received empowering individuals, families, communities, and even entire countries to thrive independently. For us, this isn't just about business—it's about creating something truly beautiful. We are committed to achieving this vision, ensuring that every transaction contributes to a better world for all.

Thus, CeyLaVie was born, driven by this aspiration. We warmly invite you to join us on this journey and become a part of our vision.

Sri Lanka (Ceylon)





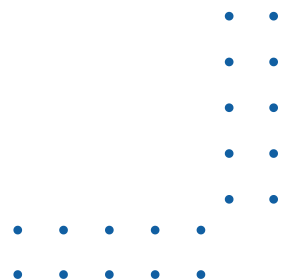
Our Logo



Our logo represents a lotus flower, inspired by the famous 'Embekke' Sri Lankan traditional wood carvings.

With its multi-layered petals radiating in all directions, it symbolizes our values of goodness and purity, reaching out to all corners of the world.

Each layer represents the diverse stakeholders who benefit from our business, creating a positive impact in their lives.





CeyLaVie - natural
NATURALLY. THE BEST OF CEYLON

We focus on top quality spices & natural products that are grown and produced in Sri Lanka (Ceylon), renowned for their exceptional health benefits and superior quality.

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 guiding philosophy centers around conscious goods, emphasizing natural, eco-friendly, and sustainable approaches. We are equally dedicated to empowering our community through various welfare and upliftment initiatives.

When selecting CeyLaVie, rest assured that every purchase benefits your well-being, the planet, and the communities engaged in its creation.

*Naturally,
the Best of Ceylon !*





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

Our core business involves cultivating, harvesting, and managing post-harvest activities for specific crops.

By both managing plantations and engaging in responsible smallholder sourcing, we aim to improve quality control and maximize the creation of value.

Our Community

We take pride in our dedicated farmers who uphold traditional, eco-friendly, and sustainable farming practices.

We foster a harmonious relationship between people and nature, believing in the collective growth. Our ethos is to treat our stakeholders as family, ensuring their well-being and prosperity. Together, we thrive!



*Nature's Goodness
just as it is*

Our Products

Our range of products, sourced from Sri Lanka (Ceylon), is renowned for its health benefits. Through a farm-to-table approach, we ensure traceability, maintain high quality standards, and make a positive environmental and ethical impact.

Not All Cinnamon is True Cinnamon !

Ceylon Cinnamon, also referred to as 'True Cinnamon' (*Cinnamomum Zeylanicum*), is native to Sri Lanka. While other varieties, like Cassia from Asia, are commonly labeled as cinnamon, only Ceylon Cinnamon holds the distinction of being the true and authentic cinnamon.

Ceylon Cinnamon has minimal coumarin content, while Cassia alternative has higher levels of this substance, known for potential liver damage. Hence, Ceylon Cinnamon poses no risk for daily consumption. Its exceptional flavor, aroma, and chemical composition make it suitable for various industries like food, pharmaceuticals, cosmetics, and fragrances. Recognizing its uniqueness and geographical significance, Ceylon Cinnamon has received **Geographical Indication (GI)** protection to safeguard its reputation and maintain its high standards

• Grades and types available

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

* 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) has a rich tradition of Ayurvedic and Hela medicine practices, utilizing natural foods for wellness and healing. Our native ingredients offer inherent health benefits. We leverage this knowledge to create 100% natural plant-based healthy products supplements, promoting a healthy lifestyle. Our range includes various options for your well-being. 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 !

Throughout history, Sri Lanka has been renowned for its exquisite spices. Famed traders like Sinbad and travelers such as Ibn Battuta, Fa-hien, and Marco Polo have praised the wealth and abundance of this enchanting island, which played a vital role in the ancient Silk Route.

Our unique climate and soil foster exceptional qualities in our spices. For example, our Turmeric possesses remarkably high curcumin content. Also some products are cultivated using an extraordinary ecological approach, popularly referred to 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 !

Our product lineup features eco-friendly alternatives to disposable plastics, such as toothbrushes, cutlery, and crockery. We also offer a diverse range of natural toiletries, cosmetics, food, and beverages that are crafted with care using wholesome ingredients.

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



New Product Development

We devote substantial resources to innovate new products, working closely with industry experts, ayurvedic consultants, and natural chemists. Our aim is to continuously invest in fulfilling the evolving demands of our esteemed customers.

In our product development process, we endeavor to create eco-friendly products that are sustainably sourced and produced, minimizing environmental impact throughout their lifecycle. We consider four key elements: sourcing, production, consumption, and disposal. This holistic approach allows us to achieve our environmental objectives while delivering exceptional and remarkable products.



Smallholder Sourcing

Giving smallholders a place in our business

Over 70% of agricultural produce, including spices, in Sri Lanka is cultivated by smallholder farmers. Unfortunately, these farmers often face exclusion or receive inadequate compensation in the local and export sales channels. Limited capabilities, financial challenges, and a lack of skills hinder their ability to secure favorable agreements. As a result, smallholders are unable to realize their full potential, leading to adverse consequences for the low-income labor market associated with their operations.



Ceylavie-natural recognises these fundamental issues and aims to address them through its Responsible Smallholder Sourcing (RSS) framework.

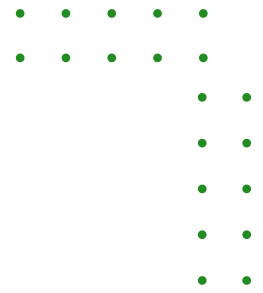
Responsible Smallholder Sourcing (RSS)

Apart from our own plantations, we source our products mainly from spice smallholders.

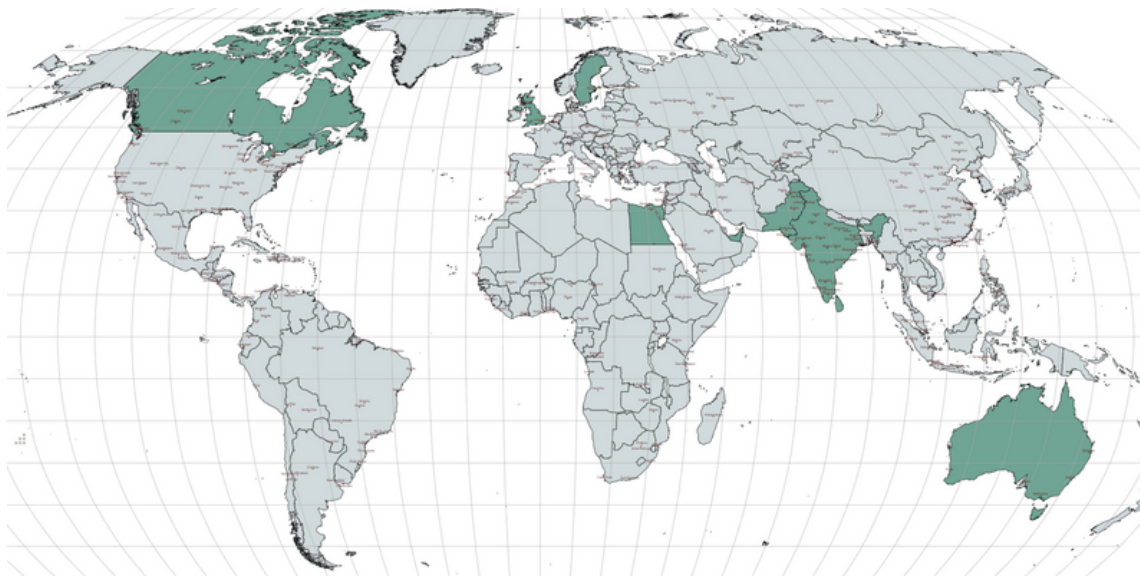
RSS empowers us to reach our shared objective of collaborating with our smallholder suppliers to enhance their livelihoods, mitigating risks for clients through adherence to standards, and providing added value to conscious consumers. Our RSS framework also guarantees traceability and authenticity across the supply chain, instilling confidence in our customers regarding the products they acquire from us.



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.



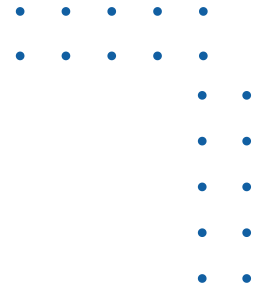
Operational Flexibility

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.

We ensure that every product you purchase from Ceylavia is beneficial for you, the planet, and the community involved in its production, instilling confidence in your choice.

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' - The challenging circumstances faced by families have led to a growing number of children dropping out of school. Our aim is to alleviate this burden and ensure that child education is effectively supported through our scholarship programs.



'Home Sweet Home' - As the cost of living rises, the dream of owning a home becomes elusive for many. Even those who have managed to secure shelter often struggle to maintain and transform it into a functional home. We identify these families and assist them in turning their dreams into reality.

'Help Me Grow' - We empower families and individuals to foster personal growth by providing impactful support in various forms. This includes offering equipment to facilitate self-employment, providing farm animals for additional income, and offering free business consultancy to enhance their own enterprises, among other initiatives.





CeyLa Vie - Group

Vision



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

Mission



lead the way in promoting excellent products and services to our customers while positively influencing our employees, communities, and the planet we call home.

Values

Integrity

Integrity governs our thoughts, actions, and professional conduct, as we firmly believe that sustained growth is attainable through upholding integrity.

Quality

We dedicate unwavering efforts in our pursuit of excellence, leaving no stone unturned to deliver superior quality.

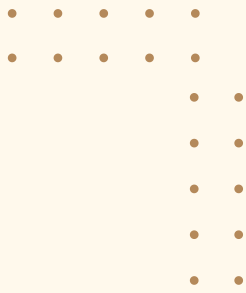
Teamwork

Our driving force for success stems from our collaborative approach with stakeholders, as we work together towards the achievement of our goals.

Environmental awareness

We hold a deep regard for our environment, safeguarding and preserving it. We prioritize efficient resource utilization, adherence to regulations, promotion of natural alternatives, and the advancement of sustainability practices.

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

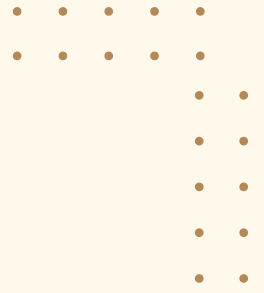
Travel & Tourism
Explore The Best of Ceylon

Business Consultancy
Envision, Transform & Succeed



CeyLaVie - consultancy
ENVISION. TRANSFORM AND SUCCEED

Founding Team



Sanjeewa Perera, MSc (UK), MCIM

Chief Executive Officer

A professional with over 15 years of extensive corporate and global expertise. Former Global Marketing Director for a leading Fortune 500 Company. Secretary of Ceylon Cinnamon Protected Geographical Indication Association (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.

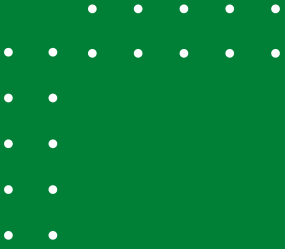


Chathurie Nupearachchi, PhD., MIP (SL)

Chief Commercial Officer

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

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

-  +94 711411222
-  www.ceylaviigroup.com
-  www.ceylavie-natural.com
-  contact@ceylaviigroup.com



131/2/1/1
Campus Road
Boraelsgamuwa
Rattanapitiya
10290, Sri Lanka