

THE
JUNGLES
MIRACLE
GIFT
TO THE
WORLD..!



CAP GROUP PROFILE





SOURCRID
GRAVOLA™
CLEANSE

ABSOLUTELY JUICE



LIME SOURSOP

"SEPERATION IS NATURAL!"
SHAKE WELL ENJOY CHILLED

"NOTHING TASTES AS GOOD AS BEING SLIM FEELS"

SUGAR	SALT	FAT
0g 100g	0.1g 100g	0.3g 100g

250 ml 8.5 fl.oz.
PRODUCT OF SRI LANKA

SOURCRID
CEYLON
ABSOLUTELY JUICE
GRAVOLA™
COMFORT

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INTRODUCTION

CAP (Ceylon Agro Producers) was established in 2015, as an Agro Producing Business, to promote the growth of fruits with an objective of adding value to them for export. After 4 years in operation, in 2019, CAP organic was established specifically to setup and operate a value addition processing unit and export its products .

Today, the company is viewed as a holistic venture creating a new dimension in the agriculture industry. An entire value chain has been developed creating employment, making farming a sustainable business, improving lifestyles, empowering women farmers, guaranteeing prices for crops and setting the base for a strong export market in the future. The vision and plans of CAP Organic are in line with the National Economic policies of Sri Lanka - ,a) development via agriculture, b) generating foreign income via exports and. C) creating employment. all this augments well for the sustainability and viability of the company.

CAP Organic has researched, developed and test marketed many crops and products and, Soursop has been identified as the most viable crop, followed by Jak fruit, Banana and Passion fruit. All 4 varieties with their nutritional value have demand overseas and locally with potential for exponential growth.

To occupy a major mind share in the global space, is the company's ultimate goal. As such, the company is now setting up a modern high tech factory, with all production units under one roof meeting international standards. This new operation will help develop economies of scale in production, needed to be competitive in global markets with a competitive pricing advantage, whilst ensuring higher quality standards, less wastage and helping abundantly in securing large volumes of Business from diverse markets overseas.

BRIEF OUTLINE OF COMPANIES IN THE GROUP

Established : 2019 - (Private Limited Liability)
Focus : Dedicated to value addition and exporting of
Organic foods and vegetables
Share Holding : Ranjan Hanchapola 100 %
Location Factory - : Embilipitiya
Main Office : Gampaha



Established : 2017 (Private Limited Liability)
Focus : Organic cultivation and stabilized farmer network
Shareholding : 51% Ranjan Hanchapola , 49% Dirk Allan Veugelers
Directors : Ranjan Hanchapola & Dirk Allan Veugelers
Location : Thanamalwilla

Established : 2013 (Sole Proprietorship)
Focus : Designing & Consultations – Construction Industry
Ownership : Ranjan Hanchapola 100 %
Location : Registered office at Gampaha



Established : 2018 (Partnership)
Focus : Spice Cultivation and Agro Tourism.
Share Holding : Ranjan Hanchapola 50% & Manjula Dabare 50%
Partners : Ranjan Hanchapola
Location : Bambarella Knuckles

Established : 2022 (Sole Proprietorship)
Focus : Manufacturing of Alcoholic Beverages
Ownership : Ranjan Hanchapola 100 %
Location : Registered office at Gampaha



Established : 2022 (Sole Proprietorship)
Focus : Fresh Fruits & Vegetables Provider
Share Holding : Ranjan Hanchapola 50% &
Imesh Abeywickrama 50%
Partners : Imesh Abeywickrama
Location : Registered office at Gampaha

Established : 2022 (Partnership)
Focus : Natural | Organic Food & Beverage Provider
Share Holding : Ranjan Hanchapola 50% &
Imesh Abeywickrama 50%
Partners : Imesh Abeywickrama
Location : Registered office at Dubai





OUR VISION

Augmenting value addition to crops to develop a sustainable organic agro based industry.



OUR MISSION

The company's mission is to grow the Agro business in Sri Lanka, by guiding and training farmers to use the latest technology and develop organic farming of the highest quality.

It also envisages to develop infrastructure, improve lifestyles and social standing of farmers by providing a real value for their produce. The quality produce from the farms to be developed into value added product that would generate increased forex and local revenue.



MAIN ACTIVITIES

Prime activity of the group is to promote the growing of organic fruits to be processed as value added product for export. The fruits currently been used are Soursop(Graviola), Jackfruit, (TJC) Banana, King coconut, Pineapple an Wood apple. Products developed are Bottled juice, Carbonated juice, Dehydrated fruit, Wine, Organic ice cream and Herbal Tea.



KEY PERSONNEL

The company has over the years harnessed some excellent relationships with academics and professionals, in the related line of business, to help build an internationally accepted range of products.



Ms Dulani Perera
Head of Marketing

Ranjan T Hanchapola
Managing Director/CEO

Mr. Radley Stephen
Senior Advisor to Chairman & Head of Sales



Dr. Yvonne Fernando
Consultant for Product Development
Food & Beverage



Mr. Rajapaksha
Consultant Product Development &
Production Line Expanding

HIGHLIGHTS

CAP organic today has 165 acres of land under cultivation (15 acres of their own and 150 with private farmers). Whilst agreements are in place to add 350 acres (210 via MOA Farmer Network (AMP & BDL) and 150 through private farmers) the company has also been offered another 100 acres for cultivation from the government. Total land under cultivation will be 600 acres.

Soursop has been identified as a health and medicinal fruit world over. Given the above and the Niche nature of the value added products, CAP organic has within a very short span of operation secured orders from Australia, Hongkong, Czech Republic, Maldives Netherlands, Spain, United Kingdom, Canada, USA, Spain and Switzerland.

At present with the limited, marketing efforts, certifications, access to resources and processing capacities, given the quality of the product, from June 2019 to date the company has exported goods to the value of Rs. 14.0 Million. CAP Organic is now with the upgrading of its facilities, planning to be a fully-fledged, organic fruit juice and other bi product producer with a reach to 20 countries in 3 years.

ACHIEVEMENTS

- ✓ Agreement with Ingredients Brokers International BV – Netherlands to promote organic food processing
- ✓ Currently exporting to 11 countries
- ✓ Registration underway with U.S. Food and Drug Administration
- ✓ Approved with Good Market in Sri Lanka
- ✓ Patents pending for several organic value added products



PRODUCTS AND SERVICES

The company thrives on innovation and has taken many efforts to be a forerunner in this sphere. Almost 35 products have been tested and lined up for research and marketing, Meanwhile, the following product range has been tested and is ready for market.

- ✓ High Concentrate fruit Beverages, sugar free, without preservative - Bottled
- ✓ High Concentrate fruit Beverages, sugar free, without preservative - Canned
- ✓ Low concentrate organically & natural sweetened bottled fruit beverages
- ✓ Dehydrated Soursop & Jack Fruit
- ✓ Organic Soursop Leaf Tea
- ✓ Soursop Wine
- ✓ Sugar Free Soursop Ice Cream

Meanwhile, the following products have been researched and is ready for market.



STRENGTHS AND OPPORTUNITIES

STRENGTHS

- ◆ Project endorsed and supported by the Department of Agriculture
- ◆ Specialized team of consultants to provide high level technical guidance related to product development and quality control to meet international health and food standards.
- ◆ Company registered with the Board of Investment.
- ◆ Already processing export orders to Australia, Hongkong, Czech Republic, Maldives Netherlands, Spain, United Kingdom, Canada, USA, Spain and Switzerland
- ◆ 20 Farmers trained in organic cultivation, with plans to grow the base further.
- ◆ Value chain developed with management control within the group.
- ◆ The company as of today, has invested significant amounts to acquire lands, develop plantations, and commence cultivation.
- ◆ Organic Agricultural program, that has growing demand internationally.
- ◆ Approximately Rs. 42 Million invested in Capital Assets for the project todate.
- ◆ Invested in developing a sales team to grow the business.
- ◆ Highly skilled and experienced team of agronomists.
- ◆ Products are in the growth stage of the product life cycle
- ◆ Strong group of technical savvy leaders in the business.

OPPORTUNITIES

- ◆ Government assistance for agriculture based projects
- ◆ Export initiatives supported and promoted by the government.
- ◆ International support to avoid global food shortage
- ◆ Guaranteed return for Farmers
- ◆ Growing group of health conscious personal worldwide
- ◆ Fruits such as Soursop have been identified as those with medicinal values
- ◆ Increasing demand for organic food.
- ◆ Good market connections in Europe and USA
- ◆ Product in demand in domestic and international markets.



BRANDING

The Group envisages to establish 'CAP' as a premium global brand for Agri business. CAP Organic will help drive this vision by producing and promoting value-added organic agricultural products that possess high nutritional and medicinal value and appeal to international buyers. The company has already arranged to register the brand name, logos etc. overseas and is on a path to appointing agents, distributors and establishing key relationships in order to make their presence known internationally.

INFRASTRUCTURE

CAP organic today operates a mini factory in Embilipitya employing 12 staff with some of its functions been outsourced . The new state of the art factory will have all functions in one location and employ almost 40 staff with a capacity produce the following per month - Bottles 350,000, Cans 200,000 Cans, Soursop leaf tea bags 5,000, Crackers 3,000 kg and Wine 10,000 bottles.

Plan is to consolidate all the above to one location. This will help to streamline operations, minimize contamination, manage costs, enhance quality standards and ensure production of a premium quality product.

PRODUCT CERTIFICATION AND GOOD AGRICULTURAL PRACTICES

CAP Organic already possesses, the Material Safety , Nutritional Analysis & Micro Biological Analysis Certifications.

With the building of the new facility, production processes will comply with all international requirements. Whilst the company currently hold the aforesaid certifications it will be going for Organic & ISO certifications in the future.

The company currently conducts all business in keeping with sustainability and good agricultural management practices.

MARKETING

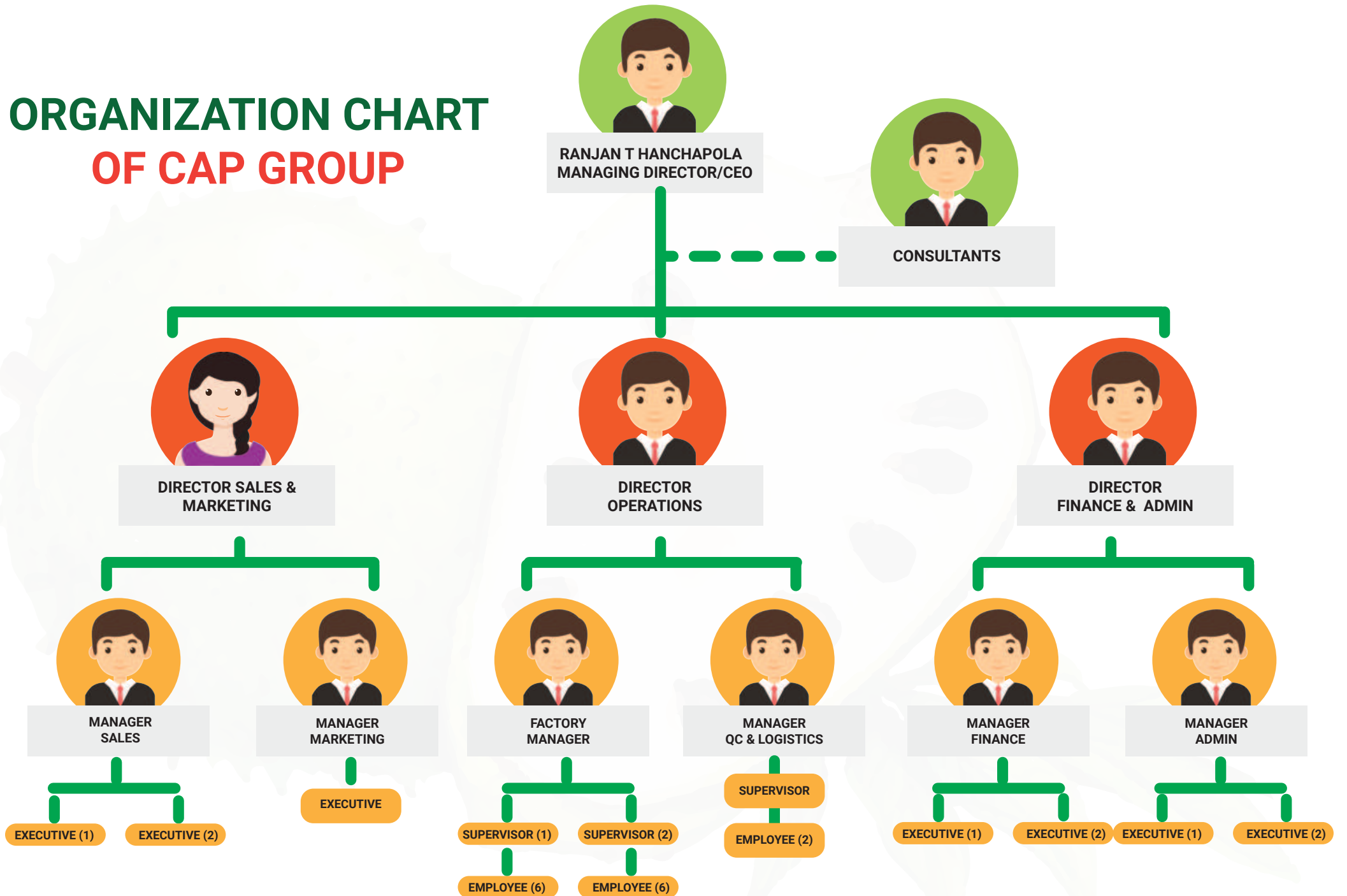
- ◆ Currently working in collaboration with the Export Development Board to promote products through the Trade Desks of the Sri Lanka Consulates and International fairs and exhibitions.
- ◆ Appointing distributors and agents in Strategic locations overseas
- ◆ Affiliating with International bodies promoting Quality Health and Life Style.
- ◆ Broad basing customer network through a well managed social media awareness strategy including Search Engine Optimisation and E commerce sales

ECONOMIC BENEFITS

- ◆ Scientific and technology backed development of agriculture
- ◆ Use of hitherto unutilized landscapes
- ◆ Enhances managerial skill and entrepreneurial spirit among farmers
- ◆ Ensures long term sustainability for farm businesses
- ◆ Creates employment opportunities
- ◆ Promotes inter-regional, inter-cultural communication and understanding



ORGANIZATION CHART OF CAP GROUP



“HAPPINESS
IS THE
HIGHEST
FORM OF
HEALTH”





CAP ORGANIC PVT LTD

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MONARAGALA, SRI LANKA

CAP CEYLON F & B FZC

C/O SRI LANKA TRADE OFFICE,
RADDISON BLU HOTEL DEIRA CREEK,

BANIYAS ROAD, DEIRA

DUBAI, UAE

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