

Grow Green Plantations Company Profile



Grow Green
PLANTATIONS

Executive Summary

Grow Green Plantations is poised to become a leading agricultural company in Sri Lanka, with a strong focus on sustainable farming and quality assurance.

As a trusted distributor and exporter\importer, our future plans revolve around cultivating crops in an environmentally friendly and responsible manner, ensuring the well-being of our consumers and the preservation of the environment. We are actively planning to revolutionize our farming operations to maximize productivity while minimizing our ecological footprint.



Greenhouse Farming

At Grow Green Plantations, we are at the forefront of revolutionizing agriculture through cutting-edge greenhouse farming techniques. By leveraging state-of-the-art technology, such as automated water dripping systems and AI-driven monitoring, we ensure optimal crop growth while minimizing resource consumption. Our commitment to sustainable practices translates into eco-friendly pest control methods and efficient water management, resulting in higher crop yields with reduced ecological impact. With a diverse selection of high-quality fruits, vegetables, and agricultural products, we aim to contribute to food security both locally and internationally.

Import and Export

As a trusted importer and exporter, Grow Green Plantations bridges the gap between Sri Lanka and the global market. We specialize in exporting premium-quality fruits, vegetables, and agricultural commodities, sourced from our own greenhouses and carefully selected local farmers. Simultaneously, we facilitate the import of various materials, adhering to legal guidelines and ethical standards. Our extensive network ensures smooth trade transactions, fostering economic growth and promoting.

Sri Lanka's agricultural prowess on the international stage.



Eco Tourism

Grow Green Plantations has planned to be an eco-tourism venture that will embrace the beauty of our country's natural landscapes and harmoniously blend luxury, adventure, and wellness. The eco-tourism project will be nestled on approximately 5-30 acres of picturesque land, strategically located near a waterfall or river waterway, offering breathtaking views and a unique, immersive experience to visitors. The project will be powered by renewable energy sources like hydroelectric or solar power, providing eco-lodges as a tranquil retreat with organic cuisine, allowing guests to witness sustainable farming practices firsthand. With a strong focus on environmental conservation, the aim will be to promote responsible tourism, positively impacting both the guests and the local communities.

Factory Facilities

In line with our commitment to enhancing product quality and value, Grow Green Plantations plans to build a state-of-the-art factory on our premises. Equipped with cutting-edge technology, the factory will handle sorting, drying/dehydration, freezing, and value additions to fruits and vegetables. This facility will play a crucial role in maintaining the premium quality of our products that are distributed locally and exported to the world. Through advanced processing techniques, we will ensure that the nutritional value, taste, and appearance of our produce are preserved, meeting the highest standards for consumers both at home and abroad.





Vision

Vision is to become a prominent player in the import-export and agricultural domain by embracing technology to

enhance productivity and environmental responsibility. Through our dynamic import-export endeavors and eco-tourism initiatives, we strive to foster economic growth while showcasing the bountiful offerings of our homeland to the world.

Mision

We are revolutionizing agriculture with cutting-edge greenhouse farming techniques, ensuring optimal crop growth while minimizing resource consumption. Through state-of-the-art technology and sustainable practices, we achieve higher yields with reduced ecological impact, contributing to food security locally and globally. As trusted importers and exporters, we bridge the gap between Sri Lanka and the global market, showcasing premium-quality fruits, vegetables, and agricultural commodities sourced from our own greenhouses and local farmers. Our extensive network facilitates smooth trade transactions, driving economic growth and shining a light on Sri Lanka's agricultural prowess worldwide.

Embracing the breathtaking beauty of our natural landscapes, Grow Green Plantations intertwines luxury, adventure, wellness, and sustainable farming into a harmonious eco-tourism venture.

Nestled on picturesque land near cascading waterfalls or meandering rivers, our eco-tourism project offers an immersive experience with awe-inspiring views. Powered by renewable energy

sources, our eco-lodges provide a tranquil retreat, organic cuisine, and a firsthand glimpse into sustainable farming practices. With an unwavering focus on environmental conservation, we promote responsible tourism, positively impacting both our guests and the local communities.

Join us on our journey as we lead the way in transforming agriculture, facilitating global trade, and pioneering sustainable eco-tourism. At Grow Green Plantations, we envision a future where innovation, quality, and environmental stewardship create a thriving agricultural sector and a greener, more sustainable world.





Business Opportunity

Our Future Vision

Introduction to global food industry

The 21st century is characterized by easy access to technology and food but the food we consume is beset by pesticides and is harmful to the consumer. In fact, Sri Lanka ranks no.1 in consumption of poisonous food given the easy access to pesticides. Global wars, extreme climate conditions and climate change, poverty, wastage, and irresponsible use of resources has led us to a position where food is scarce. Many people the world over are finding it harder and harder to find good food and suffer from malnutrition. Those who do have access to food may not make the healthy choice and may suffer from obesity, which is another form of malnutrition, and other diseases such as diabetes and cancer. As we march on to larger and larger numbers of people living in the world, we will find it harder to provide healthy food to the world population. This is why, we at Grow Green Plantations are dedicated to growing healthy food that are not cultivated using chemicals or pesticides. It is our aim to contribute to the country by producing food that will nurture the citizens.

In the realm of sustainable farming, we have ambitious plans to implement state-of-the-art farming techniques and technologies that prioritize the use of sustainable practices. Our aim is to construct high-quality greenhouses equipped with climate control systems, including automated ventilation, temperature regulation, and shading. This future-focused approach will allow us to create an ideal microclimate tailored to the specific needs of each crop, resulting in accelerated growth, disease prevention, and improved overall crop quality.

Additionally, our future plans involve the adoption of automated water dripping systems within our greenhouses. By doing so, we will ensure efficient water usage and precise irrigation, minimizing water wastage and promoting optimal plant growth. These innovative systems, such as misting and dripping, will deliver water directly to the root zone of plants in a controlled and measured manner, optimizing water resources and enhancing crop health.

Furthermore, we are investing in the integration of AI technology for monitoring and controlling various aspects of greenhouse farming. By utilizing AI-powered sensors to collect real-time data on temperature, humidity, CO2 levels, and soil moisture, among other parameters, we will be able to automatically adjust greenhouse conditions based on optimal plant requirements. This forward-thinking approach will result in improved crop growth, reduced resource consumption, and minimized crop losses.

Automation will play a pivotal role in our future greenhouse farming system, reducing the reliance on manual labor. Our plans include employing robotic systems to handle tasks such as seeding, transplanting, pruning, and harvesting. With automated systems precisely controlling and regulating environmental factors, irrigation schedules, and nutrient delivery, we will enhance efficiency, minimize human errors, and ensure consistent crop quality. By reducing labor costs through automation, we will enhance overall productivity and profitability. Critical Labor will be hired from the surrounding neighborhoods, providing jobs for local villagers.

Our future endeavors are geared towards achieving increased income and valuable harvests. Through the implementation of advanced greenhouse methods, automated water dripping systems, and AI technology, we expect to witness numerous benefits. These include higher yields and superior-quality produce as a result of the controlled environment, efficient water usage and nutrient uptake due to automated systems and maximized resource utilization and minimized crop losses through AI technology. By embracing these future-oriented practices, we anticipate significant growth in income and profitability.

At Grow Green Plantations, we are committed to sustainable farming practices that prioritize environmental conservation, crop quality, and efficient resource management. By incorporating advanced greenhouse methods, automated water dripping systems, and AI technology, we have established a cutting-edge greenhouse farming system that brings about high-tech, low-labor operations, and valuable harvests. We continue to innovate and explore new technologies to ensure sustainable agricultural practices while meeting the demands of a rapidly evolving industry.

Company Overview:

Grow Green Plantations (Pvt) Ltd is a progressive agricultural company based in Sri Lanka, specializing in modern greenhouse farming, mushroom production, and agricultural trading. Established in May 2019. The company's journey began with a successful pilot project at home, growing 1,000 packets of mushrooms, which soon expanded to a facility capable of producing 5,000 mushroom packets. Emphasizing sustainability and innovation, Grow Green is dedicated to transforming traditional farming practices while contributing to the advancement of Sri Lanka's agricultural sector.

Grow Green Plantations is committed to expanding its operations, investing in sustainable agriculture, and promoting responsible farming practices. With a vision to revolutionize the agricultural sector, the company aims to lead the way in environmentally friendly farming while contributing to the well-being of communities and fostering economic growth.

Grow Green was registered in May 2019 as a LL Company with the company act of 2007 in Sri Lanka.

Grow Green Plantations Company Registration.

- *Company Name:* Grow Green Plantations (Pvt) Ltd.
- *Registered under:* Charitha Bandula Gunawardena
- *Current Address in Kandy:* No. 49, Green Village Kegalle, Kandy.



Structure of company

Share Holder / Director / CEO /COO	Amal Gunewardena
Share Holder / Director	Bandula Gunewardena
Training & Consultancies	Agriculture Department Sri Lanka, Onesh Farming, AIA Grow

Directors and Investors are planned to join in the Future.

Experience of parties involved



Share Holder - Director

Mr Bandula Gunewardena was an Engineer with BBN and Maheweli Authority, and a Mechanical Engineer in Saudi Arabia in Saudi Arabia at Saudi Cement SPCC for 15 years . He is responsible for hiring staff with expertise for the cultivation and production and supervising areas.

A retired engineer with vast experience in technology and engineering. He initiated the mushroom cultivation project and continues to oversee cultivation and production. His dedication to education includes teaching students preparing for local and international examinations.



Share Holder | Director - CEO

Amal Gunewardena currently works as a Senior IT Manager for an international group of companies, in the field of IT related to IT infrastructure, systems & networks, IT operations & information security. He holds a Degree in Computer Systems and Networks and is currently reading for the MSc in Information Security from Malaysia e University. Also holds the professional certifications of CEH, MCSE, and MCSA.

He started his career in IT as a Systems Administrator in Dubai where he worked 3 years before coming back to Sri Lanka to hold the post of Senior IT Executive for World Avenues for three years. He has also held posts in Comoros, Eastern Africa, at Hairu Fisheries (SARL).

In these posts, he has been involved in planning procedures, infrastructure development, and setting procedures and policies. Coupled with his vast experience, his enthusiasm for IT has led him to consider it the ideal time to explore the area of agriculture with technology. This is complemented by his upbringing in Kandy, where he has had experience in gardening involving vegetables and fruits. His experience and interests go hand in hand and will be invaluable in this project.

A Senior IT manager with extensive expertise in IT infrastructure and operations. With a background in Technology and a passion for growing, he brings valuable insights to the project, merging agriculture with modern technology.



Training & Consultancy

The Agricultural Department and the AGMs have supported with the pilot project constantly. This support extends from infrastructure development to raw material growth and fermentation of the raw material, continuing to the flowering stages of mushrooms. The Agricultural Department is constantly supportive with human resources as well as in using right material. In addition, they provide the required agricultural knowledge and the expertise.

Grow Green Plantations actively participates in training and consultancy services, collaborating with prominent entities such as Agriculture Sri Lanka, Onesh Farming, and AIA Grow. Through these partnerships, the company imparts its expertise in greenhouse farming, exportation, and other agricultural practices. The Agricultural Department and AGMs have been consistent supporters, providing valuable assistance from infrastructure development to the Growing & Exporting products.

As an exporter


We prioritize sourcing the finest Sri Lankan export materials from, products grown by Grow Green Plantations, local farmers, and growers, acting as a reliable collection point for spices, fruits, plant materials, seeds, and more. By assuming the responsibility of exporting, we aim to enhance trustworthiness and credibility in the goods we deliver, while adhering to international and government certifications such as PYCYTO and GAP.

Additionally, we are committed to adding value to our products through various processing methods, including cleaning, washing, grinding, drying, and the production of custom jams and high-value items.



**I
E X P O R T**

Market Analysis




Extensive market research indicates promising opportunities for fruit and vegetable exports to the Middle East, USA, EU, and Asian markets. The increasing demand for Sri Lankan produce is driven by its freshness, exceptional taste, and health benefits. As consumers increasingly prioritize organic and sustainably sourced products, our company is well-positioned to capture these market trends. Despite the presence of competitors, our unique farming methods, commitment to quality, and value-added processing give us a competitive edge.

Product Offering

Grow Green Plantations offers a wide range of high-quality fruits, vegetables, spices, and other agricultural products. Our collection points ensure the procurement of the finest Sri Lankan export materials directly from farmers and growers, guaranteeing freshness and traceability. We aim to showcase the diversity and richness of Sri Lanka's agricultural heritage by exporting items such as exotic fruits, premium-grade spices, unique plant materials, and high-quality seeds.



Product Range



At Grow Green Plantations, we take great pride in our meticulous approach to production and distribution. We prioritize hygiene and quality assurance throughout the supply chain, ensuring that the products we export maintain their nutritional value and freshness. Our comprehensive product range includes an array of items, such as high-quality fruits and vegetables, fresh flowers, tea, betel, spices, tobacco, coir, coconut products, and more. We cater to the unique preferences and demands of international markets by sourcing products from our own plantations as well as from registered and trusted local farmers in Sri Lanka.

Grow Green Plantations Pvt Ltd operates as the esteemed fruit and vegetable distributor and exporter arm of Grow Green Plantations. Our primary objective is to offer superior produce and a diverse range of agricultural products to international markets.

With years of experience in serving the local domestic market, we have developed valuable expertise in cultivation, collection, and delivery of premium consumer goods. Now, we are expanding our operations to meet the demands of global customers, aiming to export high-quality products to markets across the United States, Europe, the Middle East, and APAC regions.

Value-Added Processing:



To maximize market potential and profitability, we employ value-added processing techniques. By cleaning, washing, grinding, drying, and producing custom jams and high-value products, we enhance the shelf life, convenience, and appeal of our offerings. This strategic approach enables us to cater to specific customer requirements and command premium prices in the target markets.

Supply Chain Management:



Our supply chain management system is designed to ensure the seamless flow of operations from collection to export. We have established efficient processes for timely collection, processing, packaging, and transportation, all while maintaining the utmost product quality. Through the utilization of appropriate storage and preservation techniques, we can guarantee freshness and longevity during transit.

Marketing and Sales Strategy



Our marketing and sales strategy focuses on penetrating target markets effectively. We plan to employ a multi-faceted approach that includes participating in trade fairs, conducting online marketing campaigns, and forging collaborations with international distributors. We will leverage digital platforms and social media channels to raise awareness about our brand and products, targeting both B2B and B2C customers. By highlighting our unique farming techniques, quality assurance, and value-added processing, we aim to differentiate ourselves from competitors and build a strong reputation in the export market. Additionally, we will establish strategic partnerships with key stakeholders, including importers, retailers, and foodservice providers, to expand our market reach and secure long-term contracts.

Financial Projections

Table	Actual Volume	Average Price	Market Price	Market Value	Unrealized P/L	% Unrealized P/L	Realized P/L
400	400	254.19	290.50	101,675.56	116,000.00	+14,324.44	+14.09
1,100	1,100	210.67	190.00	231,630.33	216,700.00	-14,930.33	-6.43
400	400	102.23	115.80	40,890.72	46,200.00	+5,309.28	+12.98
1,000	1,000	72.48	85.50	72,477.08	85,500.00	+13,022.92	+17.97
500	1,500	194.53	185.50	291,788.00	278,250.00	-13,537.99	-4.64
400	400	158.35	162.50	62,538.75	65,000.00	+2,461.25	+3.94
				801,000.44	807,650.00	+6,649.56	+0.83

Based on thorough market analysis and projected sales volumes, we have developed comprehensive financial projections for Grow Green Plantations. These projections include revenue forecasts, cost analysis, and projected profit margins. We are open to discussing potential funding sources, such as partnerships, loans, or equity investments, to support the establishment and growth of our export operations.

Revenue Generation

Grow Green Plantations Pvt Ltd aims to harness its comprehensive product range, encompassing high-quality fruits, vegetables, fresh flowers, tea, betel, spices, tobacco, coir, coconut products, and more, to drive revenue generation across various sectors. By strategically integrating greenhouse farming, import-export operations, eco-tourism, and value-added processing, the company aspires to establish a prominent position in Sri Lanka's agricultural and export landscape, while promoting sustainability, innovation, and product excellence

Greenhouse Farming

Revenue from the sale of a diverse range of high-quality fruits, vegetables, Salads , Mushrooms & etc. grown using advanced greenhouse techniques.

Income from the production of fresh flowers, catering to local floral markets and potential export opportunities.

Potential revenue streams from cultivating tea, betel, spices, and other specialty crops, offering unique products to niche markets.

Import and Export

Revenue generated from exporting premium-quality fruits, vegetables, fresh flowers, and agricultural commodities grown in our greenhouses, as well as collecting quality, GAP, and other agricultural certified products from local farmers.

Income from helping local farmers sell their products consistently at higher market rates through our established global network and marketing channels.

Increased profitability through importing specialized materials for greenhouse farming and value-added processing, ensuring high product standards and expanding the product range.

Enhancing Sri Lanka's agricultural sector by facilitating international trade and promoting the country's reputation for producing high-quality, certified agricultural products.



Eco Tourism



Revenue from eco-tourism packages, including organic cuisine featuring fruits, vegetables, and coconut products grown on-site. Income generated through eco-lodge stays and guided tours showcasing sustainable farming practices and local products. Potential for additional revenue from eco-tourism activities centered around tea, spices, and other agricultural experiences.



Factory Facilities

Revenue from the sale of value-added products such as dried fruits, frozen vegetables, and processed spices and tobacco. Income from coir and coconut product processing, serving both local and international demand for these eco-friendly items. Potential for establishing branded product lines, including specialty teas and spice blends, contributing to enhanced revenue streams.

Overall Revenue Generation Strategy

Expanding the product range through greenhouse farming, import, and value-added processing to cater to diverse markets.

Identifying and entering new export markets for premium-quality fruits, vegetables, and specialty products like tea and spices.

Leveraging the eco-tourism venture to promote and sell products on-site, creating a synergy between sustainable farming and tourism.

Capitalizing on the popularity of coir and coconut products by scaling up processing operations for increased revenue potential.

Continuously innovating and diversifying the product portfolio to stay competitive and meet evolving consumer demands



Risk Analysis

While the export industry offers significant opportunities, we acknowledge potential risks and challenges. These may include market fluctuations, changing trade regulations, and logistical hurdles. To mitigate these risks, we have devised a comprehensive risk management plan. This plan encompasses strategies such as diversifying our target markets, closely monitoring global market trends, maintaining strong relationships with regulatory bodies, and implementing contingency plans for transportation disruptions. By continuously monitoring and adapting to market conditions, we aim to minimize risks and ensure smooth operations.

We firmly believe that Grow Green Plantations Private Limited has the potential to become a successful fruit and vegetable exporter from Sri Lanka. With our expertise in modern farming technologies, commitment to quality, and value-added processing capabilities, we are poised to meet the demands of the Middle East, USA, EU, and Asian markets. Our strong supply chain management, strategic marketing approach, and comprehensive financial projections further reinforce the viability of this venture.

Corporate Social Responsibility (CSR)

At Grow Green Plantations Pvt Ltd, we firmly believe in giving back to society and making a positive impact on the communities we serve. Our CSR initiatives are driven by a deep sense of responsibility towards the less privileged, children, and the environment. We are committed to leveraging our resources and expertise to create a sustainable and compassionate future for all.

1. Helping Needy Families: We are prominently dedicated to supporting needy families in the communities surrounding our operations. Through our CSR programs, we aim to provide nutritious food and essential supplies to underprivileged families, especially during challenging times. We actively collaborate with local charitable organizations to identify and address the specific needs of these families, ensuring they have access to basic necessities and a better quality of life.

2. Supporting Less Privileged Children: Children are the future, and we believe in nurturing their potential through education and nutrition. Our CSR initiatives focus on providing support to less privileged children by offering them access to quality education, nutritious meals, and a safe learning environment. We work closely with local schools and educational institutions to implement programs that foster holistic development and empower these children for a brighter future.





Promoting Sustainable Agriculture and Forestation

As a company deeply rooted in agriculture, we are highly motivated to promote sustainable farming practices and environmental conservation. In addition to our greenhouse farming techniques, we actively participate in forestation projects, planting new high-value Sri Lankan massive historical trees such as Kaluwara, Kumbuk, Jack, Mee trees, and more. Our dedication to forestation aims to contribute to reforestation efforts, preserve biodiversity, and combat climate change.

Empowering Local Farmers

We recognize the significance of supporting local farmers and empowering them to thrive in the agricultural sector. Alongside our own agricultural practices, we collaborate with small-scale farmers, providing training, resources, and access to markets for their produce. By helping farmers sell their products consistently at higher market rates, we contribute to their economic growth and uplift the farming community.

Environmental Conservation

We are deeply committed to environmental conservation and minimizing our ecological footprint. Our eco-tourism venture serves as an opportunity to showcase sustainable farming practices and educate visitors about the importance of preserving the natural environment. By powering our eco-lodges with renewable energy sources like hydroelectric and solar power, we aim to demonstrate sustainable practices while providing a unique and immersive experience for our guests.

We consider CSR an integral part of our business philosophy, and we will continue to work towards building a more sustainable, equitable, and prosperous future for all stakeholders involved. Through our commitment to helping the needy, supporting children's education, promoting sustainable agriculture, and environmental conservation, we aspire to be a catalyst for positive change in Sri Lanka's agricultural landscape and the wider community.



Grow Green Plantations Pvt Ltd is not only a trailblazer in modern greenhouse farming but also an influential player in the import-export industry and a champion of responsible eco-tourism. With our commitment to sustainability, quality, and technological advancement, we are determined to make a lasting impact on Sri Lanka's agricultural landscape and the global market.



“Grow Green Plantations Pvt Ltd strives to be a leader in the import-export industry and contribute to the growth and development of Sri Lanka's agricultural sector. Through our focus on modern farming techniques, sustainable practices, and commitment to quality, we aim to deliver superior agricultural products to global customers. We are dedicated to forging lasting partnerships, enhancing trustworthiness, and credibility in the goods we export, while making a positive impact on the environment and the communities we operate in.”



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