



SA Ventures
CORPORATE PROFILE

ST. ANTHONY'S VENTURES (PRIVATE) LIMITED.

A Legacy of Excellence - Since 1947

ST. ANTHONY'S VENTURES

INTRODUCTION

Since its establishment in 1947, SA Ventures has been a cornerstone in shaping Sri Lanka's business landscape. With strategic diversification across multiple sectors, including construction, hospitality, ICT, and agriculture, the group has evolved into a symbol of success.

Renowned for its unwavering commitment to innovation, growth, and resilience, SA Ventures has earned the trust of a diverse clientele both locally and internationally. Through foundational stability and adaptability, SA Ventures continues to thrive and expand, setting new standards of excellence in every field it touches.



Excellence in
every Endeavour





THE VISIONARY FOUNDER'S JOURNEY

Arulanandam Yesuvadiyan Samuel Gnanam, known as A.Y.S. Gnanam, arrived in Sri Lanka at nine years old. Starting with trading and exporting scrap iron to Europe and Asia, he founded St. Anthony's Group, building it into a vast industrial empire through hard work, honesty, and faith in God.

Despite his monumental success—earning accolades such as Deshabandu, Deshamanya, and Vishwaprasadini, and leading a mega industrial empire with more than ten multinational establishments—he remained humble.

Today, his sons and grandchildren proudly continue his legacy and the enterprise he built. The core values laid by the late A.Y.S. Gnanam are carried forward with passion, empowering every stakeholder of the group.





THE SYMBOL OF STRENGTH AND GROWTH



THE 'SA VENTURES' EMBLEM

Symbolised by the Helix, it represents our unwavering commitment to evolution, growth, and resilience. This powerful symbol reflects our foundational stability and natural adaptability, crucial as we navigate diverse sectors from building materials to construction, hospitality, ICT, agriculture, retail and much more.

Our tightly woven teams, bound by trust and flexibility, mirror the Helix's spiral strength, enabling us to overcome challenges and continuously innovate across all our ventures. This emblem encapsulates our mission to evolve, adapt, and prevail, ensuring sustained growth and excellence in every field we touch, despite any economic conditions.





THE CORNER STONE OF OUR COMMITMENT

OUR VISION

To make synergistic sustainable investments that enhance people's lives.

OUR MISSION

Ensuring that enterprises we invest in embrace sustainable values and take advantage of the synergies within the group.

Placing the customer first, by designing useful and high-quality products and services that the market needs.

Giving unnegotiable importance to the way the group goes about its business, by demonstrating integrity and the value and trust it places on its people.

OUR COMMITMENT TO YOU

Customer-Centric Focus:

Placing clients' needs at the heart of everything we do.

Excellence in Service:

Delivering unmatched support and service at every interaction.

Sustainable Growth:

Supporting clients' business growth with innovative and reliable solutions.

Industry Expertise:

Leveraging deep knowledge and experience to provide exceptional service and advise.



Quality



Resilience



Integrity



THE LEADERSHIP

SA Ventures thrives under the strategic vision and unwavering commitment of its leadership team. These leaders drive the group's diverse initiatives across multiple sectors, championing innovation, inclusivity, and resilience. Their focus on sustainable growth and community empowerment ensures that each venture not only achieves business excellence but also contributes to societal well-being.

Through their guidance, SA Ventures has built a legacy of success and continues to set new standards of excellence, fostering a more equitable and prosperous future for all stakeholders.

BOARD OF DIRECTORS



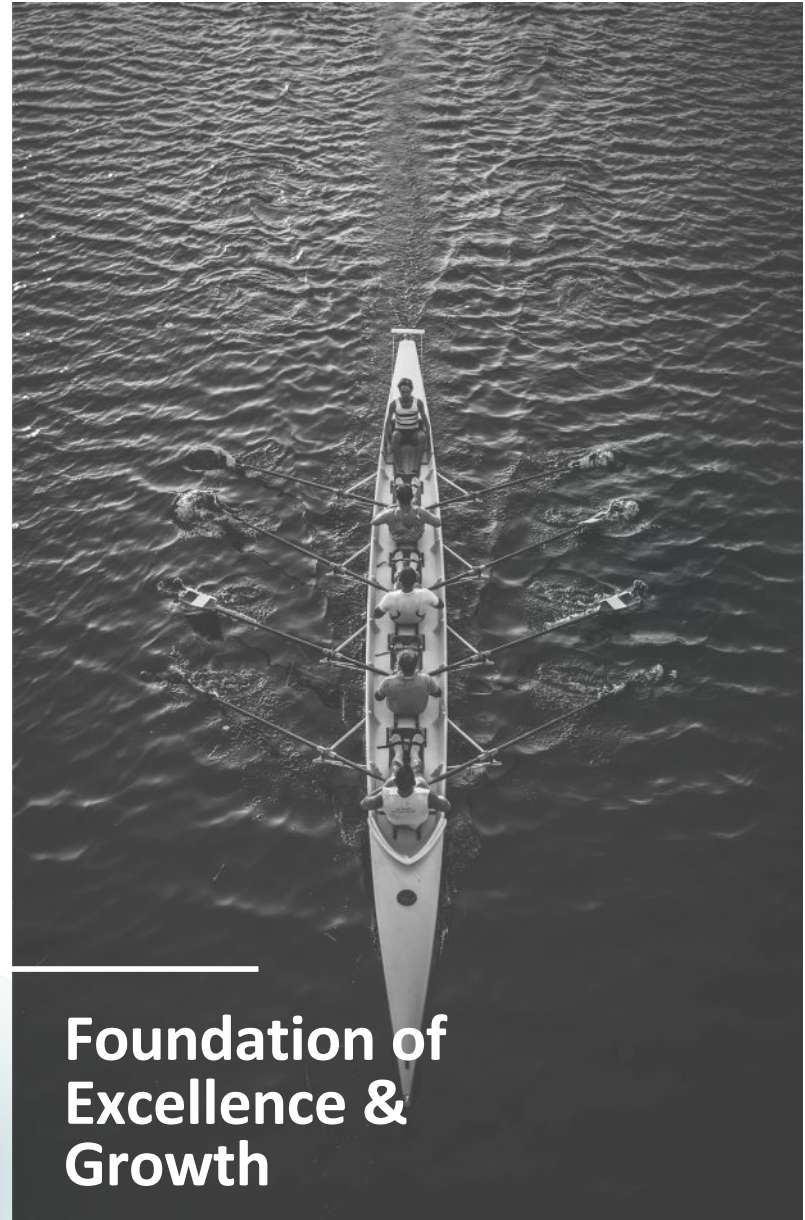
Elijah Jeyaseelan Gnanam
Managing Director



Jude Fernando
Director



Dr. Ajith Manoj Weeraman
Director



**Foundation of
Excellence &
Growth**





**Building
Tomorrow's
Foundations**



500+ Staff



20 Factories



500+ Completed
Projects



200+ Certifications &
Accreditations

SECTOR AT A GLANCE

BUILDING MATERIALS

SA Ventures understands that the quality of building materials is crucial for a future-proof construction industry, which symbolises any country's robust commercial, industrial, and residential development. SA Ventures invests in exceptional research and development for this sector, with companies that are pillars of innovation and quality, symbolizing sustainability and excellence.

Offering a wide range of construction materials, including roofing, ceilings, paints, wall panels, gates and various other building material solutions, we serve both local and international markets. Recognized as one of Sri Lanka's largest conglomerates in the construction materials sector, we are committed to building a better tomorrow with the materials we use today.





**Crafting Spaces,
Building
Lifestyles**



100+ Staff



2000+ Clients
Served



Over 500+
Completed Projects



Good Rating

SECTOR AT A GLANCE

CONSTRUCTION & REAL ESTATE

In the dynamic world of Construction and Real Estate, our group of companies is dedicated to more than just brick and mortar – we're crafting spaces where dreams come to life, with sustainability and innovation at the core of our endeavours.

We are committed to building comfortable, sustainable, and durable homes, commercial spaces, industrial establishments, and renting office spaces. Our diverse solutions cater to various needs, from high-end to budget-friendly. Whether it's new construction or upgrading existing properties, our expertise and ingenuity transform visions into reality, ensuring efficiency and environmental friendliness in every project.





Luxury meets
Sustainable
Hospitality



100+ Staff



1000+ Guests
Served



50+ Suites & Room
Capacity



Over 4.9 Rating in
Trip Advisor

SECTOR AT A GLANCE

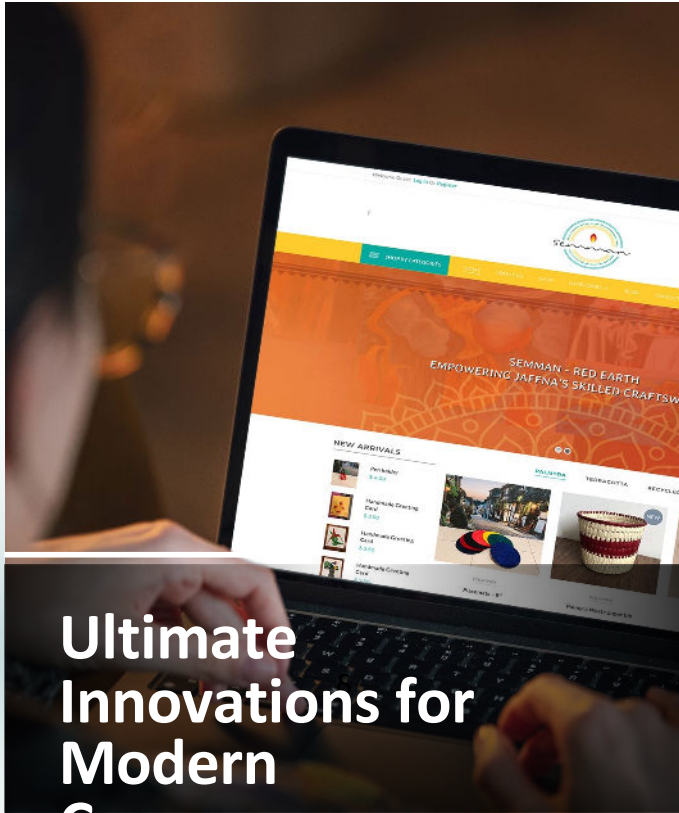
HOSPITALITY & LEISURE

Our hospitality and leisure sector seamlessly blends luxury with sustainability. Our flagship hotel, located in the heart of the Jaffna peninsula, offers thirty-nine luxurious suites where guests can relax and experience Jaffna's unique cultural and natural heritage. We prioritise uplifting local communities and conserving the environment for future generations.

Thinnai Farms offers a closer connection to nature, featuring glamping tents, farm rooms, farmhouse, and accommodations for backpackers. Here, guests can disconnect from the hustle and reconnect with nature. The farm also features our own vegetable and dairy farm to cater to guests' needs.

Our brands redefine leisure, providing unforgettable moments that transcend the ordinary.





Ultimate
Innovations for
Modern
Consumers



100+ Staff



2000+ Customers
Served



Over 5000+
Products



Good Rating

SECTOR AT A GLANCE

RETAIL & E-COMMERCE

Through our retail and e-commerce platforms, SA Ventures offers a diverse array of trusted products and services. Our offerings include roofing, ceilings, wall panels, flooring solutions, gates, and paints, all available through our comprehensive showroom and online platforms.

Additionally, our retail and e-commerce arm empowers local farming communities and artisans by promoting their products through our channels. This commitment not only enhances our product range but also supports local economies and sustainable practices.





Comprehensive Business Support Solutions



50+ Staff



200+ Clients Served



Over 500+ Completed Products



Good Rating

SECTOR AT A GLANCE ICT & BPO

In the ever-evolving digital landscape, our ICT and BPO sector stands as a beacon of innovation and efficiency. We specialize in IT support, software development, mobile app development, digital marketing, and website development. Our company is trusted to provide cost-effective, timely services that elevate the digital presence and operations of our esteemed clients.

Additionally, we offer BPO services to enhance organizational reach and impact, addressing the evolving needs of the modern business world in the field of Sales Conversion, Accounting and HR Payroll Process Outsourcing.





Rooted in Heritage, Soaring to
New Heights by redefining Sri
Lanka's Construction & Building
Materiel Landscape.



From High Quality
CONVENTIONAL & CLASSIC

Building Materials to
LATEST INNOVATIVE SOLUTIONS





SRI LANKA'S LEADING HIGH QUALITY BUILDING MATERIAL

ALL UNDER ONE ROOF

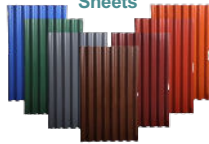
Range of Cement Sheets



- Roofing
- Ceiling



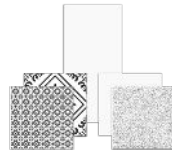
Range of Cement Sheets



- Elegant Roofing & Ridges
- Heritage Roofing & Ridges
- Colorup Strip Ceiling
- Colorup Roof Tile
- Colorup Finishing Ceiling



Eco-friendly Fiber Cement Range



- Ceiling
- Wall Systems
- Flooring
- Wood Substitute
- Roofing



Product Range



- Roofing
- Cladding
- Gutter & Accessories
- Purlins
- Strip Ceiling
- Polycarbonate Sheets



Product Range



- Roller Doors
- Barriers
- Sliding Gates
- Twin Door
- Swing Gates
- Door Guard Smart System



Product Range



- SF Skim Coat
- SF Eco Coat
- Aqua Guard
- SF Metal Filler
- SF Wood Care
- SF Wood Putty



EPS Panels



- Interior Wall Panels
- Exterior Wall Panels
- Roofing
- Ceiling
- Flooring



SA VENTURES IS YOUR IDEAL PARTNER FOR ANY CONSTRUCTION PROJECT



Cost Efficiency



Reduced Lead Time



Consistent Quality Assurance



Customisation and Flexibility



Comprehensive Sustainability

CLIENT EXCELLENCE CENTRE

Fixed Approach to Credit

- **Transparent Terms:** Clear and fixed credit terms to ensure there are no unexpected costs.
- **Financial Flexibility:** Tailored credit solutions to support your cash flow and project timelines.
- **Trust and Reliability:** Build a trusted partnership with predictable and reliable credit terms.

Bespoke Training for Product Use

- **In-Depth Training:** Receive comprehensive training on the proper use of all purchased products.
- **Integration Assistance:** Learn how to seamlessly integrate various products for optimal performance.
- **Ongoing Support:** Access continued support and guidance to address any queries or issues during product use.



Centralised Approach to Multiple Construction Brands

- **Comprehensive Solutions:** Access a wide range of construction and turnkey solution brands under one roof.
- **Expert Recommendations:** Our specialists help identify the best products tailored to your specific project needs.
- **Streamlined Sourcing:** Save time and effort by finding all necessary materials and products through our centralised platform.

Commitment to Delivery

- **Reliability:** Ensure your project progresses smoothly with our commitment to timely deliveries.
- **Quality Assurance:** Every product meets our stringent quality standards to guarantee superior performance.
- **Consistent Communication:** Stay informed at every step with regular updates on your order status and delivery schedules with your Key Account Manager.





SEEING TOMORROW AND BEYOND

Established in 2017, EL TORO is Sri Lanka's first company to manufacture eco-friendly fibre cement products using advanced German technology. As a leader in the eco-friendly construction materials industry, EL TORO focuses on quality, innovation, and superior after-sales service.

Our products made from a special fibre cement mix comprising cellulose fibre, Portland cement, refined sand, and water, offer durability, strength, and dimensional stability. Committed to sustainability, EL TORO invests heavily in research and development to meet the growing demand for green living with locally manufactured, eco-friendly solutions. Due to the uniqueness of our green concept, EL TORO products have high demand locally and overseas.



El Toro Roofing Products Limited

www.eltoro.lk



WHY CHOOSE ECO-FRIENDLY EL TORO SHEETS?

- **Sustainability and Carbon Conscious Factory**

Certified and audited every 3 months, ensuring carbon neutrality for both the factory and office, making it highly attractive for exports and international clients.

- **Environmentally Friendly**

Our products are designed to be eco-friendly, reducing environmental impact.

- **Recyclability, Biodegradable and Sturdy**

Our products are both recyclable and biodegradable, ensuring durability without compromising sustainability.

- **Reuse and Versatility**

Suitable for partition boards, wall art, ceiling products, and flooring, demonstrating exceptional versatility and multipurpose use.

- **Increasing International Demand**

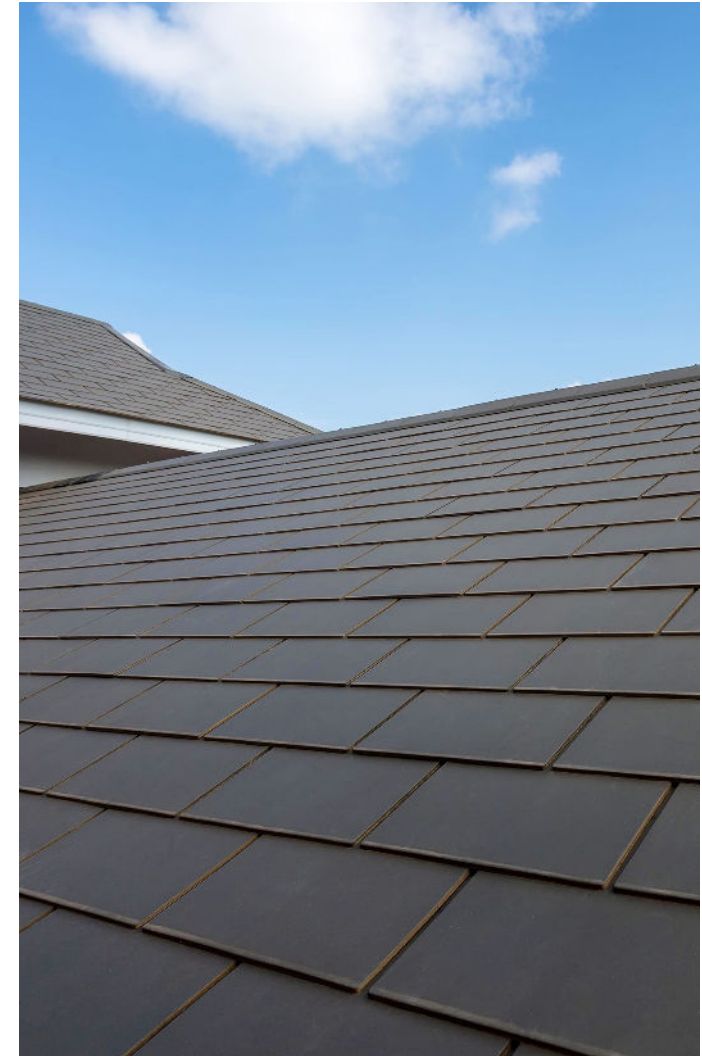
Chosen over gypsum for insulation benefits, fire resistance, and versatility to cater to compliance and efficiency requirements.

- **Personalisation and Support**

Our excellent team is always ready to assist clients with tailored solutions.

- **Comprehensive Product Range**

From ceiling, flooring, and skirting to flashing, EL TORO products can be used to build complete structures.





OUR SUSTAINABLY

INNOVATIVE PRODUCT RANGE



TORO CEILING

- **Conventional / Plaster Ceiling**
Suspended false ceiling with a seamless/concealed finish.
- **Design Ceiling** ●●●●● Colours
Aesthetic ceilings using autoclave technology, suitable for industrial, commercial, and residential areas.
- **Suspended Ceilings**
Flat ceiling built below the roof on soffit slabs or existing ceilings.

WOOD RANGE

- **Siding**
Authentic look, longer-lasting than wood, made with autoclave technology.
- **Fascia**
Durable and authentic, with thermal resistance, made with autoclave technology.
- **Fence**
Low-maintenance, versatile installation, smooth or wood finish, autoclave technology.
- **Skirting** Authentic, durable, withstands floods and high pressure, classic style.



• Internal & External Dry Walls, Partitions & Cladding

These fibre cement board sheets are thermal resistant, dimensionally stable, and withstand extreme conditions such as high-pressure winds and moisture.

Applications

- Driveways
- Houses
- Other Interior Spaces
- Corridors
- Sports Complexes
- Restrooms
- Factories
- Damp Areas
- Libraries

Fully recyclable, relocatable and demountable with minimal cost and eco-friendliness

• Retail

Ideal for mezzanine floors to increase display space.

• Office

Cheaper and easier to install than traditional block and cement, suitable at any construction stage.

• Storage & Production

Cost and time-saving compared to traditional concrete floors, perfect for mezzanine floors for additional space.

TORO WALL

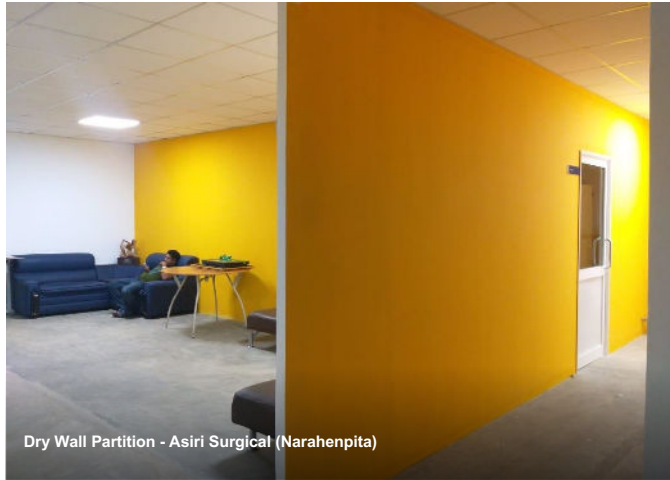
TORO FLOORING



OUR RECENT PROJECTS



Finishing Ceiling - Hotel in Maldives



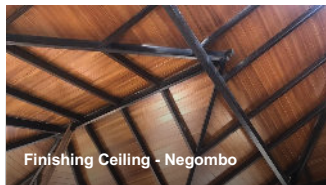
Dry Wall Partition - Asiri Surgical (Narahenpita)



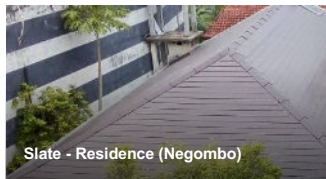
Exterior Decking Panel
Residence - Kandy



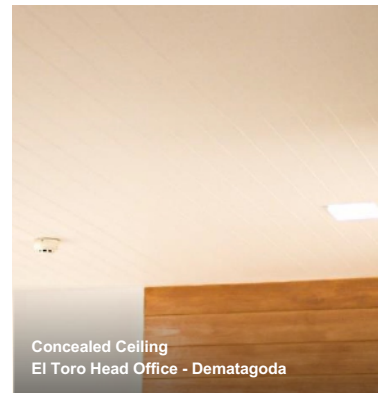
Floor Board
Commercial Building - Boralesgamuwa



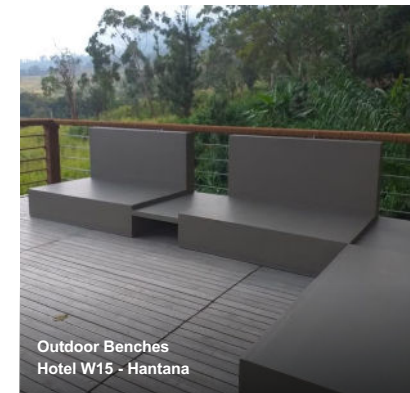
Finishing Ceiling - Negombo



Slate - Residence (Negombo)



Concealed Ceiling
El Toro Head Office - Dematagoda



Outdoor Benches
Hotel W15 - Hantana





SA VENTURES CORPORATE SOCIAL RESPONSIBILITY





UPLIFTING SRI LANKA'S MARGINALISED COMMUNITIES

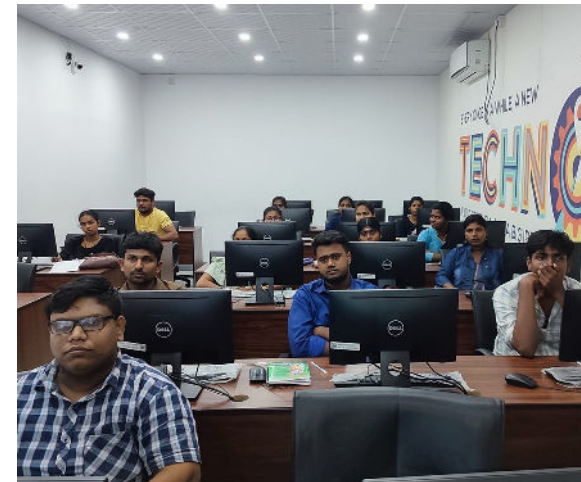
SEED is dedicated to bridging gaps and paving the path to a sustainable future for marginalised communities in Sri Lanka. Championing hope, inclusivity, and resilience, SEED's mission includes providing fair market access, empowering communities with knowledge and funds, driving green initiatives, and promoting self-employment. SEED focuses on holistic community growth by empowering farmers, conserving nature, and fostering self-employment and education to build a more equitable future.





EMPOWERING EDUCATION FOR ALL AGES

The GNANAM EDUCATION TRUST (GET), a charitable organization by SA Ventures, is dedicated to providing accessible education. Its training center offers free courses in English, Sinhala, and IT skills to those struggling to afford education. GET has also established the Professional Skills Development Centres (PSDC) in Jaffna and Vavuniya, offering tailored educational opportunities with expert teachers, a modern IT lab, contemporary classrooms, and diverse leisure activities to ensure an immersive learning experience for all ages.





SEMMAN - UPLIFTING COMMUNITIES THROUGH UNIQUE CRAFTSMANSHIP

Semman, an e-commerce brand, showcases unique products crafted by skilled artisans from Sri Lanka's Northern Province, especially war widows. These exclusive designs blend traditional Northern materials with modern elements, creating a distinctive brand identity. By producing in the conflict-affected Northern Province, Semman aims to uplift the community, providing economic support and a platform for their craftsmanship.



Terracotta Necklace



Cotton Woven (Beach Towel)



Handmade Fan



Waste Paper Jewellery Box



SA VENTURES CORPORATE SOCIAL RESPONSIBILITY

We are actively engaged in a variety of sustainability and CSR projects across Sri Lanka. These initiatives include tree plantation programs at schools, beach clean-up campaigns, and the design, construction, and handover of new hospital wards and school buildings. Additionally, we sponsor water purifiers at public places and institutions. Supported by our employees, dealers, distributors, and other stakeholders, these projects highlight our commitment to community upliftment and environmental stewardship.





SA VENTURES COMMITMENT TO SUSTAINABILITY

SA Ventures is deeply committed to sustainability, integrating eco-friendly practices across its manufacturing plants, operations, and CSR initiatives. Significant investments in research and development have driven the group's focus on "sustainable innovation," resulting in notable advancements.

El Toro leads with eco-friendly ceiling and partitioning solutions, RBS enhances energy efficiency with advanced prefabricated systems, and Supermet offers recyclable, fire-resistant zinc-aluminium products. Rhino recycles 100% of its wastewater, harvests rainwater, and aims for carbon neutrality by 2030.

Each brand within the group forges its own path toward sustainability, reflecting SA Ventures' mission to create a greener, more sustainable future, prioritising impact over profits.

CONTACTS

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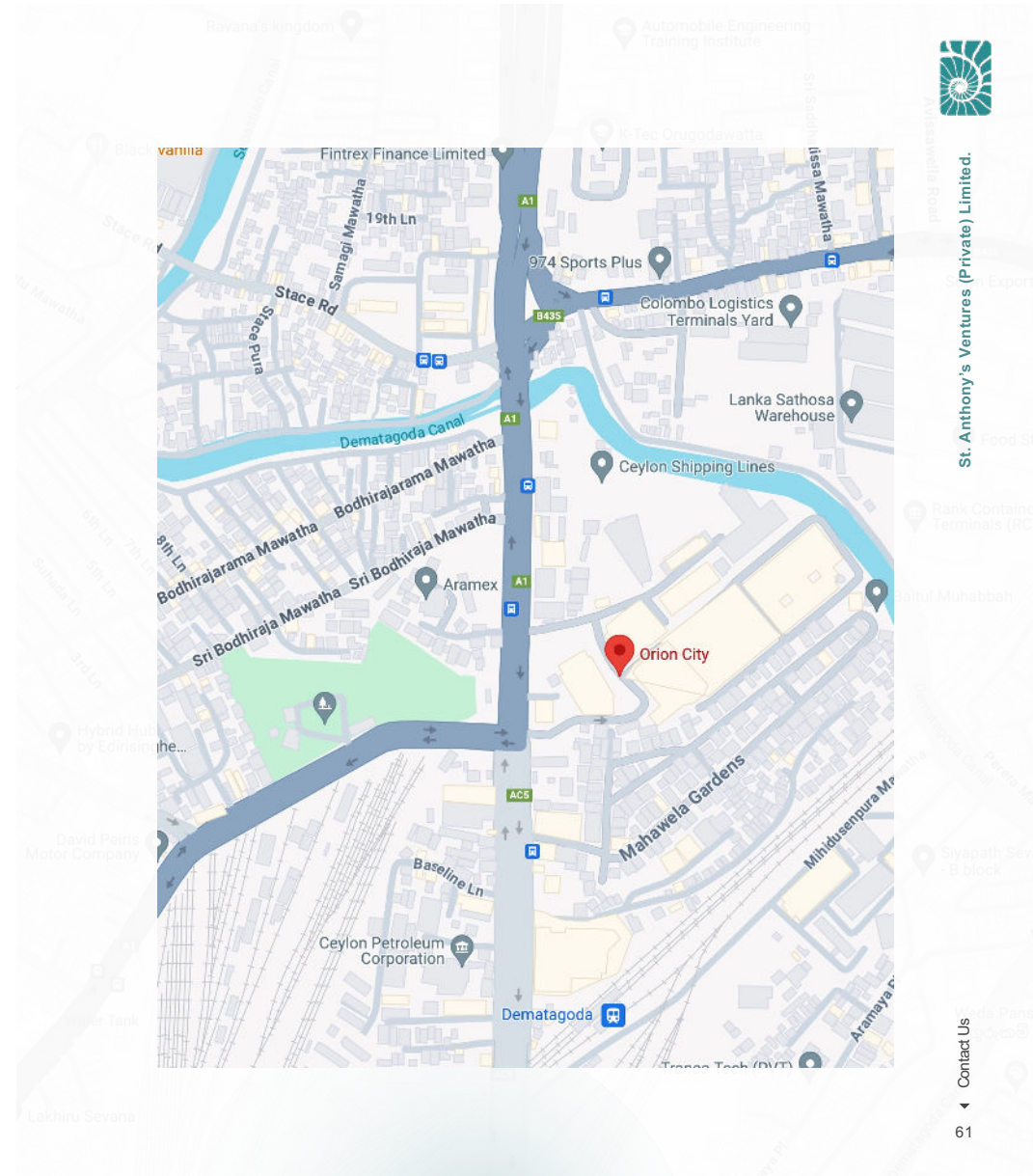
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St. Anthony's Ventures (Private) Limited.

Contact Us
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SA VENTURES

A Legacy of Excellence - Since 1947

Thank You

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