



# JFS HOLDINGS LIMITED

POWER OF - X







**XPONENTIAL**



**XTREME**



**POWER OF**

**XPERTISE**



**XPANSION**





ICT Services

BPO Services

AGRO Food

ACTION Sports

At JFS Holdings Limited, our success journey thrives on uniting a global community, dismantling barriers and embracing diversity. Through the synergy of advanced technology, inventive ideas and collaborative efforts, we transcend conventional boundaries, achieving an outreach that once seemed improbable. Our pursuit is one of discovery, crafting remarkable experiences for partners and clients alike. As we traverse diverse markets, our voyage becomes a conduit for bridging gaps and revealing a world brimming with limitless possibilities.



# VISION

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To be the largest conglomerate  
In Sri Lanka

# MISSION

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We create Smiles in the faces  
of our consumers and make  
customers loyal to our  
brands, whilst adding value to  
our employees, Shareholders,  
and Society.

# VALUES

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- Thinking Big
- Right Innovation
- Empowering Talents
- Doing Right Things

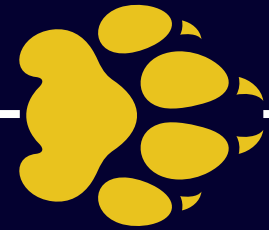


# OUR PATRIMONY

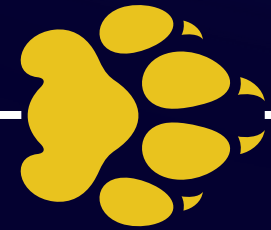


**2012**

Incorporation with  
a share capital of  
Rs. 1,000

**2013**

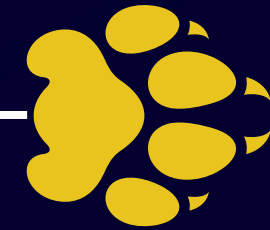
Receiving the first-ever  
USD payment.

**2014**

SourceOne gets into  
Outsourcing

**2015**

Largest-ever CSR  
project of JFS by  
rebuilding an Early  
Childhood  
Development Center  
at Hali Ela.

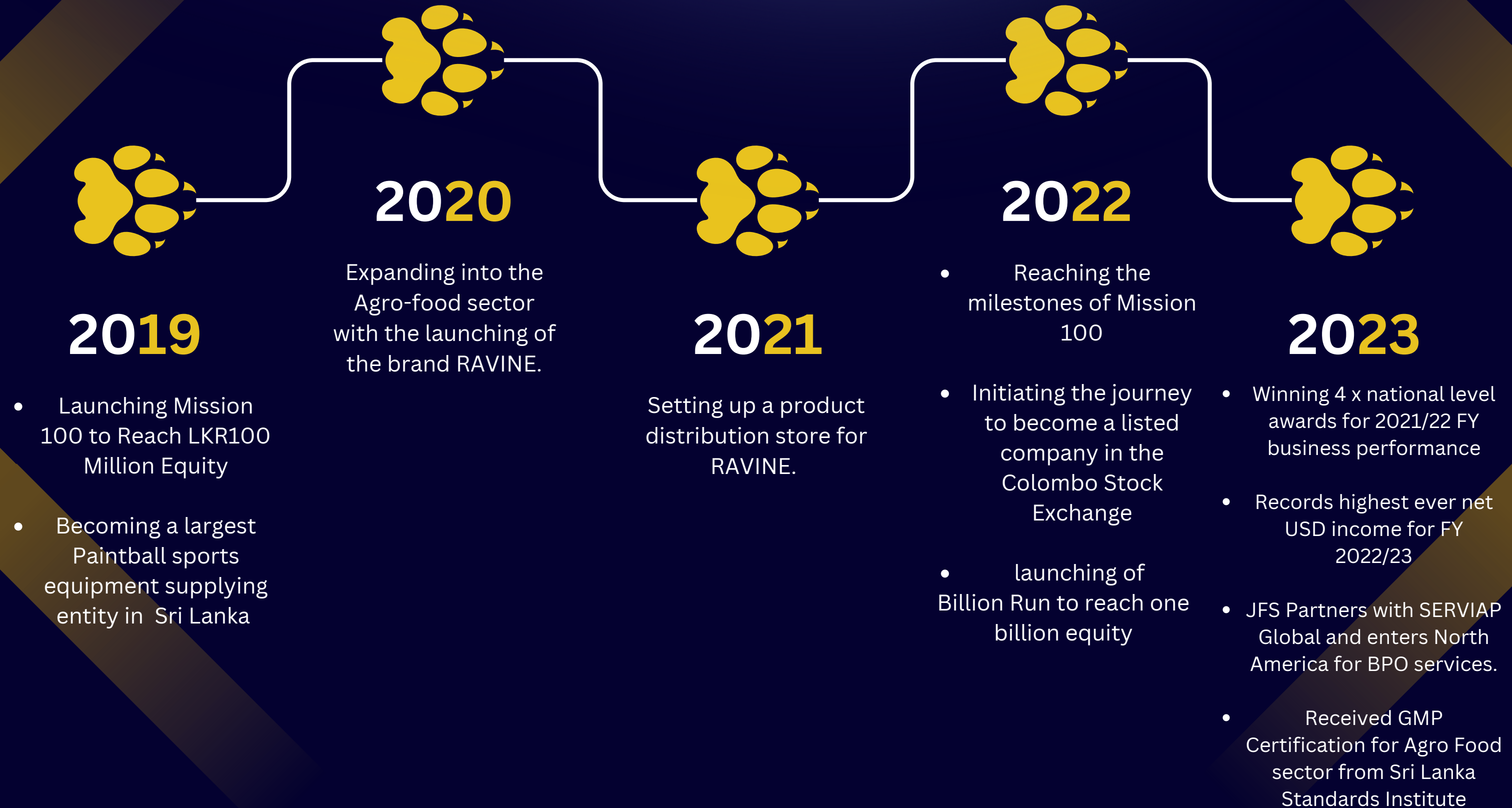
**2016**

Amalgamating SourceOne  
Lanka (Private) Limited  
and Monsoon Leisure &  
Adventure Lanka (Private)  
Limited. thus synergizing  
resources for enhanced  
performance

**2017**

Receiving a merit  
award from National  
Chamber of  
Commerce for  
business Excellence.





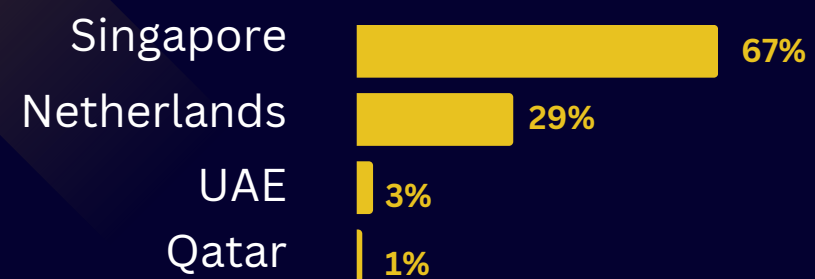


# BPO SECTOR

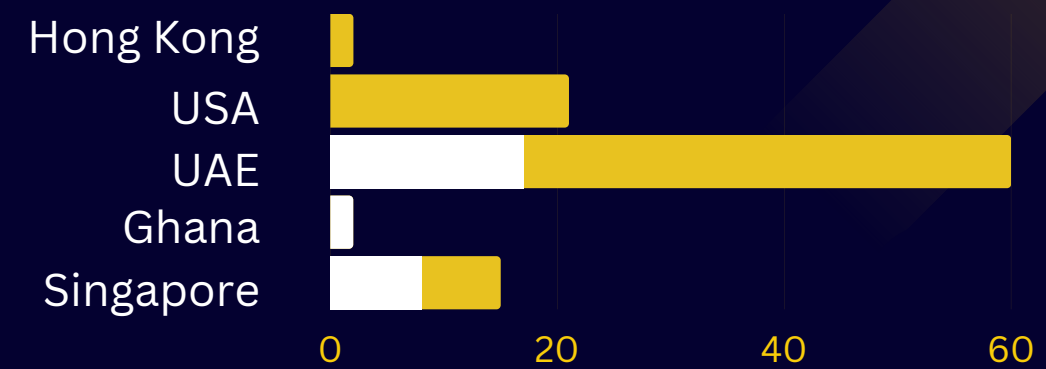




**USD REVENUE GENERATION 22/23**



**2023/24 GLOBAL REVENUE**





- Differentiation as the biz strategy to remain competitive.
- EOR services facilitate overseas companies to hire talents, eliminating the need for local entities.
- 62 %of the BPO Clientele is Multinationals/Overseas.
- 83% of the BPO revenue for the FY 22/23 was received in USD.
- Highest ever USD inflow in JFS history



**KEY BPO CUSTOMERS**



50+

CLIENTS



31

EMPLOYEES  
DEPLOYED



USD 1,740

AVG MONTHLY  
OVERSEES BPO  
REVENUE PER  
EMPLOYEE

**CAGR**

29.4%

5-year revenue  
CAGR

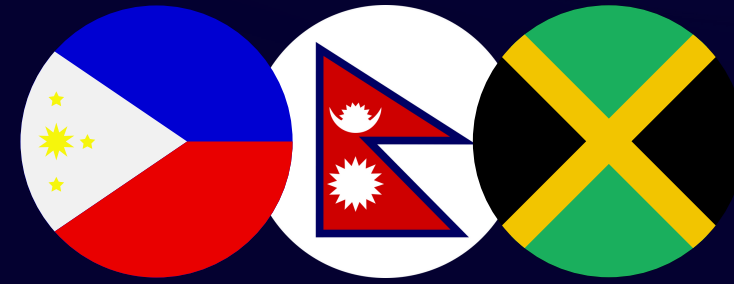


# HOW WE ARE BEYOND THE REGIONAL COMPETITION



**LKR 58,500**

AVG Monthly Admin  
Cost Per Seat



Multinational approach/  
Resources by this year



99% Value addition  
to USD Income

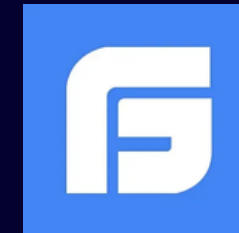


**48%**

WFH / Hybrid  
Workforce



Organic Google  
Performance



Clutch Ratings /  
Goodfirm Ratings

# ICT SECTOR




## CODEONE-X

- A top-tier IT Augmentation brand for both local and global brands.
- Beating the typical competition maintaining 50% GP margin.
- A range of other services like Web design, Software Development, Mobile Apps, e-commerce, SEO, and Digital Marketing to mitigate the overhead risk.
- On SLASSCOM's Xcelerator scheme with many opportunities around.


## OUR ICT Customers






**5+**

**CLIENTS**



**33**

**EMPLOYEES  
DEPLOYED**



**50%**

**AVG. MONTHLY  
GP MARGIN**

**CAGR**

**6.6%**

**5-year revenue  
CAGR**

# HOW WE ARE BEYOND THE REGIONAL COMPETITION

## SERVICE APPROACH



Staff Augmentation



DevOps / Maintenance  
part projects

## FINTEC APPROACH



New Developments



Augmentation



Product enhancements



# AGRO FOOD SECTOR

- A COVID lockdown Startup with 15 SKUs and 3 x inventions.
- Differentiation is the strategy with unique value addition.
- Benchmarking Kellogg's Finger Millet (Kurakkan) based value-added SKUs.
- Currently exploring export prospects to the EU through ECCSL.
- GMP certification through SLIS and HACCP/ISO is on the cards.

## Products



## Modern trade distribution channels



15  
SKU'S



5+  
AGENTS



4  
MODERN TRADE  
DISTRIBUTION  
CHANNELS

CAGR

75.8%  
3-year revenue  
CAGR



# ACTION SPORTS SECTOR

**Four Man Team (FMT)**





- Deliver military-flavored OBT programs for executive staff.
- Linking battlefield strategies with Biz
- High-end approach and 55% GP enjoyed.

**Ravanah-H**

- An E-Commerce platform designed to distribute paintballs, gears, and other accessories to the USA market and live for local consumers.
- An agent of USA’s largest Paintball supplier GI Sports of KoreOutdoor, Indiana.
- Discussions underway thru AMCHAM to seize an opportunity to operate in the USA

**OUR Customers**



	
<b>4,000+</b>	<b>3,000+</b>
<b>CORPORATE/PUBLIC SERVED CUSTOMERS</b>	<b>SESSIONS CORPORATE / PUBLIC</b>
	
<b>1 MN+</b>	<b>250</b>
<b>PAINTBALLS SOLD</b>	<b>MARKERS IN THE FIELD</b>



# LEADERSHIP



**Madhushan Raigamage**

Executive Director, Chief Executive Officer



**Chamali Dilrukshi**

Non-Executive Non-Independent Director



**Nilantha Perera**

Non-Executive Independent Director



**Nuwan Withanage**

Non-Executive Independent Director



**Nuwan Widyapathige**

Non-Executive Independent Director



# MARQUES OF JFS





Compliance Award  
TAGS Awards 2022



Silver Award  
National Export Awards 2022.



Silver Award  
CNCI Achiever Awards 2022.



Merit Award at National Business  
Excellence Awards 2022.



# OUR MEMBERSHIPS





**THANK YOU!**