



Introduction



Ceylon Biscuits Limited (CBL) is Sri Lanka's largest confectionery manufacturer, producing and marketing 11 categories of branded food products with their own extended ranges. Known for technology leadership and marketing capability, CBL earned its reputation as an innovation leader by bringing to market a steady stream of new products catering to diverse palates.

This strength in innovation, supported by courageous investment in research, development and new technology has reaped CBL a sumptuous harvest of originality in its product lines.

By offering this diversity of captivating tastes to international consumers, CBL has more recently, stormed export markets gaining acceptance in 52 countries and counting.

Group Strengths

CBL is best known for product innovation. Coupled with award winning quality and aggressive marketing, CBL has grown to become Sri Lanka's largest confectionery manufacturer.

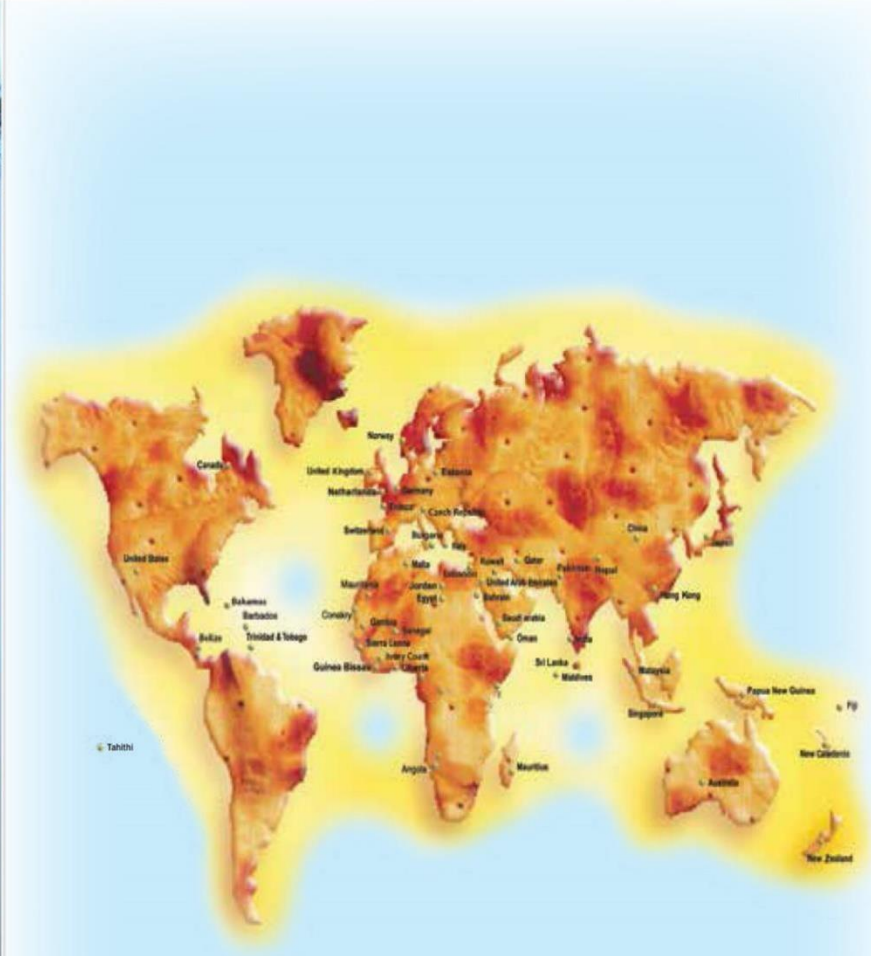
Custom built factories and specialized equipment manned by trained and qualified staff ensures high productivity, low waste and stringently observed quality standards.

Over the last 48 years of operation, our relationships with our trusted suppliers from around the country and across the globe have grown to become strong, trusted and long lasting.

Its international presence and high product acceptability the world over is attributed to these factors.



Export presence



CBL has over 40 years of experience in exporting its brands and food products, with the product range, volumes and export destinations increasing year by year.

High quality products are produced at our dedicated export factory, which conform to all international standards, enabling us to cater to markets around the world.

CBL exports reach more than 55 countries across all continents and over 9,000 metric tons of our products are consumed annually around the world.

Winning export awards since the year 2003, having won recognition by awarding bodies including National Chamber of Exports and Presidential Export Awards. CBL regularly participates in International Trade Fairs.

Milestones

CBL FOODS INTERNATIONAL (PVT) LTD - Established 09-07-2002
Manufacturing chocolates, cakes, biscuits, wafers and jelly, the company owns a 200,000 square foot state-of-the-art facility.

CBL NATURAL FOODS (PVT) LTD - Established 04-08-2008
An export oriented company that produces and markets natural & certified organic fruit products, cashew nuts and coconut products.

CONVENIENCE FOODS (LANKA) PLC - Established 27-03-1990
Sri Lanka's pioneer and the largest manufacturer of textured soya nuggets & producers of a range of jelly crystals, instant soup mixes and snacks.

PLENTY FOODS (PVT) LIMITED - Established 24-04-1996
Manufacturers of Sri Lanka's most consumed cereal product and herbal porridges made from 100% locally sourced raw material.

CBL EXPORTS (PVT) LTD - Established 09-07-2010
A state-of-the-art manufacturing facility, this company was established at Seethawaka Export Processing Zone with the aim of catering to the ever growing global market.



Milestones

1939

Mr. Simon Arthur Wickramasingha (1902-1984) acquired Sri Lanka's first biscuit factory owned by Mr. Williams. Launches 'Williams Confectionery' with just 10 employees.

1957

It was mechanized in 1957 with Baker Perkins lines from the UK.

1960s

'Williams' together with the Sri Lankan Government and CARE of USA, manufactured high-protein biscuits to supplement mid-day meals for school children, based on a proposal by Mineka Wickramasingha, current Group Chairman

1968

A new biscuit factory was built on eight acres of rubber land surrounded by green paddy fields in Pannipitiya in 1968

1980s

Records highest growth rates in any industry in Sri Lanka. Ventures into India setting up manufacturing plants and acquiring related companies establishing CBL Foods.

1990s

Innovative products high quality standards and aggressive marketing makes CBL brands market leaders in their respective categories, Expands global presence.

2000s

Records highest growth rates in any industry in Sri Lanka. Ventures into India setting up manufacturing plants and acquiring related companies establishing CBL Foods.

2010s

Innovative products high quality standards and aggressive marketing makes CBL brands market leaders in their respective categories, Expands global presence.

Awards and Certifications

Independent certifications by globally recognized bodies for safety, quality and environment management testify to the maintenance of international standards across all operations.

An impeccable track record of exporting great value and quality products using state-of-the-art technology and best practices in developing manufacturing capabilities have helped us receive many industrial excellence awards.

The strength of CBL's core business, its capacity and the dedication of its people, as much as its commitment to customers and their preference of products has received recognition many times over by the state and other governing bodies. CBL Group's CSR projects too have rewarded by many organizations.



Awards and Certifications



CERTIFICATIONS
Certifications from globally recognized bodies in maintaining international standards across operations including safety, quality and environment management.



QUALITY AWARDS
Several awarding bodies have recognized our efforts in maintaining high quality in all our processes.



EXPORT AWARDS
Our impeccable track record of exporting great value and quality products has been recognized year-on-year.



BRAND AWARDS
The awards our brands have received demonstrate our commitment to our customers and their preference of our products.



BUSINESS AWARDS
The strength of our business, its capacity and the dedication of its people have been recognized in Sri Lanka.



INDUSTRIAL AWARDS
State-of-the-art technology and best practices in developing manufacturing capabilities have helped us receive many industrial excellence awards.



CSR AWARDS
Our CSR projects have come under the keen eye of established bodies that reward CSR efforts of organizations.



AGRICULTURAL AWARDS
We source our raw material ethically and mostly use nationally produced food products in our manufacturing processors.



PRODUCTIVITY AWARDS
We are proud to be recognized for going from strength to strength, adopting the best technology and expanding capabilities.

CSR

CBL Group's efforts touch almost all aspects of the community but gives priority to education, arts & culture, sports, community development and corporate philanthropy.

For example, CBL conducts a program to prevent children dropping out of school; and workshops to help them at crucial examinations, seminars on productivity, workshops for preschool children and parents, teacher training programs etc.

CBL provides support for a health insurance scheme benefiting Cinema Artists.

By empowering traditional food industries CBL helps rural communities to help themselves.

The differently-abled are not treated differently either, receiving CBL group's help to stand as equals and improve their quality of life.

