



ENTERPRISES (PVT) LTD

COMPANY PROFILE



ATD ENTERPRISES PRIVATE LIMITED

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ABOUT OUR COMPANY

ATD Enterprises (Pvt) Ltd is a Sri Lankan food processing and spice manufacturing company dedicated to producing high-quality spice products using traditional roasting techniques and modern hygienic processing methods. The company focuses on preserving the authentic taste and aroma of Sri Lankan spices while maintaining high production standards.

Our goal is to provide pure, natural, and high-quality spice products that enhance the flavor of traditional and modern cuisines. By combining traditional knowledge with modern packaging and quality control systems, ATD Enterprises ensures that customers receive consistent and reliable products.

The company is also committed to supporting local agriculture by sourcing raw materials from farmers and suppliers across Sri Lanka, helping strengthen the local economy while delivering authentic Sri Lankan spice products to the market.

OUR VISION

To become a trusted and recognized brand in the spice industry by delivering high-quality, authentic Sri Lankan spice products to both local and international markets.



OUR MISSION

Our mission is to produce pure, hygienic, and high-quality spice products using carefully selected ingredients and traditional processing methods while maintaining consistent taste, aroma, and quality for our customers.



OUR COMPANY VALUES



Quality and Purity

We are committed to maintaining the highest standards in spice production by selecting quality raw materials and following strict processing and packaging practices to ensure purity and freshness



Customer Satisfaction

Customer trust is the foundation of our business. We focus on delivering products that meet customer expectations in quality, taste, packaging, and reliability.



Integrity and Transparency

We conduct our business with honesty, fairness, and transparency, ensuring strong relationships with customers, suppliers, and business partners.



Sustainability

We support sustainable agricultural practices and work closely with local farmers to ensure responsible sourcing of raw materials.





Our Signature Product

Jaffna Roasted Curry Powder

Our signature product, Jaffna Roasted Curry Powder, is produced using a traditional roasting process that enhances the natural aroma and flavor of spices.

- Slow-roasted under controlled temperature
- Stone-ground to preserve strong aroma
- 100% pure with no artificial chemicals or additives
- Rich flavor suitable for traditional Sri Lankan cuisine
- Consistent taste and quality

This product reflects the authentic flavor of Northern Sri Lankan cooking traditions



Our Product Range

ATD Enterprises offers a variety of high-quality spice products carefully processed and packed to maintain freshness and flavor.

Our products include:

Jaffna Roasted Curry Powder

Coriander Powder

Turmeric Powder

Black Pepper Powder

Cumin Powder

Chilli Powder

Chilli Flakes

Each product is processed under hygienic conditions and carefully packed to ensure long shelf life and high customer satisfaction.



Packaging Options

To meet diverse customer needs, our products are available in a variety of packaging sizes and formats, suitable for both retail and wholesale markets.

Available pack sizes include:

25g | 50g | 100g
250g | 500g | 1Kg

In addition to standard weight-based packaging, we also offer multiple packaging formats such as PET bottles, port-grated polythene packs, and standard pouches to ensure product safety, convenience, and market appeal.

Custom packaging solutions can be arranged to meet the specific requirements of distributors, retailers, and bulk buyers.



Production Process

Our spice production process focuses on maintaining quality, hygiene, and authentic flavor.

The process includes:

- Careful selection of high-quality raw spices
- Cleaning and sorting of ingredients
- Traditional roasting process for selected spices
- Grinding using quality grinding equipment
- Quality checking and blending
- Hygienic packaging and labeling

This process ensures consistent flavor, freshness, and product safety.



Competitive Advantage

ATD Enterprises has several strengths that make our products competitive in the market.

- Traditional roasting method for authentic flavor
- High-quality raw materials sourced from reliable suppliers
- Hygienic production process
- Consistent taste and product quality
- Flexible packaging options for different markets
- Strong focus on customer satisfaction

These advantages allow us to build a strong brand reputation in the spice industry.



Our Target Market

Our products are designed to serve a wide range of customers including:

- Household consumers
- Retail grocery stores
- Supermarkets
- Restaurants and hotels
- Wholesale distributors
- Export markets

By serving both local and potential international markets,
ATD Enterprises aims to expand its reach and increase brand recognition.



WHAT WE OFFER

ATD Enterprises offers premium spice products that combine traditional Sri Lankan flavor with modern quality standards. Our commitment to quality, consistency, and hygiene ensures that every product delivers excellent taste and aroma.

We aim to build long-term relationships with customers, distributors, and retailers by providing reliable products and excellent service.

Through innovation, quality improvement, and market expansion, ATD Enterprises strives to become a leading name in the Sri Lankan spice industry.



CURRENT BUSINESS PROGRESS

ATD Enterprises (Pvt) Ltd has successfully completed the initial stages of establishing its spice processing business. The company has finalized the product formulations for its signature Jaffna Roasted Curry Powder and other spice products, ensuring consistent taste, aroma, and quality.

Reliable sourcing channels have been identified through local farmers and suppliers to maintain high-quality raw materials. Packaging designs and labeling are currently being developed to meet both local market standards and international export requirements.

Small-scale production trials have already been conducted to ensure product consistency and quality control. ATD Enterprises is now preparing to expand production capacity and establish distribution networks while also focusing on export opportunities to international markets, promoting authentic Sri Lankan spice products globally.



OUR SUB BRANDS

We have developed a range of sub-brands to effectively cater to different market segments, including local retail, online customers, and international buyers. Each brand is strategically positioned to deliver value, quality, and a distinct identity aligned with its target market.

YarlProducts.lk

YarlProducts.lk serves as our online marketplace dedicated to promoting and selling authentic local products. It provides a convenient digital platform for customers to access high-quality, traditionally sourced goods while supporting local producers and small-scale industries.



Dila Product

Dila Product is our local brand focused on catering to the domestic market. It emphasizes affordability, quality, and everyday usability, ensuring that customers receive reliable products that meet local tastes and preferences.

Yaal Roots

Yaal Roots is our export-oriented brand designed to introduce authentic Sri Lankan products to international markets. The brand highlights premium quality, cultural heritage, and compliance with international standards, targeting overseas consumers seeking natural and traditional products.



BUSINESS CAPABILITIES & SERVICES

ATD Enterprises (Pvt) Ltd is equipped to cater to diverse market demands through flexible production, quality assurance, and customer-focused solutions.

Export Quality Products

Bulk Supply

Wholesale Distribution

B2B (Business-to-Business) Supply

Custom Recipes Available



YarlProducts.lk

Online Marketplace for Authentic Local Products

YarlProducts.lk is our dedicated online marketplace developed to promote and sell authentic Sri Lankan local products. It functions as a sub-brand of our business, connecting traditional producers with modern consumers through a digital platform.

Vision

To become a leading online marketplace for authentic Sri Lankan products, preserving cultural heritage while expanding access to local goods in both domestic and international markets.

Mission / Purpose

Our mission is to empower local farmers, artisans, and small-scale entrepreneurs by providing them with a reliable and accessible platform to market their products and improve their livelihoods.

Product Range

We offer a diverse selection of products including organic food items, spices, traditional snacks, herbal products, and handmade goods that represent the richness of Sri Lanka's regions.



YarlProducts.lk

Online Marketplace for Authentic Local Products

Quality & Authenticity

We are committed to maintaining high standards by sourcing products directly from trusted local producers, ensuring authenticity, freshness, and quality in every item.

Digital Platform & Convenience

YarlProducts.lk provides a user-friendly online shopping experience with easy navigation, secure payment options, and efficient delivery services to ensure customer satisfaction.

Community Impact

The platform contributes to rural economic development by supporting local industries, creating market opportunities, and encouraging sustainable production practices.



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