

CORPORATE INFORMATION

Registered Name of the Company	: ABC Trade & Investments (Pvt) Ltd.
Registered Address	: No 3, Bandaranayakapura Road, Rajagiriya. Sri Lanka
Legal Form	: Limited Liability Company
Company Registration No	: PV 12558
Year of incorporation	: 1997
VAT Registration	: 114190497 7000
No Employees	: 100 +
Director/CEO	: Mr. A. Jayaseelan

CONTACT DETAILS

Address	: No. 3, Bandaranayakapura Road, Rajagiriya. Sri Lanka.
Telephone	: +94 (0)11 5 87 77 00
Fax	: +94 (0)11 2 86 85 55
Email	: info@abcsrilanka.biz
Web	: www.abcsrilanka.biz

Affiliated & Associated Companies

- Print Rite (Pvt) Ltd.
- ICE Technologies (Pvt) Ltd.
- Targetonline.lk (Pvt) Ltd.
- VMS.lk (Pvt) Ltd.

Company Profile

ABC Trade & Investments (Pvt) Ltd. most dynamic and aggressive conglomerates, incorporated in 1997 and commenced operations in 2004 as a ICT solution providing company with 6 employees by a young entrepreneur Mr. Amalrajah Jayyaseelan; today company has expanded by diversifying in to various business focus such as ICT Solutions, Healthcare, Retail, Water Purification Solutions, Lighting Solutions, Consumer Electronics, Printing, Plantation, Tourism and Import Export Trading. The company now houses over 100 + employees with Head Office located at No 3 Bandaranayakapura Road, Rajagiriya with 6 floors covering 27000 square feet building with fully equipped work place, warehouse and ample vehicle parking, company is importers and distributors for many leading brands. Company is a recognized member of the Sri Lanka Computer Vendors Association and The National Chamber of Commerce Sri Lanka.

ABC T & I takes pride in offering affordable, practical and high quality products and services in the specialized sectors, This Involves in manufacturing, importing and distribution of products, we have introduced several reputed brands to the market. We offer quality and reliable services in every possible way. Our commitment to customers is reflected in ABC T & I' unmatched service offerings which are backed by the vast experience and solid expertise of our knowledgeable team.

Our aggressive management team with a unique culture, clear vision and direction are geared to make ABC T & I to be the most sought after, creative, innovative and economical solution provider.

Giving back to society is a practice that runs deep at our hearts. With industry sectors and networks spread across the county, we give back to the communities we work with. In assisting the nation at times of need, we are quick to identify requirements and help in whichever way we can.

Our strength, our values and our determination, will be passed down generations, embracing opportunities, ensuring that ABC T & I continues to enrich lives.

Over the last decade the company has been singularly focused on growth - a strategy that enabled us to emerge as leaders in several sectors that we are involved in. As we look to the future we are committed in our determination to widen our product and service range, we will expand into various marketplace, which will attract the best minds, and to improve our processes.



ICT SOLUTIONS

The largest sector at ABC Trade & Investments (Pvt) Ltd. ICT is involved in the development, manufacture, marketing and distribution of a vast range of ICT products and solutions, being the authorized distributor for Print Rite Printer consumables and Verbatim storage media products in the island, the company has an enviable range of various other international brands in its portfolio. ABC T & I is also distributors for world famous brand names such as Fluke Networks – Network tools and certifications, Kodak Inkjet photo papers, Maxell storage media, IBM storage media, EnGenius / 4ipnet wireless networking solutions and Mitsubishi Storage media and authorized dealers for Hp, Canon, Epson, Lexmark, Samsung, Toshiba, Brother.

PRINT-RITE™

Imaging products for today and tomorrow

We are suppliers of quality cartridges, Toners & Ribbons for all Printing Equipment.

Print Rite is a supplier with over 35 years' experience in manufacturing imaging products and the Supply of high quality cartridges, Toners & Ribbons. In addition we have a vast array of products and are able to provide solutions for all your printing requirements at a cost saving up to 80%

Managed Print Service

Today's rising overhead expenses drive organizations to find practical ways to reduce costs. Profit conscious executives face the challenge of either reducing headcount or reducing overhead expenses. Much of the time, either of these strategies can have a negative impact on productivity and morale. Every so often a strategy appears that can provide significant expense control and enhance productivity. One of these areas is office printing.

Documents drive business processes. That's why an average of 1-3% of a company's annual revenues is consumed by document production. To make matters worse, this expense is growing. Office print usage grows at 11-20% per year.

Managed Print Service allows you to control these expenses by outsourcing the management of your fleet of printers. In this type of usage-based model, you only pay for the prints you use. Best of all, no capital expenditures are required since the agreement is for the management of your existing fleet.

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Verbatim is a wholly-owned subsidiary of Tokyo-based Mitsubishi Kagaku Media Co. Ltd (MKM). MKM's parent company, Mitsubishi Chemical Corporation (MCC) is one of the largest chemical companies in Japan and has more than 40 years' experience in developing technologies.

Since its foundation in 1969, Verbatim has shaped the development of data storage technology from floppy disks to CDs, DVDs, high-definition Blu-ray media, external hard drives, flash memory cards, USB drives and SSDs, now entering the LED and OLED lighting markets, Verbatim will use its expansive global network to introduce to the market a range of high quality LED and OLED products designed to provide a better lighting experience for consumers, coupled with low power consumption and long life span. These will include High Colour Rendering Index (CRI) LED lights using technology provided by Mitsubishi Chemical.

Verbatim will stamp its trusted technology brand on the industry, guaranteeing highest levels of product quality and customer service.



Fluke networks provides innovative solutions for the testing, monitoring and analysis of enterprises and telecommunications networks and the installation and certification of the fiber and copper foundation of the networks. Our comprehensive line of Network supervision solutions provide network installers, owners and maintainers with a superior vision, combining speed, accuracy and ease of use to optimize network performance. Fluke networks headquartered in Everett, Washington distributes its products in more than 50 countries and are used by 96 of the fortune 100 companies. It is our privilege to supply the World's No 1 networking solution in Sri Lanka.





EnGenius is a brand with over two decades of R & D and traditions under Senao International in Taiwan. Since the beginning SENAIO was able to secure a leading position in the global communication map by winning the

‘Innovative Design of 1999 in Taiwan for Digital Long Range Telephone’. Since then company has been successful in developing unique solutions to keep ahead of our competitors while winning the hearts of our clients through superior products, services and support.

Our product portfolio consist of wireless networking products, accessories, long range cordless products and state of the art digital communication solutions such as walkie- talkies. Scalability, Security, Stability at low cost with high performance has been the key factors of our successes.



4IPNET Inc. Taiwan, a leading provider of networking total solutions for wireless and wired Connectivity, Management, Security, Mobility and Services. 4ipnet delivers complete diverse array of innovative, turnkey and high-performance products and solutions, to bring reliability and manageability to evolving complex wired and wireless networking and telecommunication world.

4ipnet’s complete wireless networking infrastructure and management solution portfolio addresses the needs of different network operation environments ranging from the hospitality, education, telecom 3G-offload, ISP, industrial, medical, SMB, to the SOHO, with an emphasis on providing centralized network management, simplified network deployment, and enhanced network security and performance. 4ipnet strives continuously to deploy wireless solution across the globe.





ABC Trade & Investments (Pvt) Ltd., is proud to be associated with Mitsubishi Kagaku Media Co. Ltd of Japan, Verbatim Marketing Singapore and Netzon Information technology Co., Ltd to bring a complete optical storage solution. The Solution will be an Secure and Energy Efficient Archival Data Storage Library with the advantages of combining pure RAID Storage with HIT Optical Storage are: long term reliability, low cost of ownership through reduced requirements for redundancy and migration cycles, industry standard storage media, drives and file system, BDXL support and file based access.



Kodak with its continuous innovation of inkjet media products, it has extensively introduced the inkjet printing technology into such industries as digital imaging, printing, OA system, advertising, medical imaging, costumer oriented CAD etc. Kodak also takes the leading role in the application of inkjet printing with various special and high-quality products. Kodak expects its inkjet-printing media products can take you into a fantastic digital world and memorize your colorful life.



Maxell Hitachi Japan has been the leader, since 1961, in developing and introducing cutting- edge products in the industry of OEM and consumer batteries, lenses, and digital media products for the consumer, professional and data storage markets.

The company also offers a full line of electronics care and maintenance products, along with storage products and a well-known brand of headphones, iPod/MP3 peripherals and speakers. In addition, Maxell supplies industrial batteries for Advanced Meter Infrastructure and Tire Pressure Monitoring Systems, as well as cellular phones and power tools.

Maxell has been recognized for over forty years for delivering a comprehensive line of digital tape and disc based recording media products for consumer audio, video, camcorder and data storage applications.





A partner for the world's leading brands, ABC Trade & Investments (Pvt) Ltd. Unveiled its retail and distribution network as **Target OfficeStore** in 2006, have made it a natural choice for customers in Sri Lanka to shop as One Stop Shop for ICT products. Being the authorized distributors and dealers for many international brands, Target OfficeStore retail concept is designed with multi brand multi-channel strategy which is focused on developing the retail sector in the country by raising consumer tastes. The beauty of Target OfficeStore retail arm is currently has given consumers to shop for ICT, water purification, lighting and consumer electronic products. Target OfficeStore outlets are located in customer convenient locations at Rajagiriya, Liberty Plaza, Negombo, Kandy, Matara and Anuradhapura.



With the main area of focus in the consumables business, we realized that a service arm was a must and a vital factor, and we setup a professional service unit with a highly skilled and experienced team of engineers, who undertake repairing and servicing of laser, ink jet, dot matrix printers and plotter of HP, Cannon, Lexmark and Epson brands. We provide an efficient and reliable repair and preventive maintenance to ensure that your printer always operates at its optimum efficiency.



HEALTH CARE

Finding better solutions for drinking purified water is a daunting task, with ABC Trade & Investments (Pvt) Ltd expansion in area of healthcare by distributing world's leading water purification brands such as CLEANSUI, PARAGON, PROPRE and PURE AQUA drinking purified water will not be a daunting task any more. Company is having solutions in drinking purified water for domestic and industrial use.



propre; propre products are sourced from reputed overseas manufactures who maintain high standards and quality certified production process. **propre** product range include water purification solutions, food disinfectors and soda water maker

Propre Water Purifiers

The series of water purifiers (Pitcher, Shower Filter, RO Purifier, UF system, UF Purifier) is an essential healthcare solution for home, office, hospital, Institution and all public places. **propre** range of high quality water purification can provide guaranteed quality water by filtering all form of bacteria, pesticides, chemicals, germ and other impurities, making your food and water clean and germ free!

Propre Ozonizer

propre Ozonizer, O3 disinfectant is the newest product manufactured with advanced technology. It generates ozone by the principal of thunderstorm by using oxygen in the air. It is the necessary product for health protection with science and technology for human being.

Propre Soda Water Maker

Soda Water Maker is an environment friendly, portable machine. This could be used any time for any occasion. We can guarantee that there is a perfect soda taste and the unique feature is that you can customize the taste according to the requirement.

Cleansui

Cleansui is an internationally renowned brand of water filters and purifiers. With advanced filtration technologies and proprietary materials, Cleansui has grown to be the better choice for water filtration products in Japan. And now that same technology is available in Sri Lanka a product from Mitsubishi Rayon Cleansui Co. Ltd Japan

The Cleansui product range includes a product for every need, from under sink systems to portable jugs and on tap units. Many of the market-leading water filtration brands only offer an activated carbon filtration process, removing larger particles but leaving behind a range of dangerous microscopic contaminants such as bacteria, algae, fungi and rust in your drinking water. Cleansui's filtration process incorporates a proprietary hollow fiber membrane filter which effectively removes all of these microscopic particles. This unique and advanced filtration system ensures high level performance, removing minute particles as small as 0.1 micrometer from your drinking water, whilst retaining healthy minerals.

Say goodbye to unwanted chemicals and bacteria in your drinking water, because Cleansui means clean water every time



Paragon Water Systems, Inc., is an Original Equipment Manufacturer/Original Design Manufacturer (OEM/ODM). Established in 1988 in Clearwater, Florida, we maintain a long history of exceptional quality, service and integrity. Our mission is to discover and develop new technologies to help improve the quality of our water through different water purification systems. We manufacture a complete line of NSF certified water filtration products.

Paragon's global expansion into China, opening manufacturing facilities in Xiamen and sales offices in Shanghai led to astonishing growth and technological advances. With our vast experience and expertise as well as partnering with other successful OEM's, we are able to provide cost-effective solutions ultimately enhancing your bottom line.

For over 20 years, Paragon has provided exceptional quality, service and integrity. Our mission is to discover and develop new technologies to help improve the quality of our water. All filtration products comply with the latest NSF & WQA Standards. Many products are certified to international standards such as the China Ministry of Health (MOH)

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Pure Aqua, Inc. is a leading manufacturer and wholesale distributor of water treatment and commercial water purification systems. We offer a wide range of pre-engineered as well as custom engineered solutions for all water purification needs. Some of its products are: Brackish Water Reverse Osmosis, Sea Water Reverse Osmosis, Double Pass Reverse Osmosis, Automatic Multi Media Filters, Automatic Carbon Filters, Cartridge Filters, Automatic Water Softeners, Electrodeionization, EDI, Two Column DI or Mixed Bed Deionizers, Ultra Violet Sterilizers (UV), Chemical Dosing Systems, Ozonation Systems, Chlorination Systems, and Custom Built Water Treatment Plants. We also stock and sell most of the water treatment components such as membranes, pressure vessels, valves, chemical pumps, etc.

LIGHTING SOLUTIONS

ABC Trade & Investments (Pvt) Ltd known for its diversity in key sectors makes its foray into lighting solutions by introducing Verbatim LED lighting to the Sri Lankan consumers.

Verbatim is a wholly owned subsidiary of Tokyo-based Mitsubishi Kagaku Media Co. Ltd (MKM). MKM's parent company, Mitsubishi Chemical Corporation (MCC) is one of the largest chemical companies in Japan and has more than 60 years' experience in developing lighting materials technology. Verbatim will use its expansive global network to introduce to the market a range of high quality LED and OLED products designed to provide a better lighting experience for consumers, coupled with low power consumption and long life span. These will include High Colour Rendering Index (CRI) LED lights using technology provided by Mitsubishi Chemical.

The company undertakes projects to supply LED lighting to industrial institutions, tied up with major industrial LED lighting manufacturing brands.

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**CONSUMER
ELECTRONICS**

Consumer Electronics division comprise the Maxell Batteries, Maxell Asia (Singapore) Pte Ltd, an affiliate company of Hitachi Maxell Ltd of Japan. Appointed ABC T & I as importers and distributors for MAXELL batteries in Sri Lanka. As an island wide distributor, ABC T&I will market genuine Maxell batteries in various sizes and types including Alkaline, Heavy Duty, Rechargeable, Watch and Coin batteries and storage media.

TOURISM

Tourism is the fastest growing industry in the country. ABC Trade & Investments (Pvt) Ltd after having identified an area of growth and attraction, has set its sails to develop a concept of eco and agro-tourism. Located just an hour away from the Bandaranayke International Airport, an eco-friendly tourist destination in Puttalam in the north central province of Sri Lanka. Jay's cottage a place to relax and refresh in the midst of cashew and coconut plantation.

PLANTATION

ABC Trade & Investments (Pvt) Ltd. is highly known for its well established ICT business, and over the years has carved a new path with its experience and proven ability into other business segments. Now having laid the foundations of its new venture, committed to the expansion and growth of its new assets to propel in to greater heights in coconut and cashew plantation.

**IMPORT / EXPORT
TRADING**

Bridging cultures with trust and integrity, ABC Trade & Investments (Pvt) Ltd. Import / Export Trading comprise importing products and technology to Sri Lanka market, while exporting the local produced to international markets.

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ABC Trade & Investments (Pvt) Ltd. Unveiled its online shopping portal as targetonline.lk, the natural choice for customers in Sri Lanka to shop as One Stop Shop for anything and everything they intend to buy at a click of a button. With fast growing internet usage and busy schedule for people, targetonline.lk bring buyer and seller in to one platform.

The specialty in targetonline.lk is merchants from small and large businesses. Anyone in Sri Lanka can sign up to buy and sell products with ease.

Targetonline.lk is constructed to be a standardized shopping portal, built in with the components required for a complete online shop facility. This would allow stakeholders to be facilitated with an opportunity to make use of this state of the art facility in order to extend its own online presence for e-commerce without any initial investment. Targetonline.lk has being projected to be more user-friendly in its endeavor to be popular amongst the Sri Lankan consumers,

Considering the potential of online marketing to succeed in ecommerce, with the type of product portfolio it offers, targetonline.lk wishes to offer to host a product catalogue whilst ensuring higher levels of customer satisfaction.



Vehicle Management Systems is a user friendly application for every vehicle user on a daily basis. This comes in the version of a Mobile App and a Web Portal.

The main objective of the Application is to make users lives much easier by keeping track of renewal of revenue license, insurance and services due. Fuel management, GPS tracking, pop-up/alert services to users mobile, fleet management are part of the solution.

The Web Portal will a platform for any knowledge gathering regarding a vehicle. Breakdown service contact details based on geographical locations will be made available soon, which would be a stress free addition to users.

Services Centers can now enter the details of services carried out in the vehicle, which would be reflecting in Users mobile application. The next service date reminder will come to users mobile as a SMS, and the user may never miss the service. This application will increase overall user satisfaction and increase the sales to registered Service Centers.



PRODUCT & SERVICES

- Documentation Management solutions
- Storage solutions
- Network Test equipment
- Network Clarification
- Telecommunication testers and measuring equipment
- Printers & Office automation consumables
- Computer Peripherals
- Ink Jet Photo Papers
- Water purifications
- Lighting Solutions
- Consumer Electronics
- Tourism
- Plantation
- Import / Export Trading
- Online Shopping – targetonline.lk

Distributorships/Dealerships

- | | |
|------------------|--------------------------------------|
| • Print-Rite | - Ribbons, Ink cartridges & Toners |
| • Verbatim | - Storage Media / LED Lightings |
| • Fluke Networks | - Network Testers |
| • Mitsubishi | - Storage Media |
| • Maxell | - Storage Media / Batteries |
| • IBM | - Data Storage |
| • EnGenius | - Wireless Networking Products |
| • Kodak | - Ink Jet Photo Papers |
| • Cleansui | - Water Purifications |
| • Propre | - Water Purifications |
| • Paragon | - Water Purifications |
| • Pure Aqua | - Water Purifications |
| • 4ipnet | - Wireless Networking Product |
| • Net Zon | - Data Storage Library System |
| • HP | - Printer Consumables / Data Storage |
| • Cannon | - Printer Consumables |
| • Epson | - Printer Consumables |

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OUR VISION

To be the most sought after creative, innovative, economical service provider to corporate and individuals in the area of business.

OUR MISSION

- Being fully committed to continuously enhance and upgrade the technical skills of our work force
- Ensure continues introduction of quality standard methods in our products and services
- Committed to protect the environment with our products and services
- Protect the country's resources by marketing the best and economical products
- Striving towards achieving total customer satisfaction.

SHOWROOMS



Rajagiriya.	Tel: +94 (0)11 5 87 77 00
Liberty Plaza, Colombo 03.	Tel: +94 (0)11 2 37 55 87
Kandy	Tel: +94 (0)81 5 62 21 11
Negombo	Tel: +94 (0)11 5 65 31 11
Matara	Tel: +94 (0)41 5 62 04 83
Anuradhapura	Tel: +94 (0)71 8 69 16 30

HEALTH CARE

Anuradhapura	Tel: +94 (0)71 8 69 16 30
Higurakgoda	Tel: +94 (0)71 2 34 09 76
Polonnaruwa	Tel: +94 (0)71 3 35 61 09



Liberty Plaza, Colombo 03.	Tel: +94 (0)11 2 86 26 26
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