



PREMADASAS
SINCE 1956

INTRODUCTION

Premadasas Gems & Jewellery (Pvt) Ltd., was inaugurated in 1956 by the late Mr. J. G. Premadasa. Over The decades we have been successful in rapidly widening the scope of our organization. The unmatched quality of our products, the attention to detail in the processes involved and exceptional customer service, have all won us accolades and Customers from around the world. This intense dedication to herald the Company as one of Sri Lanka's foremost Gems & Jewellery Organizations, is the Heritage that prevails even today. Premadasas Gems & Jewellery (Pvt) Ltd., stands tall as one of Sri Lanka's leading Gems & Jewellery organizations with an unwavering reputation among the international and Sri Lankan community alike. We are proud to be a multi-faceted operation which carries out its business in the Gems, Jewellery, Luxury Villas, handicrafts, silk, spices & tea industries.



CORPORATE PHILOSOPHY



Our corporate philosophy embodies the principles on which Premadasas Holdings (Pvt.) Ltd., operates. At Premadasas, we follow a simple business philosophy, to devote our resources, craftsmanship, technology and processes to create superior products and services which will be considered a benchmark in the industry. Each day we strive our hardest to bring this philosophy to life by utilizing only the best raw materials, highly talented craftsmen, state-of-the-art technology and effective processes while maintaining our integrity and ethical standards. Research and Development Departments are created in each of the corporate bodies to bring about the best outcome of the above exercise. We have pioneered many innovative customer service processes which have become benchmark standards in the trade and we aim to further improve our customer service processes in the future. Going by our subliminal motto "Always do what's best for the *customer*" has helped us to always be ahead of our competitors.

VISION

The Gems and Jewellery Industry in Sri Lanka has a record of over 2,500 years, which has been handed down from generation to generation, making it a part of our heritage. Our vision is to usher this traditional industry into the modern world commercially, on a larger scale

MISSION

To harness the inherent skills in the present Gems and Jewellery Industry in Sri Lanka and utilize them to meet the present day competitive global demand for gems and jewellery.



MILESTONES

- ◆ Premadasas & Company was founded in 1956 by the late J.G.Premadasa father of the current Chairman J.G.Ananda Senarath.
- ◆ In the 1980's the present Chairman formed Premadasas Holdings (Pvt.) Limited to diversify into other business ventures. The sole purpose of this was to have the holding company invest in new business ventures and to have control of management as a central organization.
- ◆ In 1982 a modernized workshop was built, backed by a team of talented designers and gemmologists as well as a highly modernized laboratory and lapidary
- ◆ In the early 1980's Premadasas Gems & Jewellery (Pvt.) Ltd., moved into new premises in Kandy with a new showroom & very a large spacious area dedicated for our customers.



MESSAGE FROM THE PRESIDENT & VICE PRESIDENT



Mr. J G Ananda Senerath - President



Mrs. Imesha Senarath - Vice President

A business that commenced in 1956 by my late father Mr. J.G.Premadasa grew from strength to strength over the years spreading its branches within the island and overseas, earning more and more loyal customers as well as their confidence. Unparalleled product and service quality, dedication to customer satisfaction, honesty and integrity make us outshine the rest. With the growing reputation of Premadasas Gems & Jewellery, we opened branches in many parts of the island as well as in Bali & Jakarta – Indonesia and in Beijing, China. Today, an organization with over 50 years of experience behind it, Premadasas which is the country's No. 1, for high quality Gems & Jewellery has diversified its business into several other areas which include Real Estate Development, Luxury villas and investments as well.

THE INCEPTION



The late Mr. J.G.Premadasa with his staff in 1956

A NEW ERA

As time moved on, Chairman/MD Mr. J. G. Ananda Senarath worked tirelessly to ensure that his father's vision, shone even brighter than before. His dedication and hard work helped revolutionize Premadasa Gems and Jewellery and the entire industry as well. In fact many of the business practices and concepts introduced by Mr. J. G. Ananda Senarath back in the 80's are still widely used across the industry today.

During this passage of time we trained our focus on quality, improving the knowledge of our staff through training and professional guidance, investment in infrastructure and an aggressive marketing campaign. With a new sense of strategy and focus, we continued to excel as leaders in the industry and Premadasa Gems and Jewellery earned a reputation locally and internationally, as purveyors of impeccable quality and style.



MANAGEMENT TEAM



Laffry Mazahir
Group General Manager



Somapala Rathnayake
Senior Manager - Purchasing
& Quality Control



W.M. Gunathilaka
Senior Manager - Marketing



Ranjith Dassanayake
General Manager Showroom
Colombo Branch



Jayantha Rathnayake
Branch Manager, Kandy



S. M. Sunil Abeyweera
Gemmologist



Sujith Jayawardena
Group Administrative Manager



Maduni . C . Wijesekera
Gemmologist
Asst. Manager Purchasing

MANAGEMENT TEAM



Mahendra Ubayarathna
Production Manager



Priyantha Weththasinghe
Branch Manager ,
Dharmapala Mawatha



Roshan De Silva
Branch Manager, Indonesia



Hasith Jayathilake
Branch Manager, Dambulla



Andre T. Sathiyamoorthy
Group Marketing Manager



Nadeesha Dissanayake
Assistant Manager
Business Promotions



Binu De Silva
Marketing Executive

QUALITY ASSURANCE

Being true to our corporate philosophy is very important to us, therefore quality is one of our main concerns when it comes to our products and services. We take utmost precaution and adhere to strict quality assurance processes which ensure that our products and services are of impeccable quality before it is presented to our customers. We have trained the best creative designers for the creation of jewellery and quality control units are established at each point of production. For an example, the gems which are sold and are embedded into the jewellery sold are certified and authorized by a gemmologist who has the best credentials and reputation in Sri Lanka, thereby ensuring its quality and authenticity. Additionally, we're approved by the State Gem Corporation.



EXCELLENT SERVICE

Providing excellent customer service to each and every customer is an integral part of our company's philosophy, therefore staff training is given top priority. We aim to provide personalized service to all customers at all times in all of our outlets and to give them the experience of a lifetime. Each one of our jewellery showrooms have all the resources to provide foreign clientele with the information which they require regarding the Gem industry in Sri Lanka. A short documentary on the cross section of the Gems & Jewellery industry could be viewed by customers in many languages. Our sales staff is trained to speak many foreign languages in order to interact smoothly with our foreign clients.

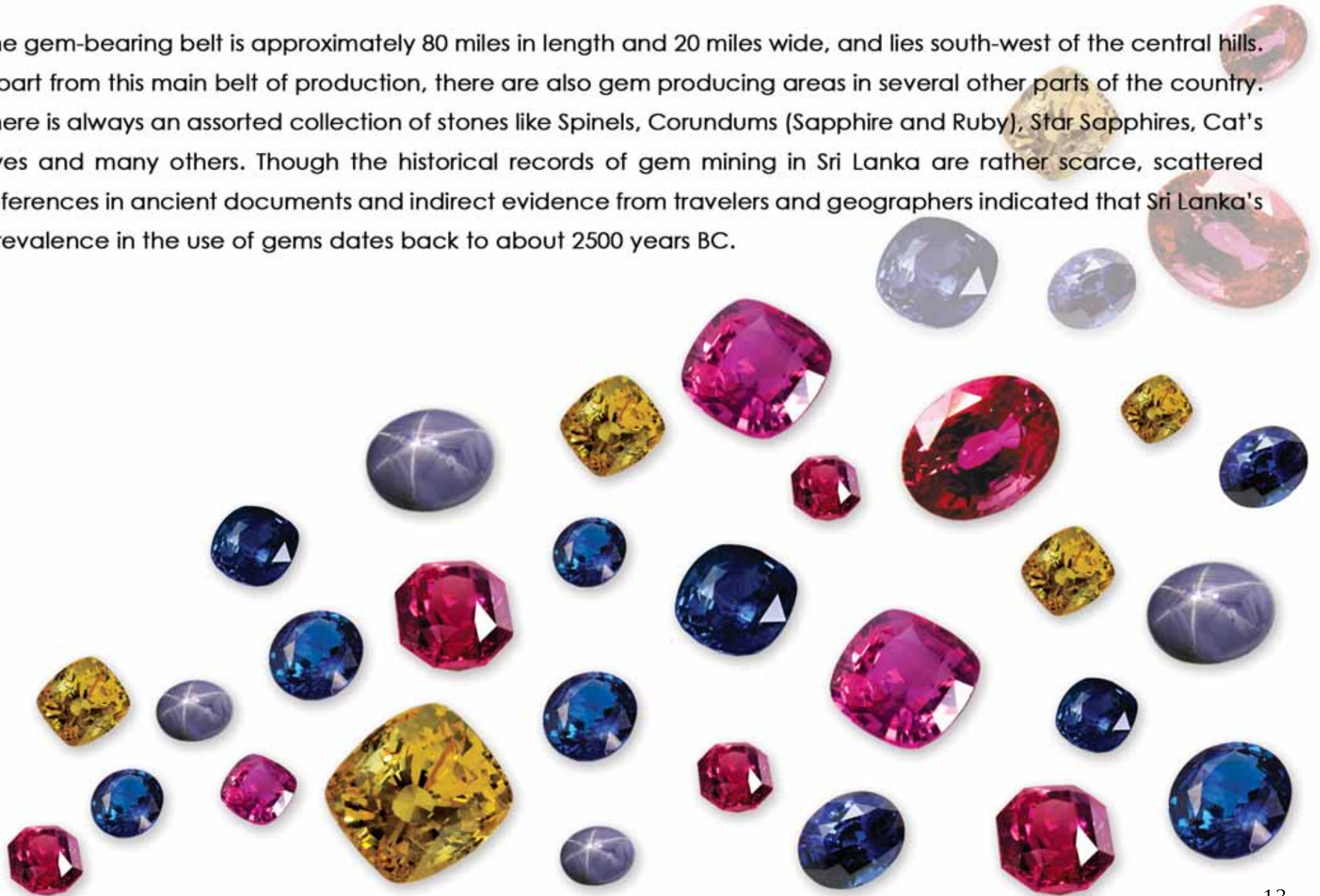


SRI LANKAN GEMS AND JEWELLERY



Sri Lanka has a long traditional association with the international gem & jewellery trade and has been known as the cradle of treasures for its precious, natural gemstones. The art of jewellery making and Sri Lanka's gem industry have been widely acclaimed in literary works dating as far back as 250 B.C. Legends of Arabia, folklore of China, India, Indonesia and tales of early European travelers to the East describe in great detail the fabulous gems & jewellery of Sri Lanka. Legend has it that King Solomon, wooed Queen Sheba with gifts of priceless Sri Lankan gems and that throughout the ages Sri Lankan gems have adorned Crowns and Thrones and bedecked royalty the world over, including more recently, Queen Victoria and Princess Diana of Britain. The earth's greatest concentration of fine gems are found within Sri Lanka's land area of approximately 65,525 square kilometers. Geological opinion estimates 90% of Sri Lanka as being potential gem bearing land. There are 5 major gem producing areas in Sri Lanka with Ratnapura (the "City of Gems") being the traditional gem mining area.

The gem-bearing belt is approximately 80 miles in length and 20 miles wide, and lies south-west of the central hills. Apart from this main belt of production, there are also gem producing areas in several other parts of the country. There is always an assorted collection of stones like Spinel, Corundums (Sapphire and Ruby), Star Sapphires, Cat's Eyes and many others. Though the historical records of gem mining in Sri Lanka are rather scarce, scattered references in ancient documents and indirect evidence from travelers and geographers indicated that Sri Lanka's prevalence in the use of gems dates back to about 2500 years BC.



Sri Lanka's breathtaking natural heritage is blessed with over 150 varieties of blue, pink, yellow and golden Sapphires, Rubies, Padmaradchas (King Sapphire), Star Sapphires, Star Rubies, Alexandrites, Cat's Eyes, Spinel, Aquamarines, Topaz, Zircons, Garnets, Tourmalines, Moonstones, Quartz and a variety of rare stones. Amongst the outstanding gem stones that Sri Lanka has produced in the contemporary era are Blue Giant of the Orient (466 cts), Logan Blue Sapphire (423 cts), Blue Belle of Asia (400 cts), Rossar Reeves Star Ruby (138.7 cts), Star of Lanka (393 cts. Star Sapphire) and Ray of Treasure (105 cts. Cat's Eye). The first three gems are on display at the Smithsonian Institute in Washington DC, USA. The Blue Sapphire is Sri Lanka's gem supreme and can be considered, the highly prized of all gems. It is second only to the diamond in hardness. The largest renowned Sapphire in the world weighing 42 pounds was found in the gem gravels of Sri Lanka. Sri Lanka ranks with Burma, Brazil, South Africa and Thailand as one of the five most important gem bearing nations of the world. The entire industry employs approximately 600,000 persons including miners, cutters and polishers, dealers, jewellery designers, manufacturers and craftsmen, marketers and sales people.

The business Value Chain of Sri Lanka's Gem & Jewellery Industry:





- Jewellery of Sri Lankan origin are hallmarked by an independent authority - the National Gem & Jewellery Authority,
- The Gemological Laboratory certifies the quality of all gemstones from Sri Lanka.
- Sri Lanka is, on the one hand, guaranteeing design copyright protection and on the other simplifying import-export procedure to offer international buyers peace of mind and ease of operation when dealing with Sri Lanka.
- Sri Lanka's membership of the ATA Carnet, facilitates the smooth transportation of jewellery.
- Sri Lanka's competitive advantage is based on :
 - ▶ Long history of gem cutting – artisan culture which still sustains itself
 - ▶ A literate and trainable workforce
 - ▶ The availability of a wide variety of precious and semi-precious gem stones
 - ▶ A business friendly government, with the minimum of formalities providing a wide array of tax incentives
 - ▶ Duty free imports of raw materials

GEM MINING PROCESS



The first step in mining is to dig up a shallow pit until the gem bearing gravel or 'illam' is reached.

GEM MINING PROCESS



Propping up the walls with beams and rafters to prevent them from caving in.



River bed extraction is also an important method of the gem mining industry in Sri Lanka.

GEM MINING PROCESS



Washing the gem bearing gravel



The sorting process

GEM MINING PROCESS



The final and decisive stage of mining is the sorting stage.



Inspecting the rough Gemstone

GEM MINING PROCESS



Forming the Gemstone: Traditional Cutting method



Forming the Gemstone: Modern Cutting Method



After the gems have been cut and polished they are ready to adorn the gold/white gold designs created by the designers of Premadasas Gems and Jewellery

GEM & JEWELLERY WORKSHOPS



Gem & Jewellery workshops in Kandy

GEM & JEWELLERY WORKSHOPS



Delicate designs being created by a Jewellery Craftsman at the Colombo Branch



COLOMBO BRANCH (WARD PLACE BRANCH)



The Colombo branch which is located at 75/7, Ward place, Colombo 07, operates as our Corporate Head Office with a main showroom for Gems and Jewellery as well as Tea, Spices, Silk, Handicrafts and Handmade Batiks

COLOMBO BRANCH (WARD PLACE BRANCH)



Colombo Jewellery showroom



Colombo Jewellery showroom



Colombo Jewellery showroom



Tea Section at Wards Pavilion



Handmade Batiks
& Handicrafts at Wards Pavilion



Handicrafts Section at Wards Pavilion

COLOMBO BRANCH (DHARMAPALA MAWATHA)



Premadasas Gems & Jewellery, Handicraft, Tea, Spices, Silk & Handmade Batiks Showroom located at 79, Dharmapala Mawatha (Piththala Junction), Colombo 07

COLOMBO BRANCH (DHARMAPALA MAWATHA)



Premadasas Gems & Jewellery, Handicraft, Tea, Spices, Silk & Handmade Batiks displayed in the Dharmapala Mawatha, Colombo 07 Branch.

KANDY BRANCH

The Premadasas Gems & Jewellery branch situated at 800, Peradeniya road. Kandy is the biggest showroom in that particular town with 20'000 sq.ft. in all and includes the gem cutting factory. It also holds the designing department, Training & Development department, research division & state of the art technology machinery and in- house Gem Astrology.



KANDY BRANCH



REPLICA GEM PIT - KANDY





Dambulla Showroom Complex
No.06, Trincomalee Road, Inamaluwa, Dambulla

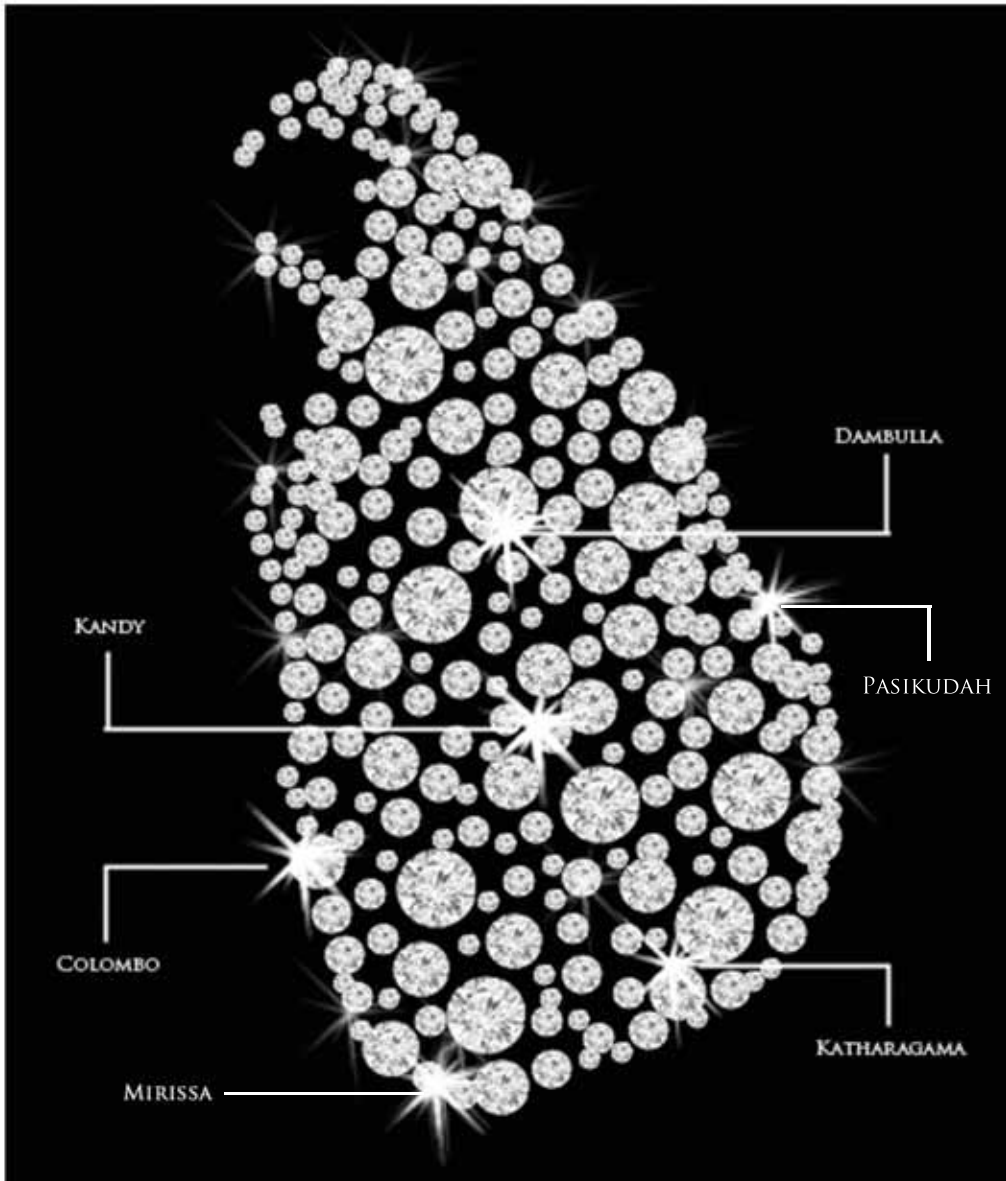


DAMBULLA BRANCH



No.06, Trincomalee Road, Inamaluwa, Dambulla

LOCATION MAP (SRI LANKA)



Branches

Ward Place, Colombo (Head Office)

Dharmapala Mawatha, Colombo

Premadasa & Son (Wholesale) Colombo

Peradeniya Road, Kandy

Inamaluwa, Dambulla

Aliya Hotel, Sigiriya (Dambulla)

Kassapa Lions Rock Hotel, Dambulla

Pasikudah Kalkuda

Maalu Maalu Resort & Spa, Pasikudah

Mandara Rosen Hotel, Kataragama

Mandara Resort, Mirissa

GLOBE TROTTER



After the company's many conquests in the local market and earning a reputation among tourists as the very best in the industry, we decided to expand our operation to international markets too. Premadasas Jewellers first overseas operation was located in Japan, then Indonesia, Bali & Jakarta and our newest outlet is in Beijing, China. We also have operations in Africa, with buying offices in Nigeria, Tanzania & Thailand.

In the Global market, we cater mainly to the discerning customer who values quality and originality. Plans are underway to set up many more shops in other resorts and hotels in Indonesia and more outlets are planned for other regions of China and other countries. We are also the first company in the industry to represent Sri Lanka at international fairs and exhibitions and actively participate in some of the largest gem and jewellery conventions around the world.

AFRICAN OPERATION

The rough diamonds are sourced directly from African Mines and sent to Sri Lanka where they are cut and polished to perfection before being exported to many different countries and transformed into exquisite jewellery



Rough diamonds being sorted for Premadasas Gems & Jewellery

BEIJING, CHINA HEAD OFFICE



Room 1404, Building 12, Jian Guo Men Wai Street, Chaoyang District, Beijing.
Post Code:100022

BEIJING, CHINA BRANCH



INDONESIA BRANCH (FOUR SEASONS HOTEL, JAKARTA)



INDONESIA BRANCH (ST.REGIS HOTEL, BALI)



INDONESIA BRANCH (INTERCONTINENTAL RESORT BALI)



BOUTIQUE HOTELS & LUXURY VILLAS



With the immense success of Premadasa Gems and Jewellery and the Company's hence unprecedented popularity with visitors to Sri Lanka, we have diversified our portfolio by starting several projects related to the boutique hotel industry in line with the rapid growth in tourism. As always Mr. J. G. Ananda Senarath is eager to strongly differentiate these ventures from the others operating in the industry and has ambitious plans for the future. There are projects currently underway in Kandy Mahakanda, Dambulla-Kandalama bordering the Kandalama tank and Nuwara Eliya Toppas. In addition, land has already been purchased for future projects in Yala and Pasikudah.

BOUTIQUE HOTELS & LUXURY VILLAS

DAMBULLA LUXURY VILLAS

We are currently working on a project to build luxury villas and luxury cabanas in Dambulla which is recognized as a popular tourist hub in Sri Lanka. It's surrounded by wondrous natural beauty and is home to an ancient temple called the 'Dambulla Cave Temple'.

These villas will be the embodiment of an ultimate indulgent luxurious get-away, with contemporary architecture, fine dining, personalised butler service and added extras such as heli tours of the surrounding area.



BOUTIQUE HOTELS & LUXURY VILLAS

Things to do in Dambulla

Royal Rock Temple

The beautiful Royal Rock Temple sits 100m to 150m above the road in the southern part of Dambulla. The caves' history as a place of worship is thought to date back from around the 1st century BC. There are five separate caves containing about 150 'Buddha' images. Most of the paintings in the temple originate from the 19th century.

Golden Temple

A sacred pilgrimage site for 22 centuries, this cave monastery, with its five sanctuaries, is the largest, best-preserved cave-temple complex in Sri Lanka. The Buddhist mural paintings (covering an area of 2,100 m²) are of particular importance, as are the 157 statues.

Dambulla Museum

Re-creations of art from the cave temples, artefacts and detailed English-language explanations are presented in a large building some 500m south of the main caves parking area. The displays are a good primer on Sri Lankan art from cave paintings to 18th-century frescoes.



BOUTIQUE HOTELS & LUXURY VILLAS

Yala Hotel Project



Another gorgeous villa is being constructed two kilometers from the Yala National Park which is the most visited and second largest National Park in Sri Lanka. The park is best known for its variety of its wild animals such as leopards and sloth bears. It is important for the conservation of Sri Lankan Elephants and aquatic birds.

It's also two kilometers away from the stunning sithulpawwa rock temple and from the famous Katharagama temple. This villa will present its visitors with authentic Sri Lankan food as well as luxurious accommodation. Among its staff is a former well experienced park warden who will give the visitors the safari experience of a lifetime!

BOUTIQUE HOTELS & LUXURY VILLAS

Things to do in Yala

Yala National Park

Of all the National Parks in Sri Lanka, Yala National Park affords the greatest opportunities to sightings of Sri Lanka's broad variety of wildlife: This is a great place to see, elephants, crocodiles, monkeys, rare birds, sloth bears etc., all in their natural habitat but the star attraction of the park is the regal leopard.

Sithulpawwa

Sithulpawwa rock temple with a history of over 2,200 years is one of the significant Buddhist sites built in the 2nd Century BC. Sithulpawwa rock temple has a stunning setting. There are two temples perched high atop hard volcanic rock outcrops.

Kataragama

Kataragama a popular pilgrimage destination frequented by adherents of all religions in Sri Lanka. The main shrine devoted to Skanda popularly described in eulogies as a God having six faces and twelve arms whose assistance is sought after for worldly gain.



BOUTIQUE HOTELS & LUXURY VILLAS

Nuwara Eliya - Toppas

Located among the beautifully serene hills of Nuwara Eliya, Mountain Bliss is the ideal get-away for anyone who wants to experience a city full of history and natural wonder. Because of its high elevation Nuwara Eliya enjoys a much cooler climate than most of the island, therefore you will have everything you need and more for a vacation of a lifetime.



BOUTIQUE HOTELS & LUXURY VILLAS

Things to do in Nuwara Eliya

Golf Club

Nuwara Eliya Golf Club is a favourite destination among pro golfers as well as beginners who come on vacation to the hill station. The 18-hole Golf Course and its Club House has a members club while visitors are welcome at all times



Worlds End

World's End is a day trip out from Nuwara Eliya and may be the most famous single view in Sri Lanka offering a stunning drop to farmland below.



Gregory Lake

Lake Gregory is one of the significant tourist attractions in Nuwara Eliya. It was built by the Governor William Gregory during the 1872 – 1877 period by utilizing the water from the Nanuoya which runs across the town



BOUTIQUE HOTELS & LUXURY VILLAS



Kandy Boutique Hotel

Kandy was the last capital of the ancient kings of Sri Lanka. Even this beautifully historic city is surrounded by hills and its elevation ensures a much cooler climate. The city is also home to countless attractions, like cultural attractions such as the Sri Dalada Maligawa (The Temple of the Tooth Relic) which is a UNESCO world heritage site and the annual cultural pageant also known as the Esala Perahera .

BOUTIQUE HOTELS & LUXURY VILLAS

Things to do in Kandy

Sri Dalada Maligawa

Sri Dalada Maligawa houses the sacred tooth relic of Lord Buddha. It was the ancient palace of the Kandyan kings. Since the beginning of the Kandyan Kingdom a part of the King's palace was dedicated to keep and venerate the sacred tooth relic because the sacred tooth relic is the icon of Sri Lanka's sovereignty of state.

Peradeniya Botanical Gardens

The Botanical Garden was started as a replica of Kew Gardens in southwest London, England in 1843 by Alexander Moon. Today, this 59 hectares large reservation of over 300 varieties of plants and trees including orchids, spices, and palms, etc, is maintained by the Agriculture Department.

The Kandy Lake

Dominating the town is Kandy Lake, which was created in 1807 by King Sri Wickrama Rajasinha, the last ruler of the kingdom of Kandy.



BOUTIQUE HOTELS & LUXURY VILLAS



Pasikudah Beach

Pasikudah has become a popular tourist destination amongst locals and foreigners alike. This is because Pasikudah is known to have one of the longest stretches of shallow coastline in the world and gorgeous clear blue waters.

BOUTIQUE HOTELS & LUXURY VILLAS

Things to do in Pasikudah

Surfing & Water Sports

This is an ideal place for water sports and surfing during the peak season. Many travellers visit Pasikudah beach for fun and games in the water because it is one of the safest beaches in Sri Lanka.

Batticaloa Lagoon

Batticaloa Lagoon is a very large estuarine lagoon in Batticaloa District, eastern Sri Lanka. The city of Batticaloa is located on land between the lagoon and the Indian Ocean. The lagoon is surrounded by a densely populated region used for cultivating rice, coconut and other crops. The land is used for prawn fishing, shrimp farming and rice cultivation.

The lagoon has extensive mangrove swamps and some sea grass beds and it attracts a wide variety of water birds. There are several restaurants and hotels where you can enjoy your dishes while enjoying the panoramic views of the lagoon.



INVESTMENTS

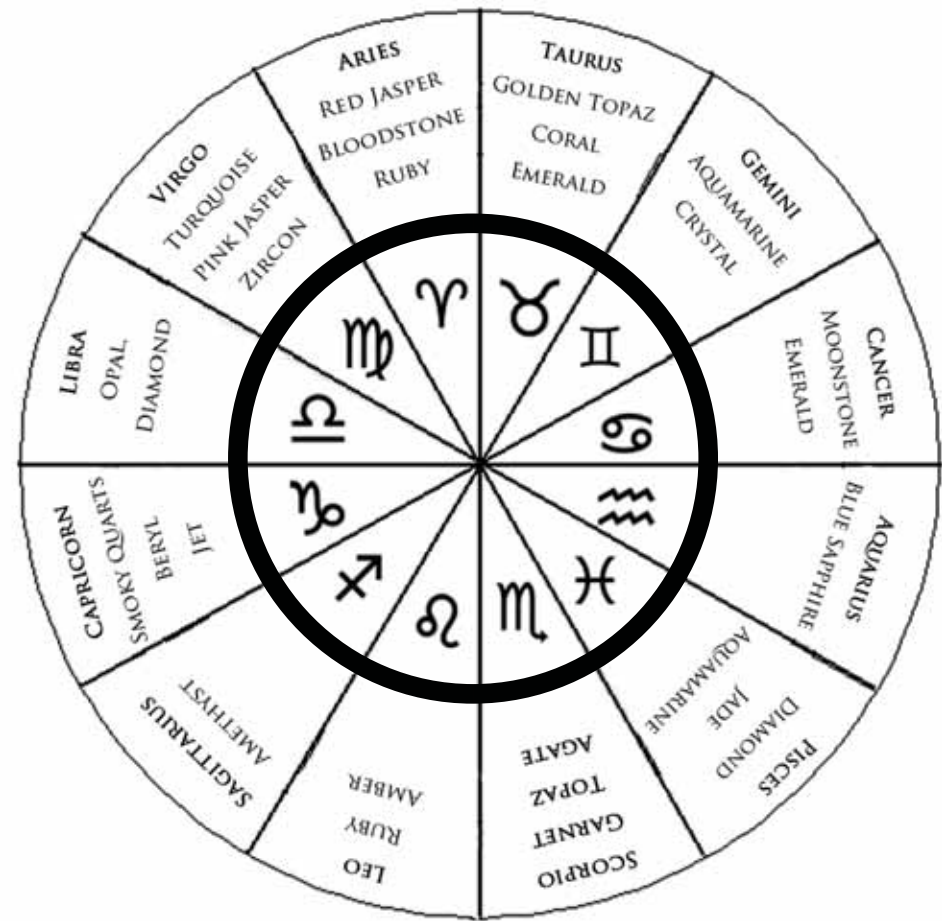


Investing in diverse and lucrative ventures have been an essential part of the evolution and growth of Premadasas Holdings and we continue to look out for investment opportunities wherever possible. At present we have diversified our portfolio from Gems & Jewellery to property development and hospitality. We are currently working on Online Trading of Gems and Jewellery, which we will launch in the near future. Energy is yet another sector which we have deep interest in, however currently we are at the stage of evaluating the scope and investment potential for this area.

MIRACLE STONES

Miracle Stones was inspired by the concept of healing through gemstones and the belief that there is far more to gemstones than simple beauty. As more and more people are rediscovering, healing through gemstones is a highly effective method of harnessing the magical power of the natural world. With their gentle, non-invasive energies, crystals and gemstones are the perfect way to promote holistic health. As the first stage of Miracle Stones business model, we will supply jewellery made from healing stones to the international wholesale market and the Local retail market.

In later stages we are planning to introduce an online shopping portal which will have a range of products containing healing stones such as jewellery and accessories.



FUTURE PROJECTS

There are many future projects planned in the coming years for Premadasas Holdings, aside from the ventures mentioned previously such as the opening of new jewellery showrooms all over the world. Plans are already underway for new showrooms in major provinces of China. New luxury villas are scheduled to be constructed in picturesque locations of Sri Lanka such as Marble Beach, Trincomalee, Yala & Pasikudah



PASIKUDAH BRANCH



Pasikudah, Kalkudah, Valachchenai.

SPONSORSHIPS

Sri Lankan Airlines Golf Classic Tournament

Premadasas is a proud sponsor of the annual Sri Lankan Golf Classic Tournament



LSR Sri Lanka Marathon

Premadasas Gems & Jewellery is a proud co-sponsor of this event



LAWASIA

LAWASIA is an international organisation of lawyers' associations, individual lawyers, judges, ETC.

Premadasas Gems & Jewellery is a proud sponsor of conferences held by LAWASIA

CORPORATE DETAILS

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Dambulla Branches:

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Pasikudah Branch:

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Mirissa Branch

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[foursquare](#)



SAVE THE EARTH, PLANT A TREE