

# PROFILE



PROFESSIONALS IN PROPERTY DEVELOPMENT

# International Recognition



We are proud to be awarded the "Best Luxury Real Estate Developer - Sri Lanka 2021." by Luxury Lifestyle Awards - 2021. We are proud to be recognized for our hard work, innovation and dedication.

## A Shower of Gold...

PROPERTY DEVELOPMENT

DESIGN AND CONSTRUCTION

INVESTMENT MANAGEMENT

REAL ESTATE ADVISORY



## About us...

Ehela Holdings is Sri Lanka's most innovative real estate business, that seeks to transcend the boundaries of a hallowed profession. The company and its ethos take root from three operating principles; Sustainable Development, Inclusive Business and Driving Shareholders Value, which pervade every aspect of the business.

Ehela is founded on dedication, dynamism and decades of expertise in Sri Lanka's real estate business; empowering lives and livelihoods across diverse spheres. These shared values enable Ehela to design and deliver exceptional experiences to its discerning clientele, and was recognized as the "Best Luxury Real Estate Developer in Sri Lanka", at the prestigious Luxury Lifestyle Awards 2021 USA.

Innovation and inclusivity are central to Ehela designs, in addition to offering unparalleled synergies between Architectural Services, Engineering, Construction, Investments and Project Management. In its bold and determined quest to transform the real estate space, Ehela is committed to remain true to every stakeholder delivering shared value to all.

Ehela Holdings is synonymous with the beautiful tree it derives its name from-a shower of gold (Cassia Fistula). The Company is well-structured and robust akin to the wood of the tree, with fast growth and plentiful blossoming. A popular ornamental plant, Cassia Fistula, is widely used in herbal medicine as a disease killer (aragvadha), complimenting Ehela Holding's commitment to upholding Sri Lankan values, whilst transcending the industry to greater highs. Ehela flowers are often hung at homes in belief that the flowers will bring happiness and good luck to households; our earnest wish for every home.

"Best Luxury Real Estate Developer in Sri Lanka" - Luxury Lifestyle Awards 2021 USA



EHELA HOLDINGS (PVT) LTD



## THE EHELA **Vision**

To become the indubitable champion for change, innovation and sustainability in real estate development.

## OUR **Mission** FOR GROWTH

To embrace diversity and inclusiveness, and to constantly empower our valued stakeholders to achieve greatness employing a grounded approach for every aspect of the business.

# Building

## UPON OUR ROOTS

Our operating principles are intrinsic to our journey and growth. They provide roots to our aspirations. Alongside our commitment to the guiding principles, Ehela Holdings embraces transparency to ensure an informed and equitable operating process with all our valued business partners and customers.

## BLOOMING

# Sustainably



Every Ehela project celebrates the community it serves. Every project gives priority to sourcing physical and human resources from the area it serves, to ensure better integration and opportunity for all. We strive to ensure minimum impact to the natural environment; saving every tree possible and planting new once

to enhance the environs. Sufficient consideration is provided to prevent soil erosion and waste-water management. We consider it our inherent responsibility to add value to every aspect of the lives, livelihoods and the environment in the regions we operate. Ehela is committed to growing its Triple Bottom Line as a responsible corporate citizen.



# Branching OUT FOR INCLUSIVITY

The Ehela tree is majestic due its deciduous nature and even spread of branches and flowers- synonymous to our engagement with every stakeholder. Our projects serve customers and consumers from diverse demographics and we encourage a variety of suppliers supporting small and medium business to large corporates. We engage widely with our stakeholder groups to instill Ehela values of doing business, embracing sustainability, accountability and offering best returns at all times.



## BLOOMING Seeds of Value

Staying true to our mission to transform the real estate sphere in Sri Lanka. Ehela Holding adopts a unique and innovative approach to management. Delivering unmatched value to every shareholder of Ehela is just as paramount to designing and developing decadent projects that indulge the wishes of diverse customers. Decades of experience and exemplary leadership at the forefront of industry is strengthened by our relentless commitment to Good Governance, warranting a sound investment strategy and best-in-class service and operations.

“Best Luxury Real Estate Developer in Sri Lanka” - Luxury Lifestyle Awards 2021 USA



# Our OFFERING

At Ehela, we adopt a holistic approach to Real Estate Business. Our projects span Apartments, Condominiums, Gated Communities, Land Sales, Individual Housing Unit Development and Refurbishment. We also offer consultancy and advisory services to our valued clients on how best to invest their resources on real estate.

Our service place customer satisfaction at its very core. We are committed to complete our projects 'On Time and in Full', and provide special attention to present clear titles to all customers upon completion. We endeavour to transform the real estate experience for all Sri Lankans, and to identify Ehela as the benchmark for exceptional quality and excellence in customer service within the industry.





# PROPERTY Development

Ehela knows no boundaries. Our development projects span cityscapes, bustling suburbs and lure of our lush country sides. Our commitment and approach to every project is indistinguishable, and the outcomes are professionally-managed projects complete with all necessary infrastructure, validated by Authorities. Transparency and accountability are paramount to the 'Ehala Promise', and every project confirms completely to all relevant building and environment regulations.

Every Apartment, Condominium, Gated Community, Home, Investment, property development or sale we proffer is covered with the 'Ehala Promise' of quality, convenience, comfort and trust, backed by the expertise and professionalism of our team.



DESIGN AND

# Construction

Design and development go hand-in-hand with construction; they must compliment the unique condition applicable to every individual site.

Our team of architects, engineers and builders are conscious to these truths, and our design philosophy is one that is entwined with the environment to ensure a long service life for every construction. Our design capacity is not limited to homes and condominiums; they span hotels, hospitals and offices with solution to sever diverse requirements.

“On complete Time and Full’ - this is our promise, and we leave no leaf unturned in our endeavour to deliver complete satisfaction to our valued customers.



# Investment

## AND ADVISORY SERVICES

As alluded to above, Ehela is not a conventional Real Estate business; it aims instead to transcend the industry. In addition to offering consultancy services to discerning clientele on projects, we also invite investors to join hands with us for developments.

Ehela offers several investment models for your consideration. We invite you to join hands and employ our expertise to develop projects for live-in, or even as business ventures and entrepreneurship in real estate.

We also welcome customers looking to purchase properties and are seeking consultancy and advisory services on their considerations, where we will work to ensure the best deal as per the client's requirements. Ehela offers a complete holistic experience and solutions for all requirements, and customers can count on the company's engagement with local authorities to obtain and verify every regulatory requirement.





**Thilan Anuradha**  
Director | CEO

Co-founder, Mr. Anuradha introduced the '4-way concept', which was instrumental for greater success in real estate transactions. In his career spanning over 15 years, he has worked with a number of Sri Lankan corporates as well as local and international developers, engineers and architects. Mr. Anuradha has obtained a Bachelor's Degree in Food and Nutrition from the University of Wayamba, Sri Lanka. He has a Post-Graduate Diploma in Finance from the Institute of Chartered Accountants of Sri Lanka and an MBA from the University of Southern Queensland, Australia.



**Gayan Prabuddha Gunasinghe**  
Director | Real Estate

Mr. Gunasinghe is a Co-Founder and Director of Ehela Holdings. He has been in real estate business for well over 20 years and has experience within all sectors of the industry. A product of the University of Sri Jayawardenepura, Sri Lanka with a Bachelor's Degree in Physical Science, he has over 7 years of experience in the state service and over and a further two years in ICT. Mr. Gunasinghe served as a General Manager for a leading real estate company in Sri Lanka before venturing out with Ehela Holdings. The industry is a familiar place for him as he hails from a family engaged in real estate business.





**Nishan Ayomal Peiris**  
Director | Marketing

Mr. Peiris is a Co-founder and Director of Ehela Holdings and heads the Marketing functions. Reputed for pragmatic real-world marketing solution, Mr. Peiris is an entrepreneur and CEO of Nish Furniture & Interior and the 'angBeyond' branding company. He has been in real estate business holding the position of Head of Corporate at a reputed company for over four years. Mr. Peiris holds a Diploma in Advertising and Marketing and two years of international experience in mass media and is well known in the entertainment industry as an international champion Dancer and Choreographer. He is a winner of the prestigious 'The outstanding Young Person' award and many other local and international accolades. He held the position of Art Director at Grant McCann Erickson working and Executive Creative Director/CEO of Xtream Creative Solutions.



**Dhanushka E. Weeratunga**  
Director | Sales

Mr. Weeratunga is the Director of Sales of Ehela Holdings. A career in marketing and supply chain management professional, he has over two decades of experience under his belt in top Sri Lankan and global corporations such as Mobitel, Brandix, SLT and Lanka Coco. Mr. Weeratunga carries a wealth of experience and knowledge in areas such as B2B sales and marketing, logistics, shipping and supply chain management, and project management.



Tharanga Madarasinghe  
CFO

Mr. Tharanga joined Ehela Holdings as the Consultant, Finance & Accounts. Prior to Ehela, he was Vice President Finance Head Financial Reporting and Tax of Oman Insurance PSC the largest public listed Insurer in the United Arab Emirates. Tharanga is a Member of both Chartered Institute of Management Accountants (CIMA) and a Chartered Global Management Accountant (CGMA USA). He is also a Certified Public Accountant by CPA Australia. He has diverse finance and finance transformation experience across various geographies like Colombo, Dubai, Paris and Haryana over 20 years with world's leading financial services like Zurich, AVIVA, American Int'l Group (AIG) and with Emirates NBD bank, a leading banking group in the Middle East.



Ruwan Pradeep  
Head of Projects

Mr. Ruwan is the Head of Projects at Ehela Holdings He is a very resourceful individual with over 15 years of experience in blue chip corporates in Sri Lanka. Started his career at A Baur & Co. (Pvt.) Ltd and moved to leading real estate companies in Sri Lanka with 10 years of experience in delivering state of the art real estate projects. He played a key role (GM - Business Development) in GPH Engineering before moving to Ehela Holdings with the vision to revolutionize the real estate industry in Sri Lanka. Mr. Ruwan is backed by a solid education background. He is also equipped with a BSc in Nutrition, SLIM, CPM (Asia), MBA (USJP), while also being a member of SLIM.



**Roland De Silva Munasinghe**  
Legal Consultant

Mr. Munasinghe is veteran in the legal profession in Sri Lanka. He has a wealth of knowledge in conveyance and property title-related legal matters. During his career he has performed more than 12,000 conveyances. Mr. Munasinghe holds a Bachelor's Degree in Economics, a D.P.M. and a D.B.M. and is an Attorney-at-Law Notary Public, Justice of the Peace. He is the Chairman of Park Hospital and serves on the boards of several top business entities in Sri Lanka and overseas.



**Ajith Fernando**  
Consultant

Mr. Fernando is an expert in the IT sector with a career spanning over 25 years including international exposure at HSBC group (Colombo, Riyadh, Dubai and Vancouver). He was selected to assume duties as Amana Global Projects Manager to develop, implement and manage the Islamic banking system for the whole of HSBC, from which he retired as Vice President. Currently he is back in Sri Lanka, sharing his knowledge with the local and international corporate sector through consultations.





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