

Ceylon Digital Funding Force



Introductory Presentation
Corporate, Operations, and HR Presentation

Our Company



Ceylon Digital Funding Force (Pvt) Ltd, or “CDFF”, is a revolutionary new company in the competitive yet opportunity-filled industry of financial services of Sri Lanka.

Our Vision: Driven to be the best digital funding force in Sri Lanka.

Our Mission: Understanding your passion to borrow.

Our Tagline: A Future Together

Overall, the core aim of CDFF is to become Sri Lanka’s pioneering **fully digitalised** and **AI-based** operational framework with lower overhead costs,

Our Products






Our core three products:

1. **SME sector funding** (50% of our business by phase III)
2. **Higher education funding** (25% of our business by phase III)
3. **Discounting client assets** (15% of our business by phase III)

Our additional products (10% of our business by phase III) :

4. Consumer loans
5. Real estate facilities
6. Pawning facilities

The Upper Management

Managing Director	Head of Portfolio Management	Head of Operations
		
Co-Founder	Co-Founder	Co-Founder
<p>17+ years of professional experience</p> <p>MBA (Reading), BSc.</p>	<p>17+ years of professional experience</p> <p>Multiple Diplomas in Business Management and Microfinance</p>	<p>18+ years of professional experience</p> <p>Multiple Diplomas in Business Management and SME Credit Management domains</p>
<p>Strengthened with professional experience in the finance and banking sectors.</p> <p>Held multiple Departmental Head and Management designations at leading financial institutions of Sri Lanka.</p>	<p>Equipped professional experience in microfinance and associated industries.</p> <p>Experienced and skilled in credit evaluation, loan disbursement, credit facility processing, as well as staff administration.</p>	<p>Enriched with widespread experience related corporate-level operations.</p> <p>Held multiple designations associated with operational and management domains within the finance and credit sectors of Sri Lanka.</p>

HRM Strategy



What CDFF Staff Members should know:

1. We will be heavily based with IT, including artificial intelligence, mobile applications, websites, and data-driven solutions.
2. We will always verify each loan application and carry out accurate, honest, and efficient client assessments, risk analysis, and other assessments.
3. We have to fully understand the requirements and preferences of all our clients - SMEs and students.
4. Executives of Client Networking should be respectable, honest, and friendly with each client and build up a broad client and SME network
5. Executives of Credit Administration is responsible to productively handle all financial and credit services for all of our products.
6. Operation Assistant is responsible for all customer relationship, secretarial, billing, office administration, and office IT tasks.

Executives of Client Networking

1. Executives of Client Networking has to be professional, knowledgeable of the client's business, industry, and financial status while aware of the company's product.
2. Additional competencies include communication skills and data collection and analysis skills.
3. The operational place of Executives of Client Networking will begin by analysing the most viable regions and clients (e.g. upper-level micro firms and SMEs), and collecting the necessary data.
4. Afterwards, each area will be a business unit and a client network with professional and honest relationships with each client, regular visitations, business check-ups and other tasks will be required.
5. For example, a minimum of 3 days of client visits per week is necessary.

Executives of Credit Administration



1. Executives of Credit Administration should be keenly aware of the company's products and credit structure, customer assessment mechanisms, risk and credit scoring mechanisms, as well as other related tasks.
2. Additional required competencies include a widespread understanding of financial management, credit management, and related administrative, documentation, monitoring, as well as reporting skills.
3. Furthermore, accuracy, professionalism, transparency, and honesty are key skills required for Executives of Credit Administration.

Operation Assistant



1. “Operation Assistant” is a multi-role designation and requires effective communication, records maintenance, basic IT, and professional relationship skills.
2. Understanding, handling, and maintaining all required client relationships and communications within the office as well as handling all basic IT tasks is required.
3. Other competencies include proficiency in documentation, office administration, billing, timely reporting, and similar functions.
4. Secretarial operations are also required to be covered by the Operation Assistance and all the operations within the office should be handled accurately.