



**JAY** CEYLON  
CINNAMON

*Quality Cinnamon , Beyond Tradition*

# COMPANY PROFILE



since **2021**



## Company Overview

We, Jay Ceylon Cinnamon (Pvt) Ltd, are a young company following the farmer, processor model of the cinnamon-producing company in Hindurangala, Eheliyagoda area in Sri Lanka. Here, we focus on harvesting, peeling and processing cinnamon and cinnamon-related products with ensuring the best quality and food safety practices beyond traditional practices.....

## Contact Information

If you have any suggestions, inquiries or complaints regarding our products or the company practices, you can contact us. We highly appreciate your valuable responses.

### Connect with us,



Mobile +94 76 9010 524  
Telephone +94 45 2266 423



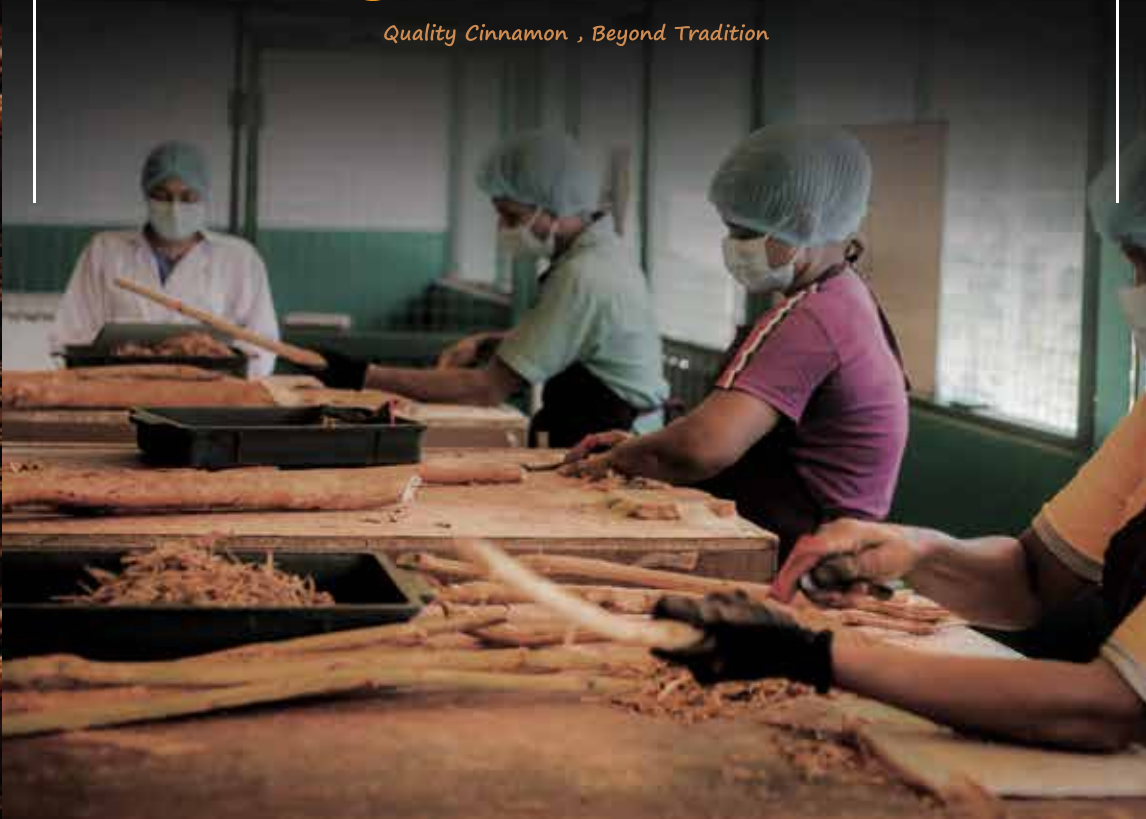
business@jaycinnamon.com  
jaycinnamon.com



Jay Ceylon Cinnamon (Pvt) Ltd  
Kapuappale Estate,  
Hindurangala, Eheliyagoda.

# JAY CEYLON CINNAMON

*Quality Cinnamon , Beyond Tradition*







# COMPANY OVERVIEW

We are a cinnamon processing company following the farmer-processor model in Hindurangala, Eheliyagoda area in Sri Lanka.

Our team harvests cinnamon from cultivations and at our factory, we peel and process them. We also produce cinnamon-related value-added products while ensuring the best quality by following modern food safety practices. JCC has been in business since 2021 and has obtained ISO 22000 certification.





# PRODUCTS AND SERVICES

We produce following types  
of cinnamon,

- C5 special
- C5
- C4
- H1/H2

We also produce following  
Value-added products.

- Cut Cinnamon
- Cinnamon powder
- Cinnamon Bark Oil

*C5 ceylon cinnamon*



*H1 ceylon cinnamon*



*C4 ceylon cinnamon*







The following products are being developed at our laboratories and will be produced soon.

- **Cinnamon Teas**
  - Cinnamon Black Tea
  - Cinnamon Vanilla Tea
  - Cinnamon Green Tea
  - Cinnamon Ginger Tea
  - Cinnamon Turmeric Tea
  - Cinnamon Tamarind Tea
- **Cinnamon Coffee**
- **Cinnamon Moringa Drink**
- **Tea with under-utilized fruit/spices**
- **Beverage with exotic flavor**

We always endeavor to ensure the traditional Ceylon cinnamon taste

The following are the by-products of the cinnamon processing process.

- **Firewood**
- **Incense sticks**
- **Charcoal**





# HEALTH BENEFITS AND MEDICINAL USES.

**Protect against heart disease**

**Could improve sensitivity to insulin**

**Prevent bacterial and fungus infections**

**Help to control blood sugar**

**Loaded with antioxidants**





**There are a wide range of health benefits and medicinal uses of cinnamon. Some of them are as follows.**

- o protects the skin from irritation, allergic reactions, acne, and infections.
- o helps regulate blood sugar levels for those suffering from diabetes.
- o helps to reduce weight by tapping into fat reserves for energy and burning off excess fat.
- o helps reduce stress and improve mood.
- o fights the effects of aging and frees radical damage, and this will help to protect internal organs, skin, eyes, and the entire body.
- o fights infections and improves the immune system.
- o improves energy levels at the cellular level.
- o can be used as a natural sweetener, and it helps metabolize carbohydrates and other foods that turn into sugar.
- o helps to fight harmful bacteria in the mouth and reduces bad breath.
- o can be used to preserve food and it keeps food from spoiling.
- o improves the health of the heart and reduces high blood pressure.
- o supports healthy cholesterol levels, triglyceride levels and helps heart tissues to regenerate.
- o helps to fight infected HIV cells.
- o helps to protect brain cells and lower the risk of neurological problems.
- o The high concentration of antioxidants in cinnamon may reduce the risk of cancer and protect DNA.
- o helps regulate menstrual periods.
- o can be used as an insect repellant.
- o helps to fight off infections due to candida albicans fungus whilst also detoxifying the colon.
- o helps detoxify the chemicals in the liver.
- o helps to fight common allergy symptoms.
- o helps to improve the fertility of men by increasing sperm production.

**Source – Health journals.**





## Target Audience

The target audience is health-concerned people from all levels of society.

## Vision Statement

TO BECOME THE LEADING CINNAMON EXPORTER WITH THE MOST DIVERSIFIED PRODUCT PORTFOLIO IN SABARAGAMUWA PROVINCE IN SRI LANKA.



## Our Value

Our value is our people and their objective to provide health-friendly and nutritious cinnamon-related products all over the world.







## Company culture

**“Quality Cinnamon-Beyond tradition” is our slogan. As a company, we are always striving to produce quality cinnamon for our valuable customers in line with modern health and hygiene standards. Our processing methods are sustainable practices.**

**We maintain high-quality hygiene practices at every step of production to assure a quality product. Our asset is well-skilled and knowledgeable employees. Our employees are from the village of Hindurangala. Many of them are women. We constantly conduct training to make them aware of quality and hygiene standards.**



## Achievements

**ISO 22000:2018 FSMS Certified company**



## Marketing Tools

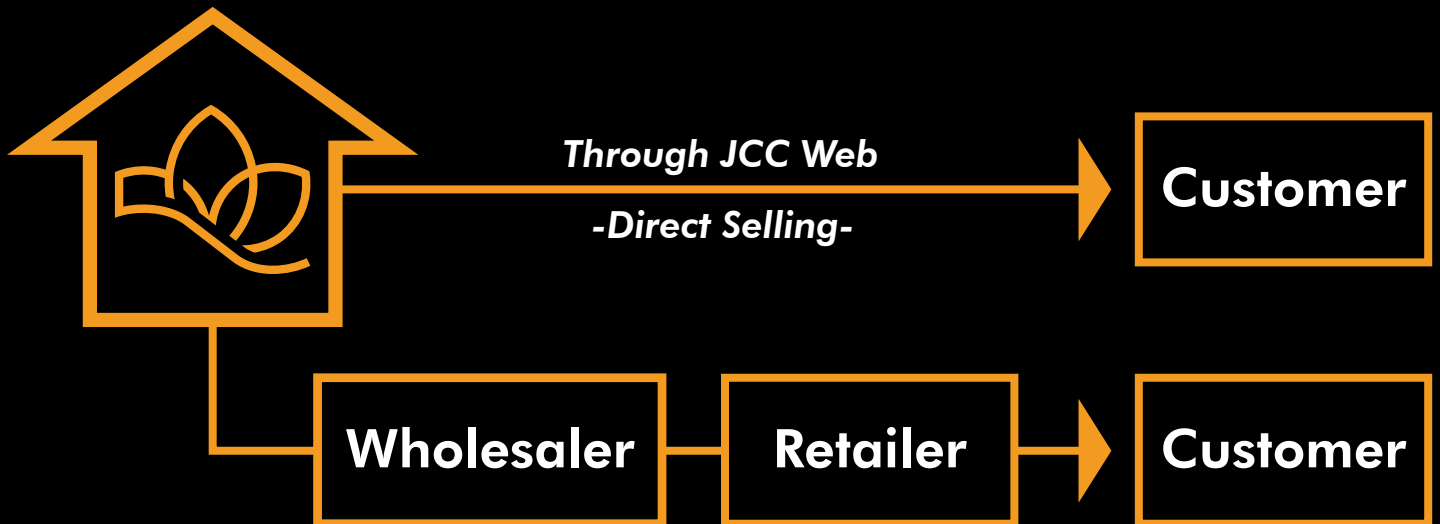
**Our marketing tools are,**

- o Online shop at [jaycinnamon.com](http://jaycinnamon.com)
- o Facebook page, Jay Ceylon Cinnamon, and
- o Jay Ceylon Cinnamon, You Tube Channel

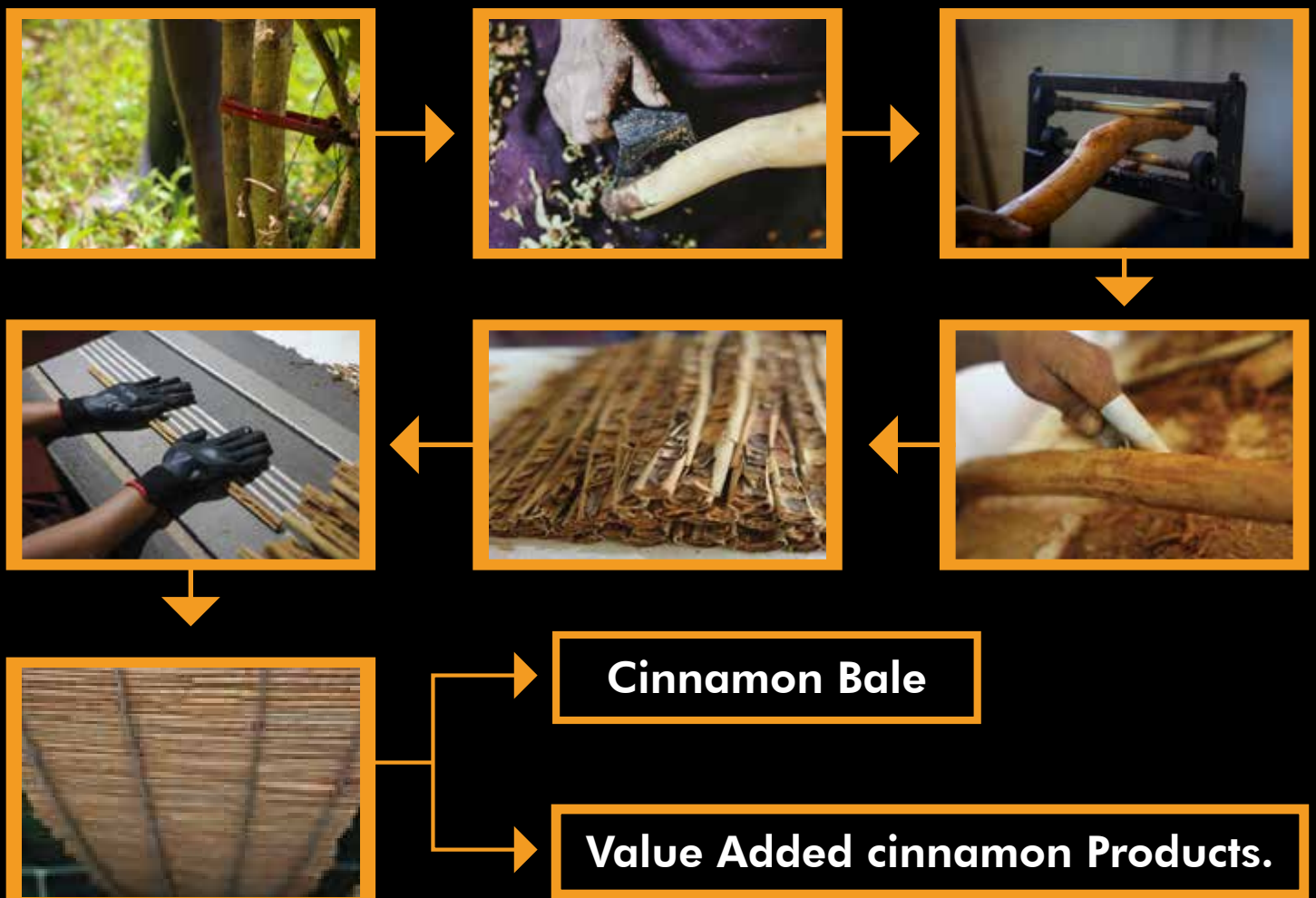




## Sales Strategy



## Production & Operation Process







## Social Responsibility & Sustainability

Main goals are,

- o Improve living standards of the employees and their families.
- o Provide reasonable prices for raw materials based on market to the cinnamon growers in the area.

Their "SMILE" is the "SOURCE OF ENCOURAGEMENT" which gives us "STRENGTH" and "SENSE OF ACHIEVEMENT"



We are always concerned about environmental sustainability. The wastewater is systematically disposed to the environment. The by-products are sold as firewood, incense sticks, and charcoal.



## Our Hygiene

**We ensure the safety of our employees while maintaining the best hygiene within our organization.**



## Goals

- o **To increase cinnamon consumption in target markets by introducing new cinnamon-based products through research and development.**
- o **To improve the cinnamon culture and satisfy consumers' needs.**
- o **To make awareness of the Jay Ceylon Cinnamon Brand and to increase sales by two-fold within the next year.**