

Our Agriculture Sector Re-engineers

Hayleys Agriculture Holdings Ltd Launched in June 2011

Hayleys Agriculture Holdings Ltd (HAH) was publicly launched on the 4th of June at Waters Edge at a gala event with the presence of our Chairman Mr. Mohan Pandithage as Chief Guest and amidst an audience of nearly 550 people representing all stakeholders. The guests comprised of the key staff members of the Hayleys Agriculture family, the Board of Directors and GMC of Hayleys PLC and Hayleys Agriculture Holdings Ltd, distributors, dealers, customers and suppliers of the 7 business units and special invitees from the Ministry of Agriculture. Mr. Upali Gangoda Sector CEO of Hayleys Agriculture Holdings gave the welcome address and presented to the gathering the current agriculture extension work that is being carried out by the business units involved in supply Agri Inputs to the local market.

Thereafter, Mr. Rizvi Zaheed, Group Director and Managing Director of Hayleys Agriculture, in his key note presentation elaborated on the achievements of Hayleys in the area of agriculture and spoke of the new beginnings and how HAH will be bigger, better and the best in Sri Lanka. Mr. Zaheed stated that HAH is currently a Rs. 10 billion company and the goal is to become a Rs. 20 billion company by the year 2014. Mr. Zaheed also assured a win- win situation for all the stakeholders in agriculture. The Guest of Honor, the Secretary to the Ministry of Agriculture, Mr. K.E. Karunatileke in his speech said that the ministry is well aware of and appreciates the contribution made by Hayleys in the field of agriculture and further encouraged the company to bring more technological solutions as in the past and also help farmers in providing organic fertilizer.

The event was made colorful with various entertainment acts, dances etc on a huge 96 foot stage representing the largest video wall in Sri Lanka which captured the festivity of the unveiling of the new Hayleys Agriculture logo. For the first time in Sri Lanka the presentations were made on such a video wall / backdrop which was almost 100 feet in length. Living up to Mr. Zaheed's own words of creating happiness for all in the team (this being one of the Big Three Goals he articulated in the presentation), the evening's celebrations ended with a great climax and gave a hint of great things to come in the Agriculture Sector.