



COMPANY PROFILE

**#NEXTGEN.**

**DIGITAL MEDIA  
AGENCY**

[www.pawaraconcepts.com](http://www.pawaraconcepts.com)



# DIGITAL MEDIA AGENCY



## WHO WE ARE ABOUT TEAM PAWARA

TEAM PAWARA IS A **#resultsoriented** AGENCY

Pawara concepts (Pvt) Ltd, founded in 2012 as a web Agency, with the demand and our passion for creative Brand advertising we converted to a integrated advertising agency.

### WE OUTSTAND FOR

WE are **#onestop** destination in **#nextgen** all advertising solutions.

**#resultsoriented** Business partner in your brand's success.

WE bring **#creativity**, **#data** and **#technology** together.





## OUR SERVICES

LET'S SEE WHAT WE CAN DO FOR YOU...



### 1. MARKETING STRATEGIES

## & BRAND CONCEPTUALIZATION

we develop marketing plans and brand conceptualizations for your business/product;

*sell*  
we tell stories





# OUR SERVICES

LET'S SEE WHAT WE CAN DO FOR YOU...

## 2. BRANDING SOLUTIONS

we design conceptual logos and develop brand guidelines frameworks to push your brand/products to appear on customer's conversations;

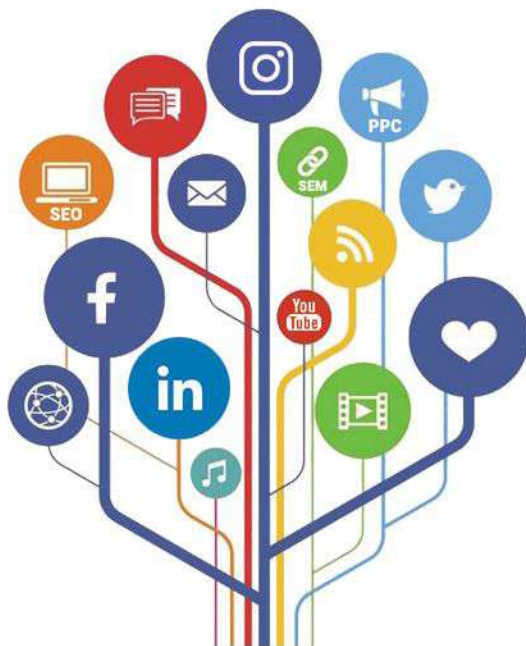


branding *influences* people's decisions



## 3. SOCIAL MEDIA MARKETING

## & DIGITAL ADVERTISING



We advertise on digital streams to generate new leads effectively, And we develop effective Facebook or other social-media campaigns with a guarantee of sales conversions;

*Conversations*  
it's about *broadcasting*







## OUR SERVICES

LET'S SEE WHAT WE CAN DO FOR YOU...

*Website;*  
*it's your digital identity* ”  
*Sales Machine*

### 4. WEB DESIGNING & DEVELOPMENT

Design & develop your websites or revamp it as a source of generating new leads and business;

### 5. MASS/TRADITIONAL MEDIA

We broadcast your product in traditional media such as TV, Radio Billboards;

### 6. CONTENT GENERATION

We create articles to your website, run a PR campaign or graphics work, photography & videography, event coverage or combined productions;







**OUR SERVICES**  
LET'S SEE WHAT WE CAN DO FOR YOU...

let's say you want do a product launch and parallel PR & marketing campaign or want to do a promotion collaborating a specific niche audience (as a sponsor or such), we do;

**7. EVENT ACTIVATIONS**

**8. PROMOTIONS**



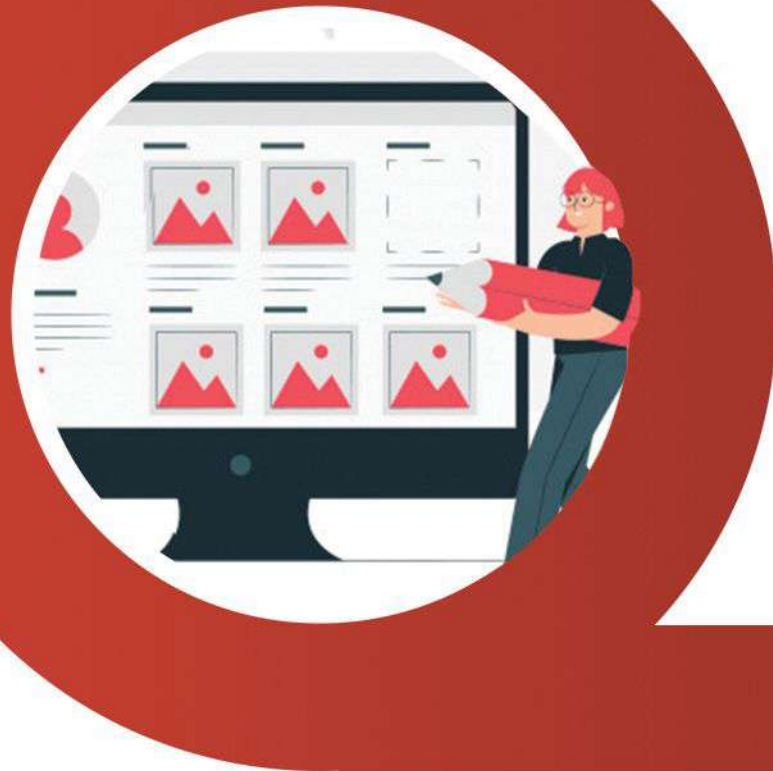


# OUR #clientele





PORTFOLIO



glimpse of  
*OUR* **WORK**

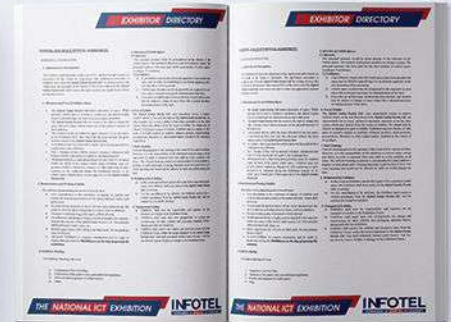


# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

# INFOTEL

TOWARDS A DIGITAL ECONOMY



branding • 360° digital media campaign





# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

branding • 360° digital media campaign







# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

Sponsorship Proposal  
Design for INFOTEL 2018







# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

branding • 360° digital media campaign



Glimpse of LED Screens  
Informative Artworks







# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO

branding • 360° digital media campaign







# OUR WORKS

GLIMPSE OF OUR PORTFOLIO

branding • 360° digital media campaign

## ICT CAREER GUIDANCE SEMINARS

For Secondary School Students



Organized by



EDUCATION CHAPTER

Career Guidance Partner





02<sup>nd</sup> NOV. 2018

### INFOTEL

TOWARDS A DIGITAL ECONOMY

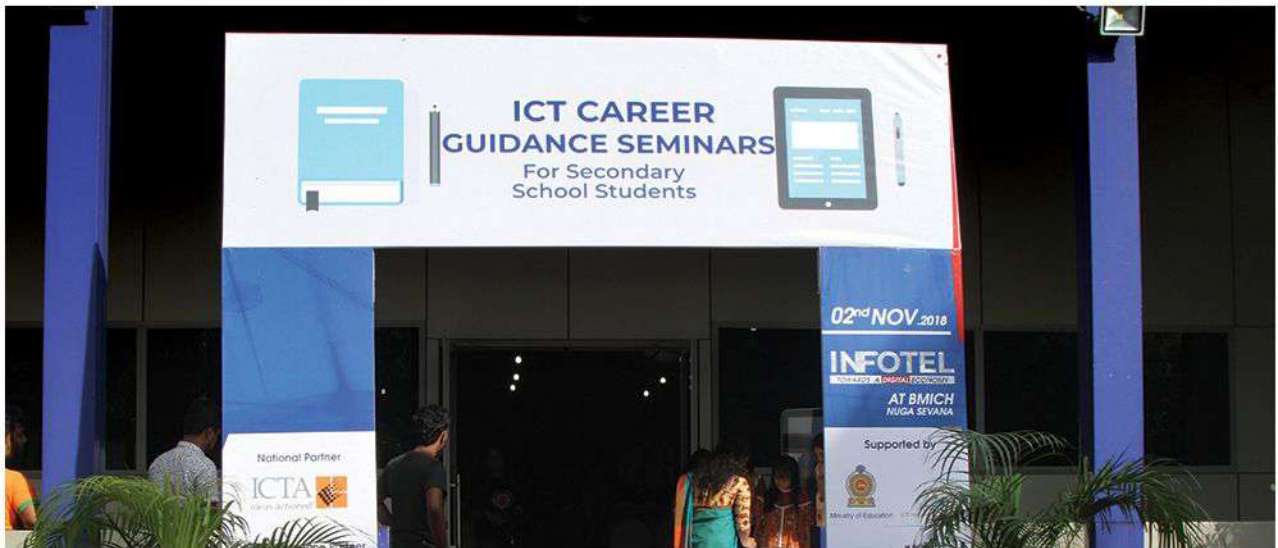
AT BMICH  
NUGA SEVANA

Supported by



Ministry of Education



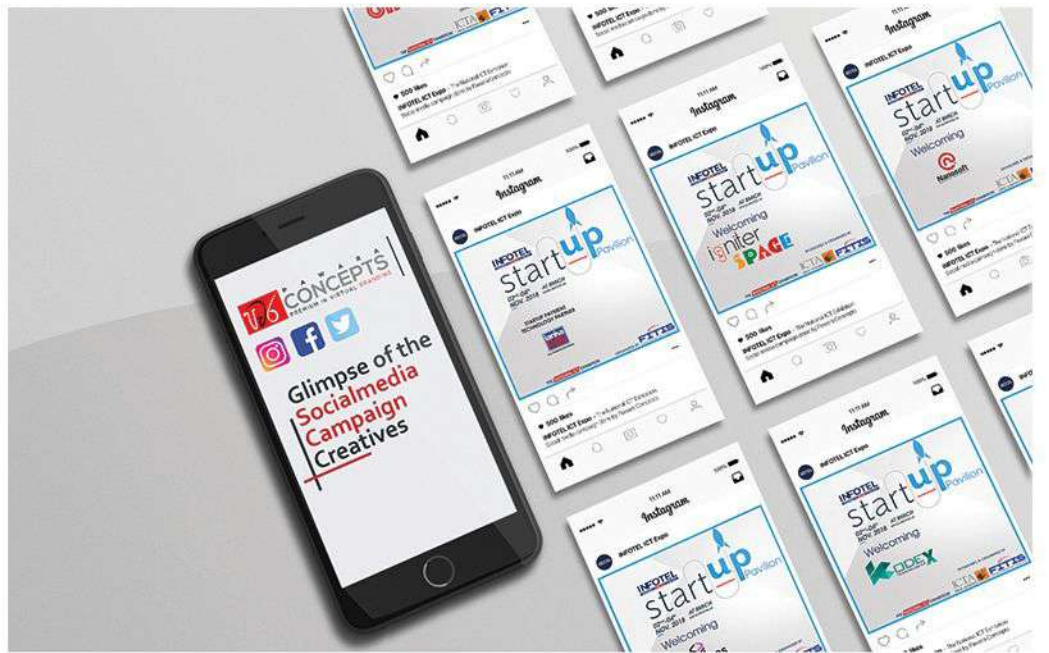




# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

branding • 360° digital media campaign







# OUR WORKS

GLIMPSE OF OUR PORTFOLIO

branding • 360° digital media campaign

**Infotel ICT Expo**  
16 hrs · 🌐

Social media campaign done by Pawara Concepts for INFOTEL 2018 - The National ICT Exhibition

**STUDENTS & JOB SEEKERS**

**INFOTEL**  
TOWARDS A DIGITAL ECONOMY

02<sup>nd</sup>-04<sup>th</sup> NOV. 2018  
AT BMICH  
WWW.INFOTEL.LK

IT'S FOR EVERYONE

ICT Education and Training  
Career Guidance Programs  
ICT Innovations and many more...

**SUPPORTED BY**  
Ministry of Telecommunication and Digital Infrastructure and Foreign Employment  
Ministry of Skills Development Vocational Training  
Ministry of Transport & Civil Aviation  
Ministry of Education  
Ministry of Defense  
Ministry of Tourism Development and Christian Religious Affairs

**PRINCIPAL SPONSOR**  
Sri Lanka Telecom

**GOLD SPONSOR**  
PEOPLES BANK  
The Bank of the People

**OUR PARTNERS**  
PRINT MEDIA PARTNERS: Daily Mirror, The Nation, The Sunday Observer  
INDUSTRY PARTNERS: SLASSCOM, ICSL  
DIGITAL COMMERCE PAVILION SPONSOR: Groishoppers  
DIGITAL MARKETING & WEB PARTNER: Payfitre  
OFFICIAL PROCUREMENT PARTNER: Omnitro  
OUTDOOR DIGITAL MEDIA PARTNER: EMERGING MEDIA

**NATIONAL PARTNER**  
ICTA

**ORGANIZED BY**  
FITIS

Like Comment

Shanika Jayaratne, Jessy Brown and 22K others

1,527 shares

**Infotel ICT Expo**  
16 hrs · 🌐

Social media campaign done by Pawara Concepts for INFOTEL 2018 - The National ICT Exhibition

**ESPORTS ENTHUSIASTS & GAMERS**

**INFOTEL**  
TOWARDS A DIGITAL ECONOMY

02<sup>nd</sup>-04<sup>th</sup> NOV. 2018  
AT BMICH  
WWW.INFOTEL.LK

IT'S FOR EVERYONE

Computer Gaming and eSports and many more...

**SUPPORTED BY**  
Ministry of Telecommunication and Digital Infrastructure and Foreign Employment  
Ministry of Skills Development Vocational Training  
Ministry of Transport & Civil Aviation  
Ministry of Education  
Ministry of Defense  
Ministry of Tourism Development and Christian Religious Affairs

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16 hrs · 🌐

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**NEXT GENERATION LEADERS**

**INFOTEL**  
TOWARDS A DIGITAL ECONOMY

02<sup>nd</sup>-04<sup>th</sup> NOV. 2018  
AT BMICH  
WWW.INFOTEL.LK

IT'S FOR EVERYONE

Platform for Managers, Directors CEOs, CXOs and Decision Makers  
Opportunity to boost your brand

**SUPPORTED BY**  
Ministry of Telecommunication and Digital Infrastructure and Foreign Employment  
Ministry of Skills Development Vocational Training  
Ministry of Transport & Civil Aviation  
Ministry of Education  
Ministry of Defense  
Ministry of Tourism Development and Christian Religious Affairs

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**NATIONAL PARTNER**  
ICTA

**ORGANIZED BY**  
FITIS

**Infotel ICT Expo**  
16 hrs · 🌐

Social media campaign done by Pawara Concepts for INFOTEL 2018 - The National ICT Exhibition

**WOMEN IN ICT**

**INFOTEL**  
TOWARDS A DIGITAL ECONOMY

02<sup>nd</sup>-04<sup>th</sup> NOV. 2018  
AT BMICH  
WWW.INFOTEL.LK

IT'S FOR EVERYONE

Platform to encourage, empower & recognize Women in ICT Industry

**SUPPORTED BY**  
Ministry of Telecommunication and Digital Infrastructure and Foreign Employment  
Ministry of Skills Development Vocational Training  
Ministry of Transport & Civil Aviation  
Ministry of Education  
Ministry of Defense  
Ministry of Tourism Development and Christian Religious Affairs

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Sri Lanka Telecom

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ICTA

**ORGANIZED BY**  
FITIS

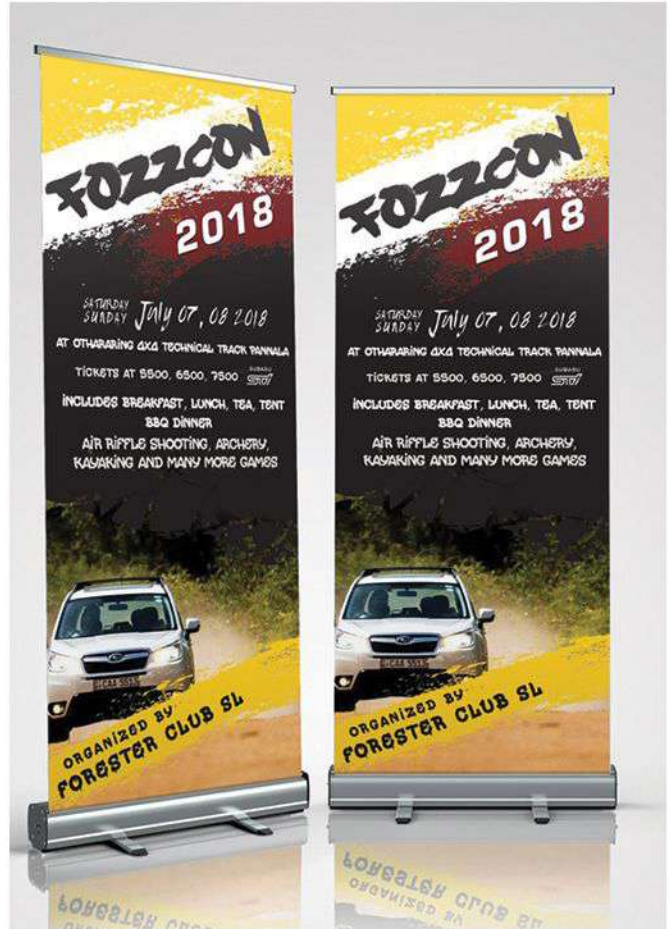




# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

# SUBARU FORESTER FOZZCON



branding • 360° digital media campaign

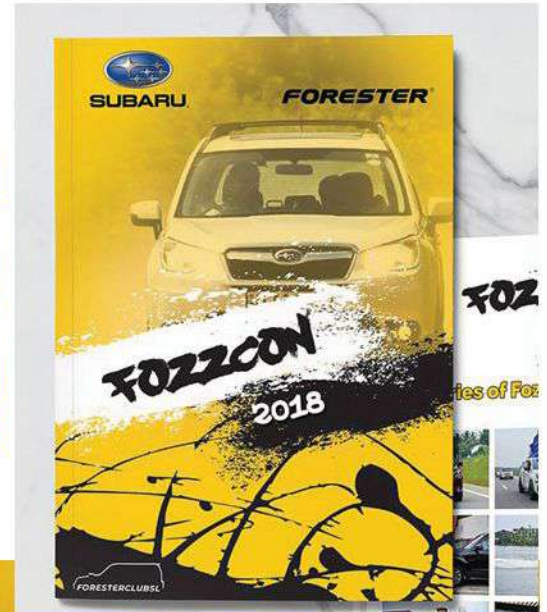
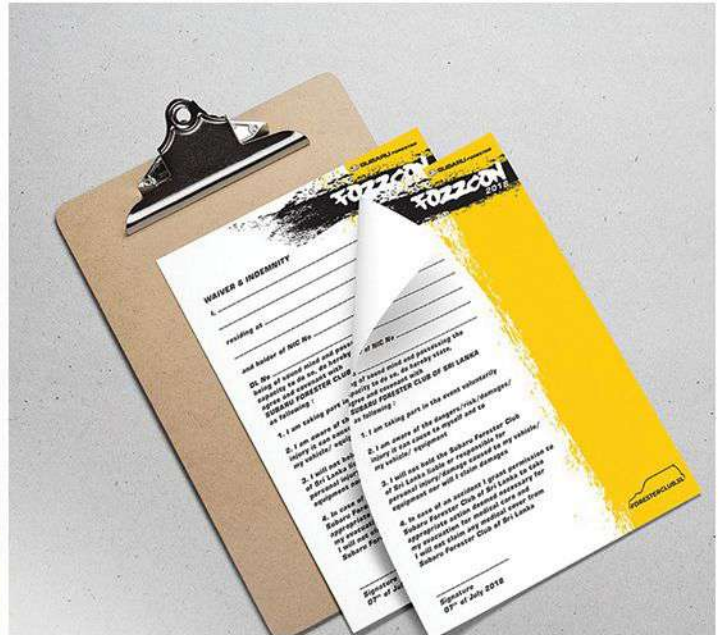




# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

branding • 360° digital media campaign







# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO

Revolution Fitness Studios  
16 hrs · 📍

Social media campaign done by Pawara Concepts for Revolution Fitness Studios

**REVOLUTION FITNESS STUDIOS**

**LAUNCHING TODAY 27TH OF AUGUST**

**06.00 p.m.**

At The Royal Kandyan Hotel, Kandy.

Chief Guest: Hon. Nimal Siripala De Silva - Minister of Labour

**WAIT IS OVER!**

CONTACT: 0777 86 6470

Royal Kandyan Hotel, 833, Peradeniya Road, Kandy.

Like Comment

Revolution Fitness Studios  
16 hrs · 📍

Social media campaign done by Pawara Concepts for Revolution Fitness Studios

**REVOLUTION FITNESS STUDIOS**

**MEET & GREET LUCION PUSHPARAJ**

HAPPENING ON **SATURDAY 05TH OF SEPTEMBER**

At Kandy City Center

GET YOUR SELFIES AND AUTOGRAPHS

INFO: 0777 86 6470

Revolution Fitness Studios  
16 hrs · 📍

Social media campaign done by Pawara Concepts for Revolution Fitness Studios

**REVOLUTION FITNESS STUDIOS**

**PREMIUM GYM & FITNESS STUDIOS**

**OPENING SOON**

KEEP IN TOUCH

Like Comment

Revolution Fitness Studios  
16 hrs · 📍

Social media campaign done by Pawara Concepts for Revolution Fitness Studios

**REVOLUTION FITNESS STUDIOS**

**THE BLACK LION OF ASIA**

IS LAUNCHING THE 1ST EVER

**FITNESS STUDIO IN KANDY, SRI LANKA.**

**OPENING SOON**

KEEP IN TOUCH

Like Comment

Revolution Fitness Studios  
16 hrs · 📍

Social media campaign done by Pawara Concepts for Revolution Fitness Studios

**REVOLUTION FITNESS STUDIOS**

**IS LAUNCHED A BIG THANKS TO ALL OF YOU**

Who were part of it

Special Thanks to our Chief Guest: Hon. Nimal Siripala De Silva - Minister of Labour

Now Open For

**REGISTRATIONS**

CONTACT: 0777 86 6470

Royal Kandyan Hotel, 833, Peradeniya Road, Kandy.

Like Comment

GET YOUR SELFIES AND AUTOGRAPHS

INFO: 0777 86 6470

**REVOLUTION FITNESS STUDIOS**

**FREE ABS AND CROSSFIT CLASSES AVAILABLE**

FREE FOR MEMBERS, NON-MEMBERS CAN CONTACT US & JOIN...!

GET FIT NOW!

0777866470, 0773161745 | www.revolucion-fitness.com

**DR. PANDULA BASNAYAKE**

WISH YOU A **Happy Birthday**

BEST WISHES FROM

**REVOLUTION FITNESS STUDIOS**

**REVOLUTION FITNESS STUDIOS**

**NEW YEAR OFFER**

**03 Months Free Membership**

with every Annual Membership subscription till 31st of January, 2022

GET FIT NOW!

CONTACT: 077 316 1745

Royal Kandyan Hotel, 833, Peradeniya Road, Kandy.

LIMITED TO 300 MEMBERS ONLY

**REVOLUTION FITNESS STUDIOS**

**PREMIUM GYM AND FITNESS CLUB**

**NEW YEAR OFFER 2022**

**10,000**

**5,000 Rs** Per Month, for Gents

with Annual Membership (75,000 Rs. for 15 months)

till 31st of January, 2022

GET FIT NOW!

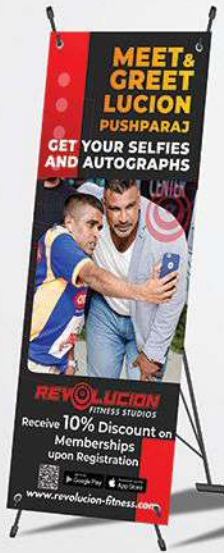
0777866470, 0773161745 www.revolucion-fitness.com





# OUR WORKS

GLIMPSE OF OUR PORTFOLIO



**DO NOT LET THE CURFEW STOP YOU!**

**TRAININGS zoom live**

**KEEP FIT ALWAYS...!**

INTRODUCING REVOLUTION FITNESS STUDIOS VIRTUAL TRAININGS VIA ZOOM.

ONE HOUR SESSION IN THE MORNING AND ONE HOUR SESSION IN THE AFTERNOON.

FREE FOR REVOLUTION MEMBERS & NON-MEMBERS.

Due to the prevailing situation we have decided to open the session FREE for non-members as well.

Kindly send us (WhatsApp) your name and address to **077 316 1745**





# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

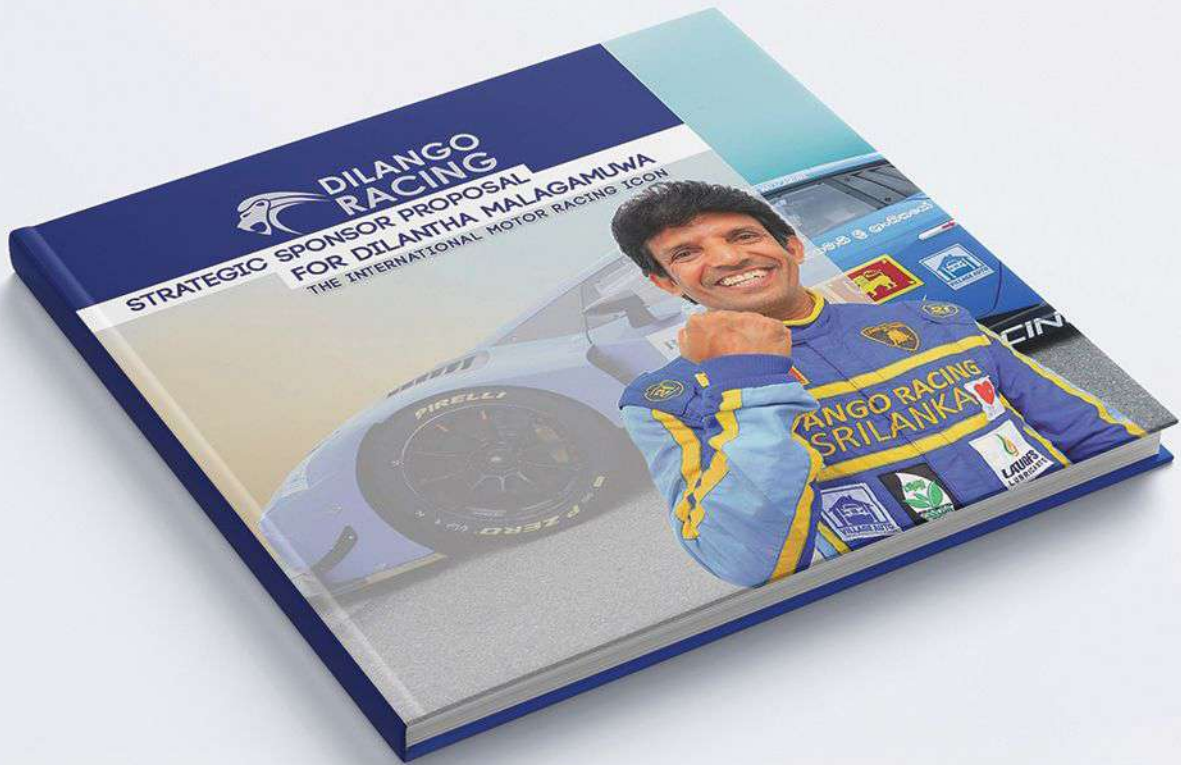






# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO





# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

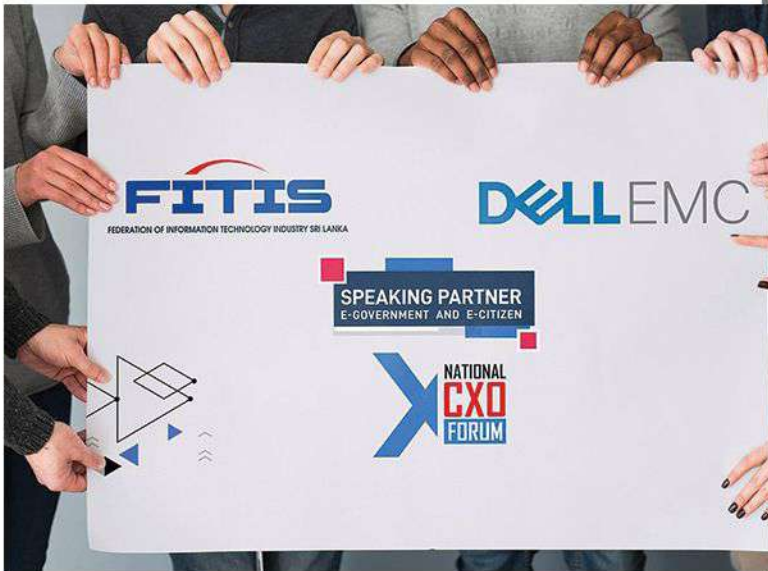






# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO







# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO







# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO







# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

Windows

Android

Mac

**KASPERSKY**  
POWERED BY **avian**

**Kaspersky® Internet Security 2017 Multi Device**  
Premium Protection for Your PC, Mac & Mobile

එක එක **Device** එලෙ  
එක එක **එයර්ස්** ගාඩ්  
භායදු කාලේ දුන් ඉරේයි

දුන් **Kaspersky** ජුලාබ **Multi Device**  
එයර්ස් ගාඩ් එක එක  
මහලා විවිධස් මකකොලා  
උණ ම ආරක්ෂා එක  
ලබා ගන්න දුලුණ.

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# OUR WORKS

GLIMPSE OF  
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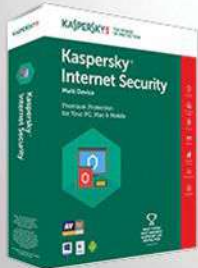


මයාගේ ෆේස්බුක් එකට  
මයාට log වෙන්න වෙත  
කෙනෙකට කප්පවේ ගෙවෙන්න  
උනොත් කොහොම හිටියේද?



## Ransomware

කියන විදර්ශ එකට මයාගේ Accounts වගේම  
Personal Files ජනා ශාලනයට ඉරිගෙන  
මයාගෙන් කප්පවේ ගන්න ජුල්ලින් බව මම දන්නවා?



කප්පවේකාර විදර්ශ වලින්  
ඉරිකරන වෙන්න මම මම දන්නවා  
**Kaspersky Multi Device**  
විදර්ශ ගාඩ් එකක ගන්න



**Kaspersky®  
Internet Security  
2017  
Multi Device**  
Premium Protection  
for Your PC, Mac & Mobile

එක එක Device වලට  
එක එක විදර්ශ ගාඩ්  
හොයනු කාලේ දන්න ඉවරිය

දන්න **Kaspersky** ජුල්ල ම **Multi Device**  
විදර්ශ ගාඩ් එක හිටියි  
මයාගේ විදර්ශ මකකොට  
උස්ම ඉරිකරන එක  
ලබා ගන්න ජුල්ලින්.

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# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

**BELL STORE LANKA BELL**

කොරෝනා අප අසලම විය හැකිය.

බිය නොවෙමු.  
**#මීටරෙන්ගුමු!**

**BELL STORE LANKA BELL**

මුඛය, අසේ, නාසය ස්පර්ශ කිරීම හැකිතාක් අවම කරගමු.

පිරිසිදු කරන ලද දෑත් වලින් පමණක් මුව ස්පර්ශ කිරීමට පරිස්සම් වෙමු.

**#මීටරෙන්ගුමු!**

**BELL STORE LANKA BELL**

නිවැරදි තොරතුරු ලබා දෙමින් ආරක්ෂක අංශ වලට සහ සෞඛ්‍ය අංශ වලට අපේ සහයෝගය හැකි උපරිමෙන් ලබා දෙමු.

නිවැරදි සහ නිල මූලාශ වලින් ලබා දෙන ප්‍රවෘත්ති වලට පමණක් අවධානය යොමු කරමු.

**Fake News**

**#මීටරෙන්ගුමු!**

**BELL STORE LANKA BELL**

විශ්විජනාශක සේදුමක් හැකි සෑම විටම ලඟ තබාගමු.

නිතරම අපේ අත් සෝදමු.  
විශ්විජනරණය කරගමු.

**#මීටරෙන්ගුමු!**

**BELL STORE LANKA BELL**

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# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

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ලංකා බෙල් සමූහ ව්‍යාපාරයේ සේවය කරන බව, මිලදී ගන්නා ඕනෑම ලැජ්චෝප එකක් සඳහා මාස 24ක් දක්වා පොලී රහිතව පහසු ගෙවීමේ විශේෂ දීමනාවක්!



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**ECONOMIC TURMOIL,**  
**POLITICAL STABILITY,**

**NATURAL  
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**COVID-19**  
GLOBAL CRISIS

Because you never know when and  
what the next **CATASTROPHE** would be

Be ready now, before it's too late...

RISK IN FINANCIAL SERVICES



WHY MANY **BUSINESSES**  
**FAILED**  
SOME SURVIVED AND  
**SOME THRIVED**

**DURING THE COVID-19  
EPIDEMIC?**

Because they are equipped with  
right **Risk Management Framework**

JOIN NOW

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**Don't put all your eggs in one basket**

**Common mistake of most individuals; Investing all their monies in the Stock Market.**

**VITAL FACTORS TO CONSIDER WHEN INVESTING...**

- ✓ The time horizon for the investment
- ✓ The amount of risk you can afford to take
- ✓ The current stage of your financial life cycle

**LEARN TO BE A BETTER INVESTOR**  
Candidates upon completion are eligible to use **ACSI** designation

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**UNDERSTANDING HOW MONEY WORKS IN EACH STAGE OF LIFE is important for**

- ✓ Bankers & Investments Advisors
- ✓ Stock Brokers and Real Estate Agents
- ✓ Individual Investors

**LEARN TO CREATE BETTER INVESTMENTS**

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**JOIN THE NEXT INTAKE**




*Life's tragedy is that we grow old too soon and get wise too late.*

*Therefore, you can't take too long to start doing the right thing. This is specifically so when it comes to financial planning.*





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**Who should attend?**

- Professionals in banking and insurance services industries.
- Wealth Managers, Stock Brokers.
- Investment Advisors & Planners.
- Individual investors for lifetime financial planning.





# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO

**FREE WEBINAR**  
**zoom session**

**23rd June**  
**06.30 PM**

### Fundamental Analysis in Making the Right Investment Decision

**AREAS COVERED**

- The stock market performance during the recent past
- Sectoral performance in 2020 Q4 and 2021 Q1
- The most actively traded listed companies and sectors
- Factors to consider before an equity investment
- Stock analysis based on multiples & price movements
- SL Economic Outlook

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**Shadini Silva**  
 Manager Research  
 -Softlogic Stockbrokers

**Q&A SESSION**  
**Eardley Kern**  
 (CMA Australia, MBA, ABE)  
 Head of Sales  
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 from 6.30 pm to 8.30 pm

**zoom session**

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 more info :  
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Learn from the Leaders in Finance Education

**22nd Dec.**  
**7.00 pm**  
 ONE HOUR SESSION

**Internal Audit during Pandemic times**

**Prasenna Balachandran**  
 Chief Risk and Control Officer  
 Hemas Holdings

**Syon Niyogi**  
 CIA Corporate Services Director,  
 International Water Management Institute

**Moderator Ashane Jayasekara**  
 Deputy Managing Partner of BDO in Sri Lanka

Pandemic has changed the way the business around the world operate. It has affected the internal auditors as well. IIA Global has been responding to the situation by providing insights and advice. This session is about the IIA Global insights on pandemic and how Sri Lankan Internal Auditors are responding to the situation .

- IIA the global leader in internal audit professionals
- What is the Impact of the pandemic on businesses
- How pandemic is affecting internal auditors
- What are the best practices for internal auditors recommended by IIA
- How Sri Lankan internal auditors are reacting to the situation

**FREE zoom session**

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**COACHED BY KAPILA DODAMGODA**

Kapila Dodamgoda is the Regional Director of ICMA (Australia), Sri Lanka and Founder, Managing Director of the Academy of Finance (Private) Limited.

He is also a Director of the National Engineering Research and Development Centre (NERD).

**Finance Mastery for Non-finance Professionals** →

**Mastery of Financial Statement Analysis** →

**Financial Literacy for start-ups and entrepreneurs** →

**Investment Appraisal Mastery** →

**Budgeting Mastery Coaching & Trainings** →





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#5  
WEBINAR



## 50 Shades of 'New Normal' Part 2

The Emergence of 'Crazynomics'

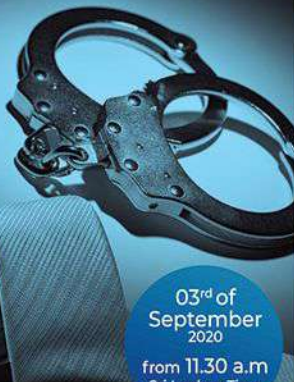
FREE FOR CMA (AUSTRALIA) MEMBERS

OR REPLY FOR ONE OFF ACCESS CODE

### WEBINAR DETAILS:

In Part One of this webinar series, the political and social 'alternate reality' that the world finds itself in was covered. Significant changes that were already happening prior to the COVID-19 were supercharged during the pandemic, creating lasting shades of 'new normal'.

This seminar, the second of a series of three, covers 9 further shades in the new normal of 'Crazynomics' are covered. These include: Quantitative Easing; Massive Size of Government Borrowing; Governments Spending Money on People's Health (rather than on the Economy); the Rise of Non-Banks and Private Equity Funds on Spending Sprees. The seminar will discuss a crazy economic world where there is low inflation and high exchange rates despite a massive increase in the supply of the US Dollar. It will consider how to do capital investment evaluations when there is near zero or negative interest rates and why there is a booming stock market in a recession.



03<sup>rd</sup> of  
September  
2020  
from 11.30 a.m  
Sri Lankan Time

WEBINAR

ROTARY CLUB OF COLOMBO CENTENNIAL  
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# WIN THE BATTLE AND THE WAR



CREATE A WINNING FINANCIAL PLAN

13<sup>th</sup> OF MAY @ 7 P.M

ZOOM ID : 14578 4569 78  
PASSWORD : 1234



CONDUCTED BY KAPILA DODAMGODA

- Founder/Managing Director - Academy of Finance
- Regional Director - ICMA Australia, Sri Lanka Region
- Academic Director - Asia e University MBA Programme
- Former Finance Director - MAS Investments
- Corporate Trainer, Business Consultant, Educationalist, Senior Lecturer



#4  
WEBINAR



## 50 Shades of 'New Normal'

Whipping Companies to Embrace an Alternate Societal Lifestyle

FREE FOR CMA (AUSTRALIA) MEMBERS

OR REPLY FOR ONE OFF ACCESS CODE

### WEBINAR DETAILS:

The 'New Normal' seemed to have happened overnight with the advent of the coronavirus. Whilst there were signs and warnings that major disruption was around the corner before the COVID-19 virus hit us; these were doomsday scenarios of the future, rather than one that required immediate crisis management today. Climate change was the biggest of the pre-COVID-19 doomsday scenarios. Another worry was a potential Nuclear War starting in the Middle-East, COVID-19 was the Big Bang of the New Normal. Since then significant shades of 'new normal' that were directly related to reducing COVID-19 infections were added to our regular lexicon, such as: Flattening the Curve; Social Distancing; Home Schooling; Travel Restrictions; Self-Quarantine; Lockdowns; Facial Masks; Hot Spots; Contact Tracing; ICU; Ventilators, Vaccines and Working from Home (WFH).

This seminar, the first of a series of three, covers 35 of the shades of 'New Normal' that are impacting our alternate reality, and how company strategies must radically change if we are to embrace this new normal lifestyle.



20<sup>th</sup> of August  
2020  
from 11.30 a.m  
Sri Lankan Time

CONDUCTED BY

Professor Janek Ratnatunga is CEO of the Institute of Certified Management Accountants. He has held appointments at the University of Melbourne, Monash University and the Australian National University in Australia; and the Universities of Washington, Richmond and Rhode Island in the USA. Prior to his academic career he worked with KPMG.

PROF. JANEK RATNATUNGA  
PhD (Bradford, UK), MBA, DipM (UK)  
FCA, CPA, CMA (Aus)  
Chief Executive Officer (ICMA Australia)







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Inclusive Development

✓ Stronger Together



### CHOGM Youth Forum

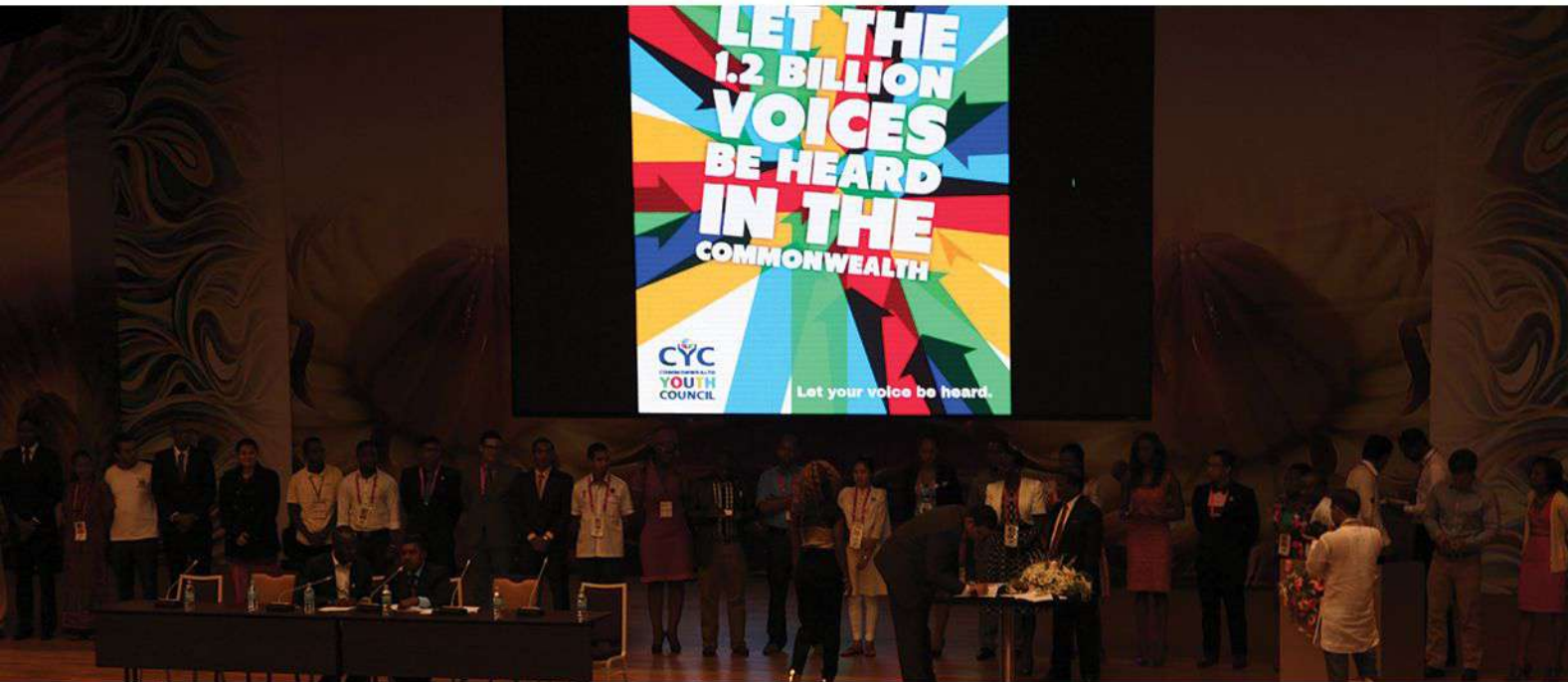






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# OUR WORKS

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# OUR WORKS

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## brand Architect Extended

**CONTENT**

**the Scope**

The focus of the workshop is to reevaluate the brand strategy of each organization with a practical approach.

Participants will go through a hands on experience on brand valuation from analytical and practical perspectives.

**day 01**

**How to build profitable brand equity.**

01. Brand equity, what it is? How it is measured?
02. Brand identity brand positioning building
03. Brand profitability - what constitutes brand profitability and its relationship to brand equity?

**CASE STUDY**  
brand identity and positioning on real life scenario.

**day 02**

01. Building robust value propositions.
02. The elements - the business model and its importance in building of the value proposition.

**CASE STUDY**  
building value propositions.

Link contents of day 1 and day 2  
Build a robust brand strategy using the value proposition positioning and identity created.



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Certificate in MS Office Applications and Internet Technologies		
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Certificate in MS Office Applications and Internet Technologies		
Dual Certificate in English & IT		
Other: Advanced Diploma in Business IT (IBS), SIBT, CMA, ICDL		

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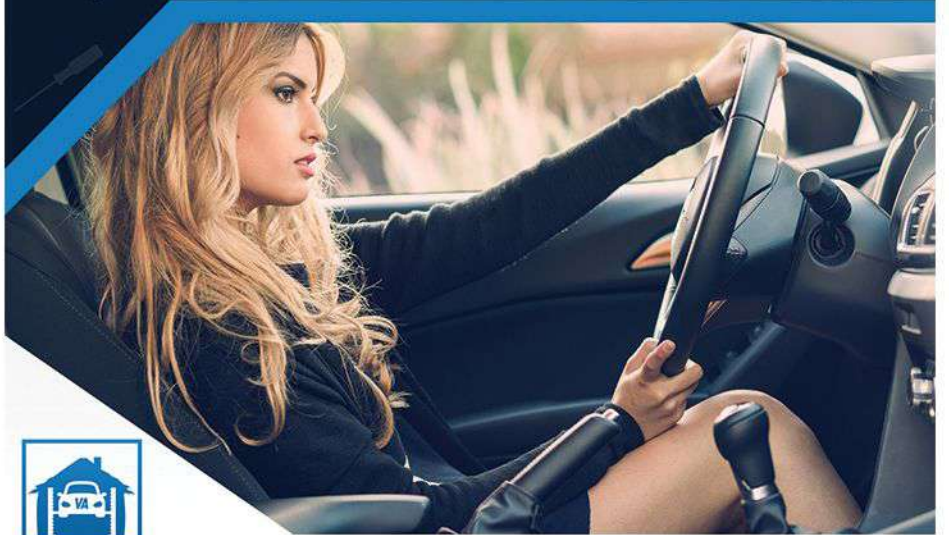
# OUR WORKS

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## චලියට දාන්න කලින් චෙක් කරගන්න.

ඇඳිරි නීතිය නිසා දිගටම නවත්තලා තිබීම ඔබේ ආදරණීය වාහනය  
එකපාරටම පාරට දාන්න විය.

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## ඔබ ආරක්ෂිතයි...! ඔබේ වාහනය ආරක්ෂිතයිද?

කොරෝනා වසංගතය නිසා ලොව වන්නේ ඔබ පමණක්ම නෙවෙයි.  
අධික කාලයක් නිසි ධාවනයක් සහ නඩත්තුවක් නැති වූ  
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**හොඳම මනාපය**



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Village Auto කැස්බෑව, ඔබේ සියලුම වාහන සර්විසස් සේවාවන් සඳහා. | 077 786 6470

නිත්ත SERVICES අනර්ථ  
**අත්ත විදිහට වාහන Service කරන තැන!**

උසස්ම තත්වය සහ ඉහළම ප්‍රමිතිය.



ඔබේ වාහනයට සහතික විශ්වාසයක්!

Village Auto කැස්බෑව, ඔබේ සියලුම වාහන සර්විසස් සේවාවන් සඳහා. | 077 786 6470



කැස්බෑව පිළියන්දල තොරණ  
**හොඳම මනාපය**

වාහනයට **පණ දෙන**  
VILLAGE AUTO  
Service • Maintenance • Repair

උසස්ම තත්වය සහ ඉහළම ප්‍රමිතිය.



ඔබේ වාහනයට සහතික විශ්වාසයක්!

Village Auto කැස්බෑව, ඔබේ සියලුම වාහන සර්විසස් සේවාවන් සඳහා. | 077 786 6470

**සමස්ත ප්‍රතිඵලය:**  
දිවයිනෙන් ම වැඩිම

**මනාපය**  
VILLAGE AUTO  
Service • Maintenance • Repair

**කැස්බෑව**

උසස්ම තත්වය සහ ඉහළම ප්‍රමිතිය.



ඔබේ වාහනයට සහතික විශ්වාසයක්!

Village Auto කැස්බෑව, ඔබේ සියලුම වාහන සර්විසස් සේවාවන් සඳහා. | 077 786 6470





# OUR WORKS

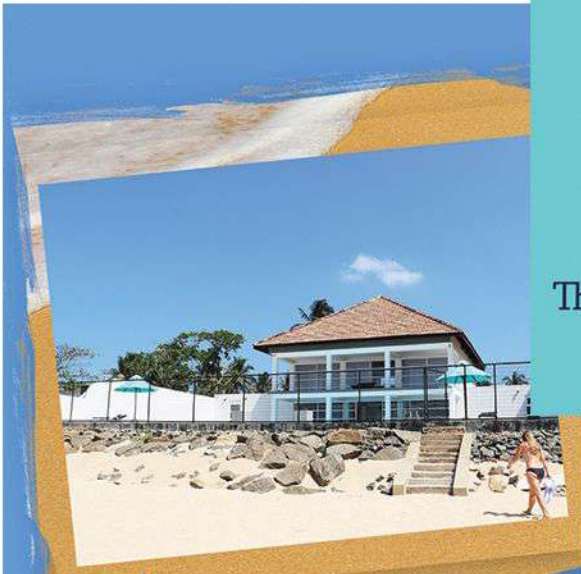
GLIMPSE OF  
OUR PORTFOLIO

## SEA, AIR & SUN

[www.beachvillaines.com](http://www.beachvillaines.com)



The beach front is a magical place from which to enjoy the sun and sea.



## SEA, AIR & SUN

Villa Ines is a private luxury house with a pool, located in the popular beach holiday destination of Hikkaduwa on the South West coast of Sri Lanka - Hikkaduwa.

[LINK ON BIO](#)

## PRIVATE LUXURY HOUSE

[www.beachvillaines.com](http://www.beachvillaines.com)



why not spending a quality relaxation time at a magical place with beach frontwhile enjoying the sun and sea.



contact us  
0777 1234 12

**30% Discount**





# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO

**The Clock is Ticking**

"Ransacking pristine forests, manipulating food supplies with genetically modified 'terminator seeds', vandalising sacred lands and exploiting the nature world over; there are no limits to what big businesses do to turn a profit."  
*Elaine Smitha in her book Screwing mother nature for profit.*


### Screwing Mother Nature for Profit

Academy of Finance as a socially responsible organisation strongly believe that while coaching the professionals to drive profits and create wealth, they should also be enlightened; this does not mean that every aspect of a company's performance can - or should be reduced to a 'common currency' of money values.



The Climate Reality Project | CMA (Australia) | EcoNomiks | ACADEMY OF FINANCE The Gurus of Financial Wisdom


*Glory of money can always be illusive*



The mission of Academy of Finance, the Gurus of Financial Wisdom is educating and empowering the professionals with financial knowhow. The Academy has now taken a different stride in educating the professionals on what cannot be measured in monetary terms.

Academy of Finance has partnered with EcoNomiks and The Climate Reality Project to educate the general public on Global Warming.

The Climate Reality Project | CMA (Australia) | EcoNomiks | ACADEMY OF FINANCE The Gurus of Financial Wisdom



**Wildlife Day 2021**


### Forests and Livelihoods: Sustaining People and Planet.

It is a way to highlight how important forests and ecosystems they sustain are important for human livelihoods.

**Join Us!** **zoom live** FREE WEBINAR : 04<sup>th</sup> March 7-8 p.m.

The Climate Reality Project | CMA (Australia) | EcoNomiks | ACADEMY OF FINANCE The Gurus of Financial Wisdom

*Everything is Connected*



Whatever befalls the earth befalls the sons of the earth. Man did not weave the web of life : he is merely a strand in it. Whatever he does to the web, he does to himself.

*In 1854, Chief Seattle, under pressure to sell their lands to the Government.*

What happened thereafter is all history and we have learnt the lessons the hardest way.

The Climate Reality Project | CMA (Australia) | EcoNomiks | ACADEMY OF FINANCE The Gurus of Financial Wisdom





# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO



DESIGNED BY  
**PAWARA CONCEPTS**  
PREMIUM IN VIRTUAL BRANDING

DESIGNED FOR  
**ICTISC**  
ICT Industry Skills Council



## Introduction to Coding

**Shameera Prajapriya**  
Director | Principal Architect | MVP - Azure | Technical Speaker | Founder, AzureSquad

15<sup>th</sup> May 2020  
2.00PM-3.00PM  
via Zoom

Meeting ID : 812 5891 0339  
Password : 11278

**ICTISC**  
ICT Industry Skills Council



# DIGITAL TECHNOLOGY FOR REGIONAL DEVELOPMENT

GET TO KNOW THE DIGITAL ROADMAP FOR NORTHERN PROVINCE DEVELOPMENT!



### VISION FOR DIGITAL SRI LANKA

- Mr. Jayantha De Silva, Secretary, Ministry of Technology
- Prof. Lalith Gamage, Chairman, ICTA
- Mr. Anura De Alwis, Chief Digital Economy Officer, ICTA

### CONNECTIVITY & COMMUNICATION IN NORTHERN PROVINCE

- Mr. Oshada Senanayake, Director General TRCSL
- Mr. Supun Weerasinghe, Director/ GCEO/Dialog
- Mr. Lalith Seneviratne, GCEO, SLT/ Mobitel
- Mr. Ashish Chandra, CEO/ Airtel
- Mr. Thirukumar Nadarasa, CEO / Hutch
- Dr. Prasad Samarasinghe, CEO / LankaBell

### DEVELOPING TECHNOLOGY INDUSTRY IN NORTHERN PROVINCE

- Mr. Channa Manoharan, Chairman/ SLASSCOM
- Prof. Gihan Dias /Board Director FITIS
- Mr. KV Kuganathan, Chairman/ BCS
- Mr. Thangarajah Thavaradan, Chairman / NCIT
- Mr. Damith Herathewera, President / CSSL
- Mr. Heminda Jayaweera, COO /SLINTEC
- Ms. Anali Ransinghe, COO, SLIBTEC



INFO : 077 251 8769  
SCAN THE QR CODE FOR REGISTRATION

26<sup>th</sup> June @ 2.30PM

## “BUSINESS, FINANCIAL RESTRUCTURING FOR BREAKTHROUGH THINKING”

ICT Industry Skills Council

Saturday, 14<sup>th</sup> NOV. 2020  
at 6.00PM -7.00PM  
via ZOOM

RESOURCE PERSON :

## FREE WEBINAR

**A M A CADER**  
Business Advisor/ Unido Restructuring Specialist, Managing Director - TW Corporate (PVT) Limited









# OUR WORKS

GLIMPSE OF OUR PORTFOLIO



# Chili Rancho

චීලි රැන්චෝ

NO COLORS, NO PALM OIL, NO FLAVORS, NO CHEMICALS



**Ingredients :**  
 Simmered/Smoked Fish (උම්බලකඩ),  
 Chili, Onion, Garlic, Curry Leaf(කරපිංචා),  
 Tempering Leaf (මේමේ),  
 Brindleberry (කොරකා), Pre-Made Tomato Sause,  
**Olive Oil**, Cardamom & Cloves, Sugar & Salt

Max Supply per month:  
30,000 Packets



# බෝට්ටු කරවල

වත්තා  
 පොතුබර්, බලයා, කෙලවල්ලා :  
**WANNAWA & TUNA**

Max Supply per month:  
300 KG+

TRADITIONALLY MADE DRY FISH  
 MADE WHILE SAILING ON BOATS...!



# යම්බෝලොව,

හිතේ හැටියට  
 දාන කන්ට්

ජ්වජ්ජු හොඳු  
 රස ගන්වන්න



උම්බලකඩ දාන  
 පොල් සම්බෝලොයි,  
 රෝස්ට් පානුයි එක්ක  
 ඉඟුරු දාන ජලේන්ට්සක්  
 කියන්නේ.....  
**රාජ් හෝජ්නාස්ක**  
 තමයි ඉතින්...!

හිතේ හැටියට දාන කන්ට්

ශ්‍රී ලංකාවේ ඉස්තරම් **උම්බලකඩ**



ඔබේ නිවසටම ගෙන්වා ගන්න.

**Delivery FREE**

100 g : 175 Rs.  
 250 g : 410 Rs.  
 500 g : 785 Rs.

074 00 99 272

ශ්‍රී ලංකාවේ ඉස්තරම් **උම්බලකඩ**

# උම්බලකඩ

100 g : 175 Rs.  
 250 g : 410 Rs.  
 500 g : 785 Rs.

ඔබේ නිවසටම ගෙන්වා ගන්න.  
 අදම කතාකර ඔබේ ඇණවුම භාරදෙන්න.

**Delivery FREE**

074 00 99 272



**JAYAWI ENTERPRISES**

JAYAWI UMBALAKADA  
 Tangalle, Sri Lanka.  
 REG.NO.: 3/12/355/2016-08-24/35



පරිප්පුවකට  
 මොකටද ව්‍යාජ ව්‍යාජ?  
 දාන රහව කන්ට්?  
**උම්බලකඩ**

හිතේ හැටියට දාන කන්ට්

ශ්‍රී ලංකාවේ ඉස්තරම් **උම්බලකඩ**

ඔබේ නිවසටම ගෙන්වා ගන්න.

**Delivery FREE**

100 g : 175 Rs.  
 250 g : 410 Rs.





# OUR WORKS

GLIMPSE OF  
OUR PORTFOLIO

Yakisoba, "fried noodle", is a Japanese noodle stir-fried dish. Soba in yakisoba are noodles made from wheat flour, typically flavored with a condiment similar to Worcestershire sauce. The dish is served in, with toppings such as ginger and katsuobushi and Yakisoba Sauce.

YAKISOBA



GRILL 'N' CHILL  
Japanese BBQ

081 222 33 55

Revolucion City, Roof Top,  
No 475, Peradeniya Rd, Kandy

Grill 'N' Chill offers range of Salads: starting from 2,250 rs.



THE LARGEST  
**SUSHI**  
FESTIVAL IN SRI LANKA

GRILL 'N' CHILL

HAPPENING

**TODAY**

6.30 PM ONWARDS

**SUSHI BUFFET**

KANDY

JUST **4,900** LKR  
PER PERSON

UNLIMITED LIVE  
**MUSIC**

UNLIMITED  
**SUSHI**

Revolucion City, Roof Top,  
No 475, Peradeniya Rd, Kandy



GRILL 'N' CHILL  
Japanese BBQ

RESERVE YOUR  
TABLE NOW!  
**0777 800 802**

**SUSHI  
BUFFET**



UNLIMITED LIVE  
**MUSIC**

UNLIMITED  
**SUSHI**

THE LARGEST **SUSHI**  
FESTIVAL IN KANDY!

JUST  
**4,900** LKR  
PER PERSON

UNLIMITED SATISFACTION ON THE ROOFTOP  
OF REVOLUCION CITY WITH AN UNLIMITED  
VIEW OF THE BEAUTIFUL CITY OF KANDY!

AND WITH JUST **LIMITED**  
NUMBER OF BOOKINGS!



GRILL 'N' CHILL  
Japanese BBQ

RESERVE YOUR  
TABLE NOW!

081 222 33 55

Revolucion City, Roof Top,  
No 475, Peradeniya Rd, Kandy



WE ARE READY



HAPPENING  
**TODAY!**  
(26<sup>TH</sup> OF MAY)  
6.30 PM  
ONWARDS

UNLIMITED  
**SUSHI**

THE LARGEST  
**SUSHI**

FESTIVAL IN SRI LANKA

JUST **4,900** LKR  
PER PERSON

MAKE YOUR RESERVATIONS NOW!

081 222 33 55 | Revolucion City, Roof Top,  
No 475, Peradeniya Rd, Kandy



GRILL 'N' CHILL  
Japanese BBQ





# OUR WORKS

## GLIMPSE OF OUR PORTFOLIO

**STC රාජ්‍ය වගකීමකි**

**සුපිරි බාස්මති සහල්**  
**Super Basmati Rice**

බිඹේ හිරිසට්ටි ගෞරවා ගන්න : 0702 590 311

කිලෝ ග්‍රෑම් 05

**QShop** **සහෝග්**

පූර්වික පුරා Q-Shop, STC සහ සහාය අලෙවිසැල්හි

**STC රාජ්‍ය වගකීමකි**

රජයේ කාර්මික තාක්ෂණික ආයතනයේ නිෂ්පාදිත

උසස්ම තත්වයේ විෂබීජනාශක දියර (Sanitizers) බිඹේ ආදර්ශීය දරුවාට

දිවයින පුරා සියලුම **සහෝග්** ශාඛා වලින්...!

**රු. 280**  
100 ml රු. 250ක් පමණයි!

**රු. 210**  
50 ml රු. 150ක් පමණයි!

**රජයේ වාණිජ (පීඨ) හිඟිගත සංස්ථාව**  
ආර්ථ (පොදු) වර්තනික සං.ලිඡ්ඡතාපනම  
State Trading (General) Corporation

**කෝවිඩ් ව්‍යාප්තිය නවතමු, සියලු සෞඛ්‍ය උපදෙස් නිසිලෙස පිලිපදිමු...!**

**STC රාජ්‍ය වගකීමකි**

රාජ්‍ය වගකීමක ලෙස STC වෙතින් සහන මිලට බිඹේ හිරිසට්ටි.

50 ml රු. 150  
100 ml රු. 250  
200 ml රු. 610  
500 ml රු. 1000

බිඹේ හිරිසට්ටි ගෞරවා ගන්න : 071 6342 487

**QShop** **සහෝග්**

දිවයින පුරා Q-Shop, STC සහ සහාය අලෙවිසැල්හි

**STC රාජ්‍ය වගකීමකි**

**RESPIRONE NANO AV 99**

ගන්න අපේ දේ, හොඳම මුහුණු ආවරණ

**ශ්‍රී ලංකාවේ නිෂ්පාදිත වෛරස් සහ බැක්ටීරියා 99.9% නසන පරිසර නිතකාම්**

**මාසක එකක් විශේෂ මිල රු. 200ක් පමණයි!**

**RESPIRONE NANO AV 99 Face Masks**

25 වරක් සෝදා පාවිච්චි කල හැකිය. පේරාදෙණිග විශ්වවිද්‍යාලයෙහි නවෝත්පාදනයකි.

බිඹේ හිරිසට්ටි ගෞරවා ගන්න : 071 6342 487

**QShop** **සහෝග්**

දිවයින පුරා Q-Shop, STC සහ සහාය අලෙවිසැල්හි

**STC රාජ්‍ය වගකීමකි**

ගන්න අපේ දේ, හොඳම තේ...!

**STC තේ**

රු. 80  
100 g රු. 95ක් පමණයි!

රු. 280  
200 g රු. 190ක් පමණයි!

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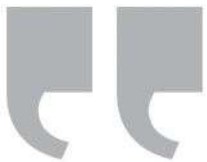






**FEEDBACKS**  
OUR HAPPY CLIENTS

 **SUBARU**  
**FORESTER**  
**FOZZCON**



We have done great things for the ICT industry such as very first CIO Forums, Campaign on Kaspersky and in Automotive Industry, Subaru Forester Fozzcon and etc.

All were done with highest possible quality and sometimes in very little time. Hoping to work with in future, keep up the good work. Thank you so much.

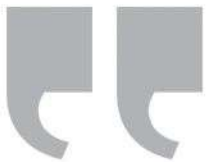
**Jahn Derrick Ferdinandus**  
– Former General Manager 3M Sri Lanka.  
– Former General Manager Avian (Kaspersky Sri Lanka)





South Asia's Premier and Sri Lanka's largest ICT exposition "INFOTEL" (since 1992), organized by the Federation of Information Technology Industry Sri Lanka (FITIS). Almost all the key companies in Information Technology industry are participating this massive event and it is an honor to be the digital media partner for three years. (2014,2015 and 2018).

Each year we have received testimonials from the organizers and industry giants, that respective year was the best digital empowered exhibition.



In order to bringing the INFOTEL message to the grassroots , the power of social media was immense.. Thank you Pawara Concepts for wonderful social media campaign for INFOTEL. Creating very attractive , solid theme, logo to all fully 360 campaign. You are behind this success!

I'll hire Pawara as my Web and Social Media agency any day in any given project I do in the future. Fantastic job.

### **Wellington Perera**

- *Architect, Microsoft Sri Lanka.*
- *President – INFOTEL 2018*

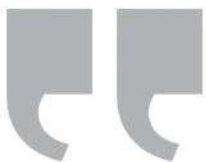




**FEEDBACKS**  
OUR HAPPY CLIENTS

The solution created a virtual platform for all the delegates who participated for the forum and others got an opportunity to participate it virtually.

And it also empowered with advanced social integration techniques which gives you the facility to interact with the website through social media accounts/profiles.



I do here by confirm that Pawara Concepts (Pvt) Ltd has managed the official website of the 9<sup>th</sup> Commonwealth Youth Forum; 'www.chogm2013youthforum.org'.

They fulfilled the expectations of the planning team by successfully completing their tasks including Live Web Casting during the forum, providing online voting facilities for the 1<sup>st</sup> election of the Commonwealth Youth Council, and managing virtual platform for the online delegates.

My best wishes goes with Pawara Concepts (Pvt) Ltd.

**Kusala Fernando**  
– President 9<sup>th</sup> Commonwealth Youth Forum



# #CONTACT

[www.pawaraconcepts.com](http://www.pawaraconcepts.com)

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07 67 72 92 72

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