



COMPANY PROFILE





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01. EXCELLENCE IN STRATEGY & LEADERSHIP

BACKGROUND OF THE COMPANY

R S Wickramasinghe & Company (Pvt) Limited is a standard crusher aggregate and asphalt concrete providing company in Sri Lanka and its corporate office is based in No: 202, Weliamuna Road, Hekitta, Wattala, and the organization has its crusher operations in Medawachchiya, Mahadiulwewa, Kebithigollewa, Giriulla and Gampaha. Its quarry mining operations are going on in Kebithigollewa, Yakawewa, Vavuniya, Mahadiulwewa, Medawachchiya, Giriulla, Malwana. At present the organization is operating nearly 10 quarries in Sri Lanka and the organization has five crusher plants with a capacity of 1200 cubes per day. In addition to that, the organization has a 80TPH asphalt concrete plant And a concrete ready mix plant.

OUR VISION STATEMENT

"To be the leading supplier and high-quality crusher aggregate products, asphalt and concrete products in Sri Lanka"

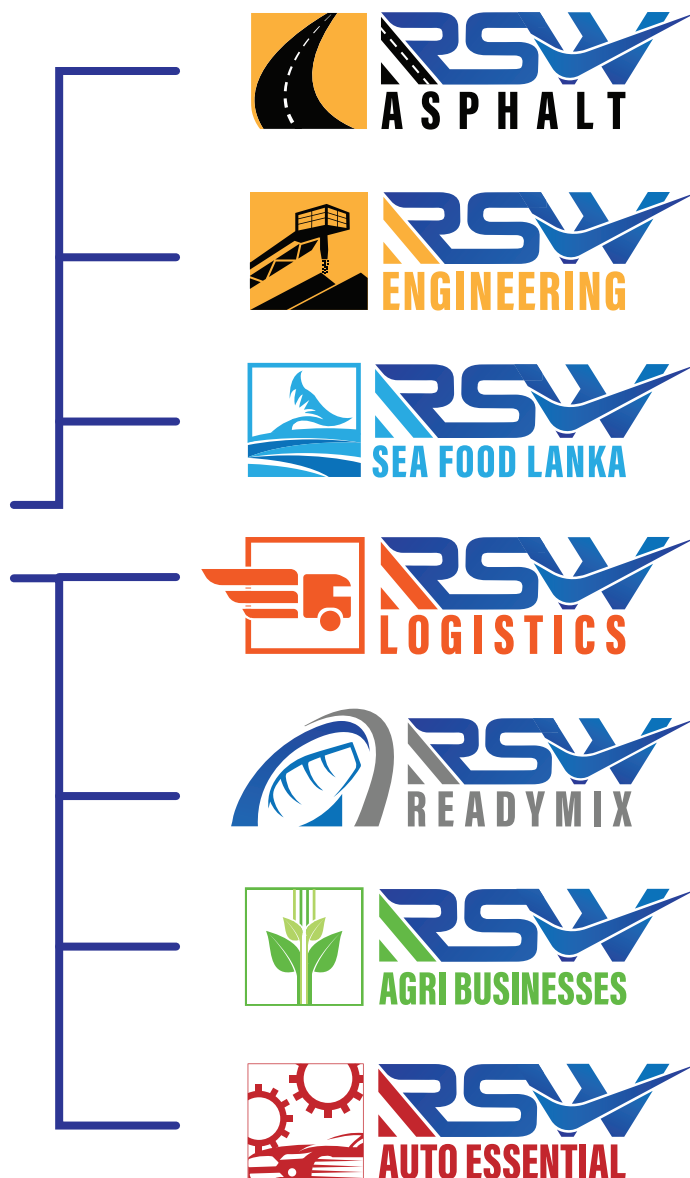
OUR MISSION STATEMENT

"To be a profitable, customer-driven supplier of high-quality crusher aggregate products, asphalt concrete products with the focus of sustainable business practices"

OBJECTIVES OF THE RSW

- To carry on the business of manufacturers, processors, distributors & contractors in all description of Construction.(A To Z Solution)
- To carry on business with success peoples; or make success of stakeholders.
- To carry on the business with minimizing negative effects of environment factors.

STRUCTURE OF RSW GROUP



STRATEGY



CORE VALUES

- Concentrating on the highest level of safety and well-being of our valuable employees.
- Providing the highest respect and customer-driven service to our valuable clients.
- Protecting our nature.
- Providing highest levels of personal and corporate integrity.

STRENGTHS

- Our strength lies in the fact that we have technologically advanced crusher aggregate and asphalt concrete processing facility and equipment that has positioned us to provide high quality products to meet the demand of construction companies in mentioned regions.
- Highly dedicated and experienced workers serve as strength for our organization
- Associating with reputed local and international construction firms is also our strength
- Brand reputation is another strength of our organization
- The organization has large scale production lines rather than competitors and it helps the organization to meet customer requirement without any hesitation

INITIATIVE UNDERTAKEN TO INCREASE

Knowledgeable, skilled and well-trained workforce is critical to a company's success. Improving competencies allows an organization to remain adaptable and competitive, ultimately contributing to increased productivity and greater revenue. This can easily be achieved with little to no expense, other than extra time and attention. Considering the benefits far outweigh the costs, improving employee competencies is an opportunity every employer should embrace.

- Coaching
- Voluntary Training
- Job Shadowing
- Challenge



PLANNING AND STRATEGY IMPLEMENTATION

The plan that made sense for you a year ago isn't necessarily right for you now. Market conditions continually change, so we need to revisit and update our business plan regularly.

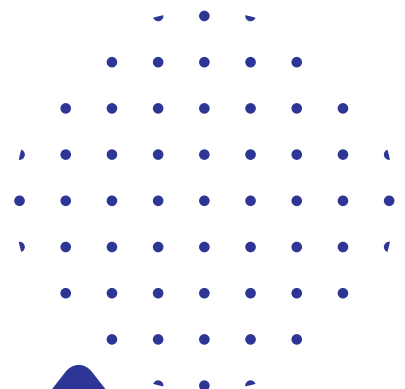
As our business grows, our strategy needs to evolve to suit our changed circumstances.

At the same time, every time we need to be alert to new opportunities. There are obvious risks to relying solely on existing customers. Diversifying our customer base spreads those risks.

Following the same business model, but bigger, is not the only route to growth. There are other strategic options such as outsourcing or franchising that might provide better growth opportunities.

It's important not to assume that our current success means that we will automatically be able to take advantage of these opportunities. Every major move needs planning in the same way as a new business launch.

Watch out for being too opportunistic - ask yourself whether new ideas suit your strengths and your overall vision of where the business is going. Bear in mind that every new development brings with it changing risks. It's worth regularly reviewing the risks you face and developing contingency plans.



02. PERFORMANCE REVIEWED BY MANAGEMENT

In an overall organization, the organizational performance management cycle includes three highly integrated phases including:

1. Performance planning
2. Performance appraisal
3. Performance improvement

Significant organizational activities occur within each of the three phases, including:

- Strategic planning to clarify the purpose, goals and strategies to achieve the goals (performance planning).
- Adopting the necessary organizational structures as a strategy to achieve the goals (performance planning).
- Guiding the necessary organizational behaviors, including the necessary nature of its leadership and management, as a strategy to achieve the goals (performance planning).
- Organizational evaluations/diagnoses to monitor progress toward the goals (performance appraisal).
- Organizational changes to the achieve goals even better (performance improvement).



ORGANIZATIONAL PERFORMANCE PLANNING PHASE

Review the organization's preferred goals for preferred organizational results in terms of units of performance, that is, quantity, quality, cost or timeliness. These units provide ongoing measurements for the OPM to monitor as indications of the organization's performance. For ideas about measurements, see Guidelines for Selecting Measurements and One Sample Framework for Selecting Measurements.

Organizational goals are usually determined during the Strategic Planning process.

The strategic planning process also decides the best organizational strategies, including the best organizational structures and organizational behaviors needed to achieve the goals.

The units of performance for the organization might be specified in Action Plans associated with each strategic goal. Action plans specify who is going to do what and by when.

Ensure the organization's action plans directly contribute to the organization's goals.

Identify key performance indicators that will suggest whether we have successfully achieved the goals.

For each key performance indicator, identify standards for evaluating how well the desired results were achieved, for example, "behind schedule", "on schedule" or "ahead of schedule".

Integrate, align and reality check our action plans. Integrate the action plans throughout the organization.

Document a Performance Plan including the desired results, key performance indicators and standards.



ORGANIZATIONAL PERFORMANCE APPRAISAL PHASE

The activities in this phase are much of what leaders and managers do during the year in an organization.

- Conduct ongoing monitoring of the progress of the key performance indicators and action plans.
- Exchange ongoing feedback about performance.
- Conduct a performance appraisal
- If performance meets the desired performance standard, then reward for performance

ORGANIZATIONAL DEVELOPMENT (IMPROVEMENT) PLANNING PHASE

- If performance does not meet the desired performance standards, then develop or update a Performance Development Plan to address the performance gap
If leaders decide that the organization needs to undergo a significant change in order to improve performance, then this is where Organizational Change is so useful.
- Repeat planning phases until performance is acceptable or the standards are changed.
- Inadequate performance does not always indicate a problem on the part of the organization. Performance standards may be unrealistic or the organization may have insufficient resources. Similarly, the overall strategies or the organization, or its means to achieving its top-level goals, may be unrealistic or without sufficient resources.

03. EXCELLENCE IN CAPACITY BUILDING

“LEADERSHIP”

INSPIRES THE WORKFORCE



RSW has its own set of priorities to help take it to the next level, and knowing which initiatives will make the greatest impact can be tough. But what makes a business prosperous and truly differentiates RSW from the rest is not the product it sells or the service it offers, it's the people within it. Taking care of our employees doesn't simply mean offering fun happy hours or paying for lunch once a week. Each person, no matter their level or where they choose to work, wants to feel genuinely cared for. An impactful way to do this is through a commitment to support their professional advancement and personal growth.

Employee development is a long-term initiative, but it also leads to short-term benefits like increased loyalty and improved performance and engagement. Here are five ways we are begin improving employee development at our company.

01.OFFER PROFESSIONAL TRAINING FROM THE GET-GO

Setting our employees up for success in their role starts with giving them all the tools and resources they need to do their job well. This includes professional training. We can practice this from an employee's first day and beyond by creating a knowledge base of critical information and best practices for new hires as we grow our team.

02. HELP OUR MANAGERS BECOME BETTER COACHES

Part of becoming an effective coach is learning about our direct report; their unique strengths, what drains them, and what motivates them so we can help guide them on their path to success. One way to accomplish this is by asking the right questions at the right cadence.

What's going well in your role? Any wins this week?

What challenges are you facing?

How are you feeling? What's the morale around you? How can I become a better leader?

Having intentional conversations on a regular basis will help our form deeper connections with our people. These discussions will also contribute to building a more psychologically safe environment for employees to be open and honest.

03.ENHANCE CROSS-DEPARTMENTAL COLLABORATION

A truly cohesive workforce that excels at cross-departmental training can help bridge the gap between cultures, give employees the opportunity to learn more about other parts of the business, and encourage more empathy across the board. But the truth is, most teams aren't natural collaborators.

Without the right structures in place to help our people to connect, some initiatives could run the risk of falling flat.

04. EMPHASIZE SOFT SKILLS

Unfortunately, these vital competencies are often de-emphasized in corporate environments. Even the name “soft skills” makes them seem relatively unnecessary, but according to industry analyst, Josh Bersin, “These skills are not ‘soft’ – they’re highly complex, take years to learn, and are always changing in their scope.” Businesses are a collection of human beings working together, so building core relationship skills, like the ability to collaborate and communicate, is one of the most important things that a company can encourage.

5. INVEST IN PERSONAL DEVELOPMENT

Our employees don't just exist in a professional capacity to serve our organization. They are whole human beings comprised of physical, intellectual, and emotional experiences. For them to evolve both personally and professionally, employee development must be holistic. This includes:



Ask questions like, “How do you feel about your work lately? Are you struggling with anything?” This meets our basic needs to be seen, heard, acknowledged, and validated—needs that often go unmet in many work environments.

EMOTIONAL BALANCE



INTELLECTUAL GROWTH

Books and seminars don't just have to be about business. We can provide continuing education around personal finance or fostering healthy relationships.

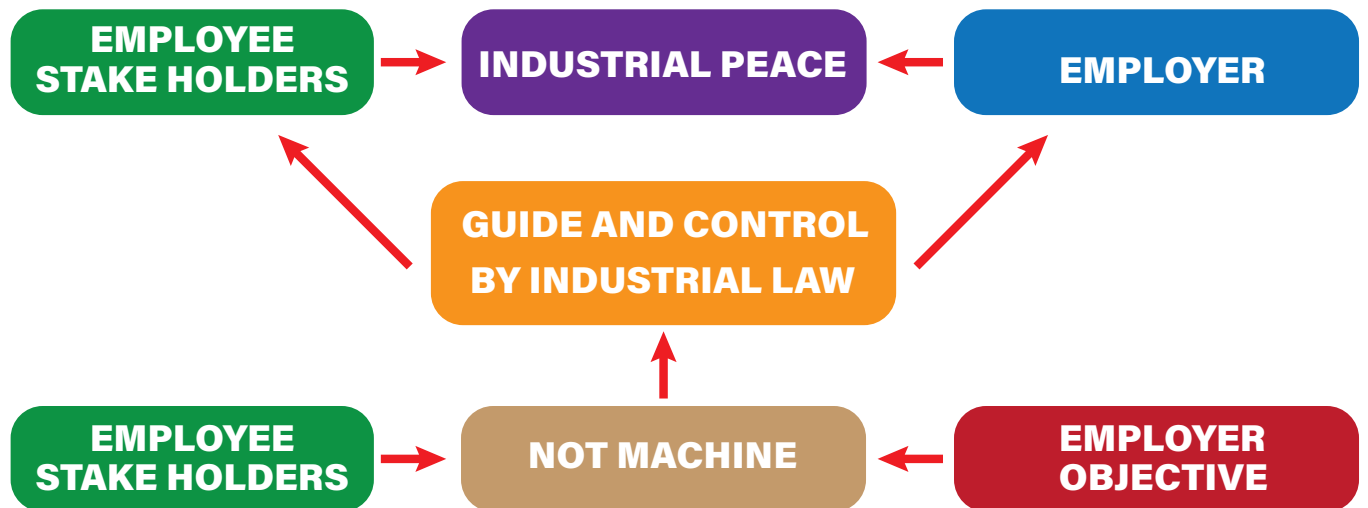
PHYSICAL HEALTH



Encouraging our people to step away from their desks when the workday is complete and allowing them to practice more self care shows that we don't just depend on the skills on their job description, but we care about them as people.

When employees are given the tools to do their jobs well and train to advance in their careers, they are more likely to feel inspired to do their best work. And our reputation for stellar employee development might just encourage the best and brightest candidates to join our team.

HOW TO PROMOTE INDUSTRIAL RELATIONS



High Salary
 Maximum Leave
 More Power Trade Union
 Justify Employee
 More End Benefits
 High Job Security
 High Maternity Benefits
 Life Security
 Health Security
 High Other Benefits

Wages Board Ordinance
 Shop & Office Employees Act
 Trade Union Ordinance
 Industrial Disputes Act
 Gratuity Act
 Termination of Employment Act
 Maternity Benefits Ordinance
 E.P.F. Act
 Factories Ordinance
 E.T.F. Act

Maximum Profit
 Minimum Leave
 Low Power Trade union
 Justify Employer
 less End Benefit
 less Job Security
 less Maternity Benefits
 No Care
 More Work
 No Care



04. EXCELLENCE IN CORPORATE GOVERNANCE

DETAILS OF GOVERNANCE BODY OF RSW

BOARD OF DIRECTORS OF RSW GROUP



Mr. R.S. Wickramasinghe
Experienced Entrepreneur, Excellent team leader.
Chairman: R.S. Wickramasinghe & Co (Pvt) Limited
Leo Industries (Pvt) Limited, R S W Asphalt (Pvt) Limited



Mr. Dilantha Rukshan Wickramasinghe
Managing Director:
R.S. Wickramasinghe & Co (Pvt) Limited
R S W Asphalt (Pvt) Limited
R S W Engineering (Pvt) Limited
Director: Randihari Rice Products (Pvt) Ltd
Leo Industries (Pvt) Limited



Mrs. W S C Zoysa
Director:
R S W Agri Businesses (Pvt) Limited



Mr. Ruwan Srinath Wickramasinghe
Director: Singhe Metal Crushers (Pvt) Limited
Pasindu Suppliers & Distributors (Pvt) Limited



Mrs. Ruwani Wathsala Wickramasinghe
Director: Atluck Enterprises (Pvt) Ltd
Leo Industries (Pvt) Limited



Mr. Pasindu Manoj Wickramasinghe
Director: Singhe Metal Crushers (Pvt) Limited
Pasindu Suppliers & Distributors (Pvt) Limited



CONSULTANT

Dr. Shakya Bandara

Doctor of Business Administration (Hons)

B.Sc (Business Administration) Special – University Of Sri Jayawardenepura

Certified Business Accountant (CBA)

Member of Certified Professional Manager (MCPM) Diploma In Computer Programming (DICP @ TEI)

■ WORKING EXPERIENCE

4 Years' Experience in Government Sector as a Banking Assistant / Shroff and Audit Examiner.

Over 20 Years private sector experience as from Executive to CEO and Director. Working as a Visiting Lecturer of SLIATE and OUSL.

HEAD OFFICE

No 202, Hekiththa Road, Waliamuna, Wattala.

COMPANY AUDITOR

SANI ASSOCIATES

(Chartered Accountants)

Yaggapitiya, Dambulla Road, Kurunegala

COMPANY BANKERS



STRATEGY TAKEN TO BE RESILIENT AMIDST OF COVID-19 PANDEMIC

- 1) Re-Design systems, including infrastructure, supply chains, financial and health systems, to be resilient.
- 2) Closely monitoring Cash Flow of the Company. (Daily Reviewed by MD)
Planning ahead helps our anticipate our financing needs and arrange suitable funding.
- 3) An ERP system introduced for effectiveness & efficiency of Operations.
- 4) Expand Office Space and Layout was redesigned
- 5) Got Banking facilities to maintained free cash flow

THE GOVERNANCE STRUCTURE AND HOW THE BOARD EVALUATES ITSELF

the evaluation process should be designed to rigorously test whether the board's composition, dynamics, operations and structure are effective for the company and our business environment, both in the short- and long-term, by:

Focusing director introspection on actual board, committee and director

- performance compared to agreed-upon board, committee and director performance goals, objectives and requirements

Eliciting valuable and candid feedback from each board member, without

- attribution if appropriate, about board dynamics, operations, structure, performance and composition

Reaching board agreement on action items and corresponding timelines to

- address issues observed in the evaluation process

Holding the board accountable for regularly reviewing the implementation of

- evaluation-related action items, measuring results against agreed-upon goals and expectations, and adjusting actions in real-time to meet evaluation goals and objectives.

Use of third-party experts that means consultant, to facilitate the evaluation process is increasing. Consultant has conducting board evaluation at once a year.

A third party is perform a range of evaluation services, from leading the evaluation process to conducting interviews to providing evaluation questions and reviewing questionnaire responses. Third parties can also help oversee implementation of evaluation action items.

Where the third party is independent of the company and the board, its participation in the evaluation process can meaningfully enhance the objectivity and rigor of the process and results. Third-party experts can provide new and different perspectives, both gained from work with other companies as well as simply being from outside the company, which can lead to improved action-item development and evaluation results.

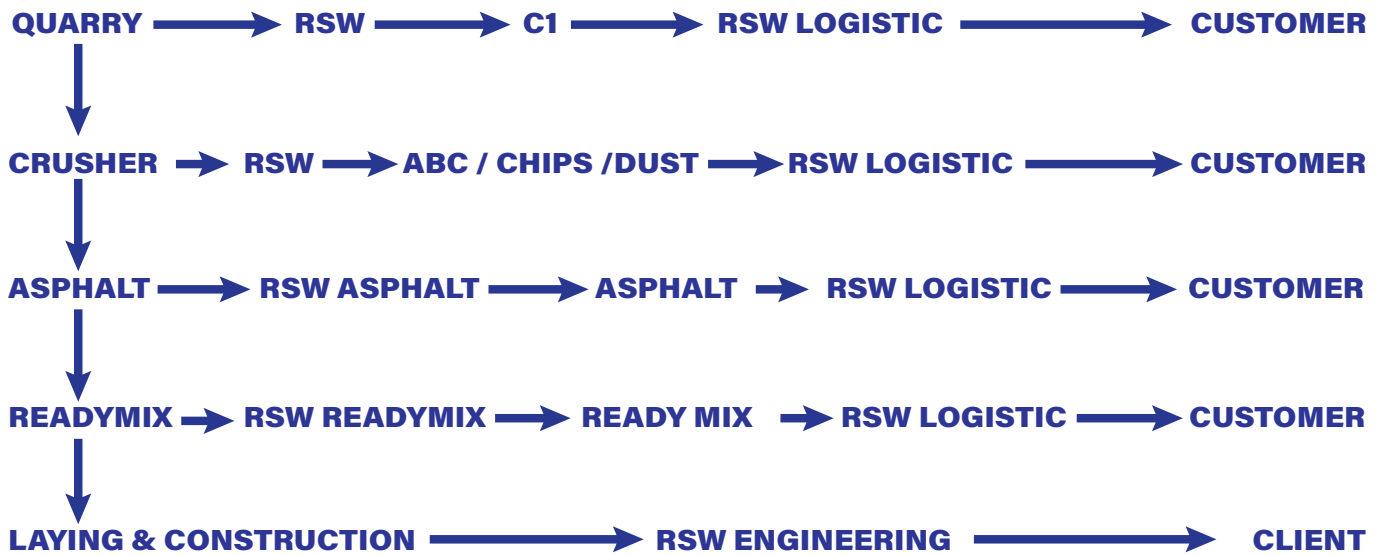
MEETING SCHEDULE OF RSW

| MEETING | CHAIR PERSON | PARTICIPANTS | FREQUENCY |
|------------------------------------|-------------------|--|-----------|
| BOARD MEETING | CHAIRMAN | DIRECTORS/ CONSULTANT IF REQUIRED | QUARTERLY |
| TOWN HALL MEETING | CHAIRMAN | ALL MANAGERS AND EXECUTIVES | QUARTERLY |
| MONTHLY EX COM MEETING | MANAGING DIRECTOR | CONSULTANTS AND ALL DIVISION HEADS | MONTHLY |
| MEETING OF CONTINUOUS ASSESSMENT | MANAGING DIRECTOR | CONSULTANT / FINANCE ACCOUNTANT/ INTERNAL AUDITOR AND INVITEES | WEEKLY |
| OPERATIONS MEETING- EACH DIVISIONS | DIVISION HEAD | STAFF OF THE DIVISION (INVITES AS REQUIRED) | WEEKLY |

COMPLIANCE WITH STATUTORY REQUIREMENTS

| STATUTORY REQUIREMENT | LEGAL AUTHORITY |
|--|------------------------------------|
| ANNUAL RETURN | REGISTRAR OF COMPANIES |
| CIT RETURNS | IRD |
| VAT RETURNS | IRD |
| SVAT RETURNS | IRD |
| ENVIRONMENT LICENSE | CENTRAL ENVIRONMENT AUTHORITY |
| GSB LICENSE | GEOLOGICAL SURVEY AND MINES BUREAU |
| EPF/ETF/GRATUITY & OTHER LABOR REQUIREMENT | LABOR DEPARTMENT |
| LICENSE OF TRADE | URBAN COUNCIL |

EXPANSION OF SUPPLY CHAIN



HOW TO DEVELOP PEOPLES



MIS

Management Information Systems (MIS) is the study of people, technology, organizations, and the relationships among them. MIS professionals help firms realize maximum benefit from investment in personnel, equipment, and business processes. MIS is a people-oriented field with an emphasis on service through technology.

"MIS PROFESSIONALS MAKE BUSINESS BETTER"

Business use information systems at all levels of operation to collect, process, and store data. Management aggregates and disseminates this data in the form of information needed to carry out the daily operations of business. Everyone who works in business, from someone who pays the bills to the person who makes employment decisions, uses information systems. RSW use ERP system for getting competitive advantage over other businesses.

INDIVIDUAL PERFORMANCE EVALUATION

Set Individual KPI's by immediate supervisor with approval of senior management

Self Assessment in half yearly



Assess Performance over KPI's By Supervisor form Face to Face discussion



Set performance rank to Employee By supervisor



Pay Bonus and Incentive/Promotions/Demotions based on Performance



Identify Training And Development Areas



Prepare Training Plan Based on Assessment



5.0 EXCELLENCE IN MARKET REACH



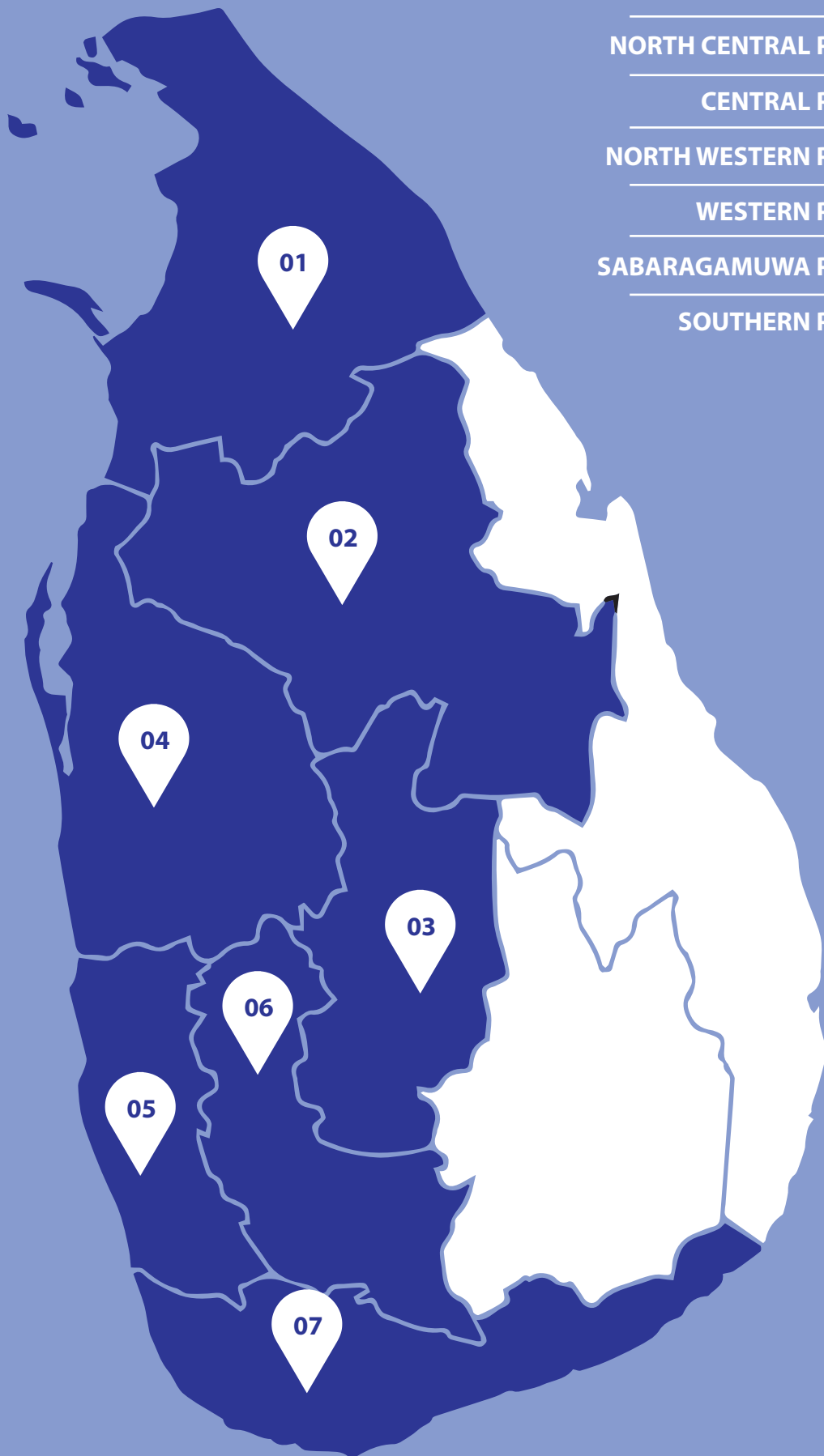
BEST CEO OF THE YEAR 2020 PLATINUM AWARD CONSTRUCTION - LARGE

BEST ENTERPRISE AWARD GOLD MANUFACTURING SECTOR- LARGE SCALE ORGANIZED BY NORTH CENTRAL CHAMBER OF COMMERCE 2020



BEST ENTERPRISE AWARD SILVER INDUSTRIAL SECTOR- LARGE SCALE ORGANIZED BY NORTH CENTRAL CHAMBER OF COMMERCE 2019

WE ARE COVERD



NORTH PROVINCE 01

NORTH CENTRAL PROVINCE 02

CENTRAL PROVINCE 03

NORTH WESTERN PROVINCE 04

WESTERN PROVINCE 05

SABARAGAMUWA PROVINCE 06

SOUTHERN PROVINCE 07

06. EXCELLENCE IN CSR

4 TYPES OF CORPORATE RESPONSIBILITY PRACTICING BY RSW

Recognizing how important socially responsible efforts are to their customers, employees and stakeholders and RSW focus on a few broad CSR categories, including:

1. Environmental efforts
2. Philanthropy
3. Ethical labor practices
4. Volunteering



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Hekitta,Wattala.

