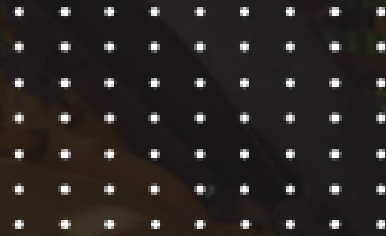


# Tropical wonder in a Liquid Essence

## “ Bottled King Coconut Water

Original product of Sri Lanka by :





Ceylon King Suppliers was founded with an aim to bring international standard high quality King coconut beverage products to the commercial catering and retail sectors throughout Sri Lanka and European markets. From humble beginnings to over many years of excellence and growth under the King suppliers Brand, our experience in the canned and bottled king coconut beverage production sector has enabled our expansion and provision of exceptionally high quality products. Consistency in quality is our unique identity.

Working together with our suppliers and farmers to maintain a constant supply of fresh produce, we have created a knowledgebase on sustainable King coconut farming for the farming community. With these processes in place, the benefits we reap are directly channeled towards our customers.

**King Suppliers & Company PVT LTD**



# We Believe,



Supporting the nation in the long run using its organic resources identifying the miraculous values which could generate foreign currency revenue is a great step leading towards sustainability



Facilitating home grown harvest a global value through governed technology and modern arts create space and opportunities to compete with the world while encouraging new entrepreneurs who try to bring in hope .



It is time to innovate and introduce the fruitful collaboration of new technology and natural blessing of Ceylon to the world with a new face designed via diversified range of one true flavour benefits all round.





**King Suppliers & Company PVT LTD**

ZeE Crew

# Brains Behind Ceylon King Suppliers

**Managing Director** – Mr. H P B Rnjith

**Director** – Mrs. W M C Sudarashani

**Marketing Director** – Mr. H P B P Lakhiru

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Imbulgoda, Sri Lanka.





Nature's magical essence  
from the lowest gravity  
grounds of Sri Lanka...

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King coconut is the No. 01  
Natural elixir that provides  
nutrition and active  
hydration to replenish mind  
and body



# CONTENTS

- 01 OBJECTIVE
- 02 WHAT IS KING COCONUT
- 03 NUTRITION FACTORS
- 04 ISOTONIC VS KING COCONUT
- 05 BENEFITS OF KING COCONUT WATER
- 06 OUR PRODUCTION MECHANISM

CEYLON

KING

2010

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# Our Objective

Is to take Sri Lanka's tropical magic essence to the world under brand name King Suppliers While, marking our brand presence globally in order to achieve a quality market share through continued supply of our finest quality King coconut water product, where it is valued the most for it's miraculous nutrition, freshness and feel sealed inside.



# WHAT IS KING COCONUT ?



**King coconuts** are a southeast Asian **variety of tree nut**, botanically **known as *Cocos nucifera* "var. aurantiaca"**. They stand apart from other coconuts **with their orange colored skin** and football-like shape. Although they are not as sweet as other varieties, they are the preferred coconut in the South Asian tropics, where they earned the name **"King" of the coconuts**. In the local Sinhalese, **they are called "Thambili"**. The palm fruits have been used in Ayurvedic medicine for thousands of years. Unlike the young green coconut, King coconuts are only used for the liquid within and they have no husk. Sometimes they are referred to as 'coconuts for drinking'. They are harvested with extreme care, by hand and lowered from the tall palm trees using ropes and pulleys to avoid damaging the precious fruits.

**King coconuts grow at the tops of 20 to 30-meter-tall palm trees**, which are a bit shorter than other coconut palm varieties. **They grow in clusters of up to 20 nuts**, growing from smaller branches on a large stalk. King coconuts have an elongated oval shape, much like a football, with a pointed end opposite of the stem. **The skin has a bright orange hue**, and it may have the occasional dark mark or abrasion. King coconuts measure from 20 to 30 centimeters in length. They are harvested at around 7 to 8 months of maturity, which is about twice the age of a typical, young green coconut. **The sweet and flavorful liquid within the nut contains electrolytes and minerals that mirror the needs of the human body. The liquid is hydrating, refreshing and has a cooling effect on the body.**





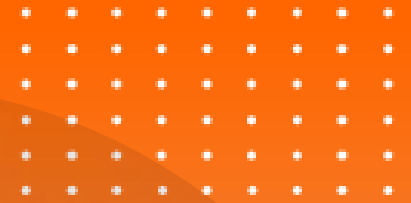
## The King coconut's orange color reflects its nutritional content.

As with any fruit or vegetable, **the color signals the health benefits.** A **King coconut is orange due to a compound called carotenoids.** Carotenoids can improve immune function and lower risks for heart disease, vision problems, and cancer. Folate, potassium, bromium and vitamin C are also found in the orange nut. The King coconut also has a **higher volume of water than other coconuts** and is often harvested to make coconut water. **Additionally, the water is full of refreshing electrolytes** while also having a natural sweetness due to sucrose and fructose.



## Nutritional Value

King coconuts are a **rich source of B-complex vitamins, amino acids, and electrolytes**, which are minerals like potassium, calcium, sodium, magnesium, chloride and phosphate. **The liquid within the King coconuts has more magnesium and calcium than an orange, and more potassium than a banana.** It will naturally replenish the body's loss of electrolytes by sweating during exercise or any other type of exertion. This **helps prevent dehydration and fatigue.** King coconuts contain bioactive enzymes which aid in digestion and help with the body's metabolism. Studies have found the water has antioxidant properties. The liquid contains trace amounts of natural sucrose, fructose and glucose. Heating or any type of temperature pasteurization can reduce the nutritional benefits of King coconut water.



Why Drinking Organic King Coconut Water Everyday Can Boost Your Health



# High%

## Potassium

The amount of coconut water in most sports drinks is more than 10 times that of potassium.

Eight wafers of K.coconut water are filled as much as bananas with potassium. The majority of Americans do not follow the regular potassium guideline. Powder in King coconut water can help avoid cramps with 405 mg per cup.

# High%

## Magnesium & Calcium

For more than just healthy bones and teeth, calcium is important. It helps to contract the muscles and function correctly.

Your muscles pull on and break down your bones slightly as you work. Your bones use calcium to stabilize and heal your body. As you recover.

# High%

## Cytokinins

In King coconut water, are also contained the hormones that aid the growth of plants, also known as cytokinins.

The anti-aging and anti-cancer properties of these compounds are thought to exist. No major studies have, however, shown to date that cocoa water is cancer preventive.





## Use of King Coconut

King coconuts are used primarily for their “milk” or **the liquid contained within its rind**. To open a King coconut, cut the stem end with a sharp knife and cut around the stem end, at an angle, creating a beveled edge. Cut (or hack) across the white layer of pith until the layer is thin enough to poke a hole into for extracting the liquid. Once the liquid has been removed, the **inside of the rind has a soft, somewhat gelatinous layer that can be eaten**. **King coconut water is used to re-hydrate, refresh and is best when drunk straight from the coconut**. It can be added to smoothies or fruit juices. Store uncut King coconuts on the counter until ready to use. King coconut water can be kept for up to three days in the refrigerator.



## Uses continued.....

In Sri Lanka, clusters of King coconuts can be found along roadsides, on the backs of bicycles, mopeds and trucks, and are often sold by street vendors. Aside from their status as the beverage of choice on the island, Ayurvedic practitioners have used King coconuts medicinally for thousands of years. **The liquid is used to treat urinary tract and kidney troubles and is recommended for pregnant and nursing mothers.** Despite being grown in the hot, humid tropics, **the water within the King coconut is often prescribed for its cooling effects. The water is also given to infants for intestinal troubles and is applied topically on babies with prickly heat.**

Our bottled and canned liquid comes to the consumer in handy, with all benefits protected and sealed in...

# OUR

# PRODUCTS

## Bottled & Canned

- Natural King Coconut water
- Nitrogenated King coconut water
- Carbonated King coconut water





# Market Research Analysis

*Hydration is more than just about drinking water or fluids. It's about consuming fluids with the right balance of electrolytes and nutrients. In fact, studies have demonstrated the superior capabilities of king coconut water in achieving the desired levels of hydration for high performing athletes. So effective is king coconut water that it has been used to treat dysentery, and for feeding infants, particularly during the horrors of World War II, even being substituted as an intravenous hydration and resuscitation fluid to help save the lives of those injured in the war. With all of these benefits, together with being 100% organic and ethically grown and sourced, King Coconut Water is no doubt the king of delicious and refreshingly hydrating natural tropical beverage. The benefits of King Coconut water begin with the first sip, and can have a lasting impact on the quality of your life!*

Why Drinking  
Organic King Coconut  
Water Everyday  
Can Boost Your Health



## SNEAK PEEK OF KING COCONUT WATER Over other Sports drinks

Sports drinks are designed to provide the right balance of carbohydrate and fluid, to ensure that they are emptied quickly from the stomach and are rapidly absorbed from the small intestine. The main purpose of sports drinks is to provide water, energy and electrolytes in an appetizing and readily available form, Sports drinks are projected towards athletes and other individuals exposed to active physical activities in order to keep them hydrated and delay exhaustion. It contains optimal levels of carbohydrates as a source of energy, certain salts e.g. sodium chloride, sodium citrate, potassium chloride, potassium citrate and some other minerals such as Magnesium and Calcium to achieve target value of electrolyte content and some vitamins like Vitamin A, C, E

# King Coconut water is a natural sports drink out of all....



**Sports drinks are specially formulated beverages that help people to rehydrate during and after exercise. Beverage formulated for rehydration and recovery generally have two main aims; to replace the water and electrolytes lost in sweat secreted during exercise and to replace the carbohydrate utilized from liver and muscle store during exercise.** Sports drinks should contain 40-80 gL<sup>-1</sup> (optimally 60- 80 gL<sup>-1</sup>) carbohydrate and more than 0.4 gL<sup>-1</sup> (optimally > 0.6 gL<sup>-1</sup>) sodium.

Moreover, considering its absorption, osmolality of drink is very essential. **Sports-drinks mostly are designed as isotonic. Isotonic and slightly hypotonic solutions with osmolality 200-330 mOsmkg<sup>-1</sup> are used to prepare sports drinks. Osmolality is intensely influenced by the proportion of monosaccharides, disaccharides or polysaccharides besides carbohydrate content as well as electrolyte content.** Sodium in sports drinks plays relatively minor role in the absorption process because sodium is quickly added to the intestinal lumen by intestinal secretion. The osmolality of a beverage is directly related to the solute composition of the beverage. **Increasing the amount of carbohydrates or electrolytes in a drink also increases the osmolality of the drink. Research studies indicate that sports drinks should be either hypotonic or isotonic to ensure rapid gastric emptying and intestinal absorption.** Net fluid absorption occurs only from isotonic and hypotonic solutions. When hypertonic solutions are consumed.

it is eventually reduced to the near isotonicity by intestinal secretions before **net fluid absorption is obtained and it lowers the absorption rate and increases the risk of gastrointestinal discomfort** Solutions containing 6% carbohydrates or less are absorbed more rapidly than solutions containing greater amounts of carbohydrates. Besides all mentioned ingredients, beverage palatability also depends on kind of base used in its formula.





King coconut water is a well-known source of sugars, amino acids, vitamins and minerals. Its sugar content and mineral content makes it an ideal rehydrating drink after exercise. In relation to sport nutrition, king coconut water has been reported to provide natural and higher hydrating effects greater than those of carbohydrate-electrolyte sport drinks.

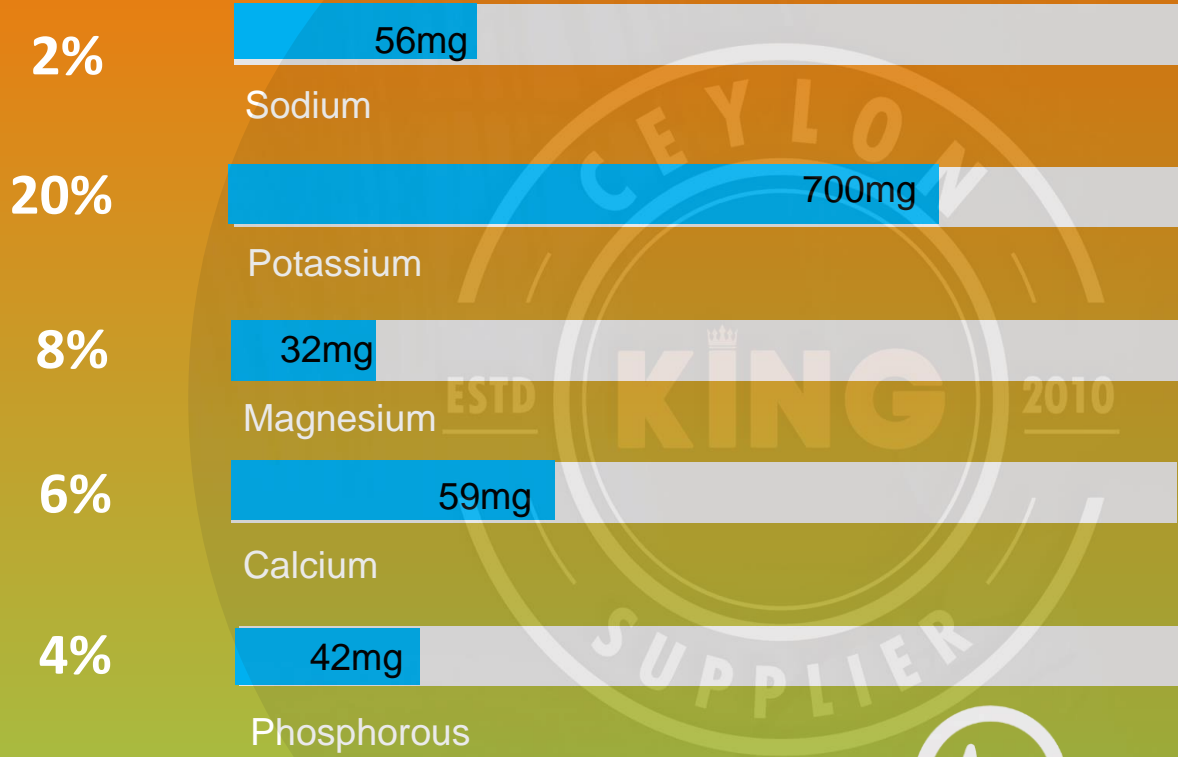
# Why **King** coconut water is the **BEST**

“

King coconut (*Cocos nucifera aurantiaca*) is believed to be indigenous to Sri Lanka and it has been traditionally consumed as a refreshing beverage in a majority of coconut producing countries. Previous studies have reported that, a tender king coconut has glucose 2-3 g/100 mL, fructose 2-3 g/100 mL, sucrose 0.1- g/100 mL, Potassium 1900-2500 mg/L, Chlorides 1200-1600 mg/L, Calcium 100-200 mg/L, Magnesium 45-55 mg/L, energy 17.4 kcal/100 mL, protein 0.1g/100 mL, fat 0.1g/100 mL and carbohydrates 4g/100 mL. The inclusion of glucose, sucrose and other complex carbohydrates in fluid replacement solutions have equal effectiveness in increasing exogenous carbohydrate oxidation delaying fatigue and improving performance. A properly formulated beverage needs to cater voluntary fluid consumption, stimulation of rapid fluid absorption and speedy rehydration. Some of the medicinal properties of king coconut water are medium of oral rehydration, cooling the body, contains organic compounds containing growth promoting properties, diuretic, substitute for blood plasma, aids quick absorption of drugs etc

# Daily value serving per bottle of 350ml :

Percent daily value based on a 2000 Calorie diet





## Natural Drink of Sports

The natural electrolytes of coconut water make it a good fit for conventional sport beverages such as Gatorade. Many people use King coconut water as a purer performance drink made without added sugar, food coloring or artificial sweeteners.

Studies show that King coconut water and a typical drink of a sport can be used to hydrate you and to help refresh your fluids. Coconut water has less sodium than other drinks, however, which is the principal electrolyte that you lose sweating.



## Boost of Urinary health

Children are more likely than adults to become urinary infected. King coco water serves as a diuretic, and nutrient water efficiently flushes out bladder and urinary tract infections. Also, every morning drinking King Coco's glass of water prevents and remedies children's intestinal worms. Join the smoothie in your morning and apply it to your baby's meal. This also helps avoid muscle cramps while retaining a great natural boost in capacity.



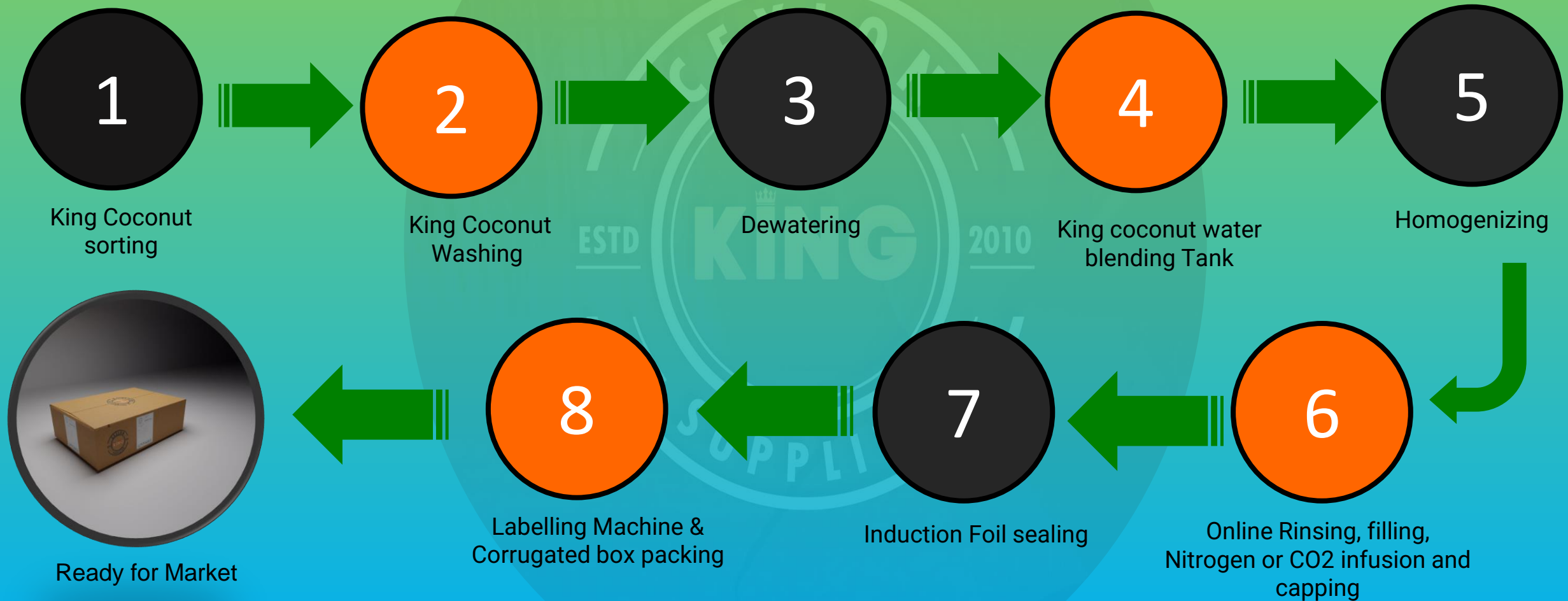


## Active benefits as skin booster

King Coco drinking water moisturizes the skin of the consumer and removes all excess oil. It contains antibacterial, anti-microbial, and anti-viral features that can effectively cure your skin infections and help your skin stay clean, clear, and safe. It contains a high volume of potassium, sodium and electrolyte in close proximity to human plasma, which makes it an excellent re-hydrant. This also helps avoid muscle cramps while retaining a great natural boost in capacity.



# Our production mechanism





As Srilanka's first inventor we manufacture our canned and bottled king coconut water beverage product using Nitrogen, Carbon Dioxide infusion mechanism. We are proud to announce that this journey with the latest adoption of technology have widen the boundaries for miraculous natural products to win the world.

# TARGET MARKETS & THE GLOBAL GOAL



**Region of Distribution and competitor markets**

Expected to capture the market by 20% of supply Mid of 2024

**One and only Manufacturer**

Sri Lanka is the only manufacturer and supplier for the first and only Nitrogen infused King coconut drink leading the trend

# Contribution to Economy



- Scientific and technology backed development of agriculture.
- Optimal Use of the King coconut harvest as an unutilized natural resource of the country.



- Enhances managerial skill and entrepreneurial spirit among farmers.
- Ensures long term sustainability for King coconut beverage businesses.



- Creates employment opportunities.
- Promotes inter-regional, inter-cultural communication and understanding.



- Global presence and foreign currency revenue through innovation.
- Uninterrupted supply to the market.

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# Why should we stand

“**We Sri Lankans** are blessed with the **luxury** of a tropical island where we have never extracted the natural resources for our own good until the foreign products come into play”

We believe it is our responsibility to take our tropical treasure to the world with pride



- Ceylon King Suppliers (Pvt) Ltd -





ZeE Crew

Thank You!

