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# SUCCESS IS BEST WHEN SHARED

- Howard Schultz  
Chairman & CEO of Starbucks

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# BARISTA

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# THE LARGEST CAFÉ CHAIN IN SRI LANKA

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# BARISTA

## OUR PHILOSOPHY

### OUR VISION

To be the Undisputed Leader and the Most Preferred Cafe Chain in Sri Lanka While Making the best Contribution to Our Team, Guests and the Community at Large.

### OUR MISSION

As the Largest Cafe Chain in Sri Lanka, We Will Ensure that We Create and Deliver the Best Value to all Our Stakeholders While being Responsible for Safeguarding the Interests of the Environment and the Community

## DEMAND FACTORS

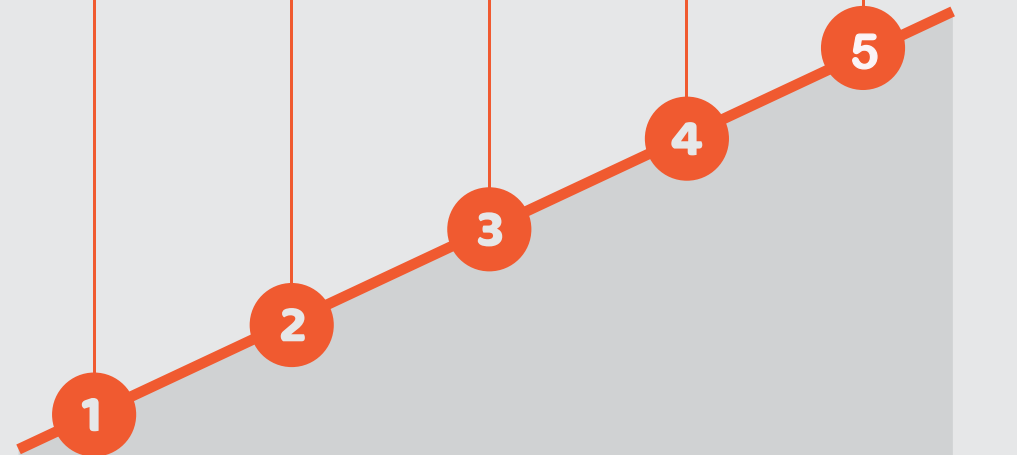
The brand equity Barista has built over 24 years of operations

Large share of young population

Increasing population of urban working professionals

Changing consumer lifestyle

Expanding tourism in Sri Lanka



**FACTORS FOR THE GROWTH OF THE INDUSTRY**



## VALUES WE SWEAR BY

1

### HARD WORK

We recognize that hard work is essential for achieving sustained success, driving innovation, and fostering continuous improvement. We are committed to going above and beyond to deliver exceptional results with unwavering dedication and perseverance.

2

### PASSION

Our passion is the driving force behind all our endeavors, motivating us to approach each challenge with enthusiasm and dedication. It fuels our commitment to making a meaningful impact and delivering outstanding outcomes.

3

### QUALITY

We are committed to maintaining the highest standards of quality across all our products and services, ensuring excellence in every aspect of our business. Our focus is on consistently exceeding customer expectations and delivering superior value.

4

### EXCELLENCE

Excellence is the benchmark for all that we do. We are dedicated to performing at the highest level, empowering our team to deliver exceptional results and establish new industry standards.

5

### RESPECT

We deeply value diverse perspectives and contributions, cultivating an inclusive and collaborative culture. Mutual respect is the foundation of trust, enabling us to build enduring, meaningful relationships.

## WHY SHOULD YOU INVEST

### BRAND LINEAGE

- Enhanced brand visibility and widespread accessibility
- The largest and most recognized café chain in Sri Lanka
- 24 years of proven success and growth
- Internationally recognized franchise model
- Award-winning customer service excellence
- A strong, loyal customer base across the island

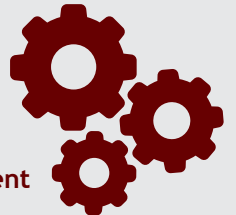


### SCALABILITY

- Streamlined process for store development and expansion
- Opportunities for multi-location growth
- E-commerce and delivery capabilities integrated
- Comprehensive support for design and construction

### EASE OF OPERATIONS

- A time-tested and efficient operational framework
- Seamless store launch and ongoing sustainability
- Ongoing tactical support for optimal performance
- Dedicated commitment to 100% training and development
- 



### BEST INVESTMENT OPPORTUNITY



- Food industry growth projected at a CAGR of 12-15%
- Investment opportunities starting from Rs 20M
- Payback period of less than 24 months
- Coffee culture appeals to a broad and diverse demographic
- Guaranteed positive returns and long-term profitability
- Coffee consumption expanding at a rate of 15-20% in urban areas

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## OPERATIONS & SUPPORT

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- Dedicated team
- Forward planning



Business Planning & Operations



Recruitment of Staff & Development



Marketing & Loyalty Support



Products, NPD & Quality Support



Supply Chain Support



IT System & Software Support

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## GEOGRAPHICAL FOOTPRINT

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**450** Stores globally

Franchise stores **200**

**61** Domestic Stores

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### International

India

Nepal

Maldives

Bangladesh

Myanmar

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# OUR STORE LOCATIONS

## World Trade Center

Level 3, World Trade Centre, Colombo 01:

## Laksala Thummulla

Laksala Building #7, Reid Mawatha, Cinnamon Gardens:

## Bandaranaike International Airport

C Shop #66/D, Bandaranaike International Airport Katunayake:

## Southern Highway A

Service Area A:

## Rajagiriya

No 55 A, Buthgamuwa Road, Rajagiriya:

## Mirissa

Sri Ramya, Galle Road, Mirissa:

## Nawala

446 Nawala Rd, Sri Jayewardenepura Kotte:

## Orion City

No.752 Dr Danister De Silva Mawatha, Colombo 09:

## Kiribathgoda

No 91, Ground Floor, Kandy Road, Kiribathgoda:

## Malabe

390, Kaduwela Road, Malabe:

## Athurugiriya - Express

311, Borella Road, Athurugiriya:

## Sigiriya

121/A, Main Road, Sigiriya:

## Dehiwala

35, Hill Street, Dehiwala:

## Nugegoda Diner

No. 117, Pagoda Road, Nugegoda:

## Wattala Diner

No.542 A, Negombo Road, Wattala:

## Ja-Ela

18 Negombo Rd, Ja-Ela:

## Barista Kurunegala

PWDR Cafe (Pvt). Ltd, Yaggapitiya, Kurunegala – Dambulla Rd, Kurunegala

## Barista Kottawa

292, 1 High Level Rd, Pannipitiya

## Barista Kiosk - BIA

Transit Area, BIA, Katunayake 11450

## Barista Moratuwa

11 Galle Rd New Deviation, Moratuwa 10400

## Jaffna Express

No 420, Hospital Road, Jaffna

## Barista Piliyandala

No 188, Colombo Road, Mampe

## Barista Seeduwa

No. 444, Seeduwa Village, Colombo Road, Seeduwa

## Café Mocha by Barista

28, Stafford Avenue, Colombo 06 (Near Gandhara):

## Bambalapitiya

Pizza Hut Premises, #7/2, Station Road, Colombo 04:

## Staple Street Lakarcade

33 Staple St, Colombo 02:

## Thalawathugoda

No.1136/B/5, Pannipitiya Road, Thalawathugoda:

## Maharagama - Express

No. 171, Colombo Road, Maharagama:

## Mount Lavinia

198, Galle Road, Mount Lavinia:

## Southern Highway B

Service Area B, Welipenna:

## Thimbirigasyaya - Express

No 61, Isipathana Mawatha, Colombo 05:

## Galle

No. 53, Pedler’s Street, Galle Fort:

## Ella

No.01, Ella Junction, Ella:

## Nugegoda - Express

27, S De S Jayasinghe Mawatha, Nugegoda:

## Perahera Mawatha

181, Sir James Peiris Mawatha, Colombo 02:

## Negombo

631, Colombo Road, Negombo:

## Kurunegala

First Floor, 61, Baudhaloka Mawatha, Kurunegala:

## Kandy Diner

No 498, Peradeniya Road, Kandy:

## Barista Double XL

Dbl XL, No 108, Reid Avenue, Colombo 7:

## Barista Horton Place

Lanka IOC Fuel Filling Station, 75 Alexandra Pl, Colombo 7:

## Barista Katubedda

239 Galle Rd, Moratuwa

## Barista Ethul Kotte

932/A Kotte Rd, Sri Jayawardanepura, Kotte

## Barista Matara

No.7B, Beach Road, Matara

## Barista Kohuwala

129/2 Dutugemunu St, Colombo 10250

## Barista Boralessgamuwa

129/2 90, Katuwawala Road, Boralessgamuwa

## Barista Nuwara Eliya

Greenways, Badulla Road, Nuwara Eliya

## Nawam Mawatha

48, IBM Building, Nawam Mawatha, Colombo 00200

## Shanthipura

Eagle’s View Point, Nuwara Eliya 22200

## Kadawatha

469B Kandy Rd, Kadawatha 11850

## Panadura

455 A2, Panadura

## Udawalawa

C.P.D De Silva Rd, B427, Udawalawa 70190

## Jaffna Diner

738 Jaffna-Point Pedro Rd, Jaffna 40600

## WSO2

No105 Baudhdhaloka Road, Colombo 00400

## Yakkala

264, Henpitimulla Kandy Rd, Yakkala

## Pepiliyana

Colombo road, Pepiliyana – Dehiwela Rd

## Pasyala

No, 136/B, Kandy Road, Kalalpitiya, Pasyala 11890

## Galle

111 Old Matara Rd, Galle 80000

## Mirihana

266 Old Kottawa Rd, Nugegoda 10250

## Bandarawela - Express

7 CargillsSquare Welimada Rd, Bandarawela 90000

## WSO2

No105 Baudhdhaloka Road, Colombo 00400

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## OUR PRODUCTS

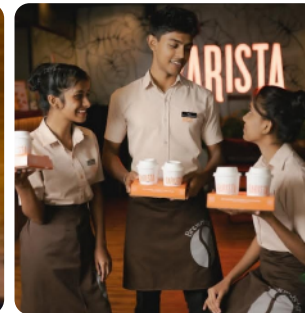
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## BRANDINGS

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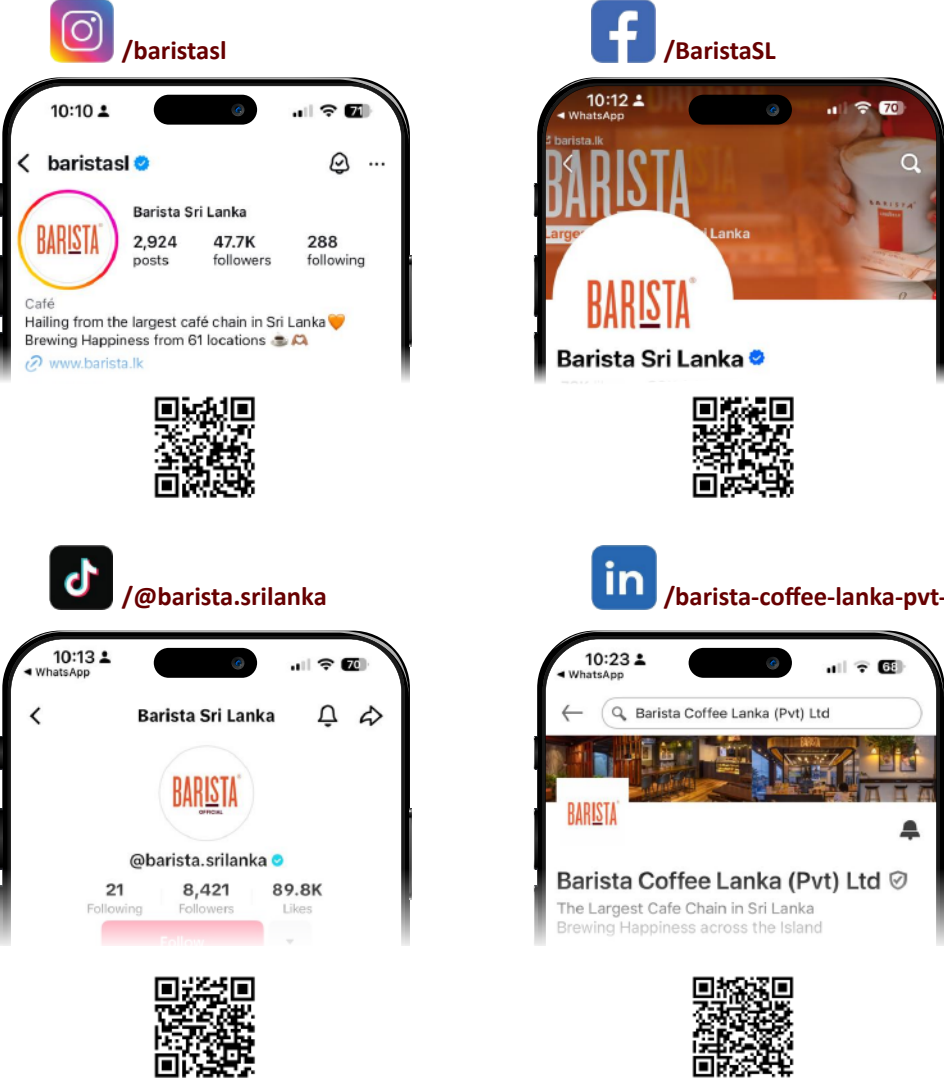




# EVENTS



# SOCIAL MEDIA PRESENCE





## Sips of Success: Franchise Stories, Firsthand



Joining the Barista Franchise Business has been one of the best business decisions we've ever made. From the very beginning, the return on investment exceeded our expectations. Within the first year, we were already seeing strong financial growth and stability. That's the power of partnering with a brand that's built on trust, quality, and a proven business model."

-Shalika Jayarathna

"What truly sets Barista apart is the strength of its brand. Customers walk through our doors every day because they know and love the brand. It's a brand that resonates with coffee lovers across the country. That kind of brand recognition is invaluable and translates into consistent, reliable footfall."

- Indika Prematunga



"Barista's Head Office support has been a game-changer for us. They handle feedback and complaints 24/7 with care and consistency. They also use new technologies to enhance customer experience, loyalty, and relationship management. It's a seamless system that lets us focus on operations with total confidence."

- Nisansala de Silva

"One of the most reassuring parts of this journey has been Barista's reliable operational support. Their team brings real expertise and operational excellence. They're with us every step of the way, turning challenges into solutions and making the entire experience feel like a true partnership"

-Lakmal Samarasinghe



"The beauty of running a Barista franchise is seeing the love customers already have for the brand. We didn't have to build trust from scratch, it walked in with every regular who knew what 'Brewing Happiness' meant. That kind of loyalty is priceless."

- Udayanga Weeraratne

"What sets Barista apart is how deeply they care about the customer journey. It's not just about great coffee – it's about creating moments. That mindset is deeply ingrained into our training, design, and daily routines. It's why customers return again and again."

-Primal Ranjana



## Sips of Success: Franchise Stories, Firsthand



"Marketing is another area where Barista truly shines. Their creative and well-targeted campaigns don't just drive traffic; they build brand equity. Whether it's a festive offer or a promotional push, there's always a buzz around the brand. That recognition and trust translate into real business traction, time and time again."

-Avantha Munasinghe

"Customer experience is at the heart of everything Barista does. The culture is centered on creating moments that matter, and we see the results in our loyal, repeat customers who come back not just for the coffee, but for the connection they feel with the brand."

-Ridma Bandara



"From day one, the Barista team made sure we had all the tools and knowledge we needed to succeed. Their onboarding and training programs were comprehensive, hands-on, and designed to empower us with the confidence to manage our outlets smoothly. It wasn't just about setup; it was about setting us up for long-term success."

- Umal Perera

"From location planning to launch, the Barista team was with me every step of the way. The operational support is strong, and the marketing is always on point. But what truly stands out is how deeply customers connect with the brand – it turns a coffee shop into a community hub."

-Janaka Perera



"What made us proud to be part of the Barista team is their commitment to sustainability and social impact. From eco-friendly packaging to tree-planting and local sourcing, this brand is about more than just coffee – it's about doing good. And that matters to us and our customers."

-Nadeekaa Kumarihami Lokuge