

## FW: Request for Opportunity to Showcase NOVAPAL at Colombo International Tea Convention 2024

Sanjaya Herath <sanjaya@uniworldteas.com>

Wed 7/31/2024 6:21 PM

To: Nisansala Perera <nisansala@ctta.lk>; Afam Mifar <afammifar@ctta.lk>

Cc: 'Empire 1' <lushantha@empire.lk>

Dear All,

FYI and necessary attention.

**Thanks and Best Regards**



**Sanjaya Herath**

**Chairman**

**Colombo Tea Traders' Association**

No. 50, Nawam Mawatha, Colombo 02

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**From:** dhanushka@novateqsl.com <dhanushka@novateqsl.com>

**Sent:** 31 July 2024 10:14

**To:** ganesh@eswaran.com; 'Anil Cooke' <anil@siyaka.lk>; 'sanjaya herath' <sanjaya@uniworldteas.com>

**Subject:** RE: Request for Opportunity to Showcase NOVAPAL at Colombo International Tea Convention 2024

Dear Mr. Cooke, Mr. Deivanayagam and Mr. Herath,

I am writing to express my sincere gratitude for the opportunity to attend the networking event last Friday, representing NOVAPAL at the Colombo International Tea Convention 2024.

The event was impeccably organized, and it provided an invaluable platform for us to connect with industry leaders, share our sustainable pallet solutions, and gain insights into the tea industry's evolving needs. As a small startup, this opportunity was particularly significant for us, and we deeply appreciate the committee's support in allowing us to participate.

Being part of such a prestigious event not only boosted our visibility but also reinforced our commitment to contributing positively to the tea industry. The connections we made and the feedback we received will undoubtedly aid NOVAPAL's growth and development.

Thank you once again for your support and for recognizing the potential of small startups like ours. We look forward to future opportunities to engage and contribute to the success of the Tea Industry in Sri Lanka.

Kind Regards,

**Dhanushka Ekanayake**

Director – Marketing | Business Development

Novateq Pallets (Pvt) Ltd

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**From:** [dhanushka@novateqsl.com](mailto:dhanushka@novateqsl.com) <[dhanushka@novateqsl.com](mailto:dhanushka@novateqsl.com)>

**Sent:** Friday, July 12, 2024 10:35 AM

**To:** 'ganesh@eswaran.com' <[ganesh@eswaran.com](mailto:ganesh@eswaran.com)>

**Cc:** 'Anil Cooke' <[anil@siyaka.lk](mailto:anil@siyaka.lk)>; 'sanjaya herath' <[sanjaya@uniworldteas.com](mailto:sanjaya@uniworldteas.com)>

**Subject:** Request for Opportunity to Showcase NOVAPAL at Colombo International Tea Convention 2024

Dear Mr. Deivanayagam,

I hope this message finds you well. My name is Dhanushka, and I am one of the co-founders of NOVAPAL, a company that specializes in crafting sustainable pallet solutions. Our company was founded by three young entrepreneurs in 2022, one of the most challenging years for Sri Lanka. Despite the hardships, our motivation and perseverance have led us to selling over 8,000 pallets locally and internationally, with 25% supplied to the tea industry.

We currently supply to esteemed companies such as Akbar Tea, Uniworld Tea, Heladiv, Black Tea, and Terapy. Additionally, we are in the trial phase with Eswaran Brothers, Dilmah, Ranfer, Sunshine Tea, AF Jones, and Empire Teas. Our product has proven to be highly effective within the tea industry, offering significant environmental benefits such as carbon savings and reduced deforestation.

Understanding the significance of the Colombo International Tea Convention 2024 to Sri Lanka's tea industry, we believe this event would be an ideal platform to spread awareness about NOVAPAL. Our pallets align perfectly with the needs of the tea industry while promoting sustainability. We are eager to showcase our product and share its benefits with a broader, like-minded audience.

We recognize that the attendance and exhibitor costs are high, and as a startup, we currently lack the financial capacity to bear this burden. Therefore, we respectfully request your consideration for an opportunity to showcase NOVAPAL at the convention, possibly at a waived cost.

We greatly appreciate any opportunity you can provide to help us demonstrate the value of our product at this prestigious event. I have attached a brief presentation on our product and certifications document.

Thank you for your time and consideration. We look forward to the possibility of contributing to the success of the Colombo International Tea Convention 2024.

Kind Regards,

**Dhanushka Ekanayake**

Director – Marketing | Business Development

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