

# MACK AIR

A John Keells Group Company



## COMPANY PROFILE

MACK AIR (PVT) LTD



# Mack Air **In Brief**

---

Mack Air (Pvt) Ltd is a limited liability company established in Colombo, Sri Lanka in the year 1980; as a fully owned subsidiary of John Keells Holdings PLC.

Encompassing one of the largest airline divisions within Sri Lanka, the company represents some of the most renowned names in world aviation.

With over four decades of industry experience, Mack Air has the honour of being the first General Sales Agent to have been awarded ISO certification within Sri Lanka and has been accredited with the latest ISO 9001 Quality Management Certification.

The company provides infrastructure, marketing, accounting, airport and administrative support to all the principals currently represented.

The most valued asset in the company; Our personnel, are continuously trained and updated on new developments within the industry and their talents harnessed in order to achieve excellence in their respective fields. Our workforce, some of the best in the industry have been responsible for many of our success stories and have been instrumental in innovating and launching several successful products within the markets we operate in.

# Summary Of **CONTENTS**



INTRODUCTION TO JOHN KEELLS HOLDINGS PLC **04**

JKH – QUICK FACTS **05**

JKH – INDUSTRY SECTORS **06**

JKH – TRANSPORTATION SECTOR **07**

MACK AIR (PVT) LIMITED **08**

ABOUT MACK AIR **09**

GSA REPRESENTATIONS **10**

FACTS & FIGURES **11**

STRENGTHS **12**

ACHIEVEMENTS **13**

TEAM **14**

CONTACT DETAILS **15**

# INTRODUCTION

## JOHN KEELLS HOLDINGS PLC

John Keells Holdings PLC (JKH) is the largest listed conglomerate in Sri Lanka and ownership is held by a Strong institutional shareholder base; majority being foreign investment funds. The company has no controlling shareholders with 99% of free float ownership and has a net debt equity of only 27.4%.

Overall, the group controls 70 companies in seven key business verticals; which are industry leaders in their respective sectors. The group of companies manage the largest number of hotel rooms in Sri Lanka, own the country's largest privately-owned transportation business and hold leading positions in Sri Lanka's key industries: tea, food and beverage manufacture, logistics, real estate, banking and information technology.

Since its modest beginnings as a produce and exchange broker in the early 1870s, JKH has been known to constantly re-invent, re-align and reposition itself in exploring new avenues of growth.

Having issued Global Depository Receipts on the Luxemburg Stock Exchange; JKH became the first Sri Lankan company to be listed overseas.

The group has also partnered with some of the world's finest business establishments, from DHL to American Airlines, from Samsung to Toshiba, and from Thomas Cook to Kuoni.

***For emerging-market investors and those seeking a business partner in Sri Lanka, John Keells is an option that simply cannot be ignored.***



## CORE VALUES

- **Innovation** – Changing constantly, Re-inventing
- **Integrity** - Doing the right things always
- **Excellence** – Constantly raising the bar
- **Caring** - Fostering a great place to work
- **Trust** - Building strong relationships based on openness and trust

# INTRODUCTION

## JOHN KEELLS – Leading Industry Change

JKH is a full member of the World Economic Forum. Also as a Member of the Global Compact – the United Nations-sponsored international corporate citizenship initiative, they are also committed to sustainable development and greater social responsibility, in a multi-stakeholder context.

The company has been consistently ranked as Sri Lanka's Most Respected Entity and also ranked as Sri Lanka's most transparent company, due to its robust governance framework, commitments to community outreach, environmental sustainability, and Diversity Equity and Inclusion (DE&I). While the Group's sustainable business practices include goals for water and energy reduction and waste management, the Group's CSR entity John Keells Foundation (JKF) implements strategic initiatives across the six focus areas of Education, Health, Environment, Livelihood Development, Arts & Culture and Disaster Relief, aligned to national priorities and the Sustainable Development Goals and the Principles of United Nations Global Compact.

The Group is a sought-after employer, providing career opportunities to over 14,000 persons in an inclusive and respectful work environment, irrespective of ethnicity, religion, age, sexual orientation, gender identity, being differently abled or political affiliation. The Group's DE&I Brand 'ONE JKH' focuses on increasing women in the workforce - in particular women in non-traditional and leadership roles (through a myriad of initiatives such as setting goals to increase female participation, employer supported childcare, mentoring for women, women centric training, and awareness on unconscious bias), increase career opportunities for persons with disabilities (PWD) and ensuring inclusivity of the LGBTIQ+ community



## CORE VALUES

- **Innovation** – Changing constantly, Re-inventing
- **Integrity** - Doing the right things always
- **Excellence** – Constantly raising the bar
- **Caring** - Fostering a great place to work
- **Trust** - Building strong relationships based on openness and trust



“

***Voted by  
transparency  
international as the  
most transparent  
organisation  
in corporate reporting  
2021***

## **JKH – QUICK FACTS**

- ❖ Is *the largest listed conglomerate in Sri Lanka*: with a Market capitalization LKR 466 Billion
- ❖ Voted by the public as *the most respected business entity in Sri Lanka consecutively in the last 16 years*
- ❖ Voted by Transparency International as *the most transparent organization in terms of corporate reporting in 2021*
- ❖ Full member of the World Economic Forum
- ❖ The group at present is engaged via *Joint Ventures with global multinational companies such as DHL, Inchcape, APM Moller, Evergreen Marine, Adani group & Maersk shipping*
- ❖ JKH was the first private organization in Sri Lanka to carryout group-wide, structured, mandatory awareness programs highlighting the importance of Gender Balance, Equality, Diversity & Inclusion. The group was also the *first organization to include a non-discrimination framework focused on LGBTQ community into its HR policies. At present, a third of the work force including the executive level are represented by females*
- ❖ *Owns Mackinnon's Travels, Travel Management Company of JKH which is among the top 10 travel agencies in Sri Lanka and the network partner of American Express*
- ❖ *Owns JKLL; a leading provider of 3PL services in Sri Lanka*
- ❖ *First Sri Lankan company to be listed overseas*, having issued Global Depository Slips on the Luxemburg Stock Exchange
- ❖ Most diversified company in Sri Lanka, focused on *7 industry sectors with 70 companies*
- ❖ *Owns majority of 5-star hotel rooms in Colombo* as well as other parts of Sri Lanka with resort properties based in the Maldives as well; *under the brand name Cinnamon*
- ❖ *Largest private sector investment in Sri Lanka with an investment of USD 900 million in Cinnamon Life in 2019*
- ❖ Second largest investment in Sri Lanka with the *launch of South Asia Gateway Terminal in the Colombo port at USD 850 Million*
- ❖ Joint venture with the Adani Group of India to *develop the West Container Terminal of the Colombo port*
- ❖ *Operates Cinnamon Air*; Sri Lanka's premium domestic airline with scheduled operations
- ❖ *Owns and operates Lanka Marine Services* which is the *largest provider of bunkering services in Sri Lanka*
- ❖ *Owns Walkers Tours* which is *one of the largest inbound tour operators* and which is also our Destination Management Company

# Corporate Governance & Compliance

Standard / Principal / Code	Compliance
UK Corporate Governance Code (Formerly known as the combined code of 2010)	Voluntary provisions – Fully compliant as applicable to JKH
The Companies Act No 7 of 2007 regulations	Fully compliant
Securities and exchange commission of Sri Lanka Act No. 36 of 1987, including directives and circulars	Fully compliant
Listing rules of the Colombo Stock Exchange	Fully compliant
Code of best practice in corporate governance (2013) jointly advocated by the securities and exchange commission of Sri Lanka and institute of chartered accountants of Sri Lanka	Fully compliant
Code of Best Practice on Corporate Governance (2017) issued by Chartered Accountants of Sri Lanka	Voluntary provisions – Compliant with almost the full 2017 code, to the extent of business exigency and as required by the John Keells group



# INDUSTRY SECTORS



## Consumer Foods and Retail

With 200+ supermarket outlets, this sector is home to a portfolio of consumer brands which are market leaders in soft drinks, Ice creams and processed meats. Further, facilitates 'Nexus Loyalty Programme': the only multi merchant loyalty Programme in the country and the largest in terms of consumer participation with over 600,000 subscribers.



## Leisure

Cinnamon Hotels chain with 3 city hotels, 8 resort hotels spread across Sri Lanka and 4 resorts in Maldives. 2,566 rooms under management in SL and Maldives. Land bank of 128 acres of free hold and 140 acres of leasehold land in key locations



## Transportation

Strategic business units consisting of Airline & Aviation, Port & Shipping, Integrated logistics. Ownership in a 2mn TEU Terminal. Co-Developer of 3.2mn TEU Terminal. Market leader in bunkering. One of the largest cargo and logistics service provider in SL. Ownership of the premier domestic airline providing scheduled services.



## Financial Services

Controlling stakes in Union Assurance PLC (over 110 branches, and over 4,500 field sales force around the island) holding a 12% market share in life insurance and Nations Trust Bank (94 branches across the country plus more than 3,500 ATMs on the Lanka Pay Network) is the issuer and sole acquirer for American Express® Cards in Sri Lanka.



## Property

Development and sale of high value commercial and residential properties such as the highly acclaimed OnThree20 building, Crescat Residencies, K- zone malls. One of the largest private land bank owners in SL (>36 acres in Colombo / >25 acres in suburbs surrounding capital). Developer of 4.5Mn Sq, Ft Integrated Resort; Cinnamon Life Project.



## Plantation Services

With over 140 years of experience in tea industry, John Keells Holdings is one of the leading tea brokers in the country.



## Information Technology & Innovation

Services ranging from Business process outsourcing, software services, information integration and office automation.

For more information on our business verticals, please visit: [www.keells.com](http://www.keells.com)



# JOHN KEELLS GROUP TRANSPORTATION SECTOR

*The Transportation Sector of JKH at present operates in three strategic business units; Airline and Aviation services, Ports and Shipping & Integrated Logistics; operating with the following companies.*



## Premium Domestic Airline

Cinnamon Air is the group's own domestic airline and has the largest local network served with daily scheduled flights.



## Travel Management Company

Mackinnons travels is the franchise partner of American Express Global Business Travels in Sri Lanka.



## Warehouse and 3PL Logistics

JKLL provides third party contract logistics solutions & caters to multiple industry verticals, with several state-of-the-art logistics centers and a multi-configured fleet of transport vehicles.



## Joint Venture with DHL

DHL's operations in Sri Lanka began in 1980 with an agency agreement with John Keells Holdings, and the business relationship was further strengthened with the signing of a joint venture agreement in January 1992, forming the business entity DHL Keells Pvt Ltd.



## South Asia Gateway Terminal & Colombo West Container Terminal

SAGT is a Board of Investment flagship entity with 60% Sri Lankan shareholding backed by John Keells Holdings, APM Terminals, Sri Lanka Ports Authority & Peony Investments (Subsidiary of Evergreen Marine Cooperation)

CWIT is joint venture between the Adani Group of Indian, John Keells & Sri Lanka Ports Authority. When commissioned, the CWIT will be the largest container terminal in Sri Lanka.



## Freight Forwarding and Logistics

MIF is the dedicated freight forwarding arm of the group and deals with all aspects of air & sea freight forwarding and logistical services.



## Port Agency & Marine Services

Inchcape Shipping Services is a joint venture between John Keells Holdings & Inchcape shipping; which offers port agency & marine services.



LANKA MARINE SERVICES

## Bunkering and Marine lubricants

LMS is the primary provider of bunkering services (fuels & lubricants) in Sri Lanka. LMS is also the sole stock and delivery agents for marine lubricants representing several global brands such as BP, Castrol, Total, Mobil, Chevron, Gulf, FAMM, Lukoil & Shell.



# MACK AIR (PVT) LTD

The airline division of the John Keells Group comprises of Mack Air (Pvt) Ltd, a limited liability company established in Colombo Sri Lanka in the year 1980.

*Encompassing one of the largest airline divisions within Sri Lanka, Mack Air represents some of the most renowned names in world aviation within Sri Lanka.*

## OUR VISION

To be the undisputed leader in the airline and aviation service industry.



## OUR MISSION

To maintain our leadership role through creating value to deliver the best service experience to our customers, meeting stakeholder expectations in order to maximize profits while being committed to ensure highest standards of social responsibility in everything we do.

# ABOUT Mack Air

Mack Air (Pvt) Ltd, the airline division of John Keells Holdings PLC was established on 7<sup>th</sup> of February 1980. The Company has over 40 years of history in the aviation industry, as a leading General Sales Agent; representing world renowned names in aviation within Sri Lanka. Mack Air is the *first GSA in Sri Lanka to be awarded ISO 9001 Quality Management System Certification*.

The company handles both online and offline operations for passenger and cargo while also representing Airlines with different alliances. MackAir also provides infrastructure, marketing, accounting, airport and administrative support to all the principals represented.

Mack Air represents Gulf Air, Air Asia, AirFrance-KLM, American Airlines, Kenya Airways, Asiana Airlines, AirMauritius and Cinnamon Air -the premier domestic scheduled airline in Sri Lanka. It is also the country representative for APG (Airline Passenger Group) servicing Hong Kong Airlines, Royal Air Maroc, Royal Brunei Airlines.

Mack Air also engages in charter services, handling of VIP flights and customizing holiday packages with the aim of creating

memorable experiences for customers with tailor-made, end-to-end holiday package offerings, while also providing easy payment schemes with attractive instalments through partnered banks.

Travel segments such as luxury travellers, family holidays, adventure tourists, wedding pre-shoots, honeymoon couples, golf enthusiasts, celebrity world tour concerts and cruises will be among the customized packages offered.

The management team share combined experience of over 150 years in the aviation industry with hands-on experience in Airline commercial operations, Airline Marketing, Revenue Management, Revenue accounting, Network planning, Ground handling supervision, Cargo operations and ability to handle multiple GDSs

# GSA REPRESENTATIONS

## Passengers (Online):

Gulf Air  
 Air Asia  
 Cinnamon Air  
 Air France-KLM (Seasonal Winter Online Operations)

## Passengers (Offline):

American Airlines  
 Kenya Airways  
 Asiana Airlines  
 Air Mauritius

## Cargo (Online):

Gulf Air

## Cargo (Offline):

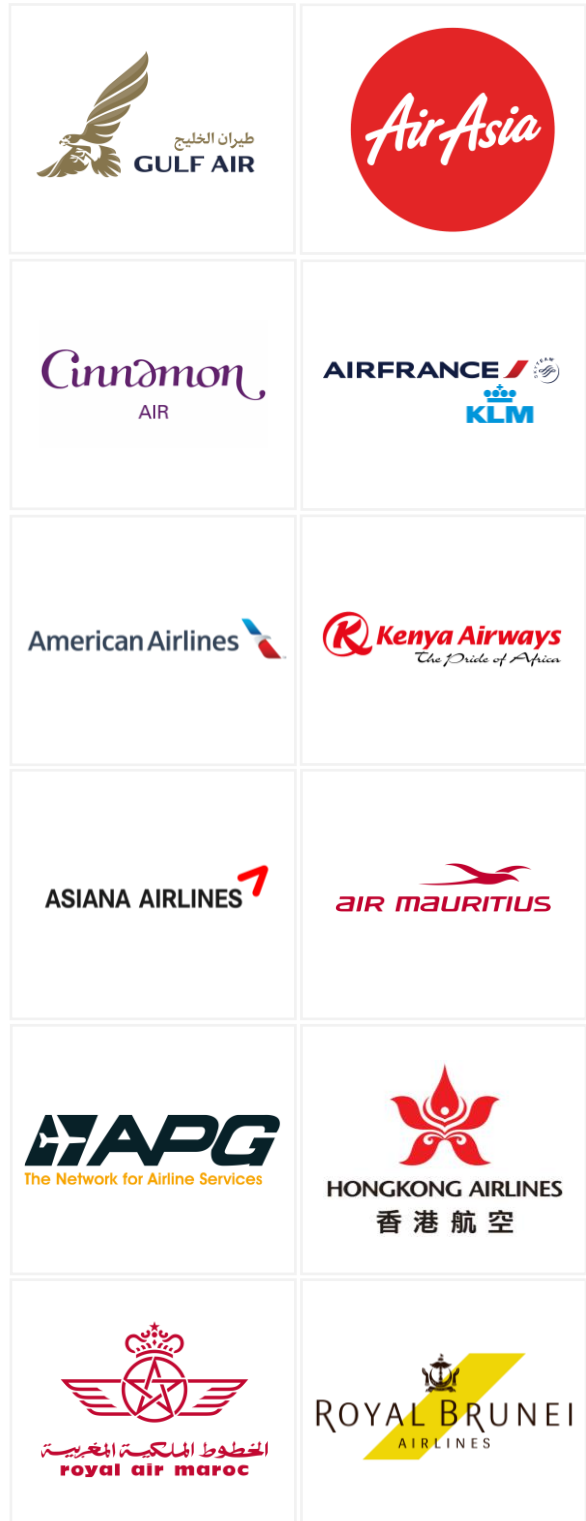
Asiana Airlines  
 APG Cargo

## Other Representations:

APG – Airline Passenger Group Country Representative

## Via APG:

Hong Kong Airlines  
 Royal Air Maroc  
 Royal Brunei Airline



# FACTS & FIGURES

1

City Center Office Space

17+

Million USD Annual Revenue

14

Representations

20+

Staff Strength



# OUR STRENGTHS

---

- ❖ Reputed GSA Company, in operations for 40 years with an unblemished track record.
- ❖ The company is governed by the five pillars of the John Keells value structure (Trust, Excellence, Innovation, Integrity & Caring) which effectively prevents business transactions of an unhealthy nature and regular audits carried out by external parties ensures that the bar is constantly raised higher in terms of ethical business practices.
- ❖ We are committed to integrating sustainability throughout our operations and value chain. This strategic outlook is based on the 'triple bottom line' of economic, environmental and social performance. Our Group has understood the importance of identifying and engaging with all relevant stakeholders, further supported through adherence to the Global Reporting Initiative (GRI Standards) framework. John Keells Foundation carries out medium – long term strategic and sustainable projects within six focus areas (Education, Health, Environment, Livelihood Development, Art & Culture and Disaster Relief), aligned to United Nations Global Compact and Sustainable Development Goals.
- ❖ The Group's robust and comprehensive corporate governance framework endeavors to create an enabling environment for growth in a structured, predictable and sustainable manner. The Group's corporate governance philosophy is institutionalized across all its business units, and it is this philosophy that has continuously created value for all its stakeholders, notwithstanding the external environment and macro conditions.
- ❖ Operations carried out using a state-of-the-art SAP based accounting system and maintenance of transparent and readily available records.
- ❖ We're an equal opportunity organization with a Gender Balance of F45:M55 and as a group JKH was the first organization to carryout group wide structured mandatory awareness programs highlighting the importance of Diversity & inclusion.
- ❖ Ability to evaluate and measure productivity, lead management and task management of the executives through the state-of-the-art Customer Relationship Management system.
- ❖ Clear cut Individual handling of airlines streamlined reporting structures; ensuring competitiveness & confidentiality/security of sensitive information.
- ❖ As the airline division of the John Keells Group; the largest conglomerate in Sri Lanka, Mack Air enjoys unparalleled financial stability, support from the banking network & other financial institutions. This is especially applicable considering the current economic situation in Sri Lanka.

# OUR ACHIEVEMENTS

*Having operated for over 3 decades, Mack Air has made many progressive decisions along the way that have propelled the company forward in exceptional ways to garner valuable achievements.*

Gulf Air operations: Mack Air is responsible for the rapid growth enjoyed by the airlines over the past three years. The airline which launched its initial operation with 2-weekly flights; now stands at daily flights to CMB. Incidentally, Gulf Air is the first airline to operate the full number of pre-Covid frequency of flights in the Sri Lankan market.

Setting up and successful growth of AF/KL seasonal operations. Despite the volatile situation prevalent within the region; in terms of tourism and travel; AF placed its trust in the ability of Mack Air, to assist with operating its winter flights in a profitable manner. Notably AF is the first carrier to confirm a winter schedule into Sri Lanka.

Jet Airways operations: The Indian carrier which started with a weekly two flight operation between Chennai and Colombo (its first international destination), operated double daily from Mumbai to Colombo, daily to Chennai, Delhi and Bangalore; A testament to the commitment displayed by Mack Air towards the growth, expansion & revenue concerns of its airline representations.

One of the GSA companies within Sri Lanka that offers its own airport operational supervision teams capable of handling multiple airport functions and multiple aircraft types. The team enjoys excellent relations with all regulatory, airport and aviation authorities that enable them to obtain the relevant clearance and permissions with relative ease.

An online portal, developed in-house; which provides a dashboard of SMART data analytics related to daily BSP sales

State-of-the-art Online Payment Gateway to facilitate a 24 hour fast & secure payment mechanism

# OUR TEAM

A committed management team with expertise in Aviation Commercial Operations, Network Planning, Sales and Marketing, Pricing and Revenue Management, Global Distribution, Air Cargo Operations, Ground Handling and Supervision. The team is also actively engaged with all relevant industry bodies and associations.

---



**Shaminda Fernando**  
Chief Executive Officer



**Ashan Perera**  
Head of Cargo



**Thilina Abayasiri**  
Manager Business  
Development



**Sonali Warnakulasuriya**  
Manager Finance



**Lal Dimantha**  
Manager Passenger





# MAC K AIR

A John Keells Group Company

## CONTACT US:


Shaminda Fernando  
Chief Executive Officer


 (+94) 773 012 271

 (+94) 112 475 300

 shaminda.mal@keells.com

Thilina Abayasiri  
Manager Business Development

 (+94) 777 251 394

 thilina.mal@keells.com

No 11, York Street, Colombo 01, Sri Lanka.

Web: [www.mackair.lk](http://www.mackair.lk)

LinkedIn: [www.linkedin.com/company/Mackair](http://www.linkedin.com/company/Mackair)

Facebook: [www.facebook.com/johnkeellsairlinedivision](http://www.facebook.com/johnkeellsairlinedivision)