



C O M P A N Y P R O F I L E



UNIVERSAL

MEDIA NETWORK

With the intention of providing intergrated solutions to the Sri Lankan Entertainment, Media, Advertising and Communication Industry, Universal Media Network marks its inauguration to explore the new horizons.



There are five segments covered by the
UNIVERSAL MEDIA NETWORK PVT LIMITED.

- Operate a commercial / free to air regional television channel and a radio channel for Anuradhapura and Polonnaruwa districts.
- Operate a commercial television channel through satellite for the Sri Lankan expatriate community in the Middle East, Europe, USA, Canada, Australia and New Zealand.
- Advertising / Commercial exercises both on electronic and print media as a leading Advertising Agency in Sri Lanka for both Government sector and Private sector in Sri Lanka and selected overseas markets.
- Provide international contents such as films, dramas, musical programs, children's programs and documentaries to all the local television channels and telecom mobile operators in Sri Lanka.
- Uplifting the local cinema industry with a plan to establish 60 new movie theatres in strategic locations in the island.

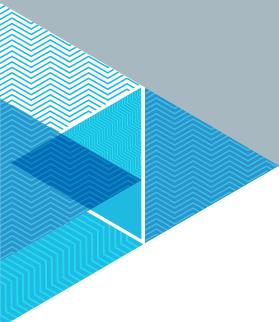
UMN

REGIONAL

TELEVISION

& RADIO

CHANNEL



UNIVERSAL MEDIA NETWORK Provincial Television and Radio Channel are ready to be a Flagship Project to uplift the Agriculture Farming Community in the North Central Province especially covering Anuradhapura, Polonnaruwa and some part of Trincomalee and Vavuniya.

The Channel will provide useful news and information for farmers about the new technology, regional irrigation plans and schedules as well as entertainment and educational programs.

Through these channels national level artists, sports personalities, scholars and professionals representing respective areas will be motivated and encouraged to share their knowledge, experience and opportunities with the new generation.

Goods and services providers of these areas can use these channels to advertise their products and also national level entities can advertise here.

As a new media institute we are committed to start a Dialog on good governance and national integrity through these channels. We believe, this will be generously accepted by the people of the province who are neglected by the mainstream media.

UMN

SATELLITE TELEVISION CHANNEL

The beauty and the challenge of UNIVERSAL MEDIA NETWORK Satellite TV is that it needs to make sure all its programs would cater to Sri Lankans, living in different time zones and cultures. Hence the proposed Satellite TV station, as its competitors, need to function as a 24/7 Satellite TV station disseminating various programs making the viewership growing.

News and Current Affairs - We have three main news bulletings which will include Sinhala, Tamil and English mediums will telecast the news, in and outside Sri Lanka relevant to both Sri Lankan migrant workers and the Diaspora community. Apart from general news, it will also have a segment on business. The channel would also telecast Social Information programs, especially as live programs and also as business news. Additionally political discussions and sport programs are also planned out.

Entertainment - Under this category, a series of programs including tele dramas, musical request programmes (live), documentaries and special programs will be aired targeting mainly women and children.

Special Events - Sri Lankans all over the world love to watch special events like Dalada Perahara, Madu Church Festival and Nallur Kovil Festival. We would telecast such events live from time to time for the eagerly waiting Sri Lankan viewers.

Since we are targeting Sri Lankans to make them stay in touch with what is happening in their motherland, majority of the programs will be developed and produced in Sri Lanka. Yet, since Sri Lankans are spread all over Gulf/Middle East and Europe, USA, Canada & Australia, we also suggest that some of the programmes be produced in such countries making a blend of cultures, life styles and making such programs more closer to the hearts and living conditions of Sri Lankans abroad.



UMN

ADVERTISING AGENCY

UNIVERSAL MEDIA NETWORK Advertising Agency, which is established to reach the objectives of Brand Advertising and Communications, holds a key position within the UMN arena.

With an illuminating collaboration of marketers, strategists, conceptualizers, audio & video artistes and media experts, UMN is committed to provide total communication solutions to both commercial brands and corporate entities alike.

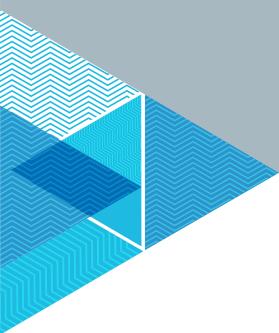
While we have expertise and experience in conventional Advertising as Television, Radio, Press and Outdoor we are also moving ahead with Digital Advertising & Innovative media.

Based on the strategic positioning of the brand having a good understanding of the market, we are providing not only long-term solutions but also solutions for rapid results.



UMN

international Content Provider



Provides international content (films, dramas, musical programs, children's programs and documentaries) to all the local television channels and telecom mobile operators in Sri Lanka.

UNIVERSAL MEDIA NETWORK international content provider has collaborated and signed up with number of Asian, European, American and Australian content providers who has award winning and popular programs which will take the Sri Lankan television industry to a different height with it's entertainment and education value.



UMN

60 FILM THEATERS COMPANY

Through a 100% foreign direct investment (FDI) from Singapore, the UNIVERSAL MEDIA NETWORK 60 film theaters company is in the process of setting up 60 new film theaters in strategic locations in Sri Lanka.

Currently the work is in progress with 2 new film theaters in the heart of the Kilinochchi city and 1 in Jaffna city in the Northern province which is to be opened shortly. At the same time discussions have been held for new locations in Galle, Ambalangoda and Aluthgama in Southern province, Kandy and Hasalaka in Central province as well as Trincomalee and Muttur in the Eastern province.

Through the company's foreign collaboration, all the latest contents of English, Hindi and Tamil films will be released in the newly set up film theaters apart from the sinhala films and will operate as a new film circuit, namely UMN film circuit.





UNIVERSAL
MEDIA NETWORK

Board of Directors

Dr. Arosha Fernando (Chairman)

Mr. Anuruddha Jayasinghe (Director)

Mr. Dharshana Ruwan Dissanayake (Director)

Mr. Imran Ali Cader (Director)

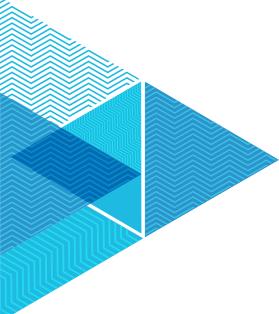


Dr. **Arosha Fernando** has a distinctive professional background covering 22 years in the telecommunication and media industry, globally.

He has started his career as the Account Manager for New Zealand market at Ericsson Australia Pty Limited in Melbourne, Australia, fresh from the University. He has climbed the corporate ladder as the Deputy Project Manager for Digital project in Philippines in the same company followed by Project Manager for BTS implementation in Thailand, and finally Project Director for Vodafone GSM project in Australia. Dr. Arosha has a long service of 8 years with Ericsson which is a Swedish multinational and a leading provider of communications technology & services.

Over the next 12 years Dr. Arosha has been serving as the Director / CEO of Sierra Global Network Pvt Limited in Sri Lanka, a leading telecommunication infrastructure development and managed services firm that serving all the telecommunication operators in Sri Lanka with a leading market share. He has managed over 500 people based in 24 offices across Sri Lanka in this capacity.

In this capacity Dr. Arosha has proactively worked with the telecom operators in Sri Lanka to expand the telecom networks in the newly liberated Northern Province including successful completion of the 3G / GSM expansion project in Jaffna Peninsula for Mobitel during the last leg of the war providing total mobile coverage to the entire Jaffna peninsula. Establishing the first office from the private sector in war torn, ex-terrorist capital of Kilinochchi and in the last point of war, Mullaitivu in the Northern Province, successful construction of the Fiber Optical Cable line in the Northern Province along the re-constructed Northern railway line are some of the key achievements of Dr. Arosha. Further, Dr. Arosha has lead the organisation as the Director / CEO to successfully implement the CDMA, 3G, 3.5G & 4G technologies first in Sri Lanka, and successful completion of the 1,000th Base Station telecommunication tower site making the company as the largest and the leading firm in Sri Lanka of telecommunication infrastructure development.

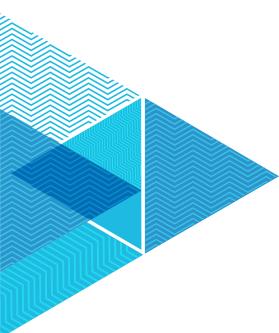


Dr. Arosha held the post as Chairman of Verazo Holdings Pvt Ltd. for a period of just less than 1 year which manages 2 apparel manufacturing plants in Alawwa and Bandarawela. Dr. Arosha has recognized apparel industry in Sri Lanka as a main source of foreign exchange generator and an industry which creates large number of employment in the rural sector. With his initiative, number of apparel factories were re-opened in the Uva and Wayamba provinces and plans to open number of more factories time to come in the Northern Province and Southern Province too aiming for an employment for over 5,000 people.

Dr. Arosha was the Working Director and a Board Member of Independent Television Network Ltd- ITN for a period of 6 months. Apart from the flagship television channel, ITN further operates two FM radio stations- Lakhanda and Vasantham FM. It has commenced operations on the 13th of April 1979 with the introduction of the ITN television channel as the first television broadcasting service of Sri Lanka and South Asia.

Taking a step further, Dr. Arosha has accepted and performed the challenging role as the Senior Consultant of Telecommunications Regulatory Commission of Sri Lanka (TRC- SL) In this capacity he has provided advice to the Director General- Telecommunication (DG-T) and the members of the Commission on various issues concerning TRC-SL and the telecommunication industry in general.

Academic Background- Dr. Arosha is a renowned scholar, holding five University Degrees from Australia's 2 leading Universities. He holds a Doctorate in Business Administration (DBA) from the Australian Graduate School of Entrepreneurship (AGSE) at Swinburne University, Melbourne, Australia and a Bachelor of Business (B.Bus.) Degree, double major in Marketing and Human Resource Management from the Faculty of Business at the same University. Further, he has three Masters Degrees from RMIT University, Melbourne, Australia- Master of Business Administration (MBA), Master of Project Management (MPM), and Master of Engineering (M.Eng.) major in Telecommunication Engineering.

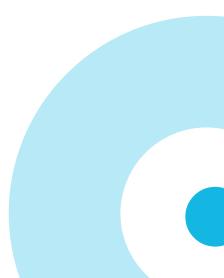


During his time at Ananda College, he was fully involved in extra curricular activities and was the Founder President of Young Writer's Association, President of the Film Society in both 1988 and 1989. He was the founder of Young Writes Foundation as well which has eventually grown with representation from all major government schools across Sri Lanka. In his stay in the Swinburne University located in Melbourne, Australia, he was the founder of Sri Lankan Student's Association in 1992. Secondly he actively involved in activities of Sri Lankan Association in Melbourne and conducted Sinhala program in 'Voice of Melbourne' radio channel. Finally he initiated Old Anandian's Association of Australia with 6 members in 1994, and it has become a one of the very active Sri Lankan organization in Australia with over 500 members.

Dr. Arosha decided to move back to Sri Lanka with the intention of supporting the Motherland with the knowledge he gained globally giving up all the luxuries in Australia. He compared the local situation and global situation of accessing information to the rural school communities. That is his main motive behind initiating e-school project which has provided 23 rural schools with the computers and internet connectivity and link with the popular schools in Colombo as a knowledge sharing exercise.

Involvement in Media industry in Sri Lanka- Within a period of 3 years Dr. Arosha has produced nine movies, five teledramas and two stage plays to his credit, and has been recognized as the producer who produced highest number of creations in a shortest time frame in Sri Lanka. Further, he has been proactively working towards uplifting the local cinema industry with a plan to establish 60 new movie theatres in strategic locations in the island with a foreign direct investment (FDI).

In recognition of Dr. Arosha's service to the society and country over many years, 3 prestigious statuses have been conferred - 'Deshabandhu', 'Deshabhimani' and 'Lankaputhra' in 2013. Subsequently, he was conferred with 'Sri Rohana Jana Ranjana' honorary status in 2016 under the recommendations made by the National Film Corporation of Sri Lanka.





Mr. **Anuruddha Jayasinghe** is vastly experienced in the television and film industry and holds a Bachelors in Arts from the University of Sri Jayawardenapura. Having worked as a Senior Program Director at Swarnawahini TV, Director of Programming at Derana TV and a Consultant & Creative Director at Salacine, under the ministry of mass media. He has ascended to the rank of Secretary of the Film Directors Guild.

Anuruddha has been directed many Television Drama Series like **"Abismaya, Thattu Gewal, Dahas Gaw Dura, Meeduma, Wiya Sidura, Dhawalakanya, Maya ranga, Maya roo, Yakadaphantira"** and more.

He has also worked on a documentary film produced for the central cultural fund (UNESCO) titled '**Roots of Paradise**' which is based on the cultural heritage of Sri Lanka.

Throughout his illustrious career, Anuruddha has been recognized with many awards including the Best Scriptwriter Award for '**Dahas Gaw Dura**' Tele Drama in State Tele Awards Festival 2004 and the Best Director Award for '**Dhawala Kanya**' Tele Drama in several award festivals. He won a number of awards including Sumathi, OCIC, Raigam and State Tele Awards (Special Jury Award) as the Best Director. And his tele drama, '**Yakada Pahanthira**' earned him the State Tele Awards 2013 along with eight main awards in the same festival.

He has been awarded at State Tele Awards as well as Sumathi Tele Awards as the Best TV Commercial Director of the year. He also bagged the award offered for the most popular TV Commercial '**Api Wenuwen Api**' at the People's Awards 2007/2008.

He has also worked on films such as **Sankranthi, Dawala Doowili**, and **Bombs & Roses**. In 2006 the film '**Sankranthi**' was selected for the world cinema selection at the Indian International Film Festival in Goa. In 2007, his film '**Dhawala Duwili**' was selected for the competition section of the Indian International Film Festival Goa. In 2015 he was awarded the Best Film Script Writer Award in the OCIC Signis Film Festival for his film **Bombs and Roses** with a nomination for the Best Director Award. In addition to all that, Anuruddha has achieved many more accolades throughout his career.

Now he is ready to Direct a major production in the Sri Lankan film history.



Mr. **Dharshana Ruwan Dissanayake**, the renowned Sri Lankan awards winning music composer hails from a beautiful pastoral hamlet in Polonnaruwa. Many times in the past, Polonnaruwa has produced personalities that have answered the call of the era and made Mother Lanka proud. He, true to this precedent, is a man on a timely mission, that is to rediscover the lost pinnacle of Sri Lankan music. Though he had had to face numerous obstacles for many years, his climb that started from the bottom rung of the ladder has ended up at the peak to find himself a veteran in the Sri Lankan music industry. While the waters of lakes of the region softened him, the droughts, toughened him. Those conflicting forces molded a world class musician and we will be hearing a lot more of his creations in the decades to come.

The Humanitarian, the Ecologist , the Historian, the Patriot. He believes in humanity and cherishes it above all. His pastoral roots nurtured him to be an ecologist. He is an expert in sri Lankan history and it's upon that uniqueness, his universal musical compositions were created. His Patriotism is often demonstrated in his works and his life. World politics and philosophy interest him greatly and is usually the inspiration for his work. More over, Dharshana is a relentless learner and this enables his creations to grow and branch out over time, thus gifting us an ever-evolving style of music.

Dharshana is righteous and fair and usually is a daring rebel. His fearless attacks against the mafias that manipulate the art or the music of the country, to sustain their greed are well known and bears the form of an authoritative power. He believes in the blossoming new generation and never hesitates to extend a helping hand towards them.

Dharshana is certain that he has got a long walk ahead of him. He feels that his journey delving into the depths of music is only the beginning. He is a wanderer. A wanderer who believes in an infinite musical excursion. More precisely, a musical wanderer who wanders in search of perfection. An explorer, a disciple of the universe. He feels that an artist's mission is the liberation of the humankind to open humanity up to the universe and see the glory it beholds. He struggles for the perfection of humanity, by way of the perfection of universal music. That is his lifelong mission.

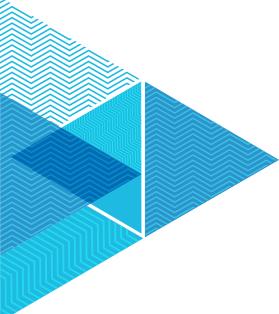


Mr. **Imran Ali Cader** is the Chairman at Vista Capital Group, former Economic Adviser to the Government of Maldives, Entrepreneur and Investment Banker. Imran is an experienced Executive Director and has a significant amount of experience in the Financial Services, property development and FMCG industries, having worked also in manufacturing and trading sectors within the private and public sector in Sri Lanka, Australia and the Maldives. Imran holds a masters degree from the University of Edith Cowan, Australia in International business.

Currently, Imran Functions as the Executive Chairman of The Vista Capital Group. Vista Capital Private Limited was established in Sri Lanka and is a private investment group. Vista Capital promotes investments in the Asian regional markets encompassing Sri Lanka and the Maldives.

Vista Capital has a focus on private equity opportunities, mezzanine, pre-IPO funding and investments in regional listed micro-caps. The company is an active investor looking to help entrepreneurs and/or investor companies with their business development and growth plans. The groups interests range from Investment Consultancy, Renewable energy, Food and Beverage Manufacturing, Sea food Exports, Gems and Jewelry, Property Development, Construction and the Media sectors

Imran's great grandfather, N. H. M. Abdul Cader, known as a National Hero, was one of the leading Lawyers of the day and represented the Muslims in the Legislative Council for fifteen years. He was also the President of the All Ceylon Muslim League at a critical period of its history. As a businessman he was one of the pioneers of the cinema business in Ceylon. At that time there was no television Industry in Sri lanka and the media Industry was in its infancy. In all things he did, he showed determination and foresight. He foresaw a successful field of activity for his sons in the cinema business and his sons have more than justified the confidence placed in them.



Imran's own father, Shah A. Cader, was a successful businessman who owned a gem establishment in Chatham Street, the heart of the capital's business district. He exported to the Middle East, USA, Europe, Australia and Japan. He was also involved in the entertainment business by producing static commercials for the Industry and cinemas run by his family and close family friends including the Late Deshabandu Albert Page and his sons Anthony and Louis Page of the Ceylon Theaters Group. He passed away at the young age of 37.

Imran severed as an Investment banker during his one year stint in Melbourne, Australia where he is a permanent resident. NAB Wealth provides superannuation, investment and insurance solutions to retail, corporate and institutional clients. It operates one of the largest networks of financial advisers in Australia under brands which include MLC, JBWere, JANA and Plum.

Prior to leaving to Australia Imran functioned as a Senior Manager Planning & Supplies / Key Account Manager at the Akbar Brothers Group during the period of August 2004 – September 2007 in Sri Lanka. Akbar Brothers Limited was incorporated in 1972. The company is today the largest tea exporter in the world. Further, "Akbar" became the flagship brand of finest Ceylon tea from Sri Lanka winning numerous awards including the " Presidential exporter of the year award" for four consecutive years. He was in charge of overall operations of Key Account Brand- Ahmad Tea of London which is one of the largest tea brands in the world today.

He made a tremendous contribution to many CSR projects and charities in Sri Lanka. A recent achievement was his involvement in a Anti coal lobby namely "Coal Kills" which contributed towards the country changing its course in its future power and energy plans towards a positive eco friendly sustainable manner.



UNIVERSAL MEDIA NETWORK PVT LIMITED.
Level 26, East Tower, World Trade Centre, Echelon
Square, Colombo 01, Sri Lanka.

+94 117 430 272 / +94 711 117 117

BOARD OF DIRECTORS CONTACT :

Dr. Arosha Fernando (Chairman)
+94 715 557 557
Dr.Arosha@gmail.com

Mr. Anuruddha Jayasinghe (Director)
+94 773 580 451 / +94 770 622 244
anujayasinghe@gmail.com

Mr. Dharshana Ruwan Dissanayake (Director)
+94 773 837 694
darshanaruwandissanayake@gmail.com

Mr. Imran Ali Cader (Director)
+94 779 575 892
ImranaliCader@gmail.com

