

Case Study 4: Maviksel International – Global B2B Export Content

Website: <https://maviksel.com/>

Client Overview Maviksel International is a Sri Lanka-based export and manufacturing company specializing in high-quality processed foods and agricultural products. Their primary offerings include Ceylon Spices (Cinnamon, Black Pepper), Desiccated Coconut, Essential Oils, and coconut-based products tailored for the global export market.

Website Objective The website was designed to establish a professional digital presence for Maviksel, targeting international B2B buyers, distributors, and industrial partners. The goal was to showcase their product range, emphasize Sri Lankan heritage and quality standards, and facilitate global trade inquiries.

- **Target Keywords:** *Industrial automation solutions, custom manufacturing systems, industrial engineering services, specialized machinery providers, technical production systems.*
- **Overall SEO Strategy:**
 - **Niche Technical SEO:** Uses industry-specific jargon to match the exact search queries of procurement officers and technical leads.
 - **B2B Solution Mapping:** Positions the website as a solution-provider for complex industrial problems rather than just a product catalog.

Target Audience International food and beverage manufacturers, global spice distributors, bulk wholesalers, and retail brand owners looking for authentic, high-quality Sri Lankan agricultural exports.

My Content Role I created comprehensive website content that bridges the gap between traditional agricultural production and modern global trade. My work focused on technical product descriptions, highlighting ethical sourcing, and

creating a narrative of "Sri Lankan Excellence" to build international buyer confidence.

Key Messaging Strategy

The content emphasizes **Purity, Global Standards, Heritage, and Supply Chain Reliability**. The messaging was crafted to position Maviksel not just as a supplier, but as a trusted long-term partner capable of meeting strict international quality certifications (like ISO 22000) while delivering the authentic flavors of Ceylon.

Content Areas Created

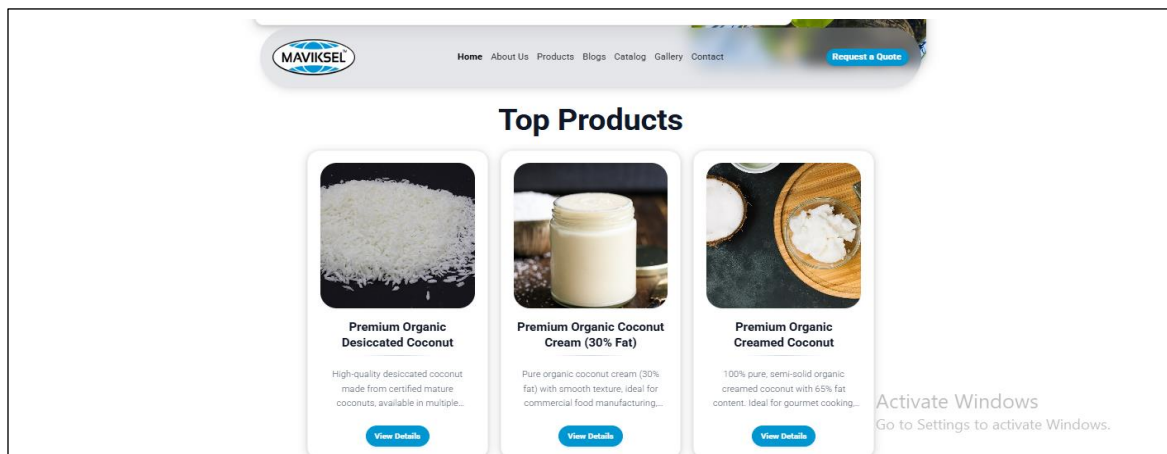
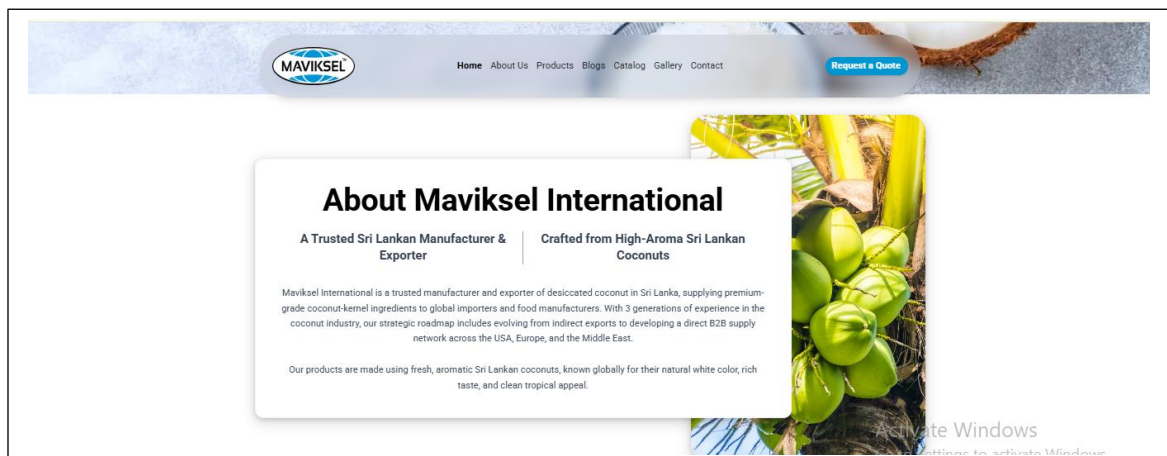
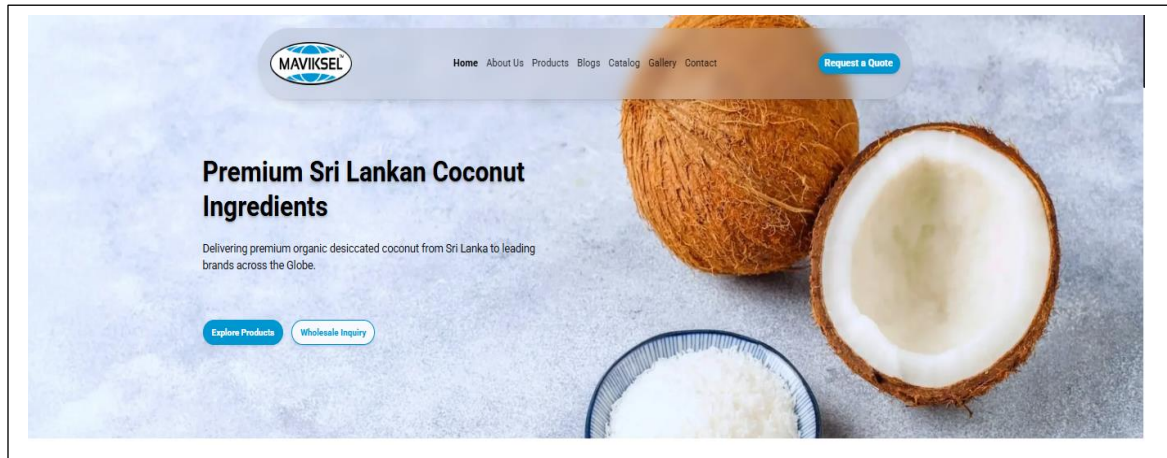
- **Homepage Banner Content:** Professional, high-impact headlines focusing on global export excellence and premium quality.
- **Service Descriptions:** Detailed insights into their manufacturing, processing, and global distribution capabilities.
- **Product Descriptions:** Technical and descriptive content for Ceylon Cinnamon, Pepper, Desiccated Coconut, and Essential Oils.
- **Export & Logistics Content:** Information regarding shipping, packaging standards, and their ability to serve international markets.
- **About Us Page Content:** The story of Maviksel, their commitment to the Sri Lankan economy, and their adherence to industrial safety and quality.
- **CTA Sections:** Strategic prompts designed to convert visitors into inquiry leads (e.g., "Request a Quote" or "Partner with Us").
- **Trust-Building Messaging:** Content focused on certifications, quality control processes, and sustainable sourcing practices.
- **Industrial Expertise:** Descriptions of their processing facilities and sector-specific expertise in processed foods.

Results / Impact

Created a cohesive digital brand identity that positions a Sri Lankan manufacturer as a viable partner for global B2B distributors.

Screenshots

1. Home Page





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Request a Quote

Popular Products



Desiccated Coconut

Our flagship product is the perfect match for global biscuit, bakery, snack, and a substitute for fresh grated coconut, used in traditional dishes and sweets









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Why Choose Us



100% Natural & Zero Chemicals

We maintain clean processing standards with absolutely no additives or whitening agents.



Premium Sri Lankan Coconut (High Aroma & Taste)

Sri Lanka's tropical climate produces the world's most flavorful coconuts.



ISO, HACCP & SLIS 2023 Certified

We follow strict international food safety standards for export markets.

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Request a Quote



Modern Manufacturing (Steam Sterilized)

Modern steam-sterilized facilities in Sri Lanka ensure premium quality desiccated coconut with preserved freshness and nutrition.



The Only Desiccated Coconut Mill Beyond the Coconut Triangle

We help strengthen the Southern coconut sector by promoting competition and supporting sustainable production for export markets.

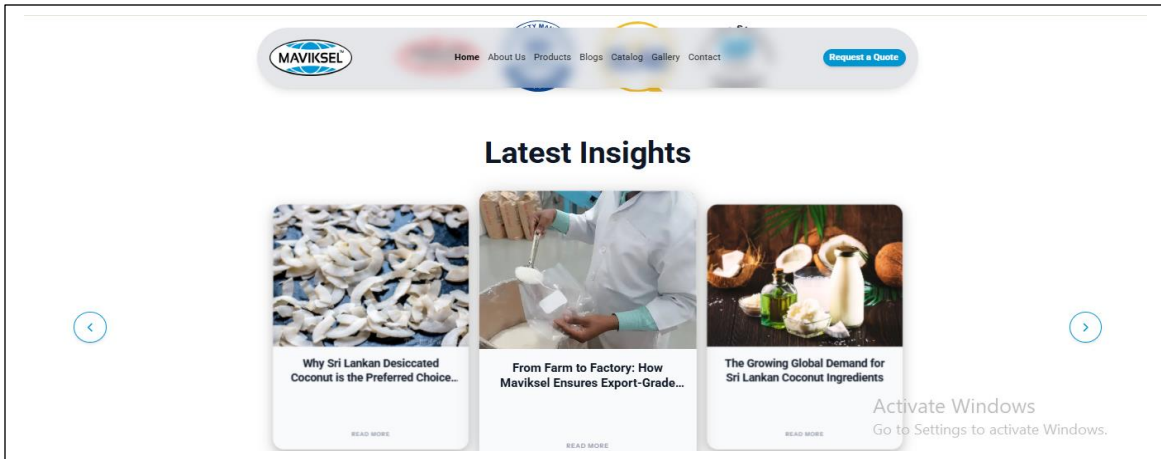


Ethical Sourcing

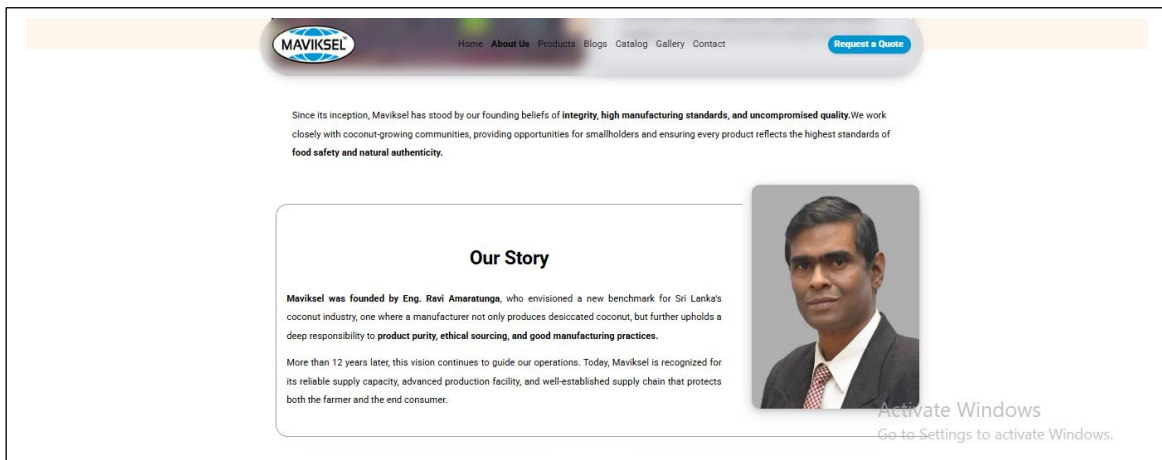
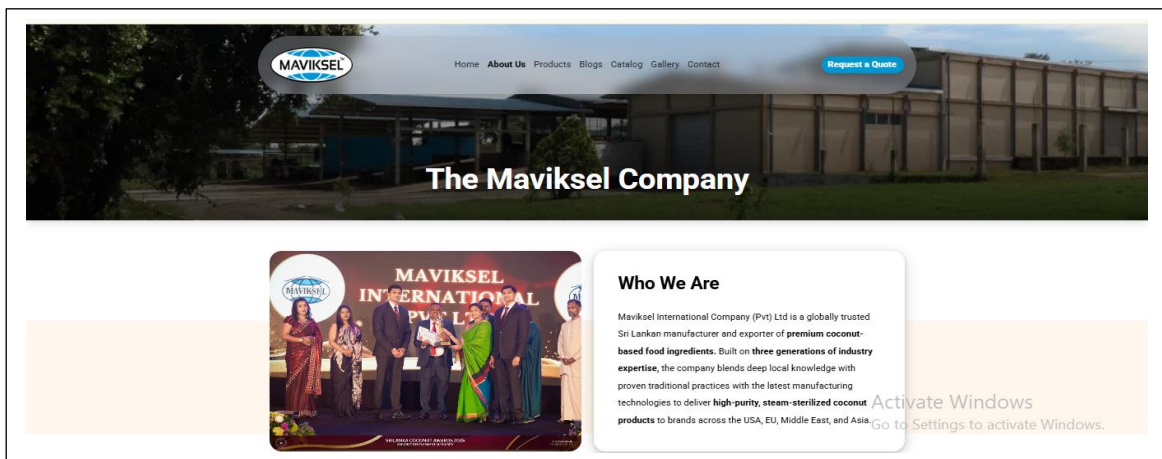
We support local farming communities through increasing demand and fair supply chain practices.



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2. About us



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Expertise

Our expertise is built on

Three generations of coconut industry expertise

Strong smallholder network ensuring stable, ethical sourcing

Modern, food-safe production technology

Reliable substantial export performance

Consistent quality control year-round

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Request a Quote

Regional Impact

Ethical Sourcing

Empowering Local Communities

Before the establishment of Maviksel's factory in the south, coconuts in southern Sri Lanka were purchased at extremely low prices compared to produce from Sri Lanka's coconut triangle. This was mainly a result of the harder shell and lower kernel percentage of the South's coconut. Despite these challenges, Maviksel has worked to uplift the economic value of the southern farmers' valuable produce, maintaining a higher market value for the region's coconut, the direct beneficiary being our growers.

Maviksel's operations extend across multiple provinces in Sri Lanka, enabling reliable sourcing and stronger regional partnerships. We work directly with smallholders who often face unfair pricing from intermediaries. Through our direct purchasing model, we

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Request a Quote

Maviksel's operations extend across multiple provinces in Sri Lanka, enabling reliable sourcing and stronger regional partnerships. We work directly with smallholders who often face unfair pricing from intermediaries. Through our direct purchasing model, we ensure:

- Trade during off-season periods
- Long-term income stability for families
- Adherence to sustainable agricultural practices

This approach not only strengthens local economies but also guarantees the authenticity and integrity of our raw materials.

Our Ethical Sourcing Promise

Our supply chain follows a zero-exploitation policy, prioritizing ethical relationships, traceability, and sustainability. Every coconut used in production is sourced responsibly, ensuring that global manufacturers receive ingredients produced with care and respect.

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Message from the Managing Director



At Maviksel, our purpose extends far beyond the manufacture of coconut-based products. We are committed to creating **sustainable, long-term value for our customers, partners, and the communities we serve.**

We recognize that global food manufacturers require ingredients that are not only **pure and safe, but also responsibly and ethically produced.** With this understanding, our team upholds the highest standards of food safety, operational discipline, precision engineering, and continuous process innovation. Every batch that leaves our facility is a reflection of our unwavering commitment to **consistent quality, ethical production practices, and reliable service.**

As we continue to expand our reach and capabilities, we remain firmly dedicated to reinforcing Sri Lanka's standing as a world-leading source of **premium coconut food ingredients.**

- Dr. Sandamali Amararatunga, Managing Director

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3. Products



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Top Product Preview

Premium Coconut Ingredients for Global Manufacturers

Discover our premium coconut-kernel products with certified ISO, HACCP, GMP, and SLSI 2023 standards for exceptional purity and consistency.



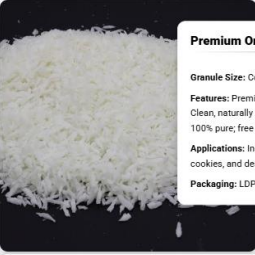
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Featured Products Overview



Premium Organic Desiccated Coconut

Granule Size: Consistent Fine & Medium granules

Features: Premium-grade coconut for superior flavor and aroma retention
Clean, naturally white appearance suitable for export buyers
100% pure; free from additives, or preservatives

Applications: Industrial baking, confectionery, and pastry production, Toppings for cakes, cookies, and desserts, Chocolate fillings, candy manufacturing, and snack bars

Packaging: LDPE food-grade inner liner (heat-sealed)



Premium Organic Creamed Coconut

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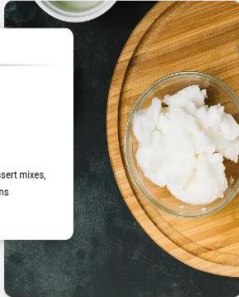
Premium Organic Creamed Coconut

Granule Size: Semi-solid, smooth consistency

Features: Premium-grade coconut for superior flavor and aroma retention
Clean, naturally white appearance suitable for export buyers
100% pure; free from additives, or preservatives

Applications: Gourmet cooking, curries, sauces, and ready-meals, Ice cream, dessert mixes, and instant preparations, Confectionery, chocolate fillings, and baking applications

Packaging: Retail Packets: 141g, 150g, 170g, 200g



[Request a Custom Export Quote](#)

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Coconut Collection



Premium Organic Desiccated Coconut

High-quality desiccated coconut made from certified mature coconuts, available in multiple...

[View Details](#)



Premium Organic Coconut Cream (30% Fat)

Pure organic coconut cream (30% fat) with smooth texture, ideal for commercial food manufacturing...

[View Details](#)



Premium Organic Creamed Coconut

100% pure, semi-solid organic creamed coconut with 65% fat content. Ideal for gourmet cooking...

[View Details](#)



Premium Organic Coconut Milk (400ml)

Smooth, organic coconut milk available in multiple fat levels (6%-22%). Commercially sterile and ide...

[View Details](#)



Premium Organic Low-Fat Desiccated Coconut (Coconut Milk Powder)

Clean-label, low-fat (40%-45%) coconut powder. Free-flowing and highly stable. Ideal for most b...

[View Details](#)

Spices Collection



Ceylon Spices Collection

Authentic Ceylon spices collection: Cinnamon, Pepper, Cloves, and more. Export-grade quality for glob...

[View Details](#)



Ceylon Cinnamon (Cinnamomum Verum)

Hand-crafted Ceylon Cinnamon quills from Sri Lanka. Sweet, floral aroma and low coumarin content.

[View Details](#)



Black Pepper

Sun-dried Sri Lankan Black Pepper. Intense flavor, rich in piperine.

[View Details](#)

Our Manufacturing Process

Overview

100% natural, chemical-free coconut ingredients.

Steam-sterilized to ensure microbiological safety and consistent quality.

Each batch monitored for moisture, granulation, and nutrient retention.

ISO 22000, HACCP, GMP, and SLSI 2023 standards.





Raw Material Sourcing

Exclusive factory located in the southern region of Sri Lanka, outside the traditional coconut triangle.

Ensures traceable sourcing and access to premium-quality coconuts.

Selection based on purity, maturity, and freshness.



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Exclusive factory located in the southern region of Sri Lanka, outside the traditional coconut triangle.

Ensures traceable sourcing and access to premium-quality coconuts.

Selection based on purity, maturity, and freshness.

Processing Standards

Controlled dehydration and steam sterilization.

Precision grading to maintain uniform particle size and natural whiteness.

Nutrient retention preserved across all coconut-based products.

Operations follow ISO, HACCP, GMP, and SLSI-certified protocols.





Quality Testing

Microbiological analysis to ensure food safety.

Moisture-level checks for consistent dryness.

4. Catalog

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PREMIUM ORGANIC COCONUT INGREDIENTS

Categories

☐ Coconut

☐ Spices



Premium Organic Desiccated Coconut

High-quality desiccated coconut made from certified mature coconuts, available in multiple grades for baking, food manufacturing, and export.



Premium Organic Coconut Cream (30% Fat)

Pure organic coconut cream (30% fat) with smooth texture, ideal for commercial food manufacturing, vegan products, and culinary applications.



Premium Organic Creamed Coconut

100% pure, semi-solid organic creamed coconut with 88% fat content. Ideal for gourmet cooking, confectionery, and dairy-free products.

Premium Organic Desiccated Coconut

Ceylon Origin

MAVIKSEL Organic Desiccated Coconut is produced from freshly selected, organically certified mature coconuts. The white kernel is finely pared, dehydrated, and milled to deliver clean, high-quality coconut granules with excellent aroma and natural sweetness. Available in Fine, Medium, and Low-fat, as well as organic and conventional grades, our desiccated coconut is designed for industrial food manufacturing, baking, confectionery, and global export markets.

Technical Specification

Aroma	Fresh coconut aroma
Color	Naturally white
Moisture	3% (max)
Fat Content	68% (min)
Particle Size	Consistent Fine & Medium granules
Microbiology Guarantees	Organically certified mature coconuts

Applications

Food Service	Industrial baking, confectionery, and pastry production
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Key Benefits

High-fat (68%) premium-grade coconut for superior flavor

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Moisture

3% (max)

Microbiology Guarantees

Organically certified mature coconuts

Applications

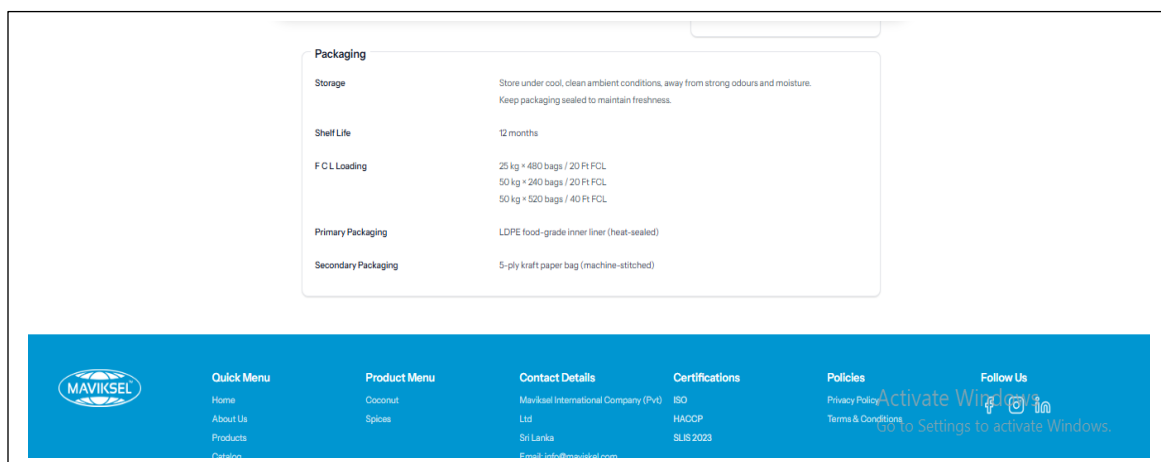
Food Service	Industrial baking, confectionery, and pastry production
Desserts And Sweets	Toppings for cakes, cookies, and desserts
Food And Manufacturing	Chocolate fillings, candy manufacturing, and snack bars

Packaging

Storage	Store under cool, clean ambient conditions, away from strong odours and moisture. Keep packaging sealed to maintain freshness.
Shelf Life	12 months
FCL Loading	25 kg x 480 bags / 20 FT FCL

Key Benefits

High-fat (68%) premium-grade coconut for superior flavor
Clean, naturally white appearance suitable for export buyers
100% pure, free from additives, or preservatives
Consistent Fine & Medium granules for diverse applications
Excellent aroma retention
Ideal for bulk supply, OEM, and global food manufacturing



5. Contact us

