

COMPANY PROFILE



FAIR AUCTIONEERS PVT LTD

From Success To Great Success

Chartered Auctioneers, Consultation Valuers

Consultation Advisers

Asset Disposal Consultants

Vehicle Yard & Property

Management

CORPORATE INFORMATION

NAME OF THE COMPANY

Fair Auctioneers Pvt Ltd.

LEGAL FORM

Private Limited Liability Company, registered under companies act No. 07 Of 2007

COMPANY REGISTRATION NUMBER

PV 00271717

OFFICE

No 50E'Rohini Mawatha,
Singhe Pura, Palawattha,
Baththramulla.

LEGAL CONSULTANT

Mr. Charishan Buddhima Jayathilaka

COMPANY SECRETARY

Mrs.R.A.D.I.K.Karunarathna

AUDITORS

SDM Corporate Accountants

Address - 302A, Kaduwela Road, Thalangama North,

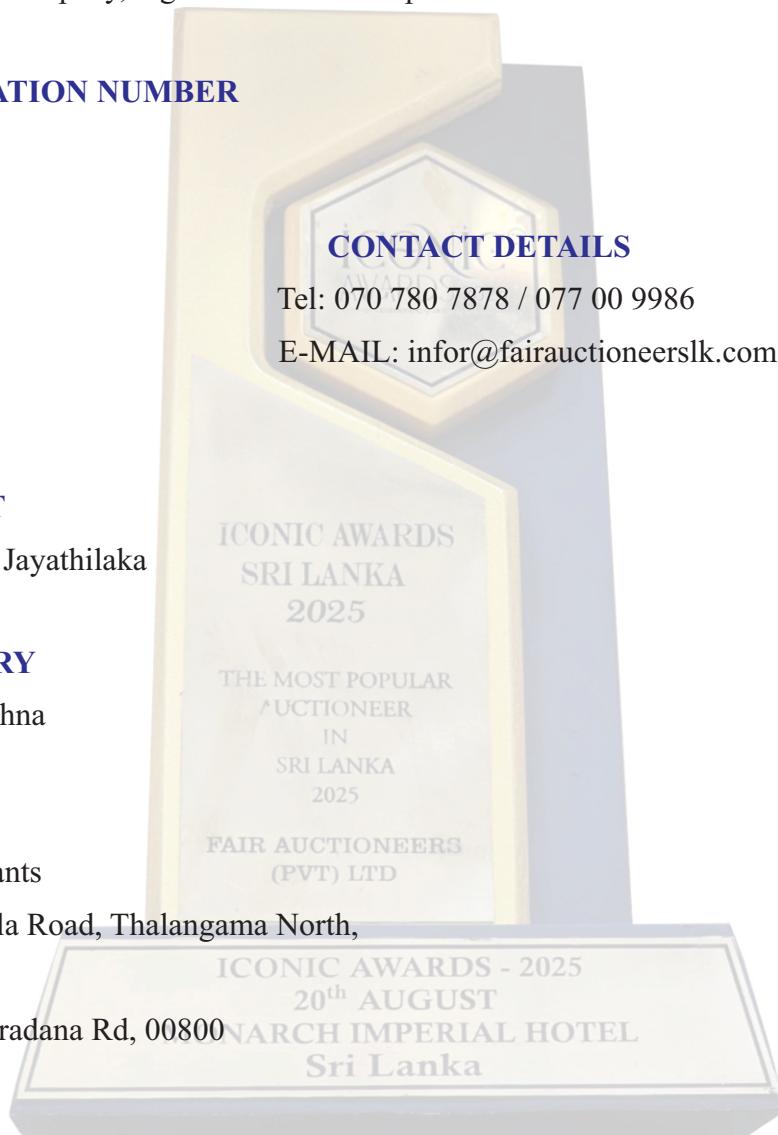
Battaramulla

Head Office - #1043, Maradana Rd, 00800

CONTACT DETAILS

Tel: 070 780 7878 / 077 00 9986

E-MAIL: infor@fairauctioneerslk.com





Welcome to Fair Auctioneers (PVT) LTD

Your Trusted Auction Partner

Company Overview

Founded in 2015, Fair Auctioneers (PVT) LTD, incorporated in 2023, is one of Sri Lanka's leading auction companies specializing in vehicle, real estate, machinery and asset auctions. Our mission is to provide a transparent, fast and cost-effective auction experience for both sellers and buyers.

1. Company Introduction

- Based in the heart of Colombo, Fair Auctioneers (PVT) LTD (PV 00271717) is a premier auction house specializing in Physical and Online Auctions. With years of experience and a commitment to transparency, professionalism, and excellence, we bring together buyers and sellers in a seamless auction environment.
- Whether you are looking to auction vehicles, real estate, art, antiques, or collectibles, we ensure the entire process is hassle-free, efficient, and fair. We combine traditional auctioning practices with modern online technology, providing access to a diverse marketplace that caters to local and international clients.
- At Fair Auctioneers, integrity and trust are at the core of everything we do. Our expert team is dedicated to ensuring that your auction experience is smooth, transparent, and rewarding. Join our growing network of clients and experience auctioning like never before.
- We started operating with general auctions in 2015, and since 2023, we have been properly established as a company by conducting auctions at the regional level, and have expanded our auction activities with the most prestigious group companies in Sri Lanka.
- Apart from the concept of individual auctioneers, which may be questionable one day, We have been awarded the Iconic Award 2025 as the most popular auction company in Sri Lanka as an auction company that leads the way in responsibility.
- Since 2023, we have held successful auctions in 8 out of 9 provinces of the island, and the sales percentage has been maintained at a very high level.
- Since 2024, we have invaded the art of online auctions completely and are still conducting the very successful online auction system.
- Also, from 2023, we have been conducting on-site auctions in parallel with the live auctions, providing maximum convenience to finance companies. We have also successfully introduced an on-site bidding system that allows you to manage the remaining vehicles from the auction and your needs through our website.



Our Vision

"To redefine the auction experience by combining tradition with technology, making auctions accessible, efficient, and rewarding for all."

Our Mission

"Our mission is to deliver transparent, reliable, and innovative auction services that connect buyers and sellers with integrity, efficiency, and trust."

1. Key values (trust, transparency, efficiency).

After ten years of experience with conventional auction methods, we have established ourselves as a private company in 2023 and have taken the auction to a new level in a more systematic and responsible manner.

Since 2023, we have become a pioneer in responsible auctioning by joining hands with the most popular and well-known financial companies and other related institutions. As a result, we have also been awarded the 2025 Iconic Award as the most popular auction company in Sri Lanka in 2025.

Our auctions have been held on time. We have ensured that we maintain the highest level of orderliness, security, and transparency. Accordingly, we were able to conduct the auction with the highest number of buyers in the history of the auction. The percentage of new buyers in each auction has exceeded 50%.

2. Company Details

- Registered name of company. **Fair Auctioneers Pvt Ltd.**
- Year established. **2023**
- Location(s) and contact details. **No 50E' Rohini Mawatha, Singhe Pura, Palawattha, Baththramulla.**
- Legal license/registration numbers. **PV 00271717**

3. Services Offered

Types of auctions (vehicles, real estate, equipment, art, etc.).

Vehicle Auctioning

We specialize in the auctioning of vehicles, including cars, trucks, motorcycles, and more. Our professional auction services ensure a fair and competitive marketplace, helping buyers and sellers achieve optimal results.

Real Estate Auctioning

Our team offers expert real estate auction services, facilitating the sale of residential, commercial, and industrial properties. We provide an efficient and transparent process that attracts qualified buyers, delivering timely and successful property sales.



- **Art & Collectibles**

- ✓ We provide specialized auctioning services for art, antiques, and collectibles, connecting buyers with rare and unique items. Our knowledgeable auctioneers ensure that each piece is presented to its full potential, attracting collectors and investors alike.

- **Furniture & Antiques**

- ✓ Our auction services for furniture and antiques cater to a wide range of items, from vintage furniture to rare collectibles. We help clients find the right audience for their pieces, ensuring competitive bids and the best possible value.

- **Online and live auction facilities.**

- ✓ The ability to conduct a live auction in any province in Sri Lanka.
- ✓ The ability to conduct an online auction by combining all the branches at once.
- ✓ The ability to conduct a live and online auction simultaneously.

- **Valuation & appraisal services.**

- ✓ Our expert Consultation Valuers provide precise asset appraisals, offering valuable insights into the worth of properties, machinery, and personal items. Whether for buying, selling, or insuring, our valuations help you make informed and confident decisions.

- **Marketing & promotion for sellers.**

- ✓ A call campaign for past customers.
- ✓ SMS campaign for past customers.
- ✓ A message regarding the auction will be sent to WhatsApp group with buyers.
- ✓ Video advertisement campaign in social media.
- ✓ A wide campaign will be done in FB with the pictures of the vehicles to be auctioned.
- ✓ A leaflet campaign will be done for selected provinces.
- ✓ A radio campaign will be done for selected areas.
- ✓ A banner will display at the auction place since a week before the auction.

- **Buyer support (financing, bidding guidance).**

- ✓ Inform regarding the auctions.
- ✓ Transparent auction services.
- ✓ 24/7 hotline service.
- ✓ Consulting services before and after the auctions (Renewal of revenue license, RME process, Issues regarding chassis and engine numbers).
- ✓ If there are any unsold vehicles from buyers, they will be sold at a regular auction.



4. Why Choose Us

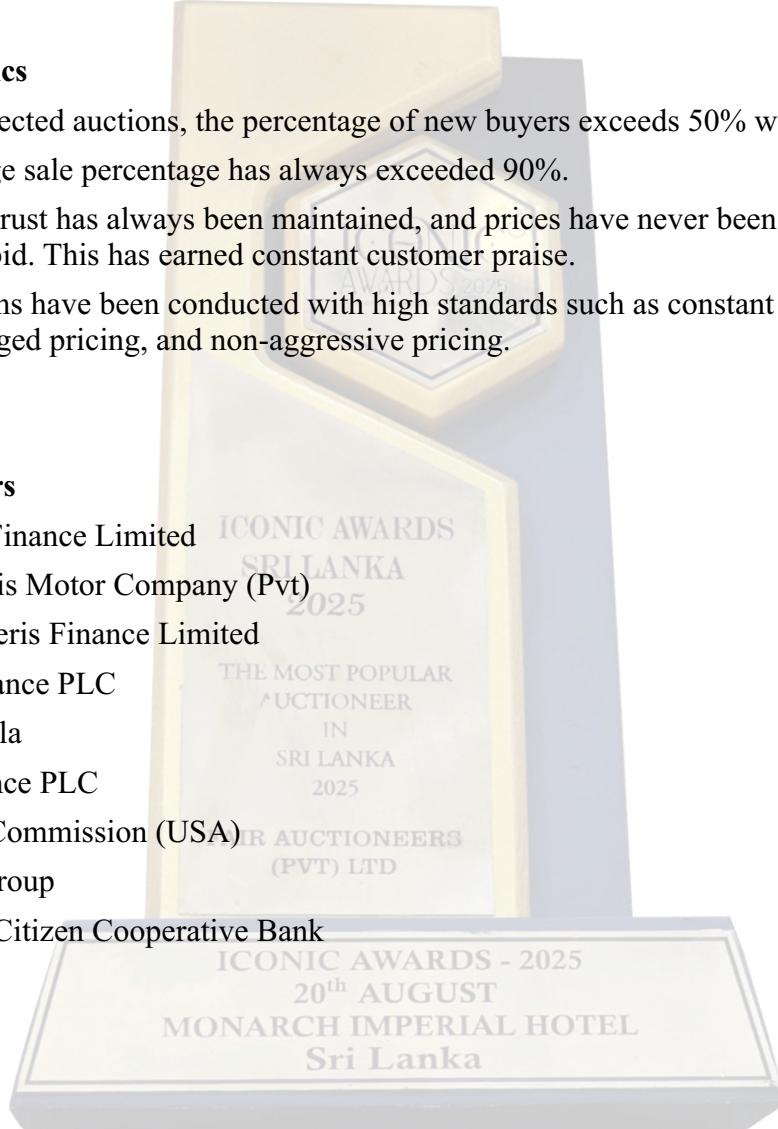
- Physical & Online Auctions: We combine traditional and modern auction platforms for maximum convenience and access.
- Transparency & Trust: Our reputation is built on ethical, transparent, and client-focused service.
- Expert Guidance: Our experienced professionals are always on hand to help you navigate the auction process.
- Wide Buyer & Seller Network: With a global reach, we connect sellers with the most motivated buyers.

Success statistics

- For our selected auctions, the percentage of new buyers exceeds 50% with previous buyers.
- The average sale percentage has always exceeded 90%.
- Customer trust has always been maintained, and prices have never been falsely increased without a bid. This has earned constant customer praise.
- The auctions have been conducted with high standards such as constant competition, non-disadvantaged pricing, and non-aggressive pricing.

5. Clientele / Partners

- Assetline Finance Limited
- David Pieris Motor Company (Pvt)
- Richard Pieris Finance Limited
- Abans Finance PLC
- Riyasakwala
- PMF Finance PLC
- Fulbright Commission (USA)
- Purewin Group
- Sri Lanka Citizen Cooperative Bank





6. Team Introduction



U.S.K. Sudusinghe,
Managing Director
(Chief Auctioneer, Court Commissioner)

Upul Samantha Kumara Sudusinghe has extensive experience in operations and finance management within the microfinance and vehicle sales sectors. As Operations Manager (2018–2023), he supervised microfinance operations across nine branches and the head office, overseeing credit development, cash and cheque banking, and day-to-day financial operations. He managed petty cash, micro agreements, promissory notes, and insurance matters while monitoring temporary receipt books. He also played a pivotal role in supervising repayments, resolving non-performing loan cases, and enhancing the efficiency of the credit department. In addition, he managed all company vehicle yards, oversaw tenders, auctions, and external sales, and introduced online auction platforms to improve sales quality and buyer engagement.

Prior to this, as Assistant Manager – Finance (2011–2018), Upul managed head office and branch cashier operations, supervised petty cash, monitored temporary receipt books, and oversaw company payment processes. He acted as a signatory for cheques, deposits, settlements, and account statements while supporting legal and recovery departments with detailed reports. He was responsible for handling hire purchase and lease portfolios, monitoring direct banking, and providing final figures for vehicle disposals. Additionally, he prepared NPL schedules, computed CBSL provisioning and SLFRS impairments, maintained write-off registers, and contributed as a key member of the tender committee, demonstrating a strong track record of financial control, operational oversight, and strategic decision-making.

With extensive hands-on experience in auction management, has successfully conducted over 200 auctions, showcasing exceptional organizational and leadership abilities. Demonstrates strong communication skills, ensuring clear and effective interactions with clients, bidders, and team members throughout each event. Proven ability to manage complex logistics while maintaining a seamless and professional auction environment.

Skilled in event planning and execution, combining meticulous attention to detail with a results-driven approach. Recognized for fostering client trust and maximizing auction outcomes through strategic oversight, proactive problem-solving, and efficient coordination of all operational aspects. Consistently delivers high-quality auctions that enhance company reputation and client satisfaction.



Ajith Kumara Sudusinghe,
Deputy Chief Auctioneer

Possesses over 25 years of extensive experience in managing advertising and promotional programs, together with more than 10 years of professional expertise as an auctioneer. With extensive hands-on experience in auction management, has successfully conducted over 120 auctions, showcasing exceptional organizational and leadership abilities. Demonstrates strong communication skills, ensuring clear and effective interactions with clients, bidders, and team members throughout each event. Proven ability to manage complex logistics while maintaining a seamless and professional auction environment.



S. Amandi Hansana
Chief Operating Officer

Over the past two years as Chief Operating Officer, you have successfully overseen the strategic and operational functions of the organization, ensuring seamless coordination across departments and driving business growth. You have demonstrated exceptional leadership in managing day-to-day operations, optimizing processes, and implementing effective policies that enhance productivity and efficiency. Your role has required a strong focus on operational excellence, financial oversight, and resource management, all of which you have handled with diligence and strategic insight.

FAIR AUCTIONEERS
(PVT) LTD

In addition to your operational expertise, you have excelled in team leadership, stakeholder communication, and decision-making under pressure. Your ability to align organizational objectives with operational strategies has contributed significantly to achieving company goals and maintaining sustainable growth. With a proven track record of driving performance and fostering a collaborative work environment, you are well-equipped to take on higher-level strategic initiatives and continue making a meaningful impact in executive leadership.



Nalin Rathnayake

Operations Manager.

In addition to strategic expertise, they have a proven record of managing high-performing teams, coordinating cross-functional operations, and executing large-scale promotional events. Their career is marked by a strong ability to combine analytical insights with creative solutions, ensuring both short-term sales objectives and long-term brand positioning are achieved. This extensive experience reflects a rare blend of operational acumen, leadership, and marketing excellence, making them a valuable asset in driving business growth and market impact

With 35 years of extensive experience in marketing, advertising, and trade, they have held key leadership roles including Promotion Manager, Trade Manager, and Marketing Manager. Over the course of their career, they have developed and executed strategic marketing campaigns, driven trade development initiatives, and successfully managed brand promotion activities. Their deep understanding of market dynamics, consumer behavior, and sales strategies has enabled them to consistently deliver measurable growth and strengthen brand presence across multiple sectors.



R.A.D.I.K. Karunarathna,

Company Secretary

Human Resources Manager

Throughout my career, I have demonstrated strong leadership, strategic thinking, and problem-solving skills. I have successfully managed teams, streamlined processes, and contributed to business growth by aligning operational, financial, and compliance objectives with overall organizational goals. Recognized for my professionalism, integrity, and results-oriented

With 20 years of professional experience, I have developed a versatile and comprehensive skill set across multiple sectors. I have spent 12 years excelling in non-finance roles, gaining extensive expertise in operations, administration, and business management. My 5 years in the finance sector have equipped me with strong financial acumen, including budgeting, reporting, and compliance management. Additionally, my 3 years of experience as a Company Secretary have honed my abilities in corporate governance, regulatory compliance, and stakeholder engagement, ensuring organizational adherence to legal and statutory requirements.



1. Past Projects / Success Stories

- Have conducted auction in 8 out of 9 provinces.
- An auction was held with the highest number of buyers (454) in auction history. (17th of May 2025 Richard Pieris Finance Limited, Homagama Galawilawaththa yard)
- Auctioning vehicles from 16 branches simultaneously online and continuing to do each month till today. (Assetline Finance Limited)
- For the time in Sri Lanka, Assetline Finance Limited, David Pieris Motor Company, Abans Finance PLC, Alliance Finance Company PLC and Riyasakwala jointly held a successful series of auctions of company vehicles.
- Within 4 days successfully held 3 auctions in 3 provinces. (Ampara - Assetline Finance Limited, Narahenpita – PMF Finance Limited, Da,bulla Asetline Finance Limited).
- Winning the award for the most popular auction company in Sri Lanka in 2025 in Iconic Awards.
- Vehicles not sold at auction can be bid online on our website.

2. Contact Information

- Phone : 0707807878
- Email : infor@fairauctioneerslk.com
- Website : fairauctioneerslk.com
- Social media : Facebook (Fairauctioneers Pvt Ltd)
- Office address : No 50E'Rohini Mawatha, Singhe Pura, Palawattha, Baththramulla.

3. Visuals

- Logo, photos of auctions, vehicles, events.
- Infographics showing results.

Services We Offer

- Vehicle Auctions (cars, vans, bikes, heavy vehicles)
- Real Estate Auctions (land, houses, commercial property)
- Equipment & Machinery Auctions
- Digital / Online Auctions
- Valuation & Advisory Services
- Vehicle yard management.

Vehicles not sold at auction can be bid online on our websi

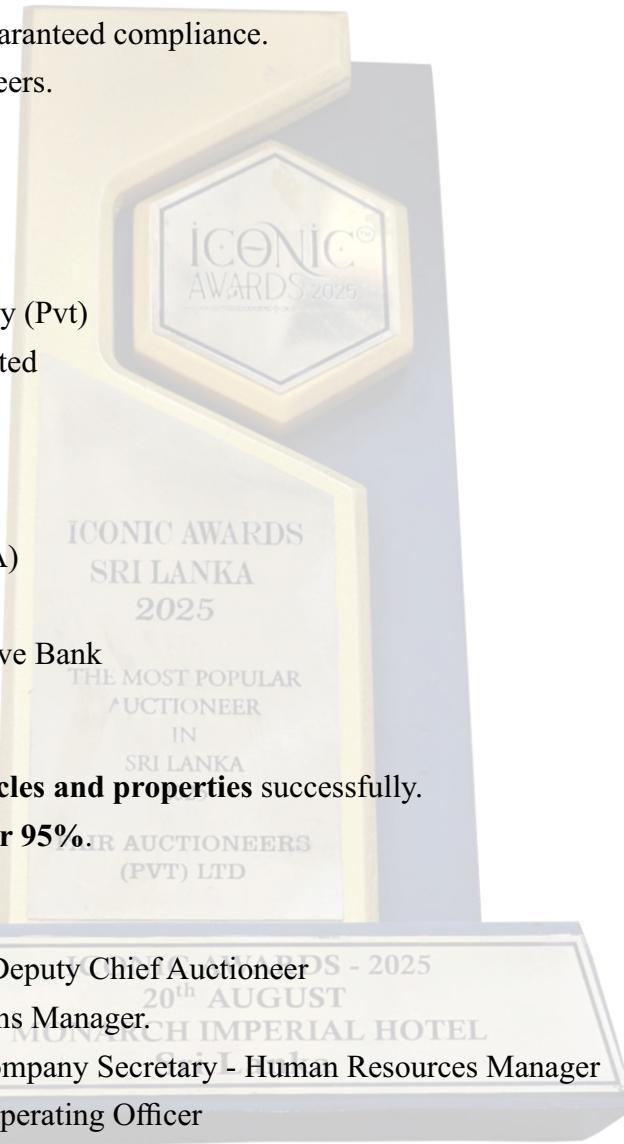


Our Strengths

- Over 10 years of industry experience, Started as a registered company in 2023.
- Strong partnerships with banks, leasing companies, and insurance firms.
- Wide buyer network across Sri Lanka.
- Transparent process with guaranteed compliance.
- Skilled professional auctioneers.

Our key clients

- Assetline Finance Limited
- David Pieris Motor Company (Pvt)
- Richard Pieris Finance Limited
- Abans Finance PLC
- Riyasakwala
- PMF Finance PLC
- Fulbright Commission (USA)
- Purewin Group
- Sri Lanka Citizen Cooperative Bank



Success Highlights

- Auctioned over **16,000 vehicles and properties** successfully.
- Average clearance rate: **Over 95%**.

Management & Team

- Ajith Kumara Sudusinghe, Deputy Chief Auctioneer
- Nalin Rathnayake, Operations Manager.
- R A D I K Karunaratna, Company Secretary - Human Resources Manager
- S Amandi Hansana, Chief Operating Officer
- P P D Appuhami – Non-Executive Director.
- U S K Sudusinghe, Managing Director (Chief Auctioneer, Court Commissioner)





We are committed in delivering transparent, efficient, and result-driven auction services to maximize your returns. If you have any specific

requirements, we would be glad to customize our services accordingly.

Please feel free to contact us at,

Phone no: 070 780 7878 / 077 009 9986

Email: infor@fairauctionnerslk.com FAIR AUCTIONEERS
(PVT) LTD

for further discussion or information. We look forward to working with you.



Sincerely,

A handwritten signature in black ink.

U S K SUDUSINGHE
MANAGING DIRECTOR
FAIR AUCTIONEERS PVT LTD.



Contact Us

Tel : 070 780 7878
077 009 9986

Email: infor@fairauctioneerslk.com

Website: fairauctioneerslk.com

Social Media: [Facebook/ Fairauctioneers Pvt Ltd

Office Address

No 50E 'Rohini Mawatha,
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