



SRI LANKA

SENARO

MOTOR COMPANY (PVT) LTD



COMPANY

PROFILE BROCHURE

THE COMPANY



Senaro Motor Company (Pvt) Ltd is a Sri Lankan automotive pioneer, celebrating its 23th anniversary in 2025. Since its inception in 2003, Senaro has been at the forefront of the Sri Lankan automotive industry, with a focus on innovation, excellence, and customer satisfaction. Senaro's journey began with the import and distribution of motorcycles. Over the years, the company has expanded its portfolio to include a wide range of automobiles, including cars, SUVs, and trucks. Senaro has also established itself as a leading provider of automotive services and solutions.

In a recent milestone, Senaro Motor Company obtained a license from the Sri Lankan government to manufacture and assemble a range of automobiles in Sri Lanka. This is a significant achievement for the company, as it positions Senaro as a key player in the development of the Sri Lankan automotive manufacturing sector.

Senaro's manufacturing and assembly facility is located in Yakkala, Sri Lanka. The facility is equipped with state-of-the-art technology and machinery including first-ever locally made assembling line for motorcycles, and is staffed by a team of highly skilled and experienced engineers and technicians. Senaro's manufacturing and assembly facility is committed to producing high-quality, world-class automobiles to ensure the highest quality and safety of its finished products, Senaro's manufacturing complex is equipped with the only fully automated motorcycle test line in Sri Lanka.

Senaro Motor Company is committed to playing a leading role in the development of the Sri Lankan automotive industry. The company's vision is to create a Sri Lankan automotive brand that is synonymous with quality, reliability, and innovation. Senaro is also committed to supporting the growth of the Sri Lankan economy by reducing of foreign currency outflow, generating jobs and generating export revenue.

Senaro Motor Company is driving the future of Sri Lankan automotive industry.



Vision

To fulfill the desire of every Sri Lankan to own a vehicle and to take the Sri Lankan Automobile Industry to an international level.

Mission

Our motorcycles are built with advanced engineering and rigorous testing to ensure durability, efficiency, and top performance on any terrain.

- Investing in the latest technology and manufacturing processes
- Hiring and developing a skilled and dedicated workforce
- Building strong relationships with our suppliers and partners
- Operating in a socially responsible and environmentally sustainable manner



SLIM Brand
Excellence
2025



National Business
Excellence Awards
(National Chamber of
Commerce of Sri Lanka)



An ISO 9001:2015 Certified



Senaro has so far established its own showrooms in two locations for the convenience of its clients. These showrooms are staffed by amiable and productive salespeople who are available to welcome the customers into our showrooms.

1. The Kottawa showroom.
2. Colombo showroom
3. Gampaha showroom
4. Panadura showroom





Due to world-wide pandemic crisis, like many other organizations, Senaro also had to undergo a difficult hardship. Due to the financial crisis in Sri Lanka, which followed right after the pandemic crisis, the government suspended imports of motor vehicles & motor cycles.

Thinking differently, looking at this situation as a positive opportunity, Senaro decided to manufacture / assemble motorcycles locally under the tag of “Made in Sri Lanka”. That was no easy task at all. Senaro had to obtain a manufacturing license, competing with two other companies which are multi-national giants. Senaro was eventually granted the license to produce three types of motorcycles, a cargo three-wheeler & ATV (All Terrain Vehicle).

This is a major breakthrough for Senaro and for Sri Lanka as well. In an era where the country is looking to develop its local industry and reduce its outflow of foreign currency, Senaro is well-positioned to play a leading role. Senaro's motorcycles are known for their high quality, affordability, and fuel efficiency.

The company's products have quickly become popular among Sri Lankan consumers, and Senaronow has a significant market share in the country. In addition to its domestic sales, Senaro is also exploring foreign markets for its products. The company's goal is to not only save on foreign currency outflow, but also to start earning revenue for the country.

Senaro Motor Company is a shining example of Sri Lankan entrepreneurship and innovation. The company's success is a testament to the hard work and dedication of its employees, as well as the support of the Sri Lankan government.





Senaro's secret to success is its leadership. The company's leaders have deep expertise in the automobile industry, backed by long-term experience & education, international exposure, and strong public relations skills. Their innovative thinking and quick adoption of the latest technologies keep Senaro at the forefront of the industry.

Senaro also attracts and develops skilled and experienced experts in their respective fields. With training and motivation, the company is able to leverage their knowledge and expertise to drive its growth and success.



Mr. Roshana Waduge

MBA, Dip. In Business Management

Founder / Chairman

Mr. Waduge entered in to business at his very early age. Inherited from his generation, automobile business is in his blood. He founded Senaro Motor Company in 2003, 20 years ago. He received his MBA from KEISIE International University, South Korea. During this 23 year journey, he invested on many businesses, mostly being in the automobile field itself. His professional level leadership has played a big roll in leading Senaro to success. He not only founded companies in Sri Lanka but explored many other countries. He has set up a successful business in Japan to cater to vehicle demands from other countries.

Ms. Dhakshina Waduge

Dip. In Business Management

Director

Ms. Waduge is a Diploma holder in Business Management. She is also from a business family and her knowledge and skills are big assets for the company. She also got involved in the business from her younger ages contributing to strengthen up mainly the financial control in the Company

Mr. Mohan Somachandra. Director – Operations

MBA, B Com (Hons)

Mr Mohan Somachandra is a well experienced professional who counts over 15 years of experience in Finance , HR & Administration , Supply Chain Management and Marketing . He is a product of Royal College Colombo. He a Master of Business Administration and Bachelors in Commerce (Hons) from well reputed international universities. Also he has completed a Diploma in Credit Management from Institute of Bankers in Sri Lanka. Mr Somachandra has gained a wide knowledge during his tenor at reputed banks such as Commercial Bank of Ceylon PLC Nations Trust Bank and Union Bank of Colombo PLC prior to join Senaro Motor Company as the Director – Operations. Mr Somachandra is responsible for the entire operations of the company which include Finance, Supply Chain Management, Administration , Sales and Distribution and HR Management .

Mr. Janaka Suriyapperuma. Director – Marketing.

B Sc., CIM - UK, PG Dip in Mktg)

Mr. Suriyapperuma has been in the sales & marketing field for over 26 years. He is a graduate from University of Sri Jayawardanapura and holds a B. Sc. degree In Physical Science. He obtained his professional qualifications from Chartered Institute of Marketing (CIM), UK & earned a post-graduate Diploma in Marketing. He holds another post-graduate Diploma in Sales & Marketing from NIBM. Mr. Suriyapperuma has been in many sectors such as real estate, FMCG, high-tech scientific equipment, service sector, construction etc. and has gained experience & exposure in a wide cross section of all sorts of marketing. In Senaro he is responsible for marketing strategy development, concept development, advertising & promotions, social media & digital marketing, employee training, international marketing etc.



Mr. Suhada Fernando - CFO

Mr. Suhada is a product of St. Joseph's Collage, Colombo. He is a fully qualified Management Accountant from UK and a member of Chartered Institute of Management Accountants. He holds a long carrier track record in many reputed companies such as AMW, Delmage, Jinasena Ltd etc. He served for United Nations and has served international companies such as US based Ingram Micro as head of Finance. Mr. Suhada has gained his finance experience mainly in manufacturing-based companies.

Mr. Romesh Fernando - Manager Sales

Romesh Fernando is an accomplished automobile industry professional with over 23 years of experience in motorcycle sales, strategic management, and stakeholder relationship development. Rising from a Sales Executive to Head of Sales, he played a key role in helping his organization become Sri Lanka's leading motorcycle brand with a 42% market share by 2020. Known for his strong leadership, market insight, and customer-focused approach, Romesh currently oversees sales operations for both two-wheelers and power products. He is also a certified Safety Riding Instructor trained under an international automotive program and contributes actively to promoting safe riding practices nationwide. His expertise spans sales leadership, business development, market analysis, and industry knowledge, earning him a respected position in Sri Lanka's motorcycle sector.

Mr. Chitral Weerasinghe – Manager – Office Admin

Air Commodore (Retd) - usp, BA(def Stud), PG Dip in CR (Colombo) HND in Counseling, MIM(SL) Chitral Weerasinghe Air Commodore (Retd) was a Deputy Director in the Administrative Branch Sri Lanka Air Force Who possessed thirty-three years of service Experience specially in the field of Administration and HR. His tenure in the Air Force backed by a sound academic achievement such as completion of Senior command and staff College at Air War College Pakistan, Management Exposure in Kasetsart University Thailand and Kuala-Lumpur Malaysia. He obtained his Bachelor of Art (Defense) Degree from General Sir John Kothalawala University. PG Dip in CR Colombo and HND in Counselling. He is an Associated Member of the institute of Management of Sri Lanka (IMSL).

Mr. Dilina Hasaranga – Assistant Manager – Factory

Dilina has been a vital part of Senaro for four years, overseeing the overall assembly process of motorcycles. Dilina brings a strong, multi-disciplinary technical foundation to the manufacturing operations, which includes: Computer Engineering & Networking: BSc (Hons) And a BSc (Hons) top-up degree in Networking & Network Security, both from Kingston University, UK. Specialized Technical Training: Possessing a Higher National Diploma in Network Engineering and a Diploma in Software Engineering from ESOF. National Vocational Qualification (NVQ): Certified with NVQ Level 5 and Level 3 in ICT.

Mr. Prasanna Mahagamage - workshop - (Manager-Roshana Motors & Spare Parts)

Mr Prasanna counts over 10 years of experience in the two wheel repair and maintenance. He has completed a Diploma in motor cycle mechanism from Germen Technical College. Mr. Prasanna has been working as a senior mechanic in several leading motor cycle repair work shops and he is capable for A- Z repair of any brand of motor cycles.

Mr. Rajitha Aluthgama – After sales - (Manager After Sales)

Mr Rajitha is a well experienced motor cycle mechanic who has over 20 years of experience in the motor cycle mechanical field . He has worked as a Senior After-sales executive in many motor cycle companies such as TVS Lanka and Ideal two wheelers. Mr Rajitha has completed a Diploma in Motor Cycle Mechanic from National Technical College

Manufacturing Complex



The company's establishment of the motorbike production facility represents yet another significant achievement. Senaro used state-of-the-art, cutting-edge technology to produce a motorcycle assembly line in Sri Lanka, which is the first locally-made assembly line in the country. Senaro's main goal is to ensure the safety of its clients who purchase its products. To accomplish this, the company has established a completely automated motorcycle test line, which is another first and only in Sri Lanka, in order to produce high-quality products.



Product Profile



Senaro commenced production of the Senaro GN125 motorcycle under a government license for motorcycle manufacturing in Sri Lanka. The world-famous GN125 motorcycle is produced and assembled in Sri Lanka using Japanese technology, adhering to the original specs. The final Pre-Delivery Inspection (PDI) procedure uses a high-tech test line, and the high-tech assembling process ensures the quality of the motor cycle. The Senaro GN125 motorcycle is available in two captivating colors: black and red. Senaro gives careful consideration to ensure the comfort and safety of its riders during the manufacturing and quality control processes.

SENARO GN125



Engine Type	Air-cooled - OHC
Engine Operation	4-Stroke
Fuel Delivery Type	Carburetor
Fuel	Petrol
Cylinders	Single Cylinder
Avg Fuel Cons	60 Km / Ltr*
Valves	2
Engine Capacity	124 CC
Maximum Speed	105 Km/Hr
Cooling System	Air Cool
Wheel Base	1,280 mm
Kerb Weight	110 Kg
Ground Clearance	150mm
Starter	Electric (self-start)
Fuel Tank Capacity	11.0L
Wheel Type	Alloy
Tire Size (Tubeless)	Front-2.75-18 Rear - 1.10/90-16
Battery	12V/9.2A
Max Loading	190 Kg
Brake	Front - Disk Rear Drum

- **STYLISH**
- **BUILT TO PERFORM**
- **MAXIMUM RIDING COMFORT**
- **SAFETY GUARANTEED**
- **ECONOMICAL**



COLORS



THE MOTORCYCLE OF SRI LANKA

Product Profile



The newest model in the Senaro product line is the sophisticated automatic scooter, the Click 150i. The Click scooter is loaded with safety and convenience features and is made in Sri Lanka with local value addition. The primary target market for the Senaro Click Scooter is female riders who seek ease, versatility, and fuel efficiency.

CLICK 150i



Engine Operation	4-Stroke
Fuel Delivery Type	PGM - FI
Fuel	Petrol
Cylinders	Single Cylinder
Avg Fuel Cons	55 Km / Ltr*
Valves	2
Engine Capacity	149.6 CC
Battery	12V - 7Ah
Cooling System	Liquid cooled
Wheel Base	1320 mm
Kerb Weight	128 Kg
Ground Clearance	138mm
Starter	Electric (ACG self-start)
Fuel Tank Capacity	8.5L
Wheel Type	Alloy
Tire Size (Tubeless)	Front-90/90 R14 Rear - 120/90-R14
Front Suspension	Telescopic Fork
Rear Suspension	Unit Swing
Brake	Front - Disk Rear Disk

FULL OPTION

COLORS



FULL OPTION SCOOTER IN SRI LANKA

Customer Profile



Senaro motorcycles are sold to a wide range of local market segments. Senaro motorcycles have acquired the trust of customers from a diverse range of social groups due to their exceptional riding comfort and fuel efficiency, making them highly versatile two-wheelers.

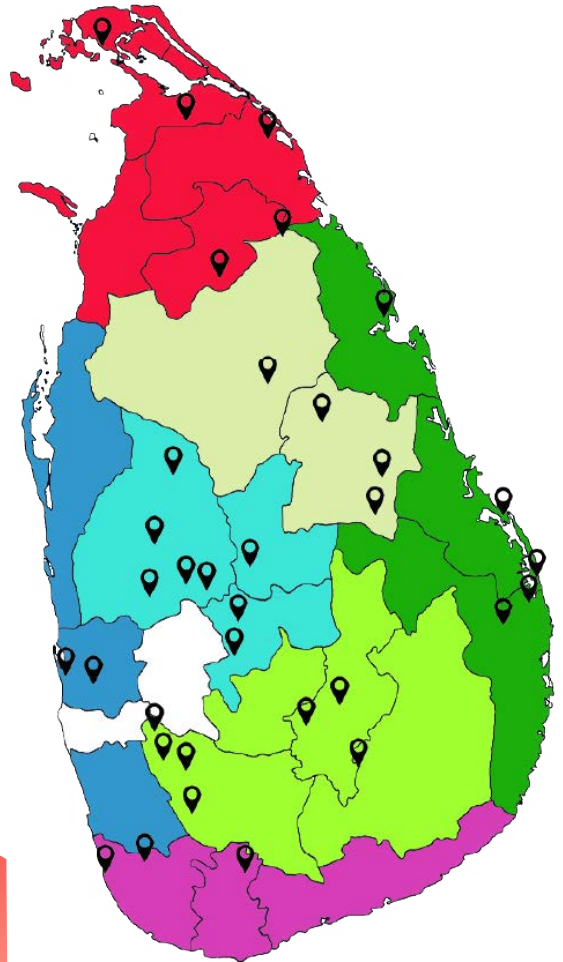
1. Individuals - for household or personal usage
2. The corporate sector, which consists of businesses looking to offer their staff transportation options
3. The government sector, which provides staff members with transportation
4. The use of armed forces to transport employees as a convenient way to get about cities
5. Individual purchases made in groups within certain organizations



The Dealer Network



For the benefit of clients throughout Sri Lanka, Senaro has built a nationwide network of sales and service dealers. Dealer networks are administered by regional sales managers who travel to most remote locations. In order to offer Senaro customers a reliable after-sale services, the service dealer network is crucial. Customers can feel confident that they receive the necessary care, thanks to the widespread service dealer network and plenty of spare parts available throughout the island.



Dealer Showrooms

Global Recognition



Senaro's endeavor to launch an entrepreneurial venture in the face of unfavorable worldwide economic circumstances, such as the decline brought on by COVID-19, was recognized internationally. Senaro was recognized in two categories for the Commonwealth Business

Excellence Awards 2023.

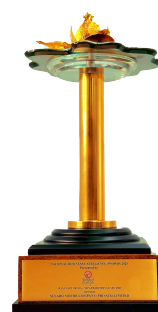
1. Senaro Motor Company received the Best Emerging Enterprise Award.
2. Senaro's Chairman and Founder, Mr. Roshana Waduge, has been named as the Outstanding Young Entrepreneur



Additionally, Senaro was presented a very distinguished honor by Bank of Ceylon, the biggest bank in Sri Lanka. Senaro Chairman received the "Truly Inspirational Young Entrepreneur" award from the bank.



National Business Excellence Awards (NBEA) 2025 - Manufacturing – Non-traditional Sector



National Business
Excellence Awards
(National Chamber of
Commerce of Sri Lanka)

SLIM Brand Excellence award - **SME Local Brand of the Year** and **Best Entrant Brand of the Year**.



SLIM Brand
Excellence
2025



Senaro's most precious resource is its workforce. Senaro has a small but mighty team that does amazing things. A carefully planned hiring process combined with the company's training and motivational support turns applicants into self-driven, passionate, and skilled employees with a strong sense of teamwork.

Senaro regularly conducts on-the-job and external training programs, hires industry experts for trainings, and conducts post-evaluations. Employees are given office costumes to maintain team spirit and to enhance the company's reputation. Senaro frequently hosts staff activities and get-togethers, which allow employees to unwind and enjoy each other's company—sometimes even that of family members. Every employee's birthday is observed in the office as a habit that everyone finds enjoyable.

THE HEART OF *SENARO*



Strong After-Sales Support

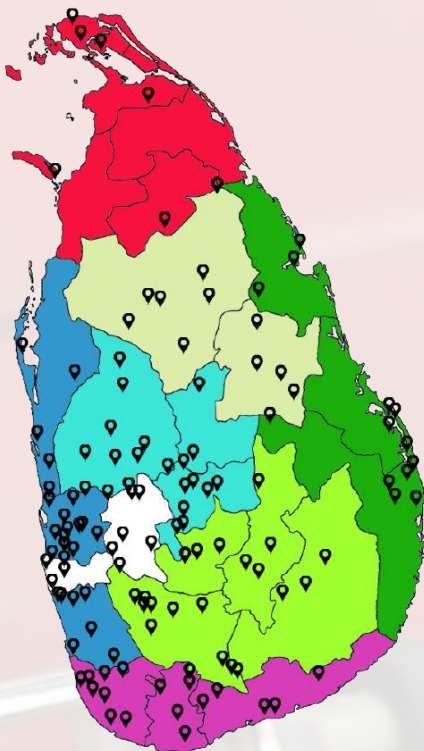


We provide excellent customer service, genuine spare parts, and reliable maintenance to keep your ride smooth and worry-free.

SENARO **SUPER CARE**



Service Dealer Locations





EV - Car

The electric future is here for every family — a stylish, affordable four-wheeled vehicle built to lead Sri Lanka into a new era of EV mobility. Designed with comfort, safety, and everyday practicality in mind, it's where innovation meets family living.

Powering progress with every load — a strong, reliable, and affordable EV truck built to drive Sri Lanka into a new era of sustainable mobility. Designed for heavy-duty performance with efficiency and zero emissions, it's the future of smart transport.



EV - Truck



Cargo Tricycle

A practical solution for everyday business — the cargo tricycle brings affordability, reliability, and eco-friendly power to Sri Lanka's streets. Built for small-scale transport and urban deliveries, it's where convenience meets sustainability.



Redefining urban mobility — a stylish, affordable EV scooter built for the fast-paced life of Sri Lanka. With smart design, zero emissions, and everyday practicality, it's the perfect ride for the modern generation.



EV - Scooter



Dayun Boxter

A blend of power and practicality — the Dayun Boxter is built to deliver durability, comfort, and efficiency for Sri Lanka's roads. Affordable, reliable, and designed for both work and everyday rides, it's a motorcycle that meets every demand.

Experience the thrill of performance — the Dayun 250cc combines power, style, and advanced engineering to bring a bold new ride to Sri Lanka. Built for riders who demand speed, strength, and reliability, it's where adrenaline meets control.



Dayun 250cc



SRI LANKA

Our Departments

Head Office

📍 360/1, Highlevel Road,
Kottawa, Pannipitiya.
✉ info@senarogroup.com
☎ 0772 100 100

Cooperate Office & Showroom

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☎ 0772 200 200

Sales & Marketing Division

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Factory

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Aftercare Division

Spare Parts

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After Care

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THE MOTORCYCLE OF SRI LANKA

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