



# LANGUAGE BUSINESS

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SENA INTERNATIONAL IS AN INTERNET  
MARKETING & TRANSLATION COMPANY  
WHICH PROVIDE A SEO, SEM, SMO, SMM,  
TRANSLATION, WEB DESIGN, DATA ENTRY TO  
ANY SMALL, MEDIUM AND LARGE SIZED  
BUSINESS ACROSS THE GLOBE.

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## **WELCOME FROM OUR FOUNDER & CEO**

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Hello and welcome from Sena International!

We are in the business of Internet Marketing and Languages and jointly participate in making this diverse world a lot simpler to understand.

We at Sena International are driven by the motto 'to deliver quality output in the time committed'. Our printed price list enables us to be fair to all. We do not use our client logos or names to take business and take great care of our company. We always respond to tickets, calls, emails or online chats. We have also added a self-imposed penalty on non-delivery and all these add to our high level of ethics in this business where human frailties are unavoidable.



On behalf of my team, I wish you, the very best years ahead and sincerely hope that through our association, we can build a strong trustworthy business relationship.

I'm keeping my words short hoping they mean more than a soliloquy.

**You are our SENA INTERNATIONAL.**

**Warm affections!**  
**Nandima K. Senaratne.**



## WHAT WE DO



Sena International is an ISO 9001-2015 QMS Certified Company with our head office in Maharagama, Sri Lanka.

Sena International is in the business of internet marketing, translation, transcription, subtitling, content writing, localization, audio dubbing, voiceover, animation and digitizing data. Our projects are received from clients worldwide and then handover to the in-house professionals or native translators. These professionals are carefully selected for their domain specialization and nativity to provide the optimal output.

Over 1000 clients of Sena International provide regular business with an appreciation of our honesty which spans over a decade. Translators like us for our efficiency in payments and good accounting.

When you give us work, do expect good quality output, best prices and the widest range of language pairs offered in the world. Our prices are the best in the world because we didn't outsource to another translation company or vender.



## WHY SENA INTERNATIONAL

Why over 1000 Translation Companies deal with Sena International:

- ✓ **Certification** - An 'ISO 9001-2015' QMS Certified company.
- ✓ **Head Office** - Maharagama, Sri Lanka.
- ✓ **Incorporation** - Private limited Company incorporated in Sri Lanka.
- ✓ **Registration** - Registered in the year 2007.
- ✓ **Pricing** - You can't be overcharged any more. Over 2000 Language pair price list (fair to all and only for translation companies) to compare and instantly give a quotation to your clients.
- ✓ **Responsibility** - 30% Self-imposed penalty for non-delivery.
- ✓ **Client Respect** - We do not publically parade our clients or their logos to get more business.
- ✓ **Resources** - Over 25000 Translator base, 2000 transcription experts, 400 Content writers, 500 voice artists and 40 members in house staff.
- ✓ **Languages** - Translation in over 2200 language pairs, Transcription, content writing, voice over in over 300 languages.
- ✓ **Automation** - Efficiency enhanced through own multi-user, multi-location, online, self-designed CMS portal 'GURU' to manage multiple orders efficiently.
- ✓ **Presence** - We proudly represent M/s. Serendib Heritage Pvt. Ltd., (Sri Lanka) as their sole worldwide distributor.
- ✓ **Worldwide Presence** - Presence in Language centric countries helps improve our services. We have marked our presence in Hong Kong, Canada, Germany, Japan, UAE, Africa, USA, India, and Armenia.
- ✓ **Turnaround** - Sena International handles around 100 new purchase and sale projects each day.
- ✓ **Response Time** - We provide prompt service 24/6 and always respond to the client's queries.
- ✓ **Transparency** - The Price List is published and downloadable with no ambiguity in cost for the client.



**The above qualities have earned Sena International the business trust of more than 1000 international translation companies.**

## SERVICES AT SENA INTERNATIONAL

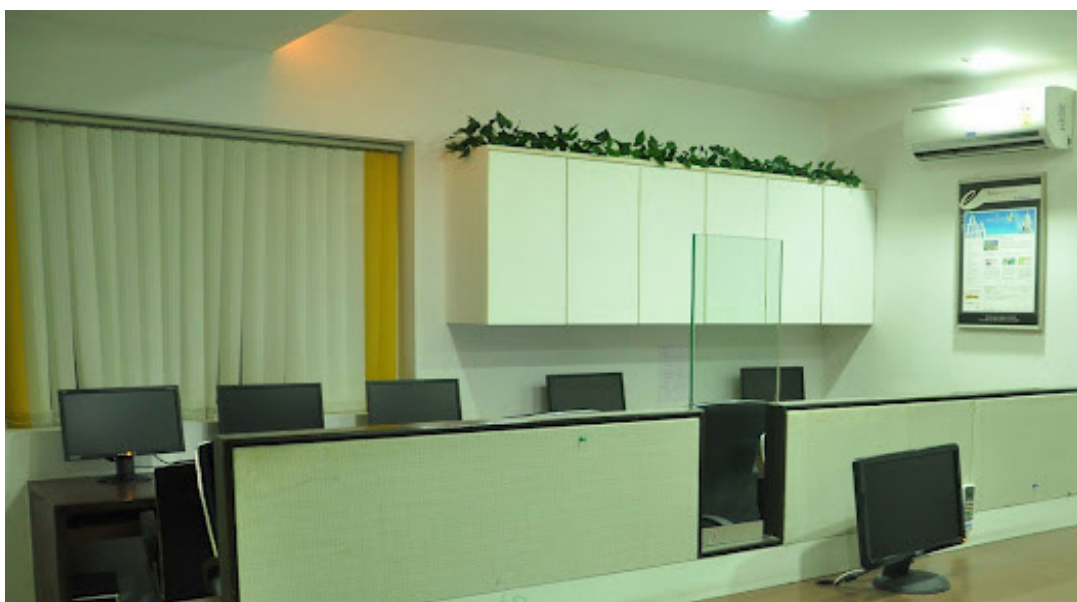
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- ✓ **TRANSLATION** (Text to Text)  
Reading from a document in one language and typing in Word/Excel (soft copy) in another language.
- ✓ **TRANSCRIPTION** (Audio/Video to Text)  
Listening to an audio/video file and typing the text in the same or in any other language.
- ✓ **SUBTITLING** (Video to Text with timelines)  
Watching a video and typing the text with start and end time for each dialogue in the same or another language.
- ✓ **CONTENT WRITING** (Creatively writing text-based on the subject given)  
Based on the topic given by the client, the writer researches and writes text in his or her own words creatively.
- ✓ **VOICE OVER**  
Providing Audio for audiovisual data in another language keeping in mind that the lips sync is as close as possible.
- ✓ **DUBBING**  
Arranging audio artists and providing sound bites keeping in mind the visual and that the audio must be able to be placed in a way that another language must lip-sync as much as possible.
- ✓ **ANIMATION**  
Creating graphic characters and backgrounds, animating them to match a storyline if necessary.
- ✓ **TEXT CONVERSION** (Typing)  
Typing/retyping from pictures or documents into word/excel.



## SERVICES AT SENA INTERNATIONAL

- ✓ **DESIGN** (Change in the presentation)  
Creating and designing any matter to make it look more presentable and appealing for the reader usually done in Corel Draw.
- ✓ **DIGITIZING** (Change of format)  
Conversion of any matter into such a format that is compatible with any required electronic device.
- ✓ **DATA ENTRY** (Placement of text to the database)  
Copying from raw text and arranging on the desired database field.
- ✓ **DATA ARRANGEMENT** (Change in the arrangement)  
Processing large data and arranging it in a manner as desired by a client.
- ✓ **DATA CAPTURE** (Capture data to Index)  
Online/ offline capture of data and indexing if needed.
- ✓ **DATA STORAGE** (Safety of data)  
Data Storage and mining on own or client servers for backup required in the future.



## UNDERSTANDING THE LANGUAGE BUSINESS

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We firmly believe that knowledge of the demographics of the reader is the most essential part to ensure quality results.

**Here are some factors that we keep in mind while handling all our projects:**

**Nativity:** Many people can translate, but local information and knowledge in the use of localized terms become paramount. For example, you cannot write 'Bharat Dwar' in Hindi for 'India Gate' - hence it is important for a translator to have localized information.

**Fonts:** Certain fonts are meant for internet uploads and do not work on Photoshop or Corel Draw. The knowledge about the end use of the translation and font (Unicode or TTF) is very important while translating any document.

**Reader Demographics:** Knowing the target reader of the document to be translated, (their age, purpose, gender, and social class) to bring out the best in a translation project. In most translation projects, some words are best written in English rather than the local language for the general reader. In other cases, a translator must be more precise and the language used should be done accordingly for advanced readers.

**Domain Expertise:** It is natural that a translator who has knowledge in the Medical Domain may not necessarily be able to handle Legal documents. Domain expertise is, therefore, a crucial part in the choice of linguist before assigning a project.

**Accuracy:** In the case of print-worthy translations, a document needs to be proofread and edited (TEP) by an alternate translator in order for it to become perfect. Mistakes and missing text can cause severe printing losses.

## BRICKS AND BATS

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Being an Internet Marketing & Translation Company, we too face embarrassment in certain projects due to reasons below:

**Very short deadlines:** Clients are in a hurry and sometimes an existing translator responds late about not being able to take up the project. We have a database of 25,000 translators, yet sometimes we face this problem.

**Careless translator:** Translators are sometimes in a hurry and miss a few lines. For this, we check up the document to ensure that all paragraphs are matched and are perfect.

**The main translator busy:** Translators are generally freelancers and not totally dependent on one person's work. We have backups, but it does happen at times that the second best was not good enough.

**Time zone delays:** In order to ensure Nativity, we assign projects to translators from across the world which may cause delays due to time zone differences.

**Large projects & division of work:** Normally we don't divide and always prefer using just one translator per project. Grammatical changes occur when multiple resources are used and the consistency in the whole output may be at risk.

**At Sena International, we still find ourselves far ahead in our understanding the client needs, this is why we do about 100 different new projects most days.**



## OUR CLIENTS

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As a company policy, we do not parade our clients in order to get business from new clients. We are proud to say that our clients refer us to other clients. Over 1000 premium translation companies have tried and now trust us for many years, due to our business ethics, savings on purchase management, work quality and pricing.

Here is a general idea of our clients

We represent companies in Hong Kong, Canada, Germany, Japan, UAE, Africa, Myanmar, USA, India and Armenia as sole worldwide representatives.

We get regular projects from the most prestigious departments of the Sri Lankan Government which are highly confidential and sensitive.

Sri Lanka's largest visa management company sends more than 15 documents each day for translation.

We have handled projects for some of the world's largest chains of 5-star hotels.

An international airport reads our translated text in over 40 languages.

We have also been able to translate the world's most-read book in a European language.

The translation of educational books was handled for Sri Lanka's Universities.

Training booklets were translated in many languages for Government Disaster Management.

Many legal documents have been translated for lawyers of the Supreme Court and the High Court of Sri Lanka.

## OUR CLIENTS

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Medical papers translated for Pharmacy companies.

Advertisements, SMS translations and news columns were translated for Satellite News media channels.

Subtitling of many well-known films, documentaries, web series, cartoons, serials were also undertaken.

Sena International has also written training booklets for driving guidelines for the Sri Lankan Ministries.

Hundreds of thousand international projects have been handled by Sena International for the most discerning worldwide clients.

.... and many many more AND WE STILL WON'T USE OUR CLIENTS NAMES



## Our Clients

*Our success is vested in  
our clients' successes.*

## LEGAL INFORMATION

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### Registration Details

Registered as Serendib Heritage Pvt. Ltd., a company incorporated as per the rules of the Government of Sri Lanka.

Registered Address: 33/52, William Alwis Mawatha, Wattegedara, Maharagama, 10280, Sri Lanka.

Registered Number: PV 63450

### CONTACT SENA INTERNATIONAL

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