



AI-THON

26'

Online AI Innovation Challenge by Team
Transformation, Hemas Holdings PLC

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1. Executive Summary

Artificial Intelligence is rapidly transforming how modern organizations operate, make decisions, and deliver value. For large, diversified enterprises, the effective adoption of AI has become a strategic priority for driving innovation, improving operational efficiency, and enhancing customer experiences.

Hemas Holdings PLC has positioned Artificial Intelligence as a key enabler of its enterprise digital transformation journey. Operating across multiple sectors, the organization manages complex business environments where intelligent technologies can generate measurable and sustainable value.

AITHON 2026 is an online Artificial Intelligence innovation challenge designed to connect undergraduate talent with real enterprise problem contexts. The initiative provides a structured platform for students to develop AI-driven solutions addressing practical organizational challenges while gaining exposure to industry expectations, mentorship, and real-world implementation considerations.

Through this program, participants will engage in a guided innovation journey from problem identification and solution design to prototype development and evaluation enabling them to apply technical knowledge in a practical business setting. The competition aims to foster multidisciplinary collaboration, strengthen industry academia engagement, and cultivate future-ready digital talent capable of contributing to enterprise transformation.

By bringing together academia and industry, **AITHON 2026** reflects Hemas Holdings PLC's commitment to advancing innovation, supporting responsible technology adoption, and developing capabilities that contribute to long-term organizational and societal progress.

2. About the Organization

2.1 Overview of Hemas Holdings PLC

Hemas Holdings PLC (www.hemas.com) is one of Sri Lanka's leading diversified conglomerates, publicly listed on the Colombo Stock Exchange and recognized for its strong governance, innovation-driven strategy, and commitment to sustainable growth. With operations spanning healthcare, pharmaceutical distribution, consumer brands, manufacturing, and mobility services, Hemas plays a significant role in supporting the country's economic and social development.

The organization operates with a workforce of over 5,000 employees and manages a portfolio of trusted brands and services that impact millions of consumers and patients annually. Hemas is committed to enriching lives through operational excellence, responsible business practices, and continuous investment in innovation and technology.

As part of its long-term strategic direction, Hemas is actively advancing its digital transformation initiatives, positioning Artificial Intelligence, advanced analytics, and intelligent automation as key drivers of future enterprise capability and value creation.

2.2 Strategic Business Unit Structure

Hemas operates through a structured Strategic Business Unit (SBU) model that enables specialized operations while maintaining centralized governance and strategic alignment.

SBU	Description
Centre of Excellence (Coe) – HHL	Acts as the centralized shared services arm of Hemas Holdings, providing financial management, governance, reporting, and other group-level support functions to all Strategic Business Units (SBUs). The Coe ensures standardization, efficiency, compliance, and strategic alignment across the Hemas Group.
Hemas Pharmaceuticals	Operates the largest pharmaceutical distribution network in Sri Lanka, partnering with multinational companies to supply high-quality medicinal products to over 2,300 pharmacies nationwide.
Hemas Consumer Brands	Manages leading personal care brands such as <i>Kumarika</i> , <i>Clogard</i> , and <i>Velvet</i> , which hold strong positions in Sri Lanka's skin and hair care markets.
Hemas Hospitals	Operates two internationally accredited hospitals in Wattala and Thalawathugoda, delivering high-quality healthcare services and setting benchmarks for suburban healthcare excellence.
Morison Limited	A pharmaceutical manufacturing company with over 70 years of experience, producing trusted products such as <i>Gripe Mixture</i> and <i>Lactocalamine</i> , while maintaining quality standards aligned with WHO guidelines.

Atlas Axillia	A leading provider of school stationery and educational products in Sri Lanka, holding a dominant position in the market.
Mobility	Encompasses Aviation and Maritime services, connecting Sri Lanka to global trade and travel networks. As the General Sales Agent for Emirates, Hemas supports passenger and cargo operations worldwide, while its maritime operations deliver end-to-end logistics solutions.

This diversified structure provides a complex and data-rich enterprise environment where Artificial Intelligence can deliver significant operational, analytical, and strategic value.

3. Program Scope & Objectives

AITHON 2026 is a structured enterprise innovation program designed to enable undergraduate students to apply Artificial Intelligence to real organizational challenges within the Hemas ecosystem. The program provides a guided framework through which participants design, develop, and demonstrate AI-driven solutions that address operational, analytical, and strategic problem contexts.

Participants are expected to translate academic knowledge into practical enterprise solutions that demonstrate technical feasibility, business relevance, and measurable impact. The program emphasizes implementation readiness, responsible technology use, and alignment with real-world organizational needs.

AITHON 2026 is conducted as a national inter-university initiative involving undergraduate students from recognized universities and higher education institutions across Sri Lanka. The program encourages participation from diverse academic disciplines, including Information Technology, Engineering, Data Science, Business, Management, Design, and Analytics, promoting cross-disciplinary collaboration and diverse problem-solving approaches.

The initiative is designed to:

- Enable the practical application of Artificial Intelligence in enterprise environments
- Encourage innovative and data-driven problem-solving
- Support the development of solutions with measurable business or societal value
- Strengthen collaboration between academia and industry
- Develop multidisciplinary capabilities relevant to modern enterprise environments

Through this initiative, participants gain hands-on experience in addressing real-world challenges while organizations benefit from emerging talent and innovative perspectives, fostering meaningful industry–university collaboration.

4. Challenge Tracks

Participants are required to select one primary challenge track that defines the focus area of their solution. While teams may incorporate elements from other tracks, the final solution must remain aligned with the selected primary track.

5.1 Analytics & Consumer Intelligence

Focus: Predictive Insights and Customer Understanding

This track focuses on leveraging data to understand behaviour, identify patterns, and predict future outcomes. Participants are expected to design AI-driven solutions that help organizations make smarter decisions by extracting meaningful insights from data and intelligence-driven processes.

The objective of this track is to move beyond traditional reporting and develop intelligent systems that anticipate trends, understand customer needs, and recommend actionable strategies that support business growth and enhance customer experience.

Solutions in this track may include the development of AI-powered models,

- Predictive analytics and forecasting models, systems, or applications
- Consumer behaviour analysis systems, bots, or applications
- Demand prediction and trend forecasting solutions
- Natural Language Processing (NLP) models or bots for sentiment analysis and customer feedback insights
- Pattern recognition and anomaly detection models or intelligent systems
- Data-driven decision support systems and applications

Participants are encouraged to demonstrate how Artificial Intelligence can transform raw data into strategic intelligence that supports business performance and improves customer engagement.

Core Idea: Using Artificial Intelligence to identify patterns, predict outcomes, and generate actionable insights through intelligent models, systems, and applications.

5.2 D2D (day to day) Corporate Use Cases | AI Powered Automation

Focus: Operational Efficiency and Intelligent Automation

This track focusses on transforming organizational operations through AI-driven automation and intelligent systems, enabling participants to design streamlined digital solutions that replace inefficient manual workflows, enhance productivity, simplify processes, accelerate performance, and support smarter decision-making.

Solutions in this track may explore areas such as:

- workflow automation and process optimization
- Intelligent document processing and classification
- AI-powered virtual assistants for employees

- Logistics and operational optimization
- Quality monitoring and detection systems
- Enterprise knowledge management systems

Participants should demonstrate how AI can enhance organizational efficiency, reduce operational friction, and support smarter workplace environments.

Core Idea: Using AI to improve how businesses function and operate.

5.3 AI Without Limits (Open Arena)

Focus: Reimagining How Organizations Use Artificial Intelligence

This track provides participants with the freedom to explore bold, creative, and transformative applications of Artificial Intelligence within enterprise environments. Teams are encouraged to rethink how AI can redefine organizational operations, decision-making, collaboration, and digital transformation.

Unlike traditional solution categories, this track allows participants to experiment with innovative concepts that may not fit strictly within analytics or automation themes. The emphasis is on forward-thinking, high-impact solutions that can help organizations unlock new possibilities through AI.

Participants are encouraged to design solutions that are imaginative yet practical, demonstrating how Artificial Intelligence can create measurable value while supporting enterprise needs.

Teams are encouraged to think creatively, explore advanced AI capabilities, and design impactful solutions that push the boundaries of enterprise innovation.

Core Idea: Design ambitious and innovative AI solutions that redefine how organizations operate, compete, and grow in the digital era.

5. Competition Structure & Timeline

AITHON 2026 is designed as a structured innovation journey that guides participants through multiple stages of solution development, evaluation, and implementation.

The competition will be conducted across the following phases.

Phase 1 — Registration

The Registration phase marks the official commencement of AITHON 2026. Interested undergraduate students are required to form teams and complete the online registration process within the designated registration period.

All registrations must be submitted on or before **15 March 2026**.

[AITHON 2026 Online Challenge by Hemas Holdings PLC — Official Team Registration](#)

Phase 2 — Orientation & Concept Development

An official online orientation session marks the commencement of the competition. The session provides participating teams with a comprehensive overview of:

- Challenge tracks and problem contexts
- Competition expectations and evaluation criteria
- Submission guidelines and key timelines

Following the orientation, teams enter the concept development phase, where they conceptualize and refine their AI-driven solutions.

Will be an Online Live event and the dates will be shared to the teams later.

Phase 3 — Strategic Concept & Blueprint Submission

The filtering of the elite. Teams must move from abstract ideas to structured technical proposals.

- **Deadline:** Submissions must be uploaded through the official portal on or before **25 March 2026**.
- **Deliverables:** Teams must submit a comprehensive Concept Proposal including the problem statement, technical methodology, high-level architecture, and projected business impact.
- **The Evaluation:** A multidisciplinary panel of Hemas SBU GMs, technical architects, and industry experts will evaluate submissions based on:
 - **Strategic Relevance:** Alignment with Hemas Business Units.
 - **Innovation:** Primal creativity and original AI application.
 - **Feasibility:** Is the blueprint buildable within the current tech stack?
 - **Communication:** Clarity and professional narrative of the proposal.
- **Outcome:** * The **Top Fifteen (15)** teams will be awarded an official **Certificate of Appreciation**.
 - The **Top Six (6)** finalist teams will be selected to advance to the Grand Finale.

Phase 4 — The Primal Build (Remote) & Grand Finale

The transformation from code to functional beast. Finalists unleash their technical potential.

- **The Notification:** Finalists will be officially notified on the evening of **26 March 2026**.
- **Remote Development Window:** From March 26 to April 3, the Final 6 teams will work remotely from their own locations to transform their approved blueprints into functional prototypes or **Minimum Viable Products (MVPs)**.
- **Final MVP Submission:** Completed products must be submitted by **Friday, 03 April 2026**.
- **Final Review:** Judges will review the functional MVPs and select the top three winners by **04 April 2026**.
- **The Grand Finale Ceremony:**
 - **Date:** 05 April 2026 (Sunday).
 - **Venue:** Hemas House, Colombo (On premises).
 - **Activities:** Final winner announcements, high-stakes demos, and the official Award Ceremony.
 - **Recognition:** All participants and certificate winners are invited for the grand gathering and physical certificate distribution.

Revised Strategic Roadmap (Summary)

Date	Milestone	Status
Mar 15	Registration Completion	Reach out
Mar 17	Online Orientation	Live
Mar 25	Phase 3 Concept Submission Deadline Proposal for MVP	Hard Deadline
Mar 26	Finalist Notification (Evening)	The Cut
Mar 27 - Apr 3	Remote MVP Development Window	Beast Mode
Apr 03	Final MVP Submission	Code Freeze
Apr 05	Grand Award Ceremony @ Hemas House	The Finale

Development & Mentorship

Throughout the innovation sprint, each finalist team will be assigned dedicated mentors aligned with their solution focus. Mentors will provide guidance on:

- Business alignment and impact articulation
- Scalability and implementation feasibility
- Risk awareness and governance considerations

This mentorship framework ensures enterprise-level guidance while maintaining full ownership of team innovations.

Final Presentation & Evaluation

At the conclusion of the development sprint, teams will present their solutions to the judging panel.

The evaluation process includes:

- **Video Demonstration** — Functionality and performance of the prototype
- **Formal Presentation** (Slide Deck) Solution design, methodology, and impact
- **Question-and-Answer Session** — Technical and strategic evaluation (will be conducted online if the panel requires some more clarifications)

Solutions will be assessed based on:

- Business Value & Impact - 40%
- Innovation & Originality - 25%
- Feasibility & Execution - 20%
- Presentation & Communication - 15%

Evaluation will not focus on the specific technologies used

Participant Experience & Hospitality on the Awards Ceremony

To ensure a professional and supportive experience, comprehensive hospitality arrangements will be provided throughout the Grand Finale.

All finalist participants will receive:

- Opening ceremony refreshments
- Continuous tea, coffee, and snack stations
- Official certificates of participation and prizes
- AITHON branded T-shirts
- Hemas Gift Items from Sponsors

6. Program Rules & Operational Guidelines

Team Composition

- Each team must consist of 4 undergraduate students.
- All team members must be enrolled in the same university or higher education institution.
- A single university may register multiple teams for the competition.
- Participation is open to all undergraduate students, with 2nd, 3rd, and 4th year students especially encouraged to apply, particularly those who demonstrate the capability to develop industry-ready solutions.
- Teams may include students from different academic disciplines, faculties, or degree programs.
- Teams may also be formed across different academic years or batches, encouraging diverse knowledge and collaboration.

Technology Usage

Participants are encouraged to use appropriate technologies that support innovation, feasibility, and effective solution development. The following guidelines should be followed:

- **Freedom of Technology Choice** – Teams may use any programming languages, frameworks, tools, or platforms that best support their solution.

7. Prize Pool & Opportunities

The total prize for AITHON 2026 is, awarded to:

- Winner - Will be Announced
- 1st Runner-up - Will be Announced
- Best Proposal - Will be Announced

Awards are determined based on final evaluation scores assessed during the Grand Finale.

Recognition & Professional Value

In addition to monetary awards, finalist teams will receive:

- Certificate of appreciation
- Exposure to enterprise-level evaluation standards
- Direct interaction with Hemas leadership and technical experts
- Consideration for future internship or engagement opportunities within the Hemas ecosystem

8. Further Information

Registration Link - [AITHON 2026 Online Challenge by Hemas Holdings PLC — Official Team Registration](#)

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We look forward to your participation in **AITHON 2026**, and to co-creating a powerful showcase of innovation in action. Other processes or departments