



TEA

NEWS LETTER – NO.33

Date: 22.10.2013

SUBJECT : *Basilur Tea wins GOLD for
“Best Export Brand of the year”
for the 2nd consecutive year!*



Since 1970, **SLIM** (Sri Lanka Institute of Marketing) has been promoting marketing excellence and elevating the status of marketing in Sri Lanka. SLIM take pride in being a member of the Asia Marketing Federation, which is affiliated to the World Marketing Association. Leading its way as the National body of marketing in Sri Lanka, SLIM is also member of the Federation of Chamber of Commerce and Industry of Sri Lanka.

SLIM Brand Excellence is a legend which cleaves to the tribute of being the “Only awards ceremony that recognizes and rewards brands in Sri Lanka” today.

Over 100 written submissions/applications are initially shortlisted by the panel. Shortlisted brands then present their success story to the panel at the final round of judging. A total of 62 shortlisted entries representing 48 brands from diverse industries across business battled for supremacy convincing 15 members of the panel.

Basilur Tea Export was the proud receiver of Gold award in 2012 for “Best Export Brand of tea Year” and ‘Most Innovative Brand of the year”.

And this year, **BASILUR** is proud to announce that it has been awarded the “**GOLD**” award for consecutive second year in the “**BEST EXPORT BRAND OF THE YEAR 2013**” category and also a very important and competitive category – “**BEST INNOVATIVE BRAND OF THE YEAR 2013**” Silver award pouncing some of the big names, both local and international in the industry.





Chairman of Basilur Tea Export, Mr. Gamini Abeywickrama
receiving the GOLD award for

“ BEST EXPORT BRAND OF THE YEAR 2013 ”



**The only Tea Brand from Sri Lanka to be recognized this
year with a Gold and a Silver!**

Export Brand of the year 2013

GOLD Basilur Tea Export (Pvt) Ltd
Silver Ceylon Biscuits Ltd (CBL)
Bronze Anverally & Sons (Pvt) Ltd

Basilur
Munchee (biscuits)
Al-Otuor (tea)

Innovative Brand of the year 2013

Gold Convenience Foods (CBL)
SILVER Basilur Tea Export (Pvt) Ltd
Bronze PEO TV

Lanka Soy (Soy products)
Basilur
TV Entertainment



*Hemantha Perera, Director
Marketing of Basilur Tea
Export receiving the Silver award
for
“MOST INNOVATIVE BRAND
OF THE YEAR 2013 “*

It should be noteworthy here that Basilur is in its just 6th year of operations in Sri Lanka (and internationally) as a brand and we are proud of being recognized at the heart of Marketing . Basilur tea is also probably the youngest tea brand ever to be recognized so heavily both locally and internationally.



We also take this opportunity to thank each and every one of our Basilur Tea Family Members overseas, and also local and overseas suppliers of high quality raw materials who are very much a part of this great achievement.