



# Company Profile

EXCLUSIVE PREMIUM QUALITY TEA

# COMPANY PROFILE



*Basilur office & packing facility*

**B**asilur was born in the land which produces the world's finest tea, Sri Lanka. Formerly known as Ceylon, Sri Lanka possesses the perfect climatic and soil conditions to grow this noble herb, which boasts of a 5000 year old history. Each region, each part of this magnificent country adds a unique character and taste, making each leaf of tea more valuable than the other. Basilur Tea Exports, bears the expertise, experience and the knowledge to identify the finest of these fine tea leaves and take it to higher realms by creating the most eclectic blends of tea and use state of the art modern techniques to secure its freshness and quality. Basilur creates unique blends of tea with the most exotic ingredients such as a variety of flavours, natural fruits and herbs, making every tea drinking experience more unique and joyful.

Having identified the need for a niche tea market, Basilur believes in differentiation and innovation. Combining both of these elements, we design some of the most exclusive tea packaging in the world, with the creativity and expertise of our international design team led by Mr. Andrey Mareev. Basilur takes pride in each design of each product which accentuates luxury, finesse and exclusivity. Each product of ours depicts a story of culture, a story of value and a story of a bygone era, modernized to fit today's discerning tea drinkers.

Complying with highest standards, our facilities are FSSC 22000, ISO 22000, Organic USDA/EU and HACCP certified adhering to strict quality controls. The company is registered in the Democratic Socialist Republic of Sri Lanka under the Company act, No.17 of 1982 and assigned the registration No. PV 64769. All tea brands 'BASILUR', 'VAZAR' and 'TIPSON' are registered marks of Basilur Tea Export (Pvt) Ltd.

We possess some of the best state of the art infrastructure in our packing plant located in Colombo, Sri Lanka, which makes it convenient to pack and ship the finest teas within a few days of harvest. The highly skilled and experienced

Basilur team supervises every production line ensuring the exceptional quality is maintained throughout the production process, protecting the natural anti-oxidants and the freshness of the tea leaves. Each tea bag is carefully covered with a foil envelope while the loose leaf tea comes in a foil pouch with a zipper lock ensuring that the freshness is secured right to your tea cup. With over decades of experience, each member of our team is our key strength in producing some of the best blends of tea and adding value to our products as a brand which is unparalleled to any other in the industry. We pride ourselves in being not only exceptional and innovative but our level of integrity always plays a vital role in positioning our brand which carries truly authentic pure Ceylon tea. Basilur tea is sold in some of the most high-end tea boutiques, hyper markets, specialty shops and A-grade super markets in which our brand stands tall and prominent among the others with the exquisite exterior packaging, elevating our product value.



*Dr. Gamini Abeywickrama - Chairman*



*Modern warehouse facilities*

While we believe in exceptional quality and superior packaging. We also believe in consistency and further innovation which will make us the number one choice amongst tea connoisseurs around the globe. Basilur continues its journey to be the most unique and versatile brand in terms of its products and intricately designed exterior. Basilur is not only a fine Sri Lankan product which carries the finest teas on earth but also a distinguished way of life and an epitome of versatility. Over 200 different blends of tea, over 500 delectable products, Basilur! a new beginning of a luxurious lifestyle with the unique experience of the art of drinking Ceylon's finest tea.

Basilur achieves this unique taste and freshness by packing and shipping teas right from where it's grown within a few days of harvesting. Basilur has opened doors to a new art of drinking tea by converting a mere FMCG beverage to a lifestyle, a fashionable gift and a fancy affair. Be it a glorious morning cup of tea to kick start your day, a fashionable afternoon tea or a sensational evening by the moonlight, Basilur has a tea to suite each time of the day, each mood of mind and each desire to fulfill the needs of a diverse clientele in every part of the world. Basilur's packaging and exterior is designed to suite the product it carries and the story each product range depicts, such as The Island of Tea range which is designed in the shape of Sri Lanka, which carries teas from different parts of the country showcasing versatile characteristics and culture and

many more product ranges which unfold a story of its own. Our teas are from different regions of Ceylon and elevations, with unique tastes and characteristics synonymous with each region, some of which is world famous such as Dimbula, Nuwara Eliya and Uva. Most of our teas are some of the most sought after teas in Sri Lanka with the touch of luxury and quality of Basilur.



*Mr. Andrey Mareev - Director*

Within a short period of time Basilur has become one of the most premium and exclusive brands in over 75 countries, winning some of the best accolades locally and internationally such as Sri Lanka Institute of Marketing (SLIM) gold for 'Best Export Brand of the year' in consecutive years 2012 and 2013, SLIM gold for 'Most Innovative Brand of the year 2012', National Chamber of Exporters gold for 'Best Value added brand 2012', 'Top Ten Most Innovative Brands' at SIAL exhibitions in many years, Highest FOB value achiever for value added teas gold award in 2016, 'Most Influential Brands of the year 2012' by China food & wine magazine to name a few. We believe in not only accolades but consumer loyalty, innovation and commitment to quality.



*Modern packing facilities*



*State of the art teabag manufacturing facilities*



*Tea mixing & refining plant*

**WHY BASILUR TEA IS EXCEPTIONAL?**

Basilur brand was created to fill a gap in the tea market where a huge opportunity existed for specialty or gift-type products which could be offered in a completely unique and innovative way.

We offer tea and herbal infusions in high-quality, decorative metal tin caddies with unmatched and unique shapes and artistic designs with exquisite tea blends which are even better than the packaging itself. We achieve a sustainable competitive advantage by delivering benefits that exceed those of other tea products and thus create superior profits for our distributors and for us. This has made us a clear leader in “differentiation”.



*Modern office facilities*

Basilur Tea has simply changed a mere FMCG product into gifting and re-invented the 5000-year old gifting culture with tea!

Therefore, Basilur Tea has chosen

- To be special,
- To be unique in all we do,
- To be more than just a cup of tea,
- To be an exceptional tea experience, and
- To be a leader in differentiation.

**BRAND VALUES**

• “Creativity” stands out to be the core value of our brand Basilur which are strongly supported with ‘quality’, ‘consistency’, ‘luxury’, and ‘integrity.’

- Basilur Tea, an award-winning brand, takes pride in its stylish and innovative presentations that elevates the tea drinking to a premium, exclusive experience.
- Basilur Tea is “both what we want to believe is true and what our actions show to be true about ourselves.”
- It stands among others as ‘unique’ in both taste and packaging – a brand that has a meaning and is not just another package of tea.
- A brand that offers tea in a different approach converting it into a new tea experience.
- We continuously try to create a recognizable, but unique range by adding new products to our portfolio and upgrading the old products to keep the sense of freshness and wonder in our brand.
- Basilur offers its importers and distributors the distinctive advantage of selling a brand that speaks to every special occasion as an unmatched range of products.
- Our brand values are Distinctive, Defensible and Deliverable.

**BRAND MISSION**

“Our Mission is to be the leading brand that offers the finest tea and herbal infusions in the most innovative packaging and fusions in a variety that has consistency, and will elevate the tea drinking to a novel experience by uplifting the lifestyles of our consumers with a cup beyond traditional tea packs.”

**BRAND VISION**

“We want to be the market leader in niche segment of specialty tea and herbal infusions offering highest quality products to our consumers in an ever innovative fashion.”



*Tea Department*

## Destinations where Basilur & Tipson teas are exported (as of September 2018)

<ol style="list-style-type: none"> <li>1. Russia</li> <li>2. Moldova</li> <li>3. Ukraine</li> <li>4. Belorussia</li> <li>5. Latvia</li> <li>6. Czech Republic</li> <li>7. Korea (South)</li> <li>8. USA</li> <li>9. Germany</li> <li>10. Kazakhstan</li> <li>11. Kirgizstan</li> <li>12. Poland</li> <li>13. China</li> <li>14. Estonia</li> <li>15. Lithuania</li> <li>16. Australia</li> <li>17. New Zealand</li> <li>18. Malaysia</li> <li>19. United Arab Emirates</li> <li>20. Canada</li> <li>21. Hong Kong</li> <li>22. Taiwan</li> <li>23. Singapore</li> <li>24. Denmark</li> </ol>	<ol style="list-style-type: none"> <li>25. Portugal</li> <li>26. India</li> <li>27. Colombia</li> <li>28. Uzbekistan</li> <li>29. Romania</li> <li>30. Japan</li> <li>31. Israel</li> <li>32. Saudi Arabia</li> <li>33. Bahrain</li> <li>34. Kuwait</li> <li>35. Switzerland</li> <li>36. Sweden</li> <li>37. Chile</li> <li>38. Thailand</li> <li>39. Italy</li> <li>40. Maldives</li> <li>41. United Kingdom (UK)</li> <li>42. Bulgaria</li> <li>43. Brazil</li> <li>44. Slovak Republic</li> <li>45. Azerbaijan</li> <li>46. Hungary</li> <li>47. Vietnam</li> <li>48. Finland</li> </ol>	<ol style="list-style-type: none"> <li>49. South Africa</li> <li>50. Greece</li> <li>51. France</li> <li>52. Austria</li> <li>53. Turkey</li> <li>54. Trinidad &amp; Tobago</li> <li>55. Norway</li> <li>56. Philippines</li> <li>57. Swaziland</li> <li>58. Zambia</li> <li>59. Botswana</li> <li>60. Zimbabwe</li> <li>61. Cyprus</li> <li>62. Mongolia</li> <li>63. Georgia</li> <li>64. Netherlands</li> <li>65. Qatar</li> <li>66. Indonesia</li> <li>67. Nigeria</li> <li>68. Oman</li> <li>69. Mexico</li> </ol>
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## International & Local recognition



BEST VALUE ADDED  
BRAND 2012  
GOLD AWARD

EXPORT BRAND  
OF THE YEAR 2012  
GOLD AWARD

INNOVATIVE  
BRAND OF THE  
YEAR 2012  
GOLD AWARD

EXPORT BRAND  
OF THE YEAR 2013  
GOLD AWARD

HIGHEST  
FOB VALUE 2016  
GOLD AWARD



Transforming an internationally beloved, 5,000-year old beverage into a sophisticated, premium beverage is an achievement that deserves everyone's keen attention. Basilur Tea is a company that boasts of this remarkable achievement. Located in a land that is historically renowned for its prized tea leaves, Ceylon - now called Sri Lanka - Basilur obtains the choicest tea leaves from the very source of its growth. This treasured raw material is then combined with the strengths of Basilur, which are the highest quality ingredients, unmatched tea blends and innovative, unique designs, to produce an exclusive, premium tea product.

Moving a step further by providing the world's finest tea in a unique and an extraordinary packaging, Basilur Tea Export has earned a name for its innovative and exceptional quality tea products supplied directly from right where the tea is grown, Ceylon.



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EXCLUSIVE PREMIUM QUALITY TEA

BASILUR®