

Anverally Tea Wins Most Outstanding Exporter Of The Year At NCE Export Awards - 2012

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Anverally Tea, enriched with a history in Tea Exporting that runs over a 100 years, won four awards at the recently held 21st Annual NCE Export Awards, 2012. The four awards won include the prestigious Gold Award for the Most Outstanding Exporter of the year 2012, Gold in the Overall Tea Sector, Tea Value Added Export sectors and the Silver Award in the Tea Bulk Exports sector.

Initiated in 1993, the NCE Export Awards are held annually by The National Chamber of Exporters of Sri Lanka to recognise and reward the achievements of the export industry of Sri Lanka. This year a total of 146 applications depicting high standards and quality were received and judged by an expert panel of judges under the criteria of Export Performance, Market/Product Development, Value Addition, Effective Management of Marketing and Capital, Brand Marketing and Innovation. Through all these criteria, which were judged following stringent guidelines, Anverally Tea emerged as a winner, in the Tea Export sector, by taking away the most number of awards.

“This award recognises the dedication and commitment that my team and I have achieved in ensuring that our customers receive the best quality tea at a reasonable price,” said Mohamed Anverally, Chairman - Anverally and Sons relaying his thoughts on the

accomplishment of the company. “In all our tea exports the highest standards are sustained to guarantee that only the premium leaves are used.”

The company exported 17 million kilograms of tea in 2012 and is the second largest Tea Exporter in the Island. Exporting to over 60 countries around the globe, the tea brands of Anverally Tea include Al-otour Tea, Tea 4 U, Bodyline, Taj Tea, Sultan and many others. Armed with a vision to become ‘an international brand for Ceylon tea’ and a mission to create ‘a true blend of excellence in every cup of Anverally Tea’, the company has been able to prove that they are living up to these sentiments through the multiple awards won at NCE Export Awards this year.

“Our company alone contributes nearly five percent to the entire Tea exports of Sri Lanka,” said Viran Constantine, Chief Financial Officer - Anverally and Sons. “This is mainly due to the fact that freshness, taste, and a fusion of distinctive flavours have made us one of the most sought after tea brands.”