Basilur Tea And Tipson Win At SLIM Brand Excellence 2021





Dr. Gamini Abeywickrama, Founder/Chairman, Basilur Tea receiving the Gold award for the “Export Brand of the Year” for Basilur Tea; while Thushari Abeywickrama, Managing Director, Basilur Tea; Rajitha Abeywickrama, Finance Manager, Dilan Madugalle, Regional Manager – International Marketing; Hemantha Perera, Director – Sales and Marketing; Niroshika Perera, Brand Manager; Yeheni Weerakkody, Research Assistant; Rakshitha Hettiarachchi, Executive – Local Sales; and Ransika Weerasinghe, Executive – International Marketing look on.



Rajitha Abeywickrama, Finance Manager, receives the Silver award for “Turnaround Brand of the Year” for Tipson, while Hemantha Perera, Director – Sales and Marketing; and Niroshika Perera, Brand Manager, look on.

Premium Ceylon Tea brand Basilur Tea took home two awards at the SLIM Brand Excellence 2021. Basilur Tea won the Gold award for the “Export Brand of the Year,” and Tipson won the Silver award for “Turnaround Brand of the Year.”

Resonating well with this year’s theme of “Beyond the Next Frontier”, Basilur Tea took up the challenge to claim the title of “Export Brand of the Year.” The renowned tea brand attributes this achievement to its research and development efforts, consistent quality maintenance, a wide variety of premium tea blends, sophisticated packaging designs, and most importantly, the passion and commitment of the

Basilur team.

Tipson, the natural, organic herbal infusions brand of Basilur Tea Exports, within a short time, turned around the challenges faced by the Brand to win the Silver award for the “Turnaround Brand of the Year”. Having established its footprint in the US, Trinidad, Chile, Russia, the UK, and many other parts of the world, the Brand looks to expand further into more untapped global markets. The Brand’s innovative and purpose-driven thinking to promote health and wellbeing across the borders was brought to the spotlight in the 20th edition of SLIM Brand Excellence.

Each year, a jury panel rigorously evaluates and awards Sri Lankan brands for their outstanding efforts across various industries. Since 2010, Basilur Tea has been recognized and awarded multiple times as a leading export brand in Sri Lanka at SLIM Brand Excellence.

Basilur Tea was founded in 2006 by Dr. Gamini Abeywickrama, a seasoned tea taster with decades of experience in tea producing and exporting Ceylon Tea under his belt, and supported by Andrey Mareev, Creative Director, since inception. All Basilur Tea blends and Tipson herbal infusions are produced by meeting stringent quality and hygiene standards while inculcating best industry practices that maximize production standards. Today, Basilur Tea boasts a consumer base from over 85 countries, offering an array of unique products close to 1,000. The company firmly believes that the tea-drinking experience should be an everyday celebration that brings family and friends together.

Basilur Tea currently has 14 boutique shops in four countries.

All Basilur Tea products are available for purchase at three exclusive shops at Liberty Plaza, Colombo City Centre, Riff Hikkaduwa Hotel, and online via basilurtea.com/tipsontea.com.