Basilur Tea Collaborates With Hemas Pharmaceuticals To Launch TIPSON



(L–R): Erandika Hennedige, Director – Business Development and Corporate Affairs, Hemas Pharmaceuticals; Jude Fernando, Managing Director, Hemas Pharmaceuticals; Dr Gamini Abeywickrama, Chairman, Basilur Tea Export; and Hemantha Perera, Director Sales & Marketing, Basilur Tea Export.

Basilur Tea Export partnered with Hemas Pharmaceuticals to distribute TIPSON, an internationally recognized brand in the local market. A premium herbal infusion that has attracted many consumers across the globe, TIPSON has a vast range consisting of Organic Turmeric, Organic Ashwagandha, Organic Avocado, Organic Moringa, Organic Matcha, and Organic Tulsi herbal infusions. Including a functional wellness range with Slim tea, Immune booster, Detox tea, Digestive support, Sleep-well tea, Liver cleanse, and an Organic Beauty tea range, TIPSON is well equipped for all customer wellbeing requirements. Hemas Pharmaceuticals has decided to collaborate in distributing products in the Turmeric, Ashwagandha, and functional wellness categories of the variety of TIPSON products available. Through this partnership, TIPSON is now available in several leading supermarkets in Sri Lanka. Basilur Tea is renowned in multiple international brands across the globe as a premium gifting brand. While Basilur Tea is known for its superior quality Ceylon Tea, unique blends, freshness, and unique branding, TIPSON, on the other hand, is 100 percent natural, organic, and consists of high-quality herbs that enhance the vast amounts of health benefits. Its organic herbal infusions segment focuses on the health and wellbeing of its customers. Founded by Dr. Gamini Abeywickrama, an individual with decades of experience producing and exporting the finest Ceylon tea, Basilur Tea aims to be more than just a beverage but rather a wholesome

experience. Through the partnership with Andrey Mareev, a leading creative director, with some of the best tea designs and concepts are seen in the tea industry, Basilur Tea was conceived. With the highest quality Ceylon tea and unique products carefully developed over a decade of innovation, with cuttingedge technology, creativity, and constant research and development, Basilur Tea aims to personify the luxurious elements of the most premium teas across the globe. Continuous innovations, uniqueness in packaging, and tea blends have positioned Basilur Tea products as an exclusive premium range internationally, resulting in many accolades and awards. Through the years, Hemas Pharmaceuticals has held the position as Sri Lanka’s leading pharmaceutical importer and distributor while becoming one of the most streamlined as well as modernized organizations in the industry with continuous growth over its operations. As such, the collaboration between Basilur Tea and Hemas Pharmaceuticals reflects the expertise of two renowned companies. Inspired by years of research into herbs and fruits’ nutritional and functional benefits, TIPSON creates a unique, flavourful, and overall healthy experience for customers to immerse themselves in. With interest in health, fitness, and wellbeing steadily increasing, TIPSON is the optimum solution for refreshment at any time of the day. Available at Basilur Tea outlets at Liberty Plaza and Colombo City Center, these premium quality products ensure excellence and healing in every sip.