

# Imperial Tea Exports Recognised As The 'Most Outstanding Exporter Of The Year'™



Imperial Tea Exports was awarded the 'Most Outstanding Exporter of the Year' at the 18th National Chamber of Exporters of Sri Lanka (NCE) Awards Ceremony. Imperial Tea Exports also walked away with the award for the 'Best Sri Lankan Brand Exporter' for 2009.

The NCE awards, held every year, identify and reward high performing Sri Lankan exporters, who contribute significantly towards the economic development of the country. Speaking during the awards ceremony, Dr Uditha Liyanage, chairman of the panel of judges, stressed the importance of branding. He also emphasised that one of the aspects considered when selecting the winners was the way in which companies positioned their brands in the international markets.

Commenting on the significance of the award to Imperial Tea Exports, Jayantha Karunaratne, Managing Director of Imperial Tea Exports stated, "this is a neutral and unbiased judgement of our work, which demonstrates the strength and

solidity of Imperial Tea Exports and helps outsiders, especially our buyers, gain more confidence in our brand.”

He went on to explain that the company has recorded exceptional growth and high export value in the past year, despite the difficulties faced in the international markets due to the global recession. Thus, the awards are a reflection of the company’s commitment to build a strong brand identity, backed by a diverse portfolio of tea products coupled with excellent customer service and quality as key drivers of business value additions.

One of the reasons for our applying for the NCE awards was to verify our performance vis-a-vie industry standards, said Deepal Chandrasekera, Chief Marketing Officer of Imperial Tea Exports. The company’s value growth in exports, research and development, brand promotions, productivity, net foreign exchange earned, job creation and new market development were assessed during the evaluation.

Progressing into the future, steps will be taken to ensure the company maintains its high growth, said Deepal. A strategic planning department has been established to develop new measures and increase profitability. The company also aims to diversify its product portfolio reflecting the current global trends and venture into new markets.

