

Top tea exporter Anverally and Sons ends 2022 with two important awards



Teams from Anverally and Sons led by Chairman Mohamed Anverally with the NCE and SLIM Brand Excellence awards won by the company

Anverally and Sons (Pvt) Ltd., a leading exporter of Sri Lankan tea, whose unique blends have captured the attention of connoisseurs worldwide, has ended 2022 on a high note, winning two prestigious awards for export performance and brand excellence.

The 132-year-old company was presented the Silver award in the 'Extra-Large' category at the 2022 Annual Export Awards of the National Chamber of Exporters of Sri Lanka (NCE) and received the Export Brand of the Year – Bronze award at the 2022 Brand Excellence Awards presented by the Sri Lanka Institute of Marketing (SLIM) for its innovative export brand – 'Tea 4U.'

Notably, this was the 10th NCE award won by Anverally and Sons since 2012.

Themed 'Recognising, Inspiring and Strengthening,' the 30th NCE Annual Export Awards honoured exporters who are the frontrunners of the country's economy. The Silver award Anverally & Sons won recognises not only the volume of exports but also the

Company's excellence in other key aspects, such as value additions, entry into new markets, innovation, research and development, brand building, compliance, ethical practices, and CSR activities.

Meanwhile, the SLIM Export Brand of the Year award, recognised 'Tea 4U' as one of the most promising export brands of the year that demonstrated excellence and success in international markets. This was based on the brand processes that drove the target audience to value the brand and its key elements, its performance in the marketplace including customer satisfaction and loyalty, brand awareness and reputation, and business performance, among others.

Incidentally, this is the first win for the 'Tea 4U' brand whose colourful range of refreshing Ceylon iced tea is widely available in local supermarkets too. In 2020, Anverally and Sons' 'Al-Otuor' brand - known for its distinctive Earl Grey flavoured tea -- also won the same title at the SLIM Brand Excellence awards.

Commenting on the company's double win, Anverally and Sons Chairman Mohamed Anverally said, "We have been a consistent winner at the NCE and SLIM awards over the years. Despite the adverse economic conditions that have posed challenges such as difficulties in fulfilling orders due to fuel and power shortages and policy uncertainties, the rising cost of raw materials and other factors such as consumer attitudes towards the prices of tea, we have experienced robust growth in the targeted international markets. These awards recognise our resilience and give us much-needed encouragement to keep moving forward."