

to take the Ceylon tea brand in to niche markets around the world and showed the way. The Dilma revolution has paved way for the new entrants like Lumbini and many more where no one believed that we can brand “CeylonTea” at the highest level in the world tea market and capture the premium sector. Along with this Lumbini has selected **Going global as a strategy for growth.**

Usually the internationalization or expansion of the firm across many foreign markets, is related to psychic distance where the initial entry is to a foreign market which is familiar and closer in terms of psychic distance to the host country, followed by subsequent entries in markets with greater psychic distance. Psychic distance is defined as the "sum of factors preventing the flow of information from and to the market. Examples are differences in language, education, business practices, culture and industrial development". But in the case of Lumbini they have taken a unique approach where the new markets are totally new territories and psychic distance is high like Mexico & Latin American countries.

They have selected exporting to direct buyers and subsequently joint venturing as mechanisms and first JV they have established “Lumbini Tea Valley USA” to promote tea in North & Latin America. Also Lumbini has nurtured a culture where they use education as a tool for promotions by participating exhibitions and tea tasting events all over the world.

This case story is a good example of transformational leadership which drives the innovation within the company and establishment of change management to reach the next level where open innovation has become key instrument of growth with other supporting factors. With the present growth pace and direction Lumbini is in the acceleration stage and ready to be the next big Sri Lankan specialty tea brand in the world.