

appreciations strengthen the sustainability of his change management efforts. While keeping focus on new value added tea varieties and novel branding effort Lumbini keep continuing to tap untapped market where they see a blue ocean without competing on already cluttered markets. The effort of keeping the price point high without compromising the quality and conveying the buyers is done through tea experiencing with tea fares worldwide and participation in the competitions where Lumbini has won numerous accolades under their brand giving them a good exposure. Even though they are going strong in exporting and among the tea exporting companies in Sri Lanka the brand name of “Lumbini “has not come forward much to the general public in Sri Lanka which he decided to do some branding and visibility exercises as well and it has paved way to establish tea centers around the country focusing the tourist and up market tea consumers where the first experience center is establishing in Lumbini factory premises itself. Now they have three customer experiencing tea centers including Ella & Hikkaduwa targeting the tourist and tea lovers where at Deniyaya “Dalu” Tea center can experience their own tea trail and make your own tea cup.

Among the top innovative products “Tea Ring” product, “Jaya-Chakra”, first part from the name of the founder chairman and the latter was derived from the shape. (Chakra is for the shape of ring in Sanskrit) won many accolades in country as well as overseas. Management has granted an immediate cash reward for the innovator of this tea and though he is not working for the company now still pay a royalty fee for him and this has encouraged and with this innovation drive so far employees of Lumbini has come up with 5 innovative patented teas.

By adopting a concept of Vine Yards in France and in European countries they have decided to promote “Lumbini Tea Valley”, with the Lumbini Estate which is situated bordering Sinharaja World Heritage rain forest and special soil condition which gave a unique taste and aroma to the tea. With the prevailing high labor and other cost for production in tea industry it’s impossible to fight with low cost tea producing countries like Vietnam & Kenya. Therefore, the best way to get away from this obstacle is value added tea and high branded teas where we can sell **high price, high quality tea as a strategy**.

Lumbini was the first to export tea direct to a buyer from a tea producing factory. Where the Dilma as a brand have done the brand marketing for Ceylon Tea they also started buying from tea auction and until at the latter stage they went for their own production facilities. Nevertheless, the respect and the gratitude should go to founder of Dilma Mr. Merrill J Fernando, who pioneered