quality. Dilmah challenged this notion and interests lay in sourcing the product from multiple of Single Origin, unblended, tea. Naturally, the for tea and the tea drinker. He wanted to bring acquired brands to multi-origin blends. costs, by changing the content of their newly authenticity and clear statement of origin, notably like sugar, oil or grain. The smaller companies that was discouraged by a marketplace dominated by for its brand a quality niche. went against the flow, it has successfully created commoditisation that came with multinational Merrill J. Fernando had a very different vision market that was driven not by price, but by personal wealth and from revenue from Dilmah. The governmental organisation committed to fulfilling & Cancer Research Foundation in Australia, the think tank on branding and business. McDonald’s Conscience. Medinge is a high-level international Medinge Group’s 2005 T op Brands with a Dilmah is one of the eight global brands in the industry service both domestically and internationally. The Dilmah project that has assembled an archive of over industries and workers to benefit from the added awareness of the finest tea, in order to benefit the industry.

The company has consistently incorporated social (non-tea) ethics into its business model, on the assertion that business is a matter of human needs. The MJF Foundation evidences and supports this assertion. In re-enacting the traditional model of a farmer bringing his produce to market, directly and with a commitment to quality, this represents the finest tea. Its founder believes that if every tea producer had the same opportunity to be first to market, the market would as well as for their countries, industries and workers to benefit from the added margin, this would be much fairer than Fairtrade.

The Dilmah brand was coined by its founder from the first letters of the names of his two sons, Dilhan and Malik.

Dilmah pioneered the concept of tea piloted, packet and branded at origin, right from its very first Single Origin Tea Value addition at the source gives the Dilmah brand a unique strength, reaching the consumer direct and eliminating the need for traders and their profit. Dilhan believes that innovation in tea will influence the long-term sustainability of the entire tea industry not just the sustainability of the Dilmah brand.

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Dilmah’s strategic direction remains unchanged since his inception - quality tea, delivered garden fresh, with authenticity and ethics. Dilmah Tea is offered on board almost 20 international airlines, including Emirates, Singapore Airlines, Bhiday, Qantas and LSG Polish Airlines. The company’s T Bars, offering tea with style and substance in a cocktail bar of tea, offer tea to younger consumers in Holland, Poland, Italy and Thailand.

Promotion
Dilmah is the sponsor of Sri Lanka’s cricket team, both domestically and internationally. The Dilmah Cricket Network celebrates Sri Lankan cricket with real-time updates of match scores, team and player statistics, and features on cricket from some of the world’s leading commentators. In its commitment to the upliftment of the ailing Ceylon Tea industry, Dilmah launched The History of Ceylon Tea as an industry service project, one of the largest single-category

Dilhan and Malik, and it was picked and packed, garden fresh. Dilmah’s first export of tea, as it was grown, was sent to Sri Lanka. As consumers accepted his tea and the tea drinker, he wanted to bring on television commercials and on the product’s package of his message was simple “I am a tea grower. I bring tea fresh, unblended, with a guarantee that it is the finest.” He signed every pack and included a letter that<br>that tradition continues to this day. Today the brand is marketed in over 90 countries around the world.

Product
Take the second most consumed beverage on earth, after water. It has a heritage of 5,000 years, having been a medicine and only then becoming a beverage. Dilmah understands this and therefore pioneered the concepts of unblended tea, and Single Origin. The range of teas offered by Dilmah share this heritage, as they are selected to extend to a wide and varied range including a Premium selection, Gourmet Tea selection, Special Green Teas and Blue teas, always selecting the content oldest and finest garden (garden) boutique tea in 2003, representing the Best Single Region Teas from Ceylon’s four premier tea growing regions, capturing the essence of these regions in four distinctively different terroirs. Dilmah’s direct parallel between tea and wine, taking Watte and fine Ceylon Tea to a new level of sophistication. Single Estate Tea was launched in 2006, extending the significance of this innovation.

In designing its extensive range, Dilmah consumers’ growing awareness of tea, and their growing preference for teas that are unique and different, whilst offering authenticity and quality. Dilmah’s Watte, from Dilmah, introduced to discerning interests lay in sourcing the product from multiple origins, to buy at the lowest possible price, regardless of quality. Dilmah challenged this notion and explained the reasons to tea drinkers. In the process, the brand created a segment of the tea market that was driven not by price, but by quality.

Achievements
Dilmah is one of the eight global brands in the brand, is a family-owned and managed business. Within a few years, he became its Managing Director.

In 2006, over 10,000 underprivileged people in Sri Lanka benefited from over 100 projects, which seek to assist victims of the tsunami, the differently-able, children and women, the elderly and retired workers. It provides for the education and health care of tea estate workers, and is building pre-schools and hospitals which are free of charge for the poor.

The Foundation challenges conventional CSR practice in asserting that business is a matter of human and therefore, that for every business, social service or helping the poor is an act of justice, an obligation, and not an option or an act of charity.

Dilmah’s charity project that has assembled an archive of over charities benefiting underprivileged children, the elderly and the differently-able, including Ronald McDonald House and the Children’s Leukaemia & Cancer Research Foundation in Australia, the Hospice Movement in New Zealand and various child care initiatives in Vietnam and Central Europe. Most significantly, the founder of Dilmah established the MJF Charitable Foundation, a non-governmental organisation committed to fulfilling the social obligations of his family’s companies. The MJF Foundation is funded entirely, by its settlor’s personal wealth and from revenue from Dilmah.