



# Ministry of Plantation

## SRI LANKA TEA BOARD



### FINANCIAL ASSISTANCE FOR CEYLON TEA BRANDS PROMOTION PROJECTS WITH LION LOGO – 2021/2022

Applications are invited from registered tea exporters for consideration of financial assistance under the Brand Promotion Scheme for promotion of Pure Ceylon Tea brands with Lion Logo in selected overseas markets for the year 2021/2022.

#### PRIORITY PRODUCT CATEGORIZATION

1. High Valued specialty teas.
2. Tea Bags
3. Tea Packets (less than 3Kg)
4. Ceylon Tea Brand Own Tea Shops or Houses

#### FOR WHOM

- i. Have contributed to the Promotion Fund.
- ii. Only Sri Lankan owned tea brands which have been registered in Sri Lanka by the Director General, National Intellectual Property Office (NIPO)
- iii. Have demonstrated their ability to implement an international marketing campaign to penetrate new markets, sustain / increase the share in existing markets or recover lost markets;
- iv. Existing brands and new/emerging brands are eligible for application.

**50% matching grant up to a maximum of Rs.50million per brand per year.** (Please refer Scheme Guidelines for more details)

#### HOW TO APPLY

Copies of the guidelines for funding of projects and Brand Marketing Audit format may be obtained from the office of Tea Promotion Division or web: [www.srilankateaboard.lk](http://www.srilankateaboard.lk) should be made separately for each brand in a specific market along with the Brand Marketing Audit duly completed.

The duly completed application forms/Brand Marketing Audit format must be sent to the Director, Tea promotion Division, Sri Lanka Tea Board, 574, Galle Road, Colombo 03 on or before **30<sup>th</sup> September 2021** and scanned copies of the completed application/Brand Marketing Audit will all relevant documents could also be emailed to [manel@pureceylontea.com](mailto:manel@pureceylontea.com) and [nalaka@pureceylontea.com](mailto:nalaka@pureceylontea.com). For the details, please contact Ms. Manel Weerasekara, Assistant Director (Promotion), Email: [manel@pureceylontea.com](mailto:manel@pureceylontea.com) and Mr.Nalaka Sanjeewa, Market Analyst, Email: [nalaka@pureceylontea.com](mailto:nalaka@pureceylontea.com).

**Chairman,  
Sri Lanka Tea Board  
No.574, Galle Road Colombo 03.  
Sri Lanka.**