



THE WORLD'S FAVOURITE  
**CEYLON** TEA SINCE 1890

VOLUME 4 - 2023







# LEADING A *Tea*volution



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Anverally teas have been satisfying millions of tea lovers around the world since its inception in 1890. Over one hundred and thirty years of trust and tradition with continuous improvement and constant innovation has kept Anverally & Sons (Pvt) Ltd in the forefront of the Ceylon Tea industry for more than four generations. At Anverally Tea we pursue the highest quality ingredients in every one of our distinctive tea blends. We blend with purpose, using techniques and modern breakthroughs to give you a truly satisfying tea experience.

# MESSAGE FROM THE CHAIRMAN

A  
R

شاي أنور علي بشكل عام يلبي ملايين من محبي الشاي في جميع أنحاء العالم منذ إنشائها في عام ١٨٩٠، على مدى أكثر من مائة وخمسة وعشرين سنة من الثقة والتقاليد مع التحسين المستمر والابتكار المستمر ، أبقى شركة أنور علي في طليعة صناعة الشاي السيلاوني لأكثر من أربعة أجيال. في شاي أنور علي ، نبحث عن مكونات عالية الجودة في كل واحدة من خلطات الشاي المميزة لدينا. نحن نمزج مع الغرض ، باستخدام التقنيات والاختراقات الحديثة لنقدم لك تجربة شاي مرضية.حقا

C  
H


爱美若丽茶叶有限公司始于1890年满足了全球数以百万计的茶叶爱好者，经过4代人努力和超过130年的创新和对传统茶叶的制作，爱美若丽茶叶有限公司脱颖而出，我们精心挑选每一片茶叶，采用独特的拼配技术和高科技生产工艺，满足客户的对茶叶的青睐。

R  
U

Чай Анвералли с момента своего создания в 1890 г стал любимым чаем миллионов ценителей и любителей настоящего чая во всем мире. В течение вот уже более ста двадцати пяти лет чай "Анвералли энд Санс (Пвт) Лтд" (Anverally & Sons (Pvt) Ltd) остается верен традициям непрерывного совершенствования и постоянного поиска новых идей, чем завоевал непоколебимое доверие и вот уже более четырех поколений сохраняет место в первых рядах чайной промышленности Цейлона. Мы создаем каждый blend чая используя самые новые технологии и современные методики, стараясь преподнести нашему клиенту лучший чай и удовлетворить все потребности.

F  
R  
E

Les thés Anverally ont donné plaisir à des millions d'amateurs de thé dans le monde depuis sa création en 1890. Plus de cent vingt-cinq ans de confiance et de traditions avec une amélioration continue et une innovation constante à permis aux thés Anverally & Sons (Pvt) Ltd. d'être à la tête de l'industrie du thé au Sri Lanka pendant plus de quatre générations. A Anverally Tea, nous sélectionnons les meilleurs ingrédients dans chacun de nos mélanges de thé distinctifs. Nous mélangeons pour une raison, utilisant des avancées technologiques et modernes pour vous faire vivre une expérience de thé très satisfaisante.



Mohamed Anverally

# THE *Beginnings*

In 1864, Shaikh Hebtulabhoy, the first member of the family to arrive in Ceylon from Kutch Mandvi, India founded a business in Pettah within the business hub of Colombo. The family business began as importers of food, in 1882, and developed into a large conglomerate consisting of M S Hebtulabhoy & Company Limited and several other subsidiary companies. He also extended the boundaries of his trade to the Maldives and India via his fleet of vessels. He also invested in real estate and acquired valuable property in Ceylon and India.

On Shaikh Hebtulabhoy's demise, his eldest sons, Moosbhai and Mohamedally carried on the business as a partnership. In 1907, Moosbhai retired from the partnership and transferred his share of the Fourth Cross Street premises to his brothers, Mohamedally, Tyeabally and Abdulhusein. He then went on to start a new business, together with his sons, called "MSH Abdulally & Sons." Shortly after Moosbhai's retirement in 1907, his brothers, Mohamedally, Tyeabally, and Abdulhusein, the remaining partners of the family business which was started by their father, closed down their business and founded another under the name of "M S Hebtulabhoy & Company", at the same location where their father began many years ago. The new company of M S Hebtulabhoy & Company was involved in the import of food and hardware and the export of Ceylon produce.

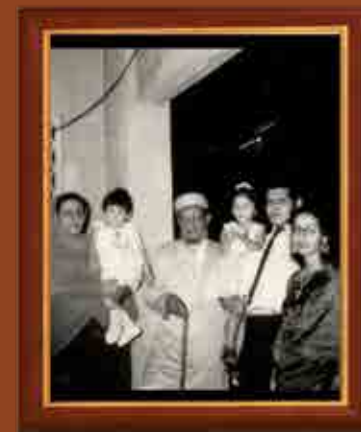
Since the inception of M S Hebtulabhoy & Company, the brothers concentrated on the development of exports and within a short span of time had established themselves successfully in the export of tea and coconut products. Their entry into tea export was remarkable as they were the first Ceylonese company to break into a trade that had been the monopoly of British based companies for more than half a century. Following the excellent lead given by the founders, many years later the Hebtulabhoy family reached commanding heights in the export trade, scoring such achievements as the largest exporter of packeted teas in the private sector and the largest exporter of coconut oil (prior to nationalization of the major source of supply.)

Shortly after the outbreak of WWII, in 1939, the Hebtulabhoy's made a large investment by purchasing the commercial premises known as "Selby Stores" in Grandpass, from The National Bank of India. It was in 1955 that the company moved its head office and export department to Selby Stores. After having traded as a partnership for more than four decades, M S Hebtulabhoy & Company decided, that in order to keep pace with modern business trends they should move to a limited liability company status. One of the new shareholders included Zakiudeen Anverally – grandson of M.S Hebtulabhoy, who was also appointed as a Director thereafter. The history of the Hebtulabhoy's would not be complete without reference to the great fire of June 5 1970, that completely destroyed the main building at the Selby Stores premises. This building housed the offices and rubber stores, and the fire destroyed all the merchandise, furniture, equipment and records that were stored within this location. The family exhibited great resilience and worked together to rebuild the company, taking it to even greater heights. Concurrently, Zakiudeen Anverally started Ceylon Tea and General Mart in Colombo.

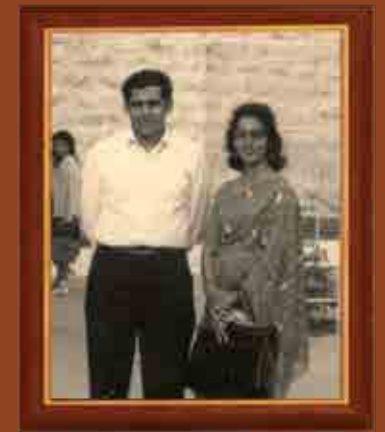
In 1972, he emigrated to the UK with his family where he began Ceylon Tea and General Mart, the business was involved in the areas of tea, garments and hardware. After a successful eleven years in England and on completion of his children's education he returned to Sri Lanka. On his return in 1983, he re-opened Ceylon Tea and General Mart at Union Place.

His son, Mohamed Anverally returned to the island in 1985 after obtaining his B.SC in Computer Science at the University of Kent at Canterbury, and began his apprenticeship at his father's business. Ceylon tea, was Sri Lanka's main export during this time and was one industry Mohamed was passionate about. He learned all aspects of the tea industry including tea tasting, grading, blending, marketing, managerial skills, tea bagging, machinery and packaging amongst others during his time here. Mohamed Anverally was an entrepreneur at heart, he had big dreams and he had a passion to start his own tea business. He was driven to ensuring his great-grand-father's vision to capture the true, unique blend of Ceylon Tea to the world is held true.

In 1992, Mohamed Anverally, registered his own limited liability company, Anverally and Sons (Pvt) Ltd. The business began from his residence at Flower Road with 2 staff members. Anverally and Sons (Pvt) Ltd, marked its first tea export shipment in 1997 to the UAE.



Anverally Family  
3 Generations - 1966



Mr & Ms. Zaki Anverally  
in Egypt - 1961



# ANVERALLY & SONS *Today*

Mohamed Anverally is Chairman and Managing Director of one of the largest tea exporters from Sri Lanka and is a significant contributor to the national economy. Anverally and Sons (Pvt) Ltd has a team of over 200 full time employees and provides direct and indirect employment to over 1000 others, at their factory and warehouses. Its head office is located in Colombo 5, the heart of Colombo and their factory and warehouse consists of over 200,000 square feet of space featuring state of the art machinery. The company exports nearly 20 million kilos of tea annually to over one hundred countries worldwide. They have been awarded with numerous accolades for their contribution to the industry which include the winning the 'Best Tea Supplier' at the Tea and Coffee Global Supplier Awards 2020 UK. The ESQR's Quality Achievements Awards 2021 UAE, Businessworld International Excellence Award 2021 USA. Presidential Export Award 2018/2019 awarded by the Export Development Board of Sri Lanka, Gold Winner- National Chamber of Exporter Award 2020, Bronze Winner- SLIM Brand Excellence Award 2020.

محمد انور علي هو رئيس مجلس الإدارة والعضو المنتدب لواحد من أكبر مصدري الشاي من سريلانكا وهو مساهم كبير في الاقتصاد الوطني. لدى شركة انور علي و اولاده الخاصة المحدودة فريق مكون من أكثر من ٢٠٠ موظف بدوام كامل وتوفر فرص عمل مباشرة وغير مباشرة لأكثر من ١٠٠٠ آخرين في مصانعهم ومستودعاتهم. يقع مكتبها الرئيسي في كولومبو ٥ ، قلب كولومبو ، ويتكون مصنعها ومستودعها من أكثر من ٢٠٠,٠٠٠ قدم مربع من المساحة التي تضم أحدث الآلات. تصدر الشركة ما يقرب من ٢٠ مليون كيلو غرام من الشاي سنوياً إلى أكثر من مائة دولة حول العالم. لقد حصلوا على العديد من الجوائز لمساهماتهم في الصناعة بما في ذلك الفوز بـ "أفضل مورد للشاي" في حفل توزيع جوائز الشاي والقهوة العالمية لعام ٢٠٢٠ في المملكة المتحدة. و جائزة الجمعية الأوروبية لبحوث الجودة عام ٢٠٢١ في الامارات و جائزة التفوق الدولي في عالم الأعمال التجارية عام ٢٠٢١ في الولايات المتحدة الأمريكية و جائزة التصدير الرئاسية لعام ٢٠١٩/٢٠١٨ الممنوحة من قبل مجلس تنمية الصادرات في سريلانكا و جائزة التصدير الذهبية من الغرفة التجارية الوطنية عام ٢٠٢٠ (SLIM) عام ٢٠٢٠ و جائزة التفوق البيرونية لسليم





Mr. M.S. Hebtulabhoy  
1882-1956



Mr. Sh.A.S. Hebtulabhoy  
1893-1968



Mr. T. S. Hebtulabhoy  
1888-1928



Mr. Anverally  
(2nd Generation) 1910-1938



Mr. Zaki Anverally  
(3rd Generation)







**1937 - STANDING:** Noordeen Bhai, Shabbir Bhai (on hand), Anverally Bhai, Fazal Bhai, Moiz Bhai, Noordeen Bhai  
**SEATED:** Kulsum Bai, Banoo Bai, Shaikh Zaki (on lap), Mohamedally Bhai M.S.H., Khatija Bai, Rubab Bai  
**ON GROUND:** Armean Bai, Fatema Bai, Zenab Bai, Akbar Bhai, Masum Bai

# HISTORY OF *Ceylon* TEA



F  
R  
E

C'était en 1824 que les britanniques ont emmené une plante de thé de la Chine vers le Ceylan (à présent le Sri Lanka). Cette plante de thé a été plantée dans les jardins botaniques royaux à Peradeniya et elle est considérée comme la première plante de thé non-commerciale au Sri Lanka.



A  
R

سيلان من الأيام الخالية  
كان يعود إلى عام ١٨٢٤ حيث أحضر  
البريطانيون نبات الشاي من الصين إلى سيلان  
(المعروفة الآن بسريلانكا). وقد زرعت في  
الحدايق النباتية الملكية الواقعة في بيرادينيا  
وتعتبر أول نبات الشاي غير تجارية في سريلانكا.

C  
H

1824年，英国人把茶树从中国带到了  
锡兰（锡兰是斯里兰卡的旧称），生  
长在位于斯里兰卡中部的佩拉德尼亚  
的皇家植物园。



R  
U

В далеком 1824 г англичане привезли чайное дерево из Китая на Цейлон (в настоящее время известный как Шри-Ланка). Чайное дерево было посажено в Королевском ботаническом саду, расположенном в Перадения и считается первым некоммерческим чайным деревом в Шри-Ланке.

Tea was first introduced  
to Sri Lanka

1824

Research into Tea growing  
began at Peradeniya

1839

First small scale  
manufacture began at  
Rothschild Estate

1841

Ceylon's first tea estate  
was born - Loolecondera  
Estate. 20 acres (8 ha)  
of tea was planted here

1867



First sale of  
Loolecondera tea  
in Kandy

1872

1875

The 1st small packages of  
Ceylon Tea were exported  
to England

1883

First public  
auction in Ceylon  
was held

# CEYLON TEA

## Ceylon of days of yore

It was as far back as the year 1824 in which the British brought a tea plant from China to Ceylon (Sri Lanka was formerly known as Ceylon). It was planted at the Royal Botanical Gardens located in Peradeniya and is considered to have been the first non-commercial tea plant in Sri Lanka.



Tea4u brand won the SLIM brand excellence award for Export brand of the Year 2021- 2022 awarded by the Sri Lanka Institute of Marketing



Best Tea Exporter 2021 awarded by the National Chamber of Exporters Sri Lanka





Best Tea Supplier in the Tea & Coffee  
Global Supplier Awards 2019 - 2020







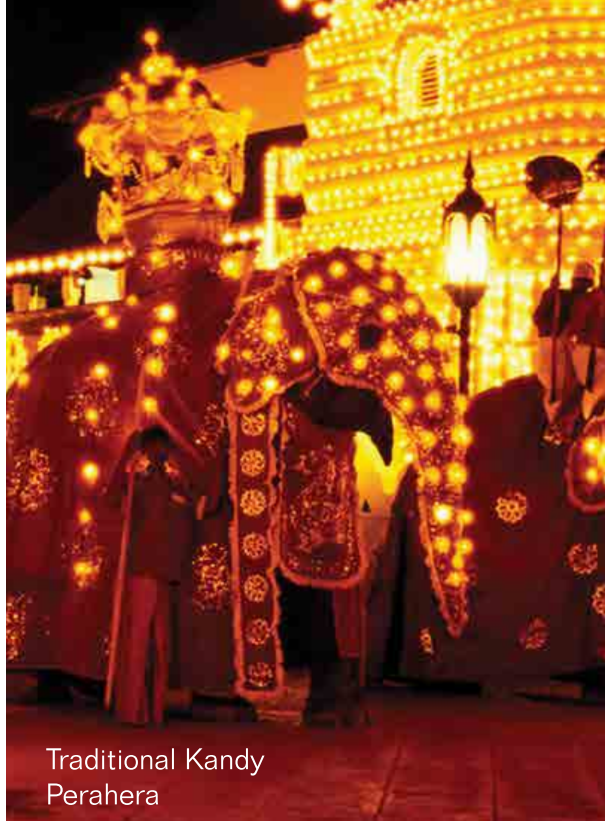
Nuwara Eliya



Sigiriya Rock



Mirissa Beach



Traditional Kandy Perahera



Yala National Park



Train travelling through Ella



Adams Peak



Stilt fisherman in Hikkaduwa



# TEA GROWING *Regions* OF CEYLON



## Nuwara Eliya (High Grown)

Grown at an elevation of approx. 6000 ft above sea level, the tea is referred to as the "Champagne of Ceylon Tea." It has a golden hue and a delicately fragrant flavour.



## Dimbulla (High Grown)

This brew has a golden orange hue and a mild, citrusy flavour which is harvest at an elevation of approx. 5000-6000 ft above sea level.



## Sabaragamuwa (Low Grown)

Grown at an elevation of 2000 ft above sea level. The brew has a hint of sweet caramel which is dark yellowish brown with a reddish tinge.



## Ruhuna (Low Grown)

These plantations are mostly located at sea level. Full bodied and strong with a toasty character.



## Kandy (Medium Grown)

Grown at an elevation of approx. 2000 – 4000 ft above sea level, Kandy was the first region in Sri Lanka in which tea was grown. This brew is strong and intensely full bodied.



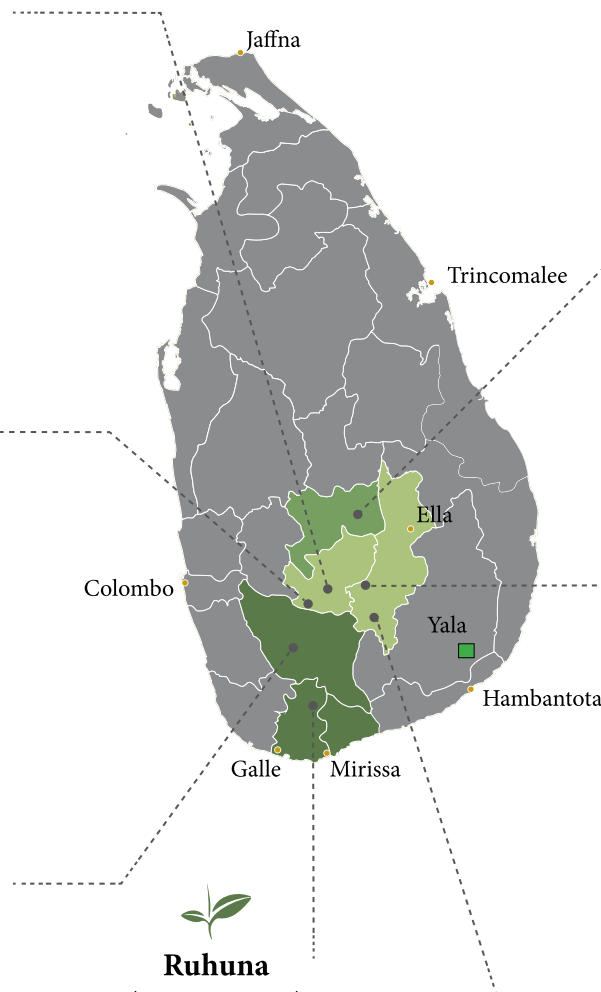
## Uda Pussellawa (High Grown)

An exquisitely tangy brew with a subtle character, this brew is grown at an elevation of approx. 5000-6000 ft above sea level.



## Uva (High and Medium Grown)

Grown at an elevation of approx. 4000 – 6000 ft above sea level, this tea has an unmistakable character and an exotic, aromatic flavour.



High Grown Medium Grown Low Grown

# JOURNEY

*From*

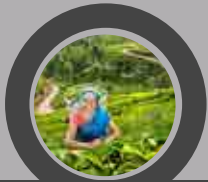
# LEAF TO CUP



Tea Bush



Two leaves  
and a Bud



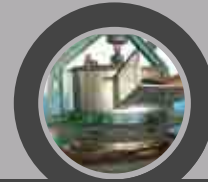
Manual  
Plucking



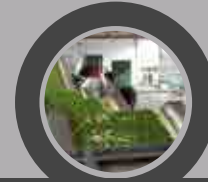
Tea Factory



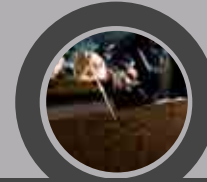
Withering



Orthodox  
Rolling



CTC  
Processing



Fermentation/  
Oxidation



Drying Machine



Tea Sorting of  
Grades



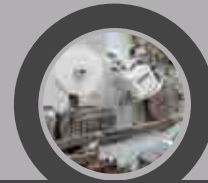
Tea Blending



Tea Tasting



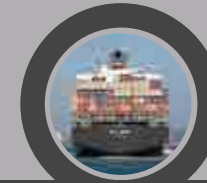
Tea Auction



Tea Bagging  
Machine



Packaging



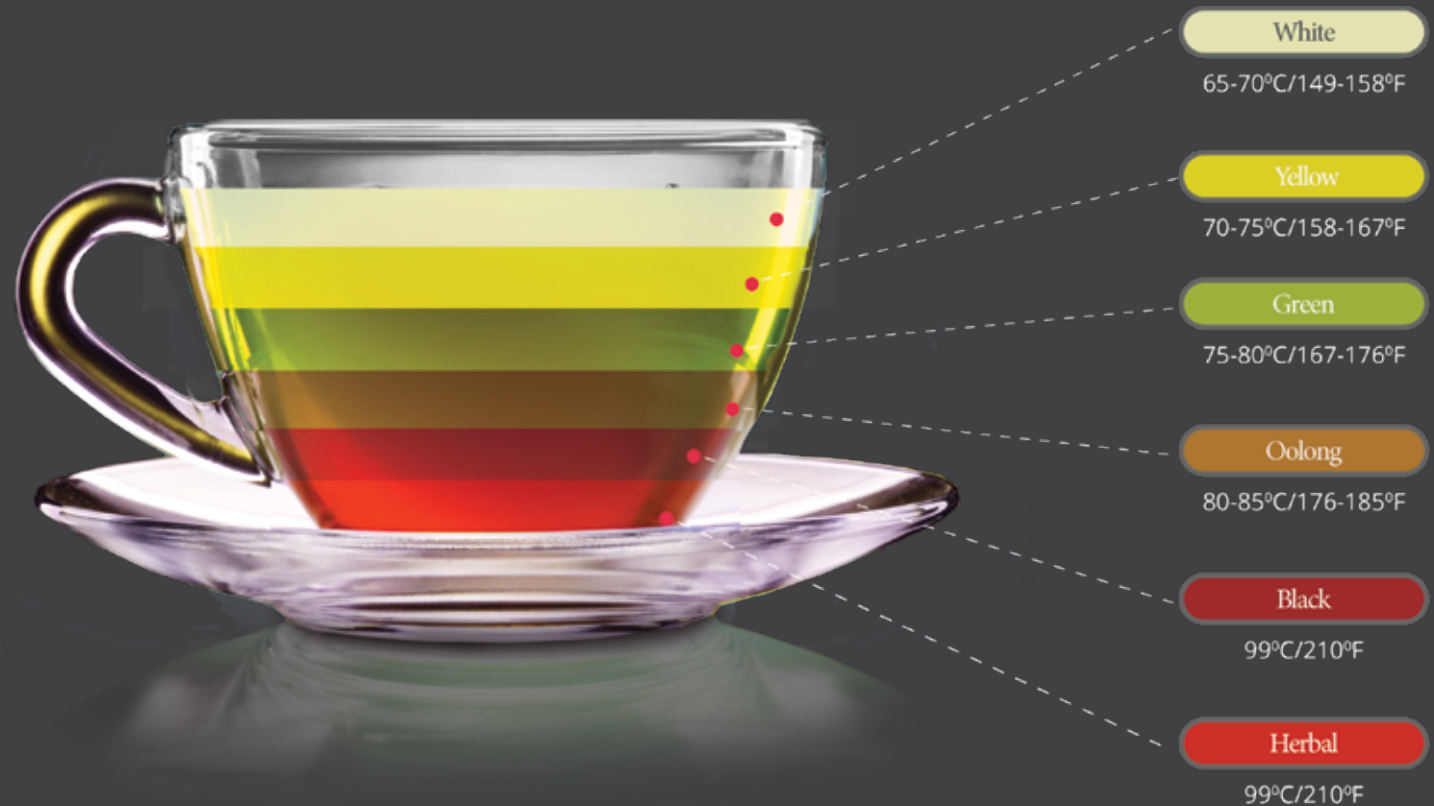
Shipping





# BREWING *Times*

Every type of tea has an optimum water temperature for brewing and a time range for steeping that allows for maximum flavour without bitterness. Generally, young teas like white or green tea should be brewed with lower temperature water so that their delicate flavor compounds are not damaged. Teas that have been fermented, like black or oolong, can withstand more heat and the higher temperatures help extract the complex flavours. Likewise, brewing times for each tea vary. Some teas will get bitter if left to steep too long while others can steep indefinitely. This handy chart will help brew the perfect cup of tea!



A collage of various tea-related items on a white background. It includes several small glass jars containing different types of loose-leaf tea, some with visible flower petals or fruit. There are also two small white bowls, one containing a dark red liquid and the other an orange liquid. Scattered around these are various types of dried tea leaves, some whole and some broken, along with dried flower petals in shades of red, yellow, and blue.

# TYPES *of Tea*

## BLACK TEA

Black tea is allowed to wither, which precedes a process called oxidation (sometimes incorrectly referred to as fermentation) during which water evaporates out of the leaf and the leaf absorbs more oxygen from the air. Black teas usually undergo full oxidation, and the results are the characteristic dark brown and black leaf, the typically more robust and pronounced flavours of black teas, and when brewed appropriately, a higher caffeine content compared to other teas.



## CTC TEA

CTC tea actually refers to a method of processing black tea. Named for the process, "cut, tear, curl" in which black tea leaves are run through a series of cylindrical rollers. The rollers have hundreds of sharp teeth that cut, tear, and curl the leaves. The rollers produce small, hard pellets made of tea. This CTC method is different from standard tea manufacturing, in which the tea leaves are simply rolled into strips. Tea made via this method is called CTC tea



Oolong tea is allowed to undergo partial oxidation. These teas have a caffeine content between that of green teas and black teas. The flavour of oolong teas is typically not as robust as blacks or as subtle as greens, but has its own extremely fragrant and intriguing tones. Oolongs are often compared to the taste and aroma of fresh flowers or fresh fruit.

## OOLONG TEA



## GREEN TEA

Green tea is allowed to wither only slightly after being picked. Then the oxidation process is stopped very quickly by firing (rapidly heating) the leaves. Therefore, when brewed at lower temperatures and for less time, green teas tend to have less caffeine. Greens also tend to produce more subtle flavours with many undertones and accents that connoisseurs treasure.



A delicious tea where water has been infused with other fruits – often dried, but sometimes fresh (like mint). There are many benefits of drinking fruit tea as it contains high levels of antioxidants and vitamins. Fruit tea provides a fresh and revitalising beverage and can be served both hot or cold. There is no added sugar, as all the sweetness comes from the natural sugars contained in the fruits. Refreshing and full of flavour they create wonderful aromas too. They are both relaxing and enlivening, depending on the time of day, your mood and your choice of infusion.

## FRUIT TEA



## HERBAL TEA

Herbal Tea is not officially a tea, as it does not derive from the *Camellia sinensis* plant, but is instead an infusion or blend of leaves, fruits, bark, roots, or flowers. Herbal teas have been around as long as time, with our ancient ancestors making infusions of the plants, roots, and herbs they saw around them. This practice continues today with the use of herbal teas to support a healthy mind and body. The health benefit of the tea is dependent on the plant, root, or herb being used.



White tea is known to be one of the most delicate tea varieties because it is minimally processed. White tea is harvested before the tea plant's leaves open fully. This is when the young buds are still covered by fine white hairs, hence the name "white" tea. These buds and unfurled leaves from the newest growth on the tea plant are handpicked and then quickly and meticulously dried, so the leaves are not allowed to oxidize as long as leaves plucked for green or black tea production. This minimal processing and low oxidation results in some of the most delicate and freshest tea available.

## WHITE TEA





# BRANDS

## That SHINE

Committed to offering a unique product, Mohamed Anverally developed eleven brands encapsulating the regional preferences of tea - Anverally, Al-Otuor, Sultan, Tea4u-Ceylon Iced Tea, Revna, Taj, Royal London Bus, Budgerigar, Big Tiger, COCO by Anverally, Elephant Tea, Salman, Salen, Teanaver, ATG and Royal Stallion. These special tea blends cater to the varying palate of the tea enthusiasts worldwide.

AR

إلتزاما بتقديم منتج فريد من نوعه ، طور محمد أنور علي ١١ علامة تجارية تغطي التفضيلات الإقليمية للشاي - أنور علي ، العطور ، سلطان، تي فور يو، الشاي المثلج السيلاني، ريفنا، تاج، رويال لندن باص، البلابل، النمر الكبير، كوكو من أنور علي، شاي الفيل ، سلمان ، سلين ، تيانافير ، إيه تي جي ورويال ستاليون. هذه التوليفات الخاصة من الشاي تلبي الأذواق المتنوعة لعشاق الشاي في جميع أنحاء العالم.

CH

为了细分市场，默罕默德·爱美若丽创建了11个品牌来满足不同客户的要求，他们分别是：tea- Anverally, Al-Otuor, Sultan, Tea4u-Ceylon Iced Tea, Revna, Taj, Royal London Bus, Budgerigar, Big Tiger, COCO by Anverally, Elephant Tea, Salman, Salen, Teanaver, ATG and Royal Stallion.







R  
U

Всегда стремясь к созданию уникального чая Мохамед Анвералли разработал одиннадцать брендов, которые отражают истинные качества и традиции различных регионов: Анвералли (Anverally), Аль-Отуор (Al-Otuor), Султан (Sultan), Ти ФоЮ (Tea 4U), Ревна (Revna), Тадж (Taj), Роял Лондон Бас (Royal London Bus), Баджеригар (Badgerigar), Биг Тайгер (Big Tiger), Ти-ФоЮ – Цейлонский чай со льдом (Tea 4U Ceylon Iced Tea) COCO by Anverally (COCO от Anverally), Elephant Tea (Слоновый чай), Salman (Салман), Salen (Сален), Teanaver (Теанавер), ATG и Роял Сталлион (Royal Stallion). Эти особые бренды удовлетворят самые разнообразные вкусы ценителей настоящего чая в каждом уголке мира.

F  
R  
E

L'engagement pour offrir un produit unique, Mohamed Anverally a développé 11 marques englobant les préférences régionales de thé-Anverally, Al-Otuor, Sultan, Tea4u-Ceylon Iced Tea, Revna, Taj, Royal London Bus, Budgerigar, Big Tiger, COCO by Anverally, Elephant Tea, Salman, Salen, Teanaver, ATG and Royal Stallion. Ces mélanges de thés spéciaux satisferont les saveurs variées des amateurs de thé dans le monde.





## Meaningful Moments of Connections لحظات ذات مغزى من التواصل

The flagship brand, Anverally Tea is renowned for its unmistakable freshness and strong taste. Only the finest tea leaves from the best tea plantations in Ceylon go into every cup of Anverally Tea, guaranteeing the perfect cup with every sip.

AR  
العلامة التجارية الرائدة شاي أنور علي مشهورة بنضارته الجلية و مذاقه القوي. فقط أروع أوراق الشاي من أفضل مزارع الشاي في سريلانكا تدخل في كل كوب من شاي أنور علي ، مما يضمن الحصول على كوب مثالي مع كل رشفة.



Ceylon Black Tea PEKOE 450g Loose Tea



2g x 25 Naked Tea Bags = 50g





CH

公司的代表品牌，以茶叶新鲜和口味浓厚著名，选自著名茶叶的高品质茶叶，让你对每一片茶叶回味无穷

FRE

Thé Anverally, marque principale, est très connu pour sa fraîcheur unique et son goût fort. Seulement les meilleures feuilles de thé provenant des meilleures plantations au Sri Lanka sont utilisées dans la fabrication du thé Anverally, produisant le parfait goût du thé dans chaque gorgée.



RU

Чай Анвералли является нашим фирменным брендом и славится своей истинной свежестью и замечательным вкусом. Каждая чашка чая Анвералли состоит только из самых лучших чайных листьев, собранных с лучших плантаций Шри-Ланки, где каждый глоток чая – это само совершенство вкуса.







## THE FINEST PREMIUM EARL GREY TEA

Al-Otuor continues to be the market-leader in the Middle East reaffirming the fact that the best tea comes from Sri Lanka. This brand gives you the best Earl Grey flavoured tea, which is a Middle Easterner's most preferred drink, right throughout the day.

Loose Tea Pouch 200g  
Pure Ceylon FBOP with Earl Grey  
Flavour and Blue Corn Flower Petals

Loose Tea Pouch 80g  
Special Blend of FBOP

Orange Pekoe 1 (OP1) Earl Grey 200g  
Loose Tea Pet Bottle





AR

لا يزال "العتور" رائدة السوق في منطقة الشرق الأوسط ويعيد تأكيد حقيقة أن أفضل أنواع الشاي تأتي من سريلانكا. هذه العلامة التجارية تعطيكم أفضل شاي إيرل جراي المنكه ، وهو المشروب المفضل في الشرق الأوسط ، على مدار اليوم

CH

在中东市场家喻户晓，以伯爵茶为代表作，成为中东市场家庭的必备品。

RU

Чай Аль-Отуор продолжает быть лидером рынка на Ближнем Востоке, что вновь подтверждает тот факт, что лучший чай в мире – это чай из Шри-Ланки. Этот бренд славится лучшим ароматизированным чаем Эрл Грей, который является наиболее предпочтительным напитком на Ближнем Востоке на протяжении всего дня.

FRE

Al-Otour continue à être le leader dans le marché du moyen orient réaffirmant le fait que le meilleur thé est de provenance Sri-lankaise. Cette marque vous offre le meilleur du thé parfumé Earl Grey, qui est la boisson préférée des habitants du moyen orient, à tout moment de la journée.

Ceylon Flowery Broken Orange Pekoe (FBOP) Earl Grey - 400g Loose Tea



Cardamom Orange Pekoe 1 (OP1) 200g Loose Tea



Ceylon FBOP Earl Grey - 80g Loose Tea Pouch



Broken Orange Pekoe Fannings (BOPF) Earl Grey  
2g x 110 Tea Bags = 220g







## A COLLECTION OF LUXURIOUS BLENDS

Blended to perfection, Tea4u consists of over a hundred different varieties and is one of the most sought after brands across the world. The brand also offers seasonal blends, and is constantly sourcing, innovating, expanding and refining the collection to bring you fresh flavours.

A  
R

ممزوج إلى الكمال ، يتكون تي 4 يو من أكثر من مائة نوع مختلف وهو واحد من أكثر العلامات التجارية المرغوبة في جميع أنحاء العالم. تقدم العلامة التجارية أيضًا توليفات موسمية ، وهي تبحث باستمرار و تبتكر و توسع و تقوم بتحسين المجموعات المختارة لجلب نكهات جديدة لأجلك ، وتنقية المجموعة لتجلب لك نكهات جديدة

C  
H

公司的高端品牌，全球市场的主推品牌，超过100多种的调味茶，让客户品尝创新，独特的调味体验。

2g x 100 Foil Envelope Tea Bags = 200g

English Breakfast 125g Loose Tea





R  
U

чай Ти ФоЮ, это особый бренд, который состоит из более чем 100 различных видов чая и является одной из самых востребованных марок чая в мире. Чай Ти ФоЮ включает широкий ассортимент blends на каждый сезон и отличается разнообразными вкусовыми оттенками, постоянной инновацией и непрерывным совершенствованием коллекции, чтобы предоставить ценителям чая новые ощущения.

F  
R  
E

Mélangé à la perfection, Tea4U consiste de plusieurs variétés différentes et c'est l'une des marques les plus prisées dans le monde. La marque offre des mélanges saisonniers et la collection est constamment approvisionnée, innovée, développée et raffinée pour vous offrir les saveurs exceptionnelles.

1.2g x 25 Foil Envelope Tea Bags = 30g



Ceylon Golden Tips Tin 75g Loose Tea



2g x 20 Pyramid Tea Bags = 40g



2g x 25 Foil Envelope Tea Bags = 50g







# revna

CEYLON TEA

**WELLNESS  
BLENDS FOR  
EVERY  
LIFESTYLE**

A creation of luxurious tea blends rich in flavour and therapeutic goodness, aesthetically complementing today's fast-paced lifestyle. Each tea has its own distinctive character; the only thing you will find the same is their unrivalled quality.

AR

مزيج من الشاي الفاخر غني بالنكهة والفوائد العلاجية ،  
ويكمل جماليا أسلوب الحياة سريع الخطى اليوم. كل شاي  
له طابعه المميز. الشيء الوحيد الذي ستجده هو نفس  
جودتها التي لا تضاهى.

CH

لuxe, seasoning, health, keeping pace with  
development rhythm, every tea is unique.

Loose Tea = 150g



2g x 15 Pyramid Tea Bags = 30g





RU

чай Ревна, это роскошные чайные смеси, богатые ароматом и обладающие лечебными свойствами, которые эстетически дополняют современный ритм жизни. Каждый чай имеет свой особый характер; единственное, что вы найдете общим, это их непревзойденное качество.

FRE

Une creation de mélanges de thés riche en saveur et des effets thérapeutiques, il convient parfaitement le rythme de vie rapide d'aujourd'hui. Chaque thé possède des caractéristiques uniques ; le seul point commun entre ces thés est leur qualité exceptionnelle.



Loose Tea = 150g

2g x 15 Pyramid Tea Bags = 30g

Loose Tea = 150g





*Happiness in a cup*



2g x 25+3 Naked Tea Bags = 56g

Loose Black Tea 200g



The Sultan brand has become a firm favourite primarily in the African region for over a decade. Enjoy a premium tea experience with a select blend of black tea, green tea and fruit flavoured tea with its distinctive colours, aromas and flavours.

A  
R

أصبحت العلامة التجارية سلطان المفضلة بشكل رئيسي في المنطقة الأفريقية لأكثر من عقد من الزمان. استمتع بتجربة شاي ممتازة مع مزيج من الشاي الأسود والشاي الأخضر والشاي بنكهة الفواكه مع ألوانه المميزة والروائح والنكهات.





CH

毋庸置疑，超过20年占据非洲市场的半壁江山，以锡兰红茶，绿茶，调味茶著名。



2g x 25 Naked Tea Bags = 50g



2g x 25 Envelope Tea Bags = 50g



FR

La marquee Sultan est devenu l'une des grandes favorites dans région Africaine pendant plus d'une décennie. Profitez d'une expérience unique avec un mélange spécial de thé noir, thé vert et aux parfums de fruits avec des couleurs, arômes et goût uniques.

RU

чай Султан является одним из самым популярных чаев в регионах Африки уже более десяти лет. Насладитесь превосходным вкусом чая, который состоит из тщательно отобранных блендов черного, зеленого и фруктового чая и обладает отличительным богатым ароматом и вкусовой гаммой.



2g x 25 Naked Tea Bags = 50g

2g x 25 Naked Tea Bags = 50g







شاي البلابل

100% Pure Ceylon Tea

BUDGERIGAR

THE FINEST TEA  
BLENDED IN CEYLON

In the Middle East, Budgerigar is the ideal blend of Ceylon leafy grade. A wonderful blend of low-medium grown teas, this tea is exclusively made to suit the palate of the Middle Eastern market.

AR

في الشرق الأوسط، البلابل هو المزيج المثالي من الصنف الورقي السيلاني. توليفة رائعة من الشاي متوسط النمو، هذا الشاي مصنوع حصرياً ليناسب ذوق سوق الشرق الأوسط.

CH

为中东市场量身订做，低海拔产区，口感柔和饱满。

OPA 200g Loose Tea Pet Bottle

شاي البلابل  
BUDGERIGAR  
LOVE BIRDS



R  
U

чай Баджеригар представляет идеальный blend крупнолистового цейлонского чая для Ближнего Востока. Превосходное сочетание сортов чая, произрастающих в низинах и среднегорных регионах острова, идеально подходит вкусовым предпочтениям гурманов стран Ближнего Востока.

F  
R  
E

Au moyen orient, Budgerigar est un mélange idéal du thé de Ceylan en feuilles. Un merveilleux mélange provenant de terres basses et moyenne, ce thé est exclusivement produit pour satisfaire le palais du moyen orient.

Earl Grey OPA 200g Loose Tea Pouch



Big Leaf OP1 Loose Tea 10Kg



Black Tea OPA 200g  
Loose Tea Pouch





# CEYLON ICED TEA

REFRESHING &  
TEA-LICIOUS

An assortment of summery all-natural iced tea blends. Experience a variety of tropical flavours and the refreshing goodness of tea in every sip!

Black Tea with Strawberry Flavour  
350ml / ٣٥٠ مل



200ml / ٢٠٠ مل

A  
R

مجموعة متنوعة من توليفات الشاي  
المثلج الطبيعية. جرب مجموعة متنوعة  
من النكهات الاستوائية مع طعم الشاي  
المنعش في كل رشفة!



Black Tea with Lemon Flavour  
350ml / ٣٥٠ مل



Green Tea Original Blend  
350ml / ٣٥٠ مل





F  
R  
E

Un assortiment d'été de mélanges de Thé glacé naturel. Goûtez une variété de saveurs tropicales et le goût rafraîchissant du thé dans chaque gorgée !

C  
H

冰红茶，热带水果口味，每一口都让你回味无穷。

R  
U

Цейлонский чай со льдом Ти ФоЮ представляет широкий ассортимент натуральных летних blends чая со льдом. Попробуйте разнообразные тропические ароматы, испытайте освежающий вкус чая в каждом глотке!

Black Tea with Mango & Blackcurrant Flavour 350ml / ٣٥٠ مل

Tea 4u.  
CEYLON  
ICED  
TEA  
ZERO  
sugar

BLACK TEA WITH MANGO  
& BLACKCURRANT FLAVOUR

Green Tea with Apple  
Flavour 350ml / ٣٥٠ مل

Tea 4u.  
CEYLON  
ICED  
TEA  
GREEN TEA WITH  
APPLE FLAVOUR

Tea 4u.  
CEYLON  
ICED  
TEA  
GREEN TEA WITH  
APPLE FLAVOUR

200ml / ٢٠٠ مل

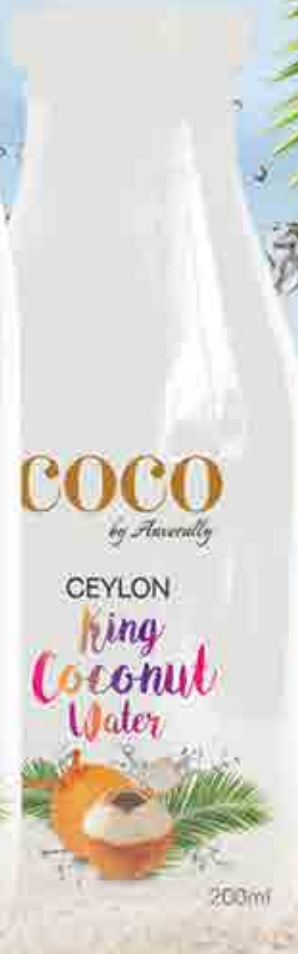
Black Tea with Tamarind Flavour 350ml / ٣٥٠ مل

Tea 4u.  
CEYLON  
ICED  
TEA  
BLACK TEA WITH  
TAMARIND FLAVOUR



# COCO

*by Anverally*



King Coconut Water 350ml and 200ml



# COCONUT PRODUCTS FROM

# Ceylon

Speak to our team on our  
new range of beverage products



Coconut Oil 200ml, 500ml and 1000ml



# Royal LONDON BUS

**LONDON'S  
FAVOURITE  
CUPPA**



Flowerly Broken Orange Pekoe (FBOP) Loose Tea 400g



An exclusive blend of Pure Ceylon Tea which provides a warm, comforting flavour with every single cup. This selection of teas are bright, full bodied and full of flavour and is well loved in the U.K!



AR

مزيج حصري من الشاي الذي يقدم نكهة دافئة ومريحة مع كل كوب. هذه المجموعة المختارة من الشاي مشرقة وملينة بالحيوية وملينة بالنكهة ومحبوبة بشكل جيد في المملكة المتحدة!

RU

чай Роял Лондон Бас, эксклюзивный blend, обладающий неповторимым мягким и успокаивающим ароматом. Данная коллекция чая отличается богатым и полным вкусом и насыщенным ароматом, весьма популярен среди ценителей чая Великобритании.

CH

茶叶温和，贴心，饱满，英国人的最爱。

FRE

Un mélange exclusive de thé qui offre un goût chaleureux et réconfortant dans chaque tasse. Cette sélection de thés est brillant, riche en saveur, pleine de parfum et bien appréciée au Royaume-Uni.



Flowerly Broken Orange Pekoe Fannings Extra Special (FBOPFEXSP) Loose Tea Tin 250g



Cardamom Orange Pekoe 1 (OP1) 80g Loose Tea Pouch



Broken Orange Pekoe Fannings (BOPF) Naked 2g x 100 Tea Bags = 200g





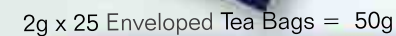


Given the middle  
lon tea. Infusing  
of strong, black

AR



2g x 25 Enveloped Tea Bags = 50g





## LUXURIOUS BLENDS FOR THE DISCERNING PALATE

RU

чай Тадж уже в течение многих лет является истинным цейлонским чаем на Среднем Востоке. Благодаря своему незабываемому сочетанию крепкого вкуса и густого аромата, этот бренд уже давно является фаворитом среди самых различных потребителей.

2g x 20 Tea Bags = 40g



FREE

Pendant des années, le thé Taj a fourni le goût authentique du thé de Ceylan au moyen orient. Infusant un mélange inoubliable de thé noir, cette marque est l'une des favorites dans plusieurs régions.

CH

中东市场喜爱的品牌，红茶浓郁让你无法忘记。

1001 Nights Big Leaf Loose Tea 150g



Loose Green Tea 150g





# LONDON'S FINEST BREW

Black Tea 10kg



Prized for its unique flavour, colour & character, this brand features a blend of the finest tea guaranteeing exceptional quality.



Black Tea 250g



Black Tea 200g Pouch





A  
R

ذات قيمة عالية لنكهته ولونه وطابعه الفريدة ، و تتميز هذه الماركة بمزيج من أفضل أنواع الشاي بضمن جودة استثنائية

C  
H

独特的味道，颜色，彰显高品质茶叶的典范

R  
U

чай Роял Сталлион славится своим уникальным ароматом, цветом и особенным вкусом, сочетание лучших сортов чая и гарантия исключительного качества.

F  
R  
E

Prisé pour son goût unique, couleur et caractère, cette marque présente un mélange des meilleurs thés assurant une qualité exceptionnelle.



2g x 25 Naked Tea Bags = 50g







FOR THE PERFECT  
CUP OF CEYLON TEA



Big Leaf OP1 Loose Tea 2.5kg x 4=10kg MC



Big Leaf OP1 Loose Tea 2.5kg  
Carton with handle





A favourite in the Middle East, this range features a collection of teas from the famous tea gardens of the 'Ruhuna' and 'Sabaragamuwa' regions of Sri Lanka. Through a careful selection process, only the perfect leaves are plucked, to ensure unparalleled taste.

A  
R

تعتبر هذه المجموعة المفضلة في الشرق الأوسط تضم مجموعة من الشاي من حدائق الشاي المشهورة في منطقتي «روهونا» و «ساباراغامووا» في سريلانكا. من خلال عملية اختيار دقيقة، يتم قطف الأوراق المثالية فقط، لضمان طعم لا مثيل له.

C  
H

流行于中东市场，产于卢哈纳和萨巴拉家姆瓦产区的著名茶园。

F  
R  
E

L'un des thés favoris dans le moyen orient, cette gamme présente une collection de thés provenant des célèbres jardins de thé dans les régions de 'Ruhuna' et 'Sabaragamuwa'. A travers un processus de sélection précis, seul les feuilles parfaites sont cueillies pour assurer un goût incomparable.



R  
U

чай Биг Тайгер – чай фаворит среди ценителей чая стран Ближнего Востока, включает коллекцию чаев из знаменитых чайных садов регионов Шри-Ланки Рухуна и Сабарагамува. Содержит только самые лучшие листья чайного дерева, тщательно отобранные вручную, что гарантирует бесподобный совершенный вкус.



Big Leaf OP1 Loose Tea 10kg MC



Black Tea 225g Pouch



Black Tea 200g Pouch







## ***STRONG FLAVOUR BOLD COLOUR CLASSIC CEYLON TEAS***

Ceylon tea has for years been considered the finest in the world. With its strong, rich taste and invigorating flavour, only the finest leaves are plucked for our range of 'Elephant Collection' teas, guaranteeing impeccable taste. This collection recognizes the majestic Ceylon elephant, one of Earth's most influential keystone species, symbolic of strength and stability. Similarly for centuries Ceylon tea has been renowned the world over, for its classic flavour and rich aroma.



2g x 25TB Black Elephant Pyramid Tea Bags = 50g



2g x 25TB Pink Elephant Pyramid Tea Bags = 50g

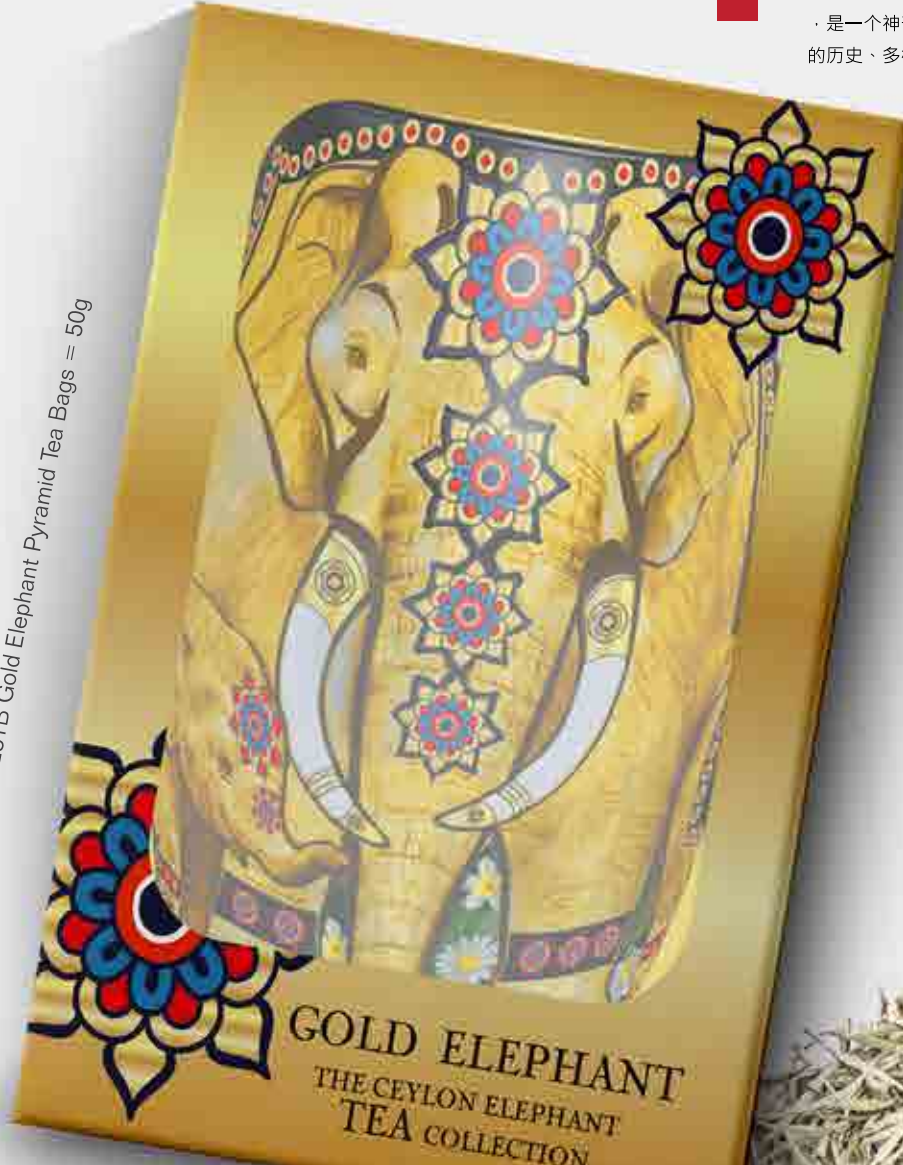


Silver Elephant Loose Tea = 200g



شاي سيلان منذ سنوات يعتبر الأفضل في العالم. بفضل مذاقه القوي والغني ونكهته المنعشة، يتم الحصول على أجود أوراق الشاي فقط لمجموعة الفيل ما يضمن الذوق الرفيع. تعترف هذه المجموعة بفيل سيلان المهيّب، أحد أنواع حجر الأساس الأكثر نفوذاً في الأرض، ويرمز إلى القوة والاستقرار. وبالمثل لعدة قرون، اشتهر شاي سيلان في جميع أنحاء العالم، لنكهته الكلاسيكية والرائحة الغنية. لؤلؤة المحيط الهندي، سريلانكا هي جزيرة رائعة تتمتع بمجموعة كبيرة من الموارد، والتنوع البيولوجي الوفير، والثقافة الغنية، والتاريخ الهام، والمناظر الطبيعية المتنوعة وأكثر من ذلك.

2g x 25TB Gold Elephant Pyramid Tea Bags = 50g



锡兰茶多年来被认为是世界上最好的。浓郁和口感丰富味道、我们的“大象系列”茶只采最好的叶子，保证口感完美。这一系列作品确认了威严的锡兰象，它是地球上最具影响力的基石物种之一，象征着力量和稳定。同样，几个世纪以来锡兰茶一直享誉全世界，因为它的经典风味和浓郁的香气。斯里兰卡是印度洋的明珠，是一个神奇的岛屿，拥有丰富的资源、丰富的生物多样性、丰富的文化、重要的历史、多样的景观等等。

Red Elephant Loose Tea = 200g





# OUR *Reach*

Over 9 billion cups of Anverally tea are savored across the globe every year, from the USA to Europe, the Middle East to Africa and the Far East.

With a global presence in over 100 countries and growing, our selection of teas cater to the varying palate of the tea enthusiasts worldwide.





More than 100 countries & growing

CH

每年，爱美若丽茶叶有限公司提供超过90亿杯茶叶，从美国到欧洲、中东、非洲、远东、目前公司出口到全球 100 个国家。

FRE

Plus de 9 milliards de tasses de thé Anverally sont consommés dans le monde chaque année, des USA à l'Europe, du Moyen orient à l'Afrique et L'Asie de Est. Avec une présence mondiale dans plus de 100 pays et l'expansion continue, notre sélection de thé est adapté à tous les goûts des amateurs de thé dans le monde.

AR

يتم الإستمتاع بأكثر من ٩ مليارات كوب من شاي أنور علي في جميع أنحاء العالم كل عام ، من الولايات المتحدة الأمريكية إلى أوروبا ، والشرق الأوسط إلى أفريقيا والشرق الأقصى. مع وجود عالمي في أكثر من ١٠٠ دولة ويزايد ، فإن مجموعتنا المختارة من الشاي تلبي الأذواق المتنوعة لعشاق الشاي في جميع أنحاء العالم

RU

Каждый год по всему миру употребляется более 9 миллиардов чашек чая Анвералли, от США до Европы, от Ближнего Востока до Африки и Дальнего Востока. Благодаря постоянно растущему глобальному присутствию в более чем 100 странах, наш широкий ассортимент чая удовлетворяет разнообразные вкусы и потребности ценителей чая во всем мире.

# Valued PARTNERS

We share strong and rewarding relationships with our partners, some dating back for as long as a century. The quality of Anverally Tea and our product range are the best guarantors of our brand name - one that every single one of our partners will vouch for.

A  
R

نحن نشارك علاقات قوية ومجزية مع شركائنا ، وبعضها يعود إلى قرن من الزمان. إن جودة شاي أنور علي ومجموعة منتجاتنا من أفضل الضامينين لاسم علامتنا التجارية - وهو الاسم الذي يضمه كل واحد من شركائنا.

C  
H

客户至上是我们公司超过一个世纪秉承的一贯原则，爱美若丽茶叶有限公司将同合作合作一起为全球客户提供高品质的锡兰茶叶。

R  
U

Мы поддерживаем тесные и плодотворные отношения с нашими партнерами, некоторые из них продолжают уже на протяжении столетия. Высокое качество чая Анвералли и широкий ассортимент нашей продукции являются лучшими гарантами нашей торговой марки, за которую может поручиться каждый из наших партнеров.

F  
R  
E

Nous maintenons des relations solides et gratifiantes avec nos partenaires, certaines date d'un siècle. La qualité du thé Anverally et notre gamme de produits est la meilleur garantie de notre marque - une marque recommandée par tous nos partenaires.





Attending our first exhibition



























# Management TEAM



Indika Bandaranayake  
Head of Factory Operations



Niranjana Samarawira  
Head of Production



Harindra Kiridena  
Head of Tea



Mohamed Irfan Allang  
Financial Consultant



Yasodara Karunaratne  
Head of Purchasing &  
Commercial



Dharani Jayawardena  
Head of Business  
Development



Gayani Gomes  
Manager-Legal



Ruwin Yapa  
Senior Manager  
Human Resources



Gayan Chaminda  
Manager - Stores



Vichithra Perera  
Manager - Shipping



Rashini Senevirathne  
Manager - Global Sales



# EXECUTIVE COMMITTEE



Mohamed Anverally  
Chairman



Suranga Liyanarachchi  
Chief Operating Officer



Inoka Geeganage  
General Manager  
Finance & Commercial



Sunanda Pieries  
Chief Financial Officer

# *Our* TEAM OF TEA TASTERS



Anverally Tea has developed a multitude of special tea blends to cater to the varying palate of the tea enthusiasts worldwide. Our Team consists of passionate individuals who are committed to what they do. With more than 20 years of combined experience in tea blending / tasting and with both foreign and local exposure, the team thrives on innovation. They blend with purpose using techniques and modern breakthroughs to ensure the most satisfying tea experience in every single cup.





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لقد طورت شاي أنور علي العديد من خلطات الشاي الخاصة لتلبي الأذواق المختلفة لعشاق الشاي في جميع أنحاء العالم. يتكون فريقنا من أفراد متحمسين ملتزمين بما يقومون به. مع أكثر من ٢٠ سنة من الخبرة المشتركة في مزج الشاي / تذوقه ومع التعرض الأجنبي والمحلي ، يزدهر الفريق في الابتكار. يمزجون مع الغرض باستخدام التقنيات والاختراقات الحديثة لضمان تجربة الشاي الأكثر إرضاء في كل كوب واحد

C  
H

爱美若丽茶叶有限公司有一支对茶叶务必热爱的茶叶品尝团队，充满激情，200多年国内外茶叶拼配经验指导下，采用高科技和现代茶叶制作工艺，每一口茶叶都可以满足对茶叶的挚爱。

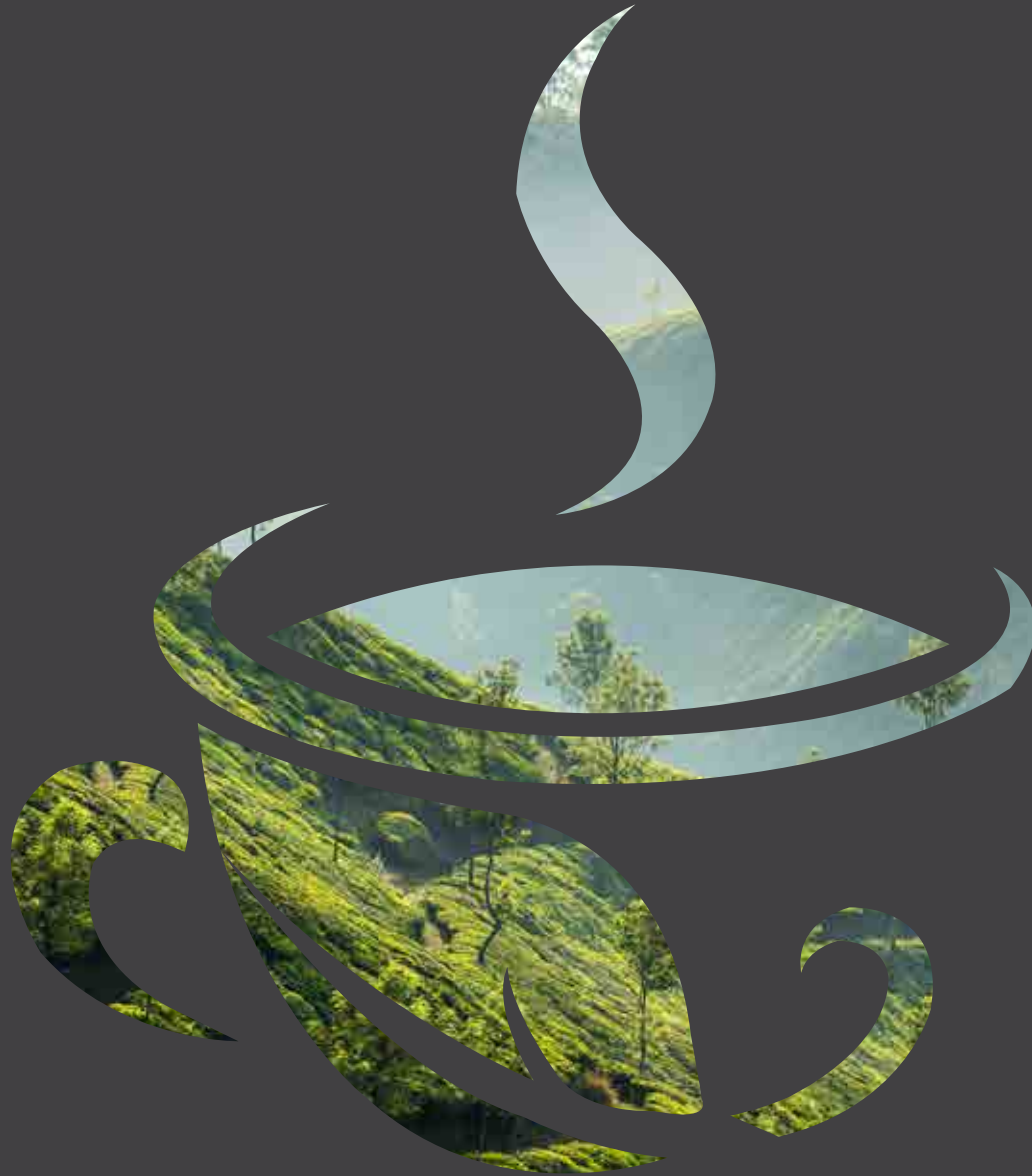
# THE STORY OF *Tea*

Tea's origin story is infused with a blend of myth and fact, also coloured by ancient concepts of philosophy.

As per Chinese legend, the history of tea began in 2737 B.C.E. when the Emperor Shen Nung, a skilled ruler and scientist, discovered tea quite by accident. While boiling water in the garden, a leaf from an overhanging wild tea tree drifted into his pot. The Emperor enjoyed drinking the infused water so much that he was compelled to research the plant further. It was during this research that the Emperor discovered tea's medicinal properties as well.







S.T.O.P  
IT'S  
TIME  
FOR  
TEA!

# TEA *Grades*



Broken Orange  
Pekoe



Broken Orange Pekoe  
Fannings



Pekoe 1



Flowery Broken  
Orange Pekoe



Flowery Broken  
Orange Pekoe 1



Finest Broken Orange  
Pekoe Flowery



Dust



Broken Pekoe 1



Pekoe Fannings 1



Pekoe Dust





Orange Pekoe 1



Orange Pekoe



Orange Pekoe - A



Pekoe



Flowery Broken Orange  
Pekoe Fannings 1



Flowery Broken Orange  
Pekoe Fannings Special



Flowery Broken Orange Pekoe  
Fannings Extra Special



Dust 1



Gun Powder 1



Chunmee



Golden Tips



Silver Tips



PRIVATE

*Label*  
Solutions

**A**nverally private label tea turnkey solution is ideal for brands and customers who are passionate about delivering the finest tea, in terms of flavor, aroma, strength and consistency. We are committed to selecting the best loose leaf tea flavors and even creating custom blends. We also design private label tea packaging which is completely original and will be uniquely yours. Our packaging solutions include a range of cartons, tins, pouches and more.

## TEA CAPSULES

**T**ea capsules are small, sealed filter pouches with tea already inside. Tea capsules are round in shape and are designed to brew a perfect cup of tea utilizing specially designed “Pod Brewers”.



## PRE-MIX

**E**njoy the taste of homemade Premix chai anywhere and anytime. All you need is a cup of hot water and a sachet of instant tea premix.





## PYRAMID TEA BAGS

This style of mesh bag provides the ability to package cut-sift to whole leaf teas/herbs for ultimate aroma, flavor extraction and leaf/flower infusion. The pyramid tea bag lets you enjoy the perfect cup of tea every time, minus the time and tools needed to make loose leaf tea. In addition, the pyramid tea bag allows tea to move freely and allows greater brewing efficiency.



## LOOSE LEAF TEAS

Unique loose leaf teas thoughtfully chosen and hand-blended help maintain the integrity of the delicate leaves, flowers and herbs.



## DOUBLE CHAMBER TEA BAGS

Having two distinctive features: its two chambers and the folding technique used to make it. The two chambers make it easier for water to circulate optimally around the tea, bringing out the full flavor of the tea particles. The folding technique eliminates the need to metal tack the bag which otherwise might have a negative effect on taste.





# CORPORATE

## *Head Office*

Our corporate head office is located at a 20,000 square foot, five storey property in the heart of Colombo, only 20 minutes from the Ceylon Chamber of Commerce and the Tea Auction. Featuring a modern, open-floor concept with a roof garden and an underground parking facility, this space ensures the comfort of 200 staff, built around the creation of a 'home away from home'. The property features stylish workspaces, collaborative meeting spaces, a state of the art tea tasting room and spacious lounge facilities amongst others.



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يقع مكتبنا الرئيسي للشركة على مساحة ٢٠٠٠٠ قدم مربع ، من خمسة طوابق في قلب العاصمة كولومبو. تتميز بمفهوم حديث مفتوح مع حديقة على السطح وموقف سيارات تحت الأرض ، حيث تضمن المساحة راحة موظف ، تم بناؤها حول إنشاء "المنزل بعيدًا عن المنزل". يتميز مكان الإقامة بمساحات عمل أنيقة ومساحات اجتماعات مشتركة وغرفة لتذوق الشاي على أحدث طراز ومرافق صالة فسيحة وغيرها

C  
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我们公司办公室有1500平方米，坐落在科伦坡市中心，现代化，落地窗，给员工提供一个舒服，高效的办公室环境。

R  
U

Наш корпоративный головной офис расположен в пятиэтажном здании, общей площадью 15 000 квадратных футов, которое находится в самом сердце Коломбо. Благодаря современной концепции открытого пространства обеспечивается полный комфорт сотрудников с идеей создания «дома вдали от дома». Наш офис вмещает стильные рабочие пространства, помещения для проведения совместных встреч, современный зал для дегустации чая и просторные лаундж-залы.

F  
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Notre siège social est situé dans un immeuble de 5 étages avec 1500 mètres carrés au cœur de Colombo. Le bureau est moderne avec un concept espace-ouvert, il assure le confort des employés construit au tour du concept « deuxième chez soi ». Les locaux possèdent des espaces de travail, espaces pour réunions, Une pièce pour la dégustation de thé dernier cri et encore des salons spacieux parmi d'autres.



# OUR *Facilities*

We are committed to excellence in every product we make. Over the last century, our philosophy has remained true to product quality and safety in every aspect of our business. Our manufacturing facilities consist of world class amenities that follow robust quality and food safety programmes along with state-of-the-art blending, tea bagging, packaging and also an in-house laboratory which monitors ISO 3720 & ISO 11287 specifications in tea. The factories handles storage for over 20 million kgs of tea annually.

Anverally & Sons (Pvt) Ltd employs the most skilled and experienced personnel, while carrying out stringent quality control procedures that are in line with the highest international standards. Every single shipment is tested stringently before being exported. We own the very latest technology for automated tea cleaning, blending, flavouring and packing at our plants. Our in-house transport system is unmatched, while we also employ stacking systems which ensure the fastest and safest method of storage.







# QUALITY *Assurance*

Our in-house laboratory ensures ISO 3720 & ISO 11287 specifications are met in every product we export, to ensure our customers receive the highest quality standards. We will continue to work in partnership with research organisations, regulators and industry partners to strengthen consumer confidence in our teas.

Our internal Quality Management System is audited and verified by independent certification bodies to prove conformity to internal standards, ISO norms, laws and regulatory requirements. Every single shipment is tested by world-class specialists before being exported from our shores.

We are currently under BRC audit to receive the BRC certification shortly.



يضمن المختبر الداخلي لدينا ISO 3720 و ISO 11287 يتم الوفاء بمواصفات HACCP في كل منتج نصدره، لضمان حصول عملائنا على أعلى معايير الجودة. سنواصل العمل في شراكة مع منظمات الأبحاث والمنظمين و الشركاء في الصناعة لتعزيز ثقة المستهلك في الشاي لدينا. يتم تدقيق نظام إدارة الجودة الداخلي لدينا والتحقق منه من قبل هيئات منح شهادات مستقلة لإثبات المطابقة مع المعايير الداخلية، وقواعد ISO، والقوانين والمتطلبات التنظيمية. يتم اختبار كل شحنة من قبل المتخصصين من الطراز العالمي قبل أن يتم تصديرها من شواطئنا.





# QUALITY *Standards*

This is for products that are produced or manufactured in accordance with relevant Japanese Agricultural Organic Standards.



Standardised for the unique set of legal organic rules valid all over the EU.



USDA Certified products assure that it contains 95% or more certified organic ingredients.



Ozone Logo symbolizes that tea is cultivated and manufactured in the territory of Sri Lanka without the use of Methyl Bromide or any other Ozone Depletion Substances.



This symbolizes the relationship between consumers and campaigners, companies and traders, farmers and workers in a joint endeavor to improve lives and wellbeing through everyday shopping.



A symbol of pure Ceylon tea. This logo ensures the premium quality of Ceylon tea brewed into your tea cup.



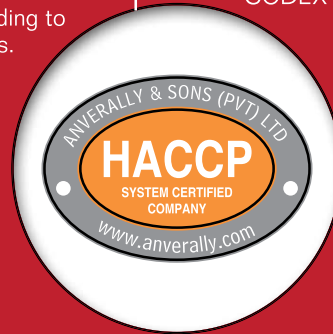
The highest standard in food safety with ISO 22000:2005/HACCP certification, to ensure food is safe at the time of human consumption.



GMP is system where we have certified our process to ensure the products are consistently produced and controlled according to quality standards.



This standard integrates the principals of Hazard Analysis and Critical Control Point (HACCP) system and application steps developed by the CODEX Alimentarius Commission.



Halal certification is a process which ensures the features and quality of the products according to the rules established by the Islamic Council that allows the use of the mark Halal.



UTZ logo on our product means that the company supports sustainable farming by sourcing UTZ certified tea.



FDA certificate is a document containing information about a product's regulatory or marketing status.



The Ethical Tea Partnership is an organisation that's dedicated to improving the sustainability of tea supply chains.



The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

# CERTIFICATIONS



FDA Certificate



JAS Organic Certificate



EU Organic Certificate



USDA-NOP Organic Certificate





Lion Logo Certificate



ISO 17025 Certified Laboratory



HALAL Certificate



Ozone Friendly Certificate



HACCP Certificate



GMP Certificate



ISO 22000 Certificate



COVID 19 Certificate

# INDUSTRY *Recognition*



Most Outstanding Entrepreneur (Gold)  
at the Asia Pacific Entrepreneurship  
Awards 2017 - 2018 awarded by  
Enterprise Asia

The most outstanding Exporter 2012,  
Best Tea Exporter 2013-2022 & Higher Export  
Turnover Award 2019 awarded by the National  
Chamber of Exporters

Presidential Export Award 2015 - 2018 / 2019  
awarded by Export Development Board  
Sri Lanka



Most Outstanding Entrepreneur (Silver) at the Asia Pacific Entrepreneurship Awards 2012/2013 awarded by Enterprise Asia

Best Tea Supplier awarded at the Tea & Coffee Global Awards 2019-2020

ESQR's Quality Achievements Award in Gold Category 2021 -UAE

Platinum award for the Import & Export Large Sector at the Annual Business World International Excellence Award 2021 -USA

Best Tea Carton Design at China Tea Expo 2015, Beijing, China



Winner of SLIM Brand Excellence Award 2011-2022 awarded by Sri Lanka Institute of Marketing

Best Value Added Tea Exporter 2016 awarded by the Sri Lanka Tea Board.

# INDUSTRY *Recognition*



Most Outstanding Entrepreneur of the Year  
2017/2018



ESQR's Quality Achievements  
Award in Gold Category 2021-UAE



Business World International  
Excellence Award 2021-USA



Mohamed Anverally receiving the  
Most Outstanding Exporter of the Year award 2012/2013



At the SLIM Brand Excellence Awards 2015



At the NCE Awards 2022



The Management of Anverally & Sons at the  
NCE Awards 2012/2013



The Anverally Team at the  
NCE Awards 2012/2013



National Chamber of Exporters Awards 2022





The Anverally Team at the Asia Pacific Entrepreneurship Awards 2018



Donation to the SOS Children's Village



Donation to the Cancer Hospital, Maharagama



One of the principal sponsors of the Sunshine Games



At the Sneha Orphanage, Ratmalana



Donation to refurbish the Thotawatta Methodist School Auditorium



Donation of tea to Peter Weerasekara Children's Home, Buthpitiya

# GIVING *Back*

At Anverally, we believe in making a difference. Caring for the community and environment has been ingrained in our culture and is part of our century old traditions.

We are committed to expanding the brand's global footprint catering to dynamic and diverse tea consumers, while creating a collaborative and sustainable future for the industry.





Donation to uplift education for underprivileged children



Donation to Gangarama Temple, Colombo



Donation of tea to Peter Weerasekara Children's Home, Buthpitiya



Donation to Thotawatta Methodist School Auditorium



Sharing a moment of love at the SOS Children's Village



Donation to uplift education for underprivileged children

A  
R

في أنور علي ، نحن نؤمن بإحداث فرق. إن الاهتمام بالمجتمع والبيئة متأصل في ثقافتنا وهو جزء من تقاليدنا التي تعود إلى قرن من الزمان. نحن ملتزمون بتوسيع البصمة العالمية للعلامة التجارية التي تلبي إحتياجات مستهلكي الشاي الديناميكيين والمتنوعين ، مع خلق مستقبل تعاوني ومستدام لهذه الصناعة

C  
H

我们不一样，我们沿用历史使命，持续扩大我们品牌知名度，丰富产品系列满足更多客户的需求

R  
U

Мы в Анвералли верим в перемену к лучшему. Такие важные аспекты, как забота о населении и уход за окружающей средой были укоренены в нашей культуре и являются частью наших вековых традиций. Мы стремимся к расширению глобального присутствия бренда, ориентируясь на разнообразные и динамичные вкусы потребителей чая и создавая при этом устойчивое совместное будущее отрасли.



**Anverally & Sons (Pvt) Ltd.**  
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