

Basilur Tea: Elevating Ceylon Tea to a Global Luxury Experience



Dr. Gamini Abeywickrama, Chairman of Basilur Tea Export, is on a mission to transform Ceylon tea from a traditional beverage into a symbol of global sophistication and indulgence. Transitioning from a distinguished medical career to the world of tea, Dr. Abeywickrama has leveraged his vision and passion to make Basilur synonymous with craftsmanship, refinement, and immersive luxury experiences.

Reflecting on his journey into the tea industry, he says, “Tea is not simply a beverage, it is an expression of refinement, a cultivated experience, and a lifestyle in its own right. Our mission is to offer more than premium teas; we curate moments that celebrate the heritage and artistry of every leaf “

WHAT SETS BASILUR APART IN SRI LANKA'S DISCERNING TEA MARKET?

According to Dr. Abeywickrama, the distinction lies in a combination of uncompromising quality, innovation, and freshness. Basilur ensures each tea is at its absolute freshest, sourced and crafted for maximum flavor and vitality. Each blend is meticulously designed to appeal to a spectrum of palates, while the packaging elevates the tea into a luxurious, gift-worthy experience.

“Every detail matters,” he notes. “From the leaf to the cup, every step is curated to deliver indulgence, whether it’s the first glance at the packaging or the final sip.”

HOW IS BASILUR SHAPING THE GLOBAL PERCEPTION OF CEYLON TEA?

Dr. Abeywickrama sees Basilur as redefining Ceylon tea from a regional commodity into a premium lifestyle choice for discerning consumers worldwide. “Through innovative products, immersive experiences, and strategic expansion, we are elevating Ceylon tea to the level of a luxury indulgence,” he explains. “Our vision is that when people think of world-class tea, they immediately associate it with Basilur.”



With flagship boutiques and lounges across the world, and a presence in leading hotel chains including The Ritz-Carlton, Sheraton, Courtyard by Marriott, Marriott, Radisson Blu, InterContinental, Swissôtel, Accor, Shangri-La, Disney, and over 200 others worldwide, Basilur offers tea enthusiasts a taste of Sri Lanka's finest leaves at peak freshness.

HOW IS BASILUR EXPANDING ITS GLOBAL FOOTPRINT?

With a presence in over 65 countries and a portfolio nearing 1,000 products, Basilur's growth strategy goes beyond distribution, it is centered on immersive luxury experiences. Flagship lounges, strategically located in high-traffic and tourist destinations, are conceived as destinations in themselves, offering more than retail, they are curated spaces where tea becomes an experience. "These lounges allow us to connect with our patrons on a deeper level," Dr. Abeywickrama explains. "They showcase the artistry behind our teas while reflecting our core values of indulgence, elegance, and meticulous craftsmanship."

Within Sri Lanka, Basilur has expanded its footprint with a focus on experience-driven outlets. In just one year, new flagship stores opened at Port City Duty-Free Mall, Ella, and Cinnamon Life, each designed to immerse visitors in the world of premium Ceylon tea. All these locations feature interactive, experiential elements, including Live Tea Blending Stations and Hand-Rolled Tea Stations, allowing guests to witness freshly plucked leaves transformed into exquisite teas within the same day. This approach ensures that every visit is a multi-sensory journey, engaging all the senses and connecting customers directly with the artistry and craftsmanship behind Basilur's teas.



WHAT MAKES THE CINNAMON LIFE TEA BOUTIQUE A DESTINATION FOR TEA CONNOISSEURS?

Describing Basilur's 8th flagship outlet, Dr. Abeywickrama says, "This is not merely a retail space; it is a celebration of premium Ceylon tea, where luxury, craftsmanship, and immersive experiences converge."

The boutique is organized around multiple Experiential Zones, each designed to elevate the art of tea. Guests can create personalized blends at the Live Tea Blending Station, an exclusive first in Sri Lanka. The Aroma Chamber invites visitors to explore curated artisanal teas through sight and scent, while the Gifting Corner allows for the creation of bespoke, elegant presentations.

At the Hand-Rolled Tea Station, patrons witness the transformation of freshly plucked leaves into exceptional teas within a single day. “These experiences are designed to immerse guests in the artistry of tea, making every visit truly unforgettable,” he adds.

WHAT MAKES BASILUR’S HAND-ROLLED TEAS SO EXCEPTIONAL?

Basilur’s signature hand-rolled teas offer freshness and tradition in every sip. Cultivated in a single estate in southern Sri Lanka, leaves are handpicked at dawn and crafted the same day, preserving their natural aroma, vibrant flavor, and high levels of health-promoting antioxidants.

“Basilur Handmade Tea reflects centuries of tea artistry,” Dr. Abeywickrama explains. “It’s about patience, meticulous craftsmanship, and preserving the leaf’s natural vitality. Serving tea within 24 hours of plucking ensures extraordinary freshness and a refined wellness journey.”

Each variety reveals a unique personality. Golden Harvest Black Tea offers a radiant reddish-orange infusion with delicate floral notes, while Royal Violet Tea presents subtle violet hues and elegant floral depth. Rare selections, including Silver Tips and Green Needles, crafted from unopened buds, deliver silky textures and refined delicacy. These teas exemplify Basilur’s commitment to purity, single-origin authenticity, and uncompromising quality.



HOW DO BASILUR LOUNGES REINFORCE THE BRAND’S BROADER VISION?

Each lounge embodies the ethos of luxury, connection, and indulgence. Beyond curated menus and attentive service, these spaces function as hubs for community engagement, brand storytelling, and loyalty building. With eleven lounges worldwide including nine in Seoul, one in Doha, one in California, and now in Colombo, Basilur positions Ceylon tea as a prestigious, global luxury brand.

“Our lounges are living manifestations of our commitment to quality and experience,” Dr. Abeywickrama notes. “They allow patrons to fully immerse themselves in the world of Basilur, connecting them to the artistry, heritage, and refinement of premium Ceylon tea.”

WHAT IS NEXT FOR BASILUR IN REDEFINING LUXURY TEA EXPERIENCES?

Looking forward, Dr. Abeywickrama emphasizes the brand’s continued focus on experiential innovation, limited-edition teas, and curated sensory journeys. From interactive tea blending to hand-rolled teas crafted daily, Basilur aims to offer experiences that are unmatched both locally and internationally.

“Our ambition is to ensure that every cup of Basilur tea tells a story of craftsmanship, heritage, and indulgence,” he says. “Whether you are a connoisseur or a first-time guest, we want every experience to leave an indelible impression of luxury and sophistication.”

Through flagship boutiques, immersive experiential zones, and hand-rolled teas, Basilur continues to elevate Ceylon tea into a global emblem of luxury, ensuring that each sip embodies the artistry, tradition, and indulgence that discerning tea enthusiasts seek.