

May 2010



منظمة الأغذية  
والزراعة  
للأمم المتحدة

联合国  
粮食及  
农业组织

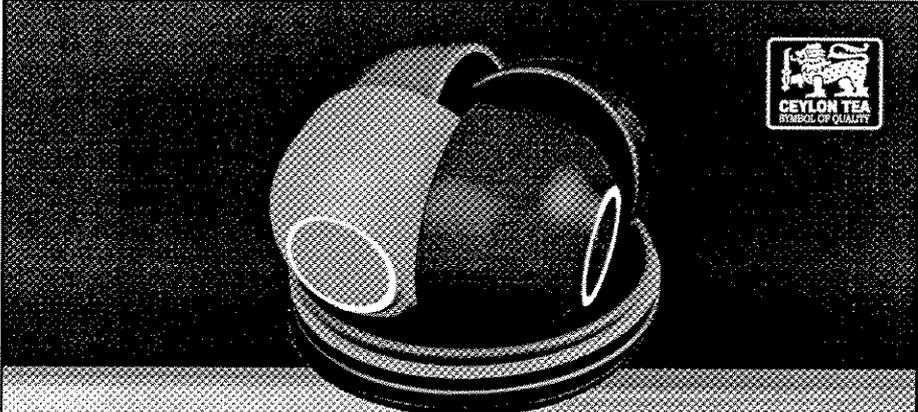
Food  
and  
Agriculture  
Organization  
of  
the  
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Organisation  
des  
Nations  
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pour  
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et  
l'agriculture

Продовольственная  
организация  
Объединенных  
Наций

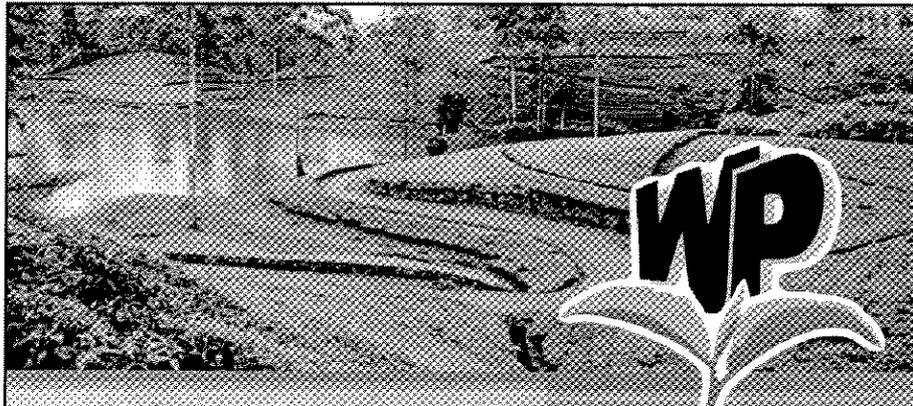
Organización  
de las  
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y la  
Alimentación

COMMITTEE ON COMMODITY PROBLEMS
INTERGOVERNMENTAL GROUP ON TEA
Nineteenth Session
New Delhi, India, 12 – 14 May 2010
MARKET DEVELOPMENTS IN SELECTED COUNTRIES – SRI LANKA (PRIVATE SECTOR)



*How to Develop  
Domestic Tea Consumption  
in Tea Producing Countries*

*By Watawala Plantations PLC. - Sri Lanka*



A journey begins to master the perfect cup of tea

**Our Vision :** "We will take a path no one has walked before and many will want to follow"

## The Journey...

- › WP PLC is a public quoted company listed in the Colombo Stock Exchange in Joint Venture with TATA TEA of India.
- › We own 19 prime Tea / Rubber & Palm Oil gardens which spans over 12,000 hectares and has a workforce of over 14,000 employees
- › With tea gardens in all three elevations in Sri Lanka WPL produces the finest Ceylon Tea and produce over 8 million Kgs of tea per year
- › As a responsive organisation with substantial plantation strength we ventured into the path of value-addition to avoid the price vagaries of tea being a commodity

1998

➤ We strongly felt that the Sri Lankan tea consumer was deprived of a better quality tea and we owed it to our people to give them a very good standard of plantation fresh pure Ceylon tea

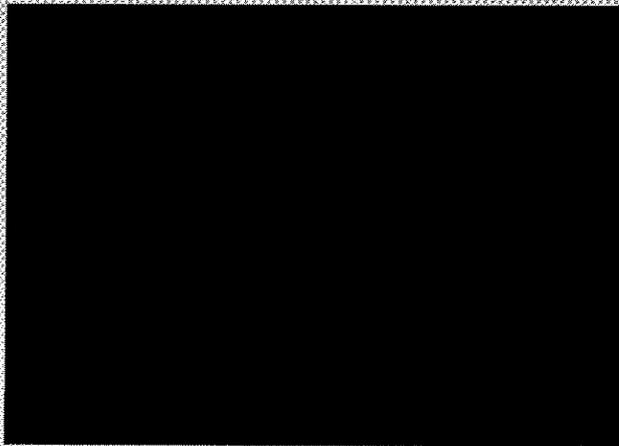


## The Unique Zesta Advantage

- The key success to Zesta is our pledge to never compromise with quality
- A Pure Ceylon tea brand
- Zesta's premium positioning
- Promise of Plantations Fresh cup of tea

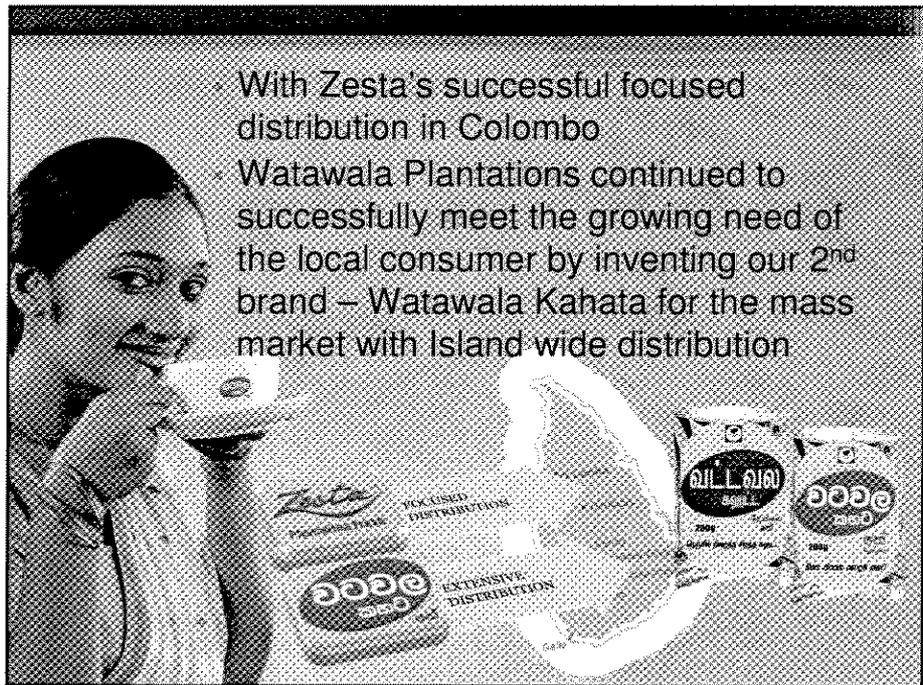


A brand launched to meet the unmet need of a quality cup of tea.

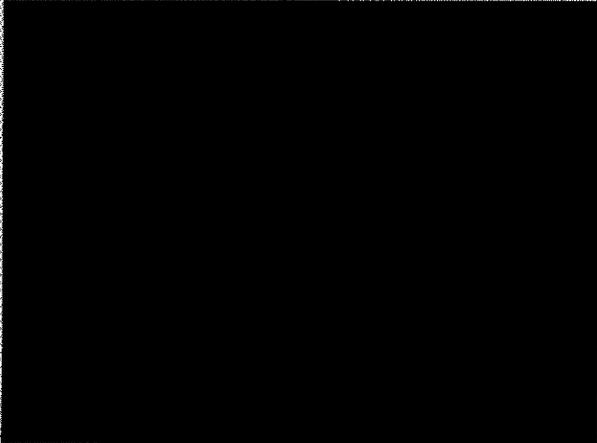


With Zesta's successful focused distribution in Colombo

Watawala Plantations continued to successfully meet the growing need of the local consumer by inventing our 2<sup>nd</sup> brand – Watawala Kahata for the mass market with Island wide distribution

A woman is shown on the left, holding a white cup of tea. In the foreground, there are several tea bags. One is labeled 'Zesta FOCUSED DISTRIBUTION' and another 'Watawala Kahata EXTENSIVE DISTRIBUTION'. To the right, there is a map of Sri Lanka with a white outline, and two more tea bags, one labeled 'Watawala Kahata' and another 'Watawala Kahata'.

A good cup of tea for the Mass Market

A large black square is centered on the page, below the text.

## Unique Packaging



Your cup of tea conveniently near you....

• Focused distribution Network

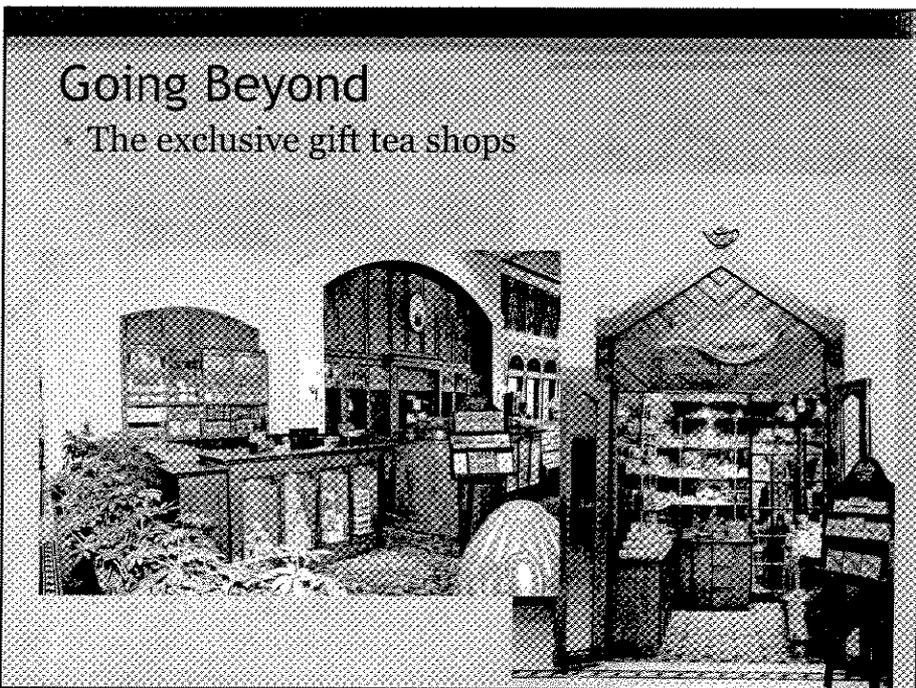
✓ 46 DISTRIBUTORS

✓ 80 Direct Dealers

✓ 5 Modern Trade Chains

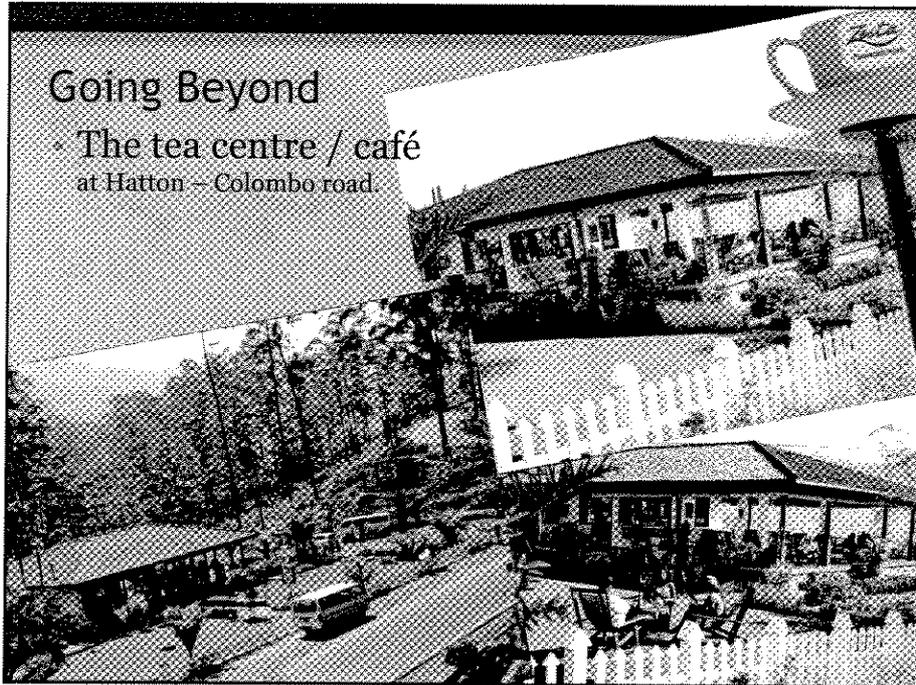




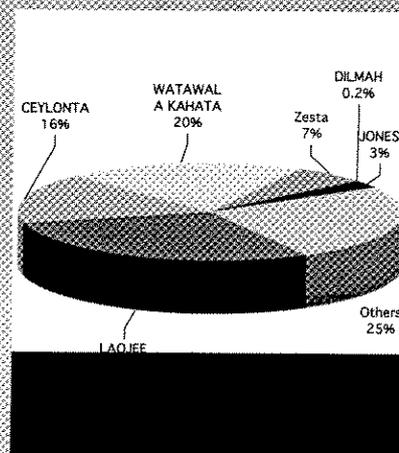
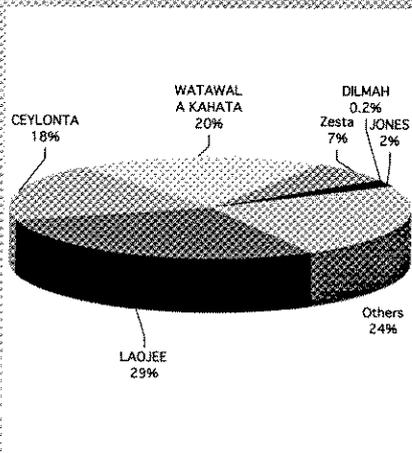


## Going Beyond

- The tea centre / café at Hatton – Colombo road.

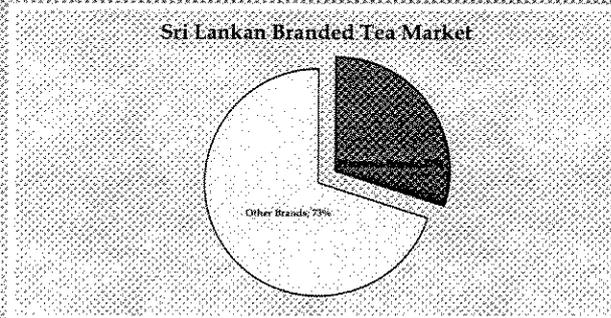


## Retail Market



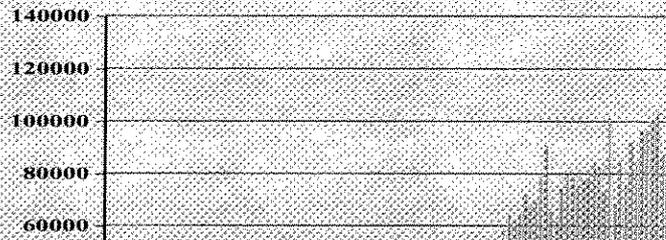
## A journey denominating success

Company	Market Share	Years in business (tea)
Watawala Plantations	27%	10 years
Unilever	48%	78 years

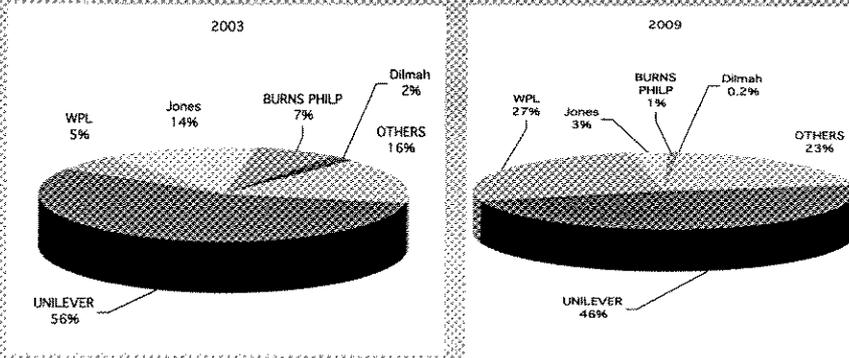


Source: IJScn

(Mn)



## WPL Market Share (Revenue)



Source: IHS

## Partnerships *Your trust is our strength*

- Certifications- ISO 9001, HACCP, Ethical Tea Partnership, WQA (Woolworth's Quality Assurance)
- Excellence Awards



*With our success in the domestic market*  
**ZESTA GOES INTERNATIONAL**



**WOOLWORTHS**

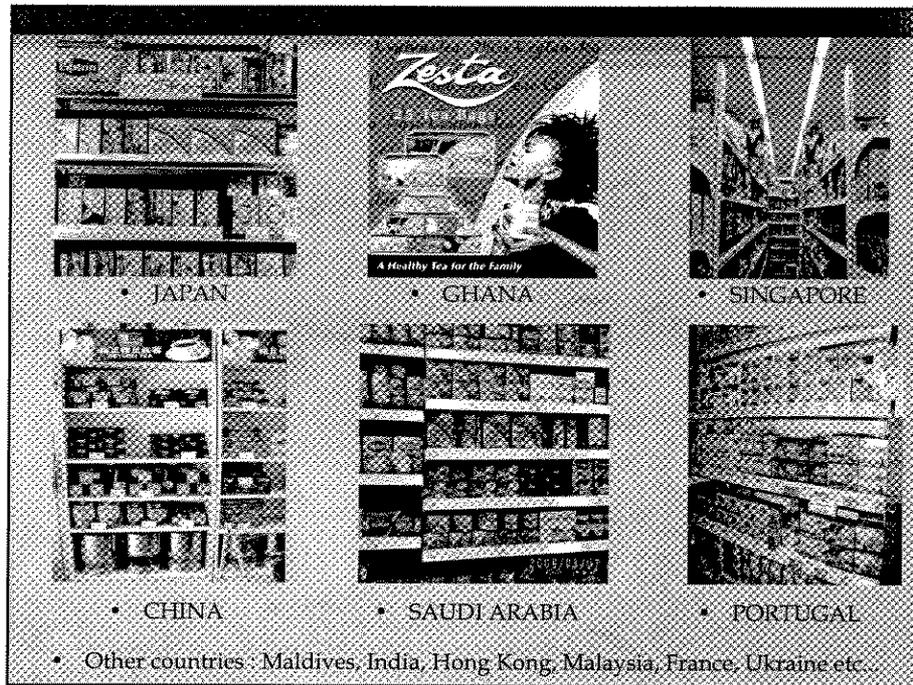


Woolworths is Australia's  
leading Supermarket chain  
with over 600 outlets across  
the country

**Zesta in Australia**

Now available in Woolworths Australia





## Our Journey Continues...

- Continue to master the art of tea making by engaging innovations, research & developments
- To be the Number one brand in Sri Lanka by 2015
- To be a renowned global brand

