

Bogawantalawa Tea Estates Plc : Success Joint Venture Strategy with Dilmah

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Synopsis

BPL tea estates were started with the development of estate related bungalows in Sri Lankan context which was established with a related objective of enhancing and maximizing revenue and profits related to tea tourism under a merged agreement. Ceylon Tea Trails by BPL and DILMAH are probably the most coveted place to stay in Sri Lanka, and a perfect place for history and tea lovers like us. Nestled among the scenic tea-carpeted hills of the Bogawantalawa region, you'll find five colonial-era tea planter bungalows which have been turned into a private luxury resort. Each of the historical bungalows has its own distinctive character and offers a boutique luxury experience in Sri Lanka's Tea Country. Each of the bungalows offers 4 to 6 unique rooms and a dedicated butler, chef, and house staff. Ceylon Tea Trails was the first Relais & Châteaux property in Sri Lanka and remains one of only two in the country. A stay here is worry and bill free as rates include all meals, most drinks, laundry, taxes, and services. A typical day here includes waking up to a traditional Bed Tea each morning served by the butler, spending the afternoon by the pool or taking a scenic hike, and then finishing the day with canapés and an evening drink by the fire before heading off to a 4-course dinner. For the active, there are guided hikes and climbs of Adam's Peak, day excursions, tennis, croquet, a tour of a tea factory, kayaking, and swimming. For those who crave relaxation, there are swimming pools, the gardens, board games, in-room spa treatments, paneled libraries, and bay windows framing beautiful scenery.

The Dilmah Tea world popular brand named as Ceylon Tea management by Ceylon Tea Services Plc., also had an idea to bring tourists from European Countries to promote their brand through showing the picturesque Tea Plantations in the Upcountry areas in Sri Lanka. With the initial discussion Bogawantalawa Plantations Ltd., and Dilmah had entered into a joint venture and renovated five bungalows spending nearly 200 million. They were targeting a high trend marketing and to cater for that they have upgraded the bungalows of Summerville, Castelreigh, Norwood and