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HELADIV TEA CLUB

TEA SALON | DESSERT BAR | BOUTIQUE





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Our Story

Tea has managed to blend cultural divides and is a beverage that brings all different kinds of people together because of the comfort it provides before or after a long day. The Heladiv Tea Club embraces and celebrates this wonderful quality of tea and has built its brand ethos around it.

The flagship outlet of HTC is located at the Old Dutch Hospital, Colombo Fort (opposite the World Trade Center). HTC has been designed to reflect sentiments of eras past as well as contemporary style. It has an understated Baroque extravagance that will transform each visit into an occasion.

HTC is a threefold concept, although it is first and foremost a Tea Salon, it is also a Dessert Bar and Boutique. Our objective is to provide you with the ultimate consumer experience. To infuse, indulge and inspire.



Our Journey

HVA Foods is one of the fastest growing export companies and ranked among the largest tea exporters in Sri Lanka. It was established in 1997 as a BOI approved company. Prior to that, the company began business in 1990 as HVA Lanka Exports (Pvt) Ltd, an affiliate of HVA International, a Dutch based agricultural development company that had a global presence. Today, HVA Foods PLC is one of two tea companies which is registered at the Colombo Stock Exchange.

All teas packed under the HELADIV brand come with a guarantee of product quality and proudly boasts the “Lion Logo” which is the recognized seal of ‘Pure Ceylon Tea’ worldwide. HELADIV’s Process is ISO 22000:2005 certified since 2009, and is facilitated with high-end packing machines and tea bag machines which enhance the productivity with superior quality.





The company is known as the maverick of the tea industry for unorthodox strategies and completely redefining the very idea of tea in a nation where it is simply a national beverage. All along, maintaining a plain and simple approach in delivering fine blends to a diverse range of customers, bringing fun, flavour and colour to a previously one dimensional beverage and offering a new market for eager young tea drinkers with a totally original taste experience.

HTC is the flagship Heladiv store. It has opened up new avenues to penetrate the local market as well as provide a refreshing experience to tourists visiting the refurbished Old Dutch Hospital Building which is a heritage site. When starting HTC, although the owners had a wealth of knowledge about tea, they had no prior experience of the café industry. It was a risk, but one that they were willing to take on as a challenge. In just few years, HTC has become a leading hangout spot in Colombo.



Celebrating Our 25th Anniversary.....

The Master Tasters

Rohan Fernando, the founder and Chairman of HELADIV, is a master tea taster with a wealth of experience from both local and multinational companies. His vision to create a brand which stood out of the clutter and his focus on innovation, lead the company to become an award winning tea exporter. Mr. Fernando has always understood that success depends not on being a follower of trends, instead on creating a need for something exciting and different in the customer's mind. HTC was such a project which had not been explored by other tea companies in Sri Lanka. While coffee shops were growing in the West, he wanted to create the same hype for tea by changing the image of the traditional cup of tea. Tea has always been associated with hospitality, chit chat and good times with friends and family. The rationale behind HTC is based on this same premise of socializing. But the ambience and the range of tea and tea related items offered at HTC has made it one of a kind. Mr. Fernando is a key figure in the Tea Industry in Sri Lanka and holds many influential positions in leading associations and Government bodies. He constantly provides his input to improve the standards of HTC.



Rohan Fernando

Chairman and Founder

Only a great tea taster with many years of experience in the entire tea production process is able to explain the complex taste profiles and nuances of tea. It is an art that our Master Tea Taster, Jaliya Devendra has perfect for over 30 years gaining knowledge on preparation of the perfect cup of tea. His journey in the tea industry commenced in 1985 and has gained exposure both in local and international leading tea companies. Jaliya is the Chief Operating Officer at Heladiv overlooking the process of converting the tea bud to a tasty brew which is shipped across the world. He is a respected member of the Tea industry in Sri Lanka and is currently engaged as a panel member of the Sri Lanka Tea Board setup to control quality of all teas available in Sri Lanka. He is also the Vice Chairman of the Tea Exporter's Association of Sri Lanka.



Jaliya Devendra

Chief Operating Officer

HTC Family

At HTC, we believe that the service and products we offer is what differentiates us from the rest. From our coffee and tea origin suppliers to our retail store Team Members and loyal customers, we consider everyone part of our extended family. We provide specialized training so that each Team Member is able to build bonds of trust with our customers and their guests. Hospitality is at the core of our business operation as we understand that HTC is more than just a tea shop.





Our Tea and Coffee

Our tea is ethically sourced through suppliers who adhere to legal standards. HTC sources tea from across the world and pays special attention to choose tea from gardens with ethical labor and cultivation practices. Care is taken to choose the best ingredients with the highest quality standards maintained.

HTC sources internationally acclaimed Fair Trade and Rain Forrest Alliance certified coffee from Australia. This coffee yields both taste and aroma, whilst ensuring that it is sourced from ethical sources.

Want to be a part of the HTC family?

It takes just 5 steps to become a member of the HTC Family.



One Time Franchising Fee

USD 15,000 – USD 20,000

Monthly Royalty Fee

1st Year -Monthly Royalty of 4% of gross sales
Thereafter a fee of 6% monthly of gross sales

Benefits of becoming a HTC Franchisee



Training – in-depth training on handling the HTC café operation. This training will span for a period of 2-4 weeks (depending on the previous experience that the franchisee has on handling café operations). The franchisee will get the opportunity to spend few days in a restaurant with a current Business Manager to get hands on experience on restaurant management. The training will be provided free of charge excluding all incidental expenses.

HVA FOODS PLC
(ISO 22000:2005 CERTIFIED COMPANY)

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