

Create Your Story
Grow your business
Create your own
Private Label TEA



Our Role in Private Label Partnerships

We partner with brands to co-create & co-pack premium Private Label Tea and Tisane. As your Private label partner, we can bring your tea product to fruition. Your brand is what differentiates your business in the marketplace from the competition.

Going private label with us will allow you and your business to focus entirely on building and marketing your brand. Let us handle your production. We make it easy to co-create Your Exclusive Private Label Tea

- **Step 1: Choose your blend.**
- **Step 2: Choose your packaging.**
- **Step 3: Choose your private label design option.**

" We will help you align with your vision of becoming a well known Tea Brand"

Our best in class team with expertise in, procurement, designing and packaging capabilities make us trusted partner for upcoming retail private labels.

We have served multiple brands to facilitate their ambition of creating a portfolio of finest Indian teas without investing into the infrastructure required to do so.

Our back end offers elaborate choices to choose from, right from procurement of the finest of teas till packaging customisation to suit your branding requirements.

We have systems to take care of end to end integration of tea procurement to tea delivery to enable "Budding Tea Brands" to provide the best choices of teas to their customers.

MARKET SIZE – Opportunity

2 bn \$ organised market growing at CAGR 7.2%

44% increase in tea consumption in urban india (FY 2017-18)

83.8% of all urban households drink tea

Domestic consumption 1201 million kgs (FY 2019-20)

5.7 cups a day consumed on an average in urban india

The universe of tea drinkers in india is large and continually growing

47% CUSTOMERS DO NOT HAVE ANY INFORMATION ON MANUFACTURER OF TEA

64% DO NOT HAVE INFORMATION ON THE INGREDIENTS OR BENEFITS OF TEA

**Trends in Tea Market suggest and signal growth
Hence the space for yet another brand**

1 PRIVATE LABEL WILL BRING NEW RETAIL REVOLUTION:

Consumers are willing to make the switch from national brands because the balance of quality and price works for them. Expectations are changing and they are shopping differently and searching for Healthier option in Tea Market. Retail industry is going to disrupt in next 5 years.

2 CHANGING ECONOMIC CONDITION WILL HELP PRIVATE LABEL GROW.

"Vocal for Local "campaign has the potential of harnessing India's Private Label opportunities. Made in India will influence purchase decision in future after the corona outbreak is over. Therefore, looking ahead, private-label brands have several avenues for future growth around the globe.

3 STORE EXPANSION BY RETAIL WILL LEAD TO MORE ACCESS TO PRIVATE BRANDS.

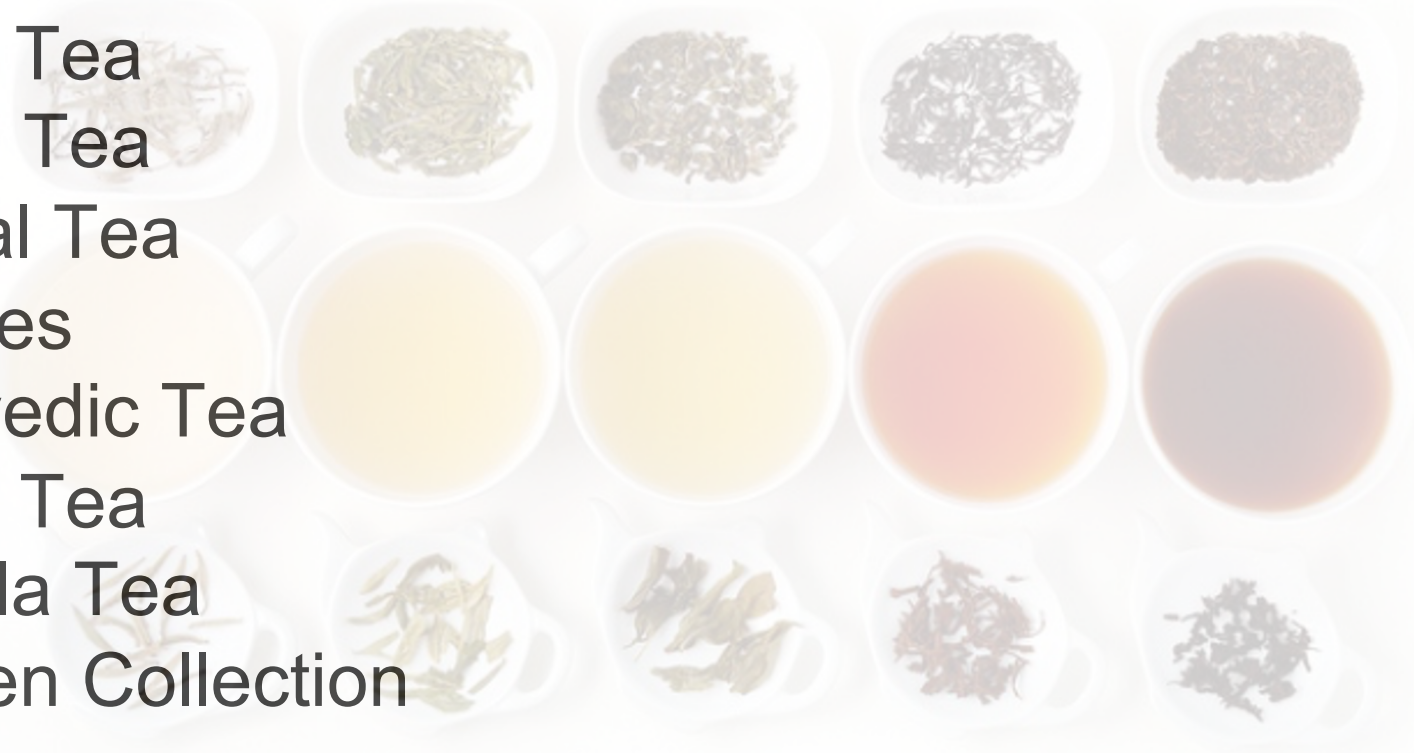
In recent years-commerce has given brands another way to reach the consumer. However, private-label growth is also being driven by the wider choice that the digital economy offers to consumers and the globalization of shopping trends.

4 MILLENNIAL ARE SHIFTING TO HEALTHIER OPTIONS.

Private-label brands often lead innovation, and these brands have been very successful in communicating to shoppers that there is no price or quality trade-off in their offerings.



- Green Tea
- Black Tea
- White Tea
- Herbal Tea
- Tisanes
- Ayurvedic Tea
- Floral Tea
- Masala Tea
- Garden Collection
- CHAI





**will help you start your own
Private label tea business**

1. Customize plan for every one's pocket
2. Low Minimum Order Quantity
3. Finest Quality Tea Blend to choose from

How to get started?

Select from List
of Blends

STEP
01



STEP
02

Choose Your
Packaging

We help you create
your Private Label
Design

STEP
03



STEP
04

Packed and Ready
to be shipped



While you prepare the Market we do the rest

- Brand Story
- Designing
- Procurement
- Customisation
- Packaging
- Quality Check
- Bridge the gap from Garden to your Warehouse

- ◆ Direct Sourcing from tea estates
- ◆ Personalized blending & tasting by experienced Tea masters & Connoisseurs
- ◆ We maintain stress on Delivering fresh tea
- ◆ High quality non compromised products used in blending
- ◆ In-house packaging, giving complete guarantee of pure tea
- ◆ Own warehouse : we maintain right temperature & hygiene to ensure tea quality
- ◆ **“ As Committed as Delivered”**



Payalh AGARWWAL

*Tea Lover & Hospitality
Professional*

Over 22 years of rich experience across varied businesses domains from Marketing , branding and Hospitality and born in Darjeeling ,Tea runs in her veins parallel to blood

Ankit LOCHAN

Tea Connoisseur & Tea Blender

Over 18 years of professional experience in Tea domain. Born with the Tea legacy, he curates perfect blends

Nishant CHOUBEY

Celebrity Chef & Tea Aesthete

Michelin Plated Chef with a blessed palate for creating wonders with ingredients

Ajay SHAH

Packaging & Supply Expert

A decade of expertise in analysis and master in Process , Delivery and Supply Chain and Packaging Management





Ministry of Defence
Government of India

