

Wagh Bakri Tea Group launches Mili, Navchetan tea in Vidarbha region

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NAGPUR

June 17: The Wagh Bakri Tea Group today launched the Mili Tea Carton and Navchetan Tea in Nagpur for Vidarbha market.

After getting very good response from the people with its flagship brand Wagh Bakri Tea, the group has entered its third year of operation in Vidarbha region. With increasing demand and growing trust of consumers the group has launched quality tea blends for the masses. Handpicked from finest tea gardens of India, Mili, is a favourite brand due to its consistent taste and quality at affordable price. As consumers wanted their brand in cartons, Mili tea is now made available in cartons as this kind of packaging maintains taste, aroma and flavour.

Wagh Bakri Tea Group is a premium tea group in existence since 1892.



Yogesh Shinde, general manager marketing, Rasesh Desai, managing director of Wagh Bakri Tea group and Sanjay Jalan, senior general manager at the launch of new tea brands.

Today it is 3rd largest packaged tea company in India with a turnover of over Rs 550 crores and over 25 million kgs of tea distribution. The group is firmly establishing its foothold in tea exports and retails consumers all over the world. With over 28 million Wagh Bakri tea lovers around the

world, it has emerged as truly global brand. The company enjoys undisputed market presence in Gujarat, Rajasthan, MP and Maharashtra. It has also made forays in Delhi and Hyderabad market in recent past. When queried about how the company can provide consistent good quali-

ty at reasonable rate Sanjay Jalan said that the company's more than 100 years of existence in the segment helps it. He said while launching any tea the company even tests water and milk available in the region as taste of tea depends on these factors also. About non-availability of this brand in some parts of city he said they are in developing stage and it will soon be made available everywhere.

Rasesh Desai also elaborated about the importance of tea in maintaining health, quoting World Health Organisation.

At BUYTEA.COM a customer can book his order of the tea and get it delivered at his doorstep.

Prominently present at the press conference were Rasesh Desai, managing director of the company, Sanjay Jalan, senior general manager and Yogesh Shinde, general manager, marketing.