

Wagh Bakri's Parag Desai predicts 5,000 tea cafes in next 5 yrs

November 23, 11

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Wagh Bakri Tea, one of India's strong regional brands that is poised to go get national acceptance and is already much popular in international countries too. It is also one of the brands that has taken upon itself to take the beverage beyond the masses and catch the imagination of the youth by opening premium lounges.

The company opened its first tea lounge two years back in Ville Parle in Mumbai. It recently, spread its wings in New Delhi too.

Speaking at the Mumbai leg of the Pitch CMO Summit, Parag Desai, Executive Director, Wagh Bakri Tea Group, said, "We have managed to do well in India. A few years ago there was nothing called as cafés for people to hang out and have meetings. Today, café has become a symbol of upper class segment where people enjoy that kind of environment."

Elaborating on the Wagh Bakri Lounge, Desai said, "Our tea comes from Assam and we offer consumers various flavours of tea like green tea, organic tea, pudina tea, tea with an ice-cream and even mint tea. We believe that people should come to our outlet and try these types of tea and if only if they like it, they can pay for it."

The lounges also offer Indian snacks. Wagh Bakri is refraining from selling pizzas and burgers. "We don't believe in selling pizzas and burgers as we are an Indian company and want to connect with the consumers in a good way," said Desai.