

After Mumbai, Wagh Bakri opens tea lounge in Delhi



After registering success for its Mumbai outlet at Vile Parle, Wagh Bakri Tea Group recently launched the unique Tea Lounge in Delhi. Parag Desai, Executive Director, Sales & Marketing, Wagh Bakri Tea Group said, "Our intention to open Tea Lounge is not financial. We want to promote the habit of tea drinking, which is quite common in India and it can also be unique experience with snacks, etc. We have identified Delhi and would like to explore places like Bengaluru and Hyderabad later." Spread over an area of more than 1200 square feet, the Wagh Bakri Tea Lounge brews a wide selection of Indian and international teas including Green Tea, Organic Tea, and Flavored Teas to name a few. Hand-picked varieties from Darjeeling, Nilgiri, Sikkim, Oolong compliment the best in Chinese, Sri Lankan and Kenyan Tea which aims at giving an unmatched high tea experience in a cheerful and plush ambience. The outlet offers more than 35 varieties of tea comprising of India varieties which are of Wagh Bakri and international flavours as well.

Wagh Bakri Tea Lounge will be managed by Hospitality Services Management Company, M/S South Asian Hospitality Services, in New Delhi. The interiors have been designed by famed interior designer co. M/S Lahari Shetty & Associates. Mumbai owned by Lahari Shetty. Set in an extremely modern and contemporary space in Pitampura, The Wagh Bakri Tea Lounge is all set to bring a distinctive experience of

relaxed tea drinking in a premium ambience. According to the company, tea is refreshing, healthy and the perfect companion for all, which is stylish and relaxing too. The fact is that tea has not yet been able to mark a space for itself as its cousin coffee. The company aims to offer that lifestyle experience that tea also deserves. "Our proposition is not at all financial. We just want to find out how people react to this concept of drinking tea," Desai said, without revealing on the investment on the outlet and budget plan for any expansion. He added, "Though we have plans but that will completely depend on the reactions that we receive from this outlet in Delhi. Our whole aim is to bring back the concept of leisurely enjoying a cup of the golden brew and the Tea Lounge offers a unique ambience for people to experience the same." Rasesh Desai, MD, Wagh Bakri Tea Group, said, "At Wagh Bakri Tea Lounge, we would like to re-introduce the North Indian audience to a vast range of teas blended and prepared with a precision that has resulted after exhaustive research of the history of tea and Wagh Bakri Tea Group's expertise on the beverage for more than a century."