

'Tea'm up for Cuppa at Wagh Bakri Tea Lounge

It might be a smart idea to sip and soak at the newly opened Wagh Bakri Tea Lounge, which is a new addition to the capital's beverage bistro scenario. Whether you want to simply unwind or seek to have a one-on-one business meeting, the venue can provide with the ideal setting.

After Mumbai, Delhi is the second city to have a Wagh Bakri Tea Lounge. It is possibly the first of its kind tea lounge in Delhi. After Vile Parle in Mumbai, it is Pitampura in Delhi, which is now witnessing the sleek tea lounge culture. The Wagh Bakri Tea Group has plans to open more such tea lounges in other parts of the country. This news may interest a nation that greets every morning with hot leisurely sips of a tea.

The company has conceptualised and eventually manifested India's deeply ingrained tea drinking culture into a lounge layout. The concept is about re-introducing tea as a trendy social beverage and to take it out to an urban contemporary space, out of home and road side tea stalls.

The concept has high chances of succeeding as despite the rising emergence of coffee drinking habit in India, tea is perhaps still the best companion for socialising and networking in India. Now, for the happening young generation and also for the not so happening, not so young generation, all roads in the capital would lead towards Pitampura, where one can enjoy long and lingering *adda* sessions over warm cuppa. Now Delhi tea aficionados have a new address to sip a wide range of teas.

The Wagh Bakri Tea Lounge, which is spread across 1200 sq. ft. brews a wide selection of 32 different types of Indian and international teas, including green tea, organic tea, and flavoured teas to name a few. Wagh Bakri Tea Lounge offers bountiful range of hand-picked aromatic teas from the hills of Darjeeling, Assam, Nilgiris, and Sikkim. The Indian selections are complemented by the best of international teas from China, Sri Lanka and Kenya, which together envisages at giving an unmatched high tea experience in a cheerful and plush ambience. The impressive range of teas is complemented by a



sumptuous range of snacks of the Indian and Iranian varieties.

To focus on the health conscious urban populace and uphold the healthy drinking habits, Wagh Bakri Tea Lounge has a brew card suitable for every patron. *Pudina chai*, lemongrass tea, organic tea, green tea and Darjeeling tea are some of the exclusive selects that tops the list. Then there are ginger, cinnamon and apple teas, which are there to calm and cool your tensed senses. A rare variety of tea which adorns this tea lounge is Nilgiri Silver Tips tea, which infuses distinct pale liquor. This mellow tea is endowed with a sweet floral flavour, which I found simply intoxicating. The tea is spruced with health benefits through its high content of antioxidants.

At the lounge, the tea connoisseurs can make a quick brew with their tea bag variants. These tea bags are double chambered and staple free to facilitate faster infusion. Wagh Bakri Tea Group is possibly the first ever company in India to introduce the same. These innovative tea bags are foil-sealed to retain freshness and flavour for a long time. To retain the exotic aroma of Darjeeling tea, they are exquisitely packed in wooden chestlets. Light orange leaf designs around the walls and a white serpentine designed false ceiling have contributed to the elegant décor of the place, characterised by plush interiors.

Parag Desai, the Executive Director, Sales and Marketing of Wagh Bakri Tea Group said, "As tea is a healthy, fresh and a perfect companion and has been enjoyed by generations, tea lounge is an ideal place to unwind with like-minded people in a relaxed mood." He further added, "Our main aim is to bring back the leisure concept of enjoying a cup of golden brew in an amicable ambience."

Wagh Bakri Tea Lounge is to be managed by the Delhi-based hospitality services management company, named South Asian Hospitality Services Pvt. Ltd. The hospitality services management company is owned by Pravin Juneja. "We will ensure the efficient running of the Wagh Bakri Tea Lounge and make this venture a stupendous success. This tea lounge richly deserves it," asserted Juneja.

Here it deserves a mention that Wagh Bakri is the third largest packaged tea company in India, and the largest privately held tea company in the country. The brand is a market leader in the tea markets of Gujarat and Rajasthan, and also has major market share in Goa, MP and Maharashtra. With the introduction of this lounge, it is expected that Delhites will all also get familiar with this brand than ever before. ■

