

Wagh Bakri Launches First Staple Free 'Hygiene Tea Bags in ME

DUBAI — Wagh Bakri Tea Group, India's largest privately held packaged tea group introduces World's latest and India's first staple free Hygienic tea bags at Gulf Food 2009 for the Middle East markets. Wagh Bakri has for the first time ever launched staple free teabags for developed economics.

"The Gulf Food 2009 is a very important event for us for a variety of reasons: it is the largest event of its type in the world, it gives us an opportunity to position ourselves as a leading international Tea Brand and it's the first time Middle East will be experiencing staple free hygienic tea bags where the aroma of the hand picked premium tea stays fresher. This state-of-the-art technology ensures safety since the bags are meticulously tied by thread. There is no metal and no fear of staple falling in the tea. Also it possible to put the tea bags in the microwave oven.

The Waghbakri group with a turnover of Rs.400 cr (\$ 80 million) and brands which are household names in India, North America, Australia, UK, and Middle East have decided to aggressively invest for customer satisfaction and innovation. We are targeting a 50 per cent growth rate in the Middle East with this top-notch tea bags." said Piyush Desai Chairman of the WaghBakri Group at Gulf food 2009 exhibition.

Raseshbhai R. Desai, Managing Director of the WB Group, on the occasion of launch said, "We have recently installed India's first & world's latest machine to produce non staple tea bag, IMA-INDUSTRIA AUTOMATICHE MACCHINE (IMA C27) in our Dholka plant in Gujarat, India. The company has procured IMA C27 from Italy for producing world class double chamber Tea Bags. IMA has production capacity of 250 tea-bags per minute. C 27 tea bags will soon



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be available on store shelves across in all major regions of Middle East and other developed markets of U.K, USA and Europe. Internationally tea bags have a market share of 70 per cent and we hope to contribute significantly to the total market share with our highly specialised hygienic product. We would also be participating in Foodex Japan next month with this product."

Elaborating further on the future plans of the company, Pankajbhai R. Desai, Vice Chairman of the WB group stated, "It is about 'being from the future', seeing it and willing it to happen before it does. We are the first Indian company to invest in futuristic trend. We have done market survey on the taste and liking of the consumer and accordingly undertaken this investment of more than Rs 4 crores to suit the requirements of health conscious consumers all over the world. Our existing sales volume is more than 22 million kg's and annual turnover is more than Rs 400 crores (\$80 million). We are also planning to increase our production capacity by setting up a world class factory at Nadiad, in the state of Gujarat, India."