

## Now Amdavadis can sip tea in lounges, courtesy Wagh Bakri

To invest Rs20 crore for setting up lounges across the country, including 4 to 5 in Guj

 dna correspondent

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—Piyush Patel/dna

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Piyush Desai, CMD,  
Wagh Bakri Tea Group

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Piyush Desai

Ahmedabad: Taking the humble chai to the next level, Ahmedabad-based Wagh Bakri Tea Group Thursday launched its first signature tea lounge in the city, and announced plans to set up 20 more such lounges across the country.

More than 100 years old, Wagh Bakri is also the largest selling tea brand in Gujarat. The company's annual sales are in the region of Rs900 crore, of which around 75% is from Gujarat.

The tea lounge in Ahmedabad is the company's fifth in India, but the first Gujarat. It has signature tea lounges in New Delhi and Mumbai. It is opening two more lounges in Delhi within a month.

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After Ahmedabad, the company is planning to set up similar tea lounges in other cities. "We are planning 20 tea lounges, some of which will come up in Surat, Vadodara, Rajkot, Pune and other Tier II cities," Parag Desai, the company's executive director, said.

The setting up of 20 lounges would entail investment of Rs20 crore or so, as according to Parag Desai, the typical investment in every lounge is around Rs1 crore. The lounge would serve not only different varieties of tea, but also many snack items, which would have tea.