

Tea brand Wagh Bakri brews a national plan

OUR BUREAU



Actress Sakshi Tanwar during the launch of the tea lounge in Delhi on Wednesday.

NEW DELHI, OCT. 19:

Delhi woke up and smelt the tea this morning. Gujarat-based tea brand Wagh Bakri, which is brewing a retail plan as well as nursing national ambitions, opened its first tea lounge in the Capital. It served an array of handpicked varieties from Darjeeling, the Nilgiris, Sri Lanka and Kenya at the outlet.

According to Mr Parag Desai, Executive Director (Sales and Marketing), Wagh Bakri, many more such lounges are on the anvil, though they plan to take it slow and steady. The company already has a tea lounge in Vile Parle, Mumbai.

The Rs 500-crore Wagh Bakri brand, which till some time ago was mainly a regional brand serving Gujarat and Rajasthan, has been on a furious expansion spree of late. With sales volumes of 25 million kg of tea, it has now spread to Maharashtra, Madhya Pradesh, Hyderabad and Goa.

Last year, it entered the Delhi-NCR market, and Mr Desai says plans are to now move further north. According to Mr Desai, Wagh Bakri with 7-8 per cent market share of the branded tea business, is now at the third spot behind HUL