

The Regional Czars

P!tch Exclusive



Company: Wagh Bakri Tea Group
Key Brand: Wagh Bakri

Turnover: Rs 550 crore

Marketing budget: Rs 28 crore

Key Marketing belief: Consumer is quality conscious, so be quality oriented

Strong markets: Gujarat, Rajasthan, MP and Maharashtra

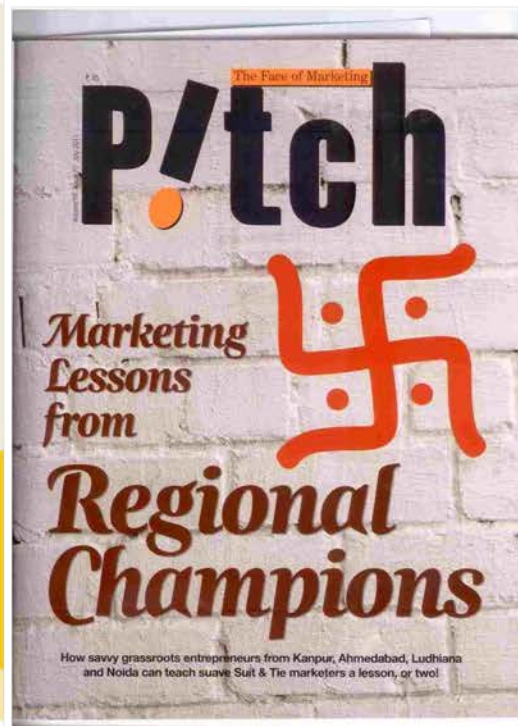
Key Milestone: It has become third largest packaged tea company with 7.5 per cent market share

Aha! Factor: One of the biggest exporter of tea

“Based on our gut feeling we decided to export under the brand name of Wagh Bakri. Today, we are the largest selling tea brand across North America”

Parag Desai | Executive Director, Wagh Bakri

Next: Mankind Pharma



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