



## Wagh Bakri Tea, India's largest privately held tea company, gives Delhi a unique experience to enjoy tea

*~ Launches its first Wagh Bakri Tea Lounge in Delhi, after Mumbai ~*

**New Delhi, 19<sup>th</sup> October 2011:** The nation which starts its day with a sip of tea has now a reason to rejoice. The most trusted tea brand of the nation, Wagh Bakri Tea Group, today launched the first of its kind Tea Lounge in Delhi. Set in an extremely modern and contemporary space in Pitampura, **The Wagh Bakri Tea Lounge** is all set to bring a distinctive experience of relaxed tea drinking in a premium ambience.

Television actress and eminent personality, **Saakshi Tanwar**, famed for her roles in 'Kahani Ghar Ghar ki' and 'Bade Acche Lagte Hain', graced the occasion and cut the ribbon for the launch. Sakshi, who embodies the best of Indian tradition with a modern appeal, graced the occasion and averred her preference for a brand that is synonymous with quality and trust. **Mr. Piyush Desai**, Chairman & Managing Director, Wagh Bakri Tea Group, hosted the launch and introduced the brand to the guests present. Spread over an area of more than 1200 square feet, the Wagh Bakri Tea Lounge brews a wide selection of Indian and international teas including Green Tea, Organic Tea, and Flavored Teas to name a few. Hand-picked varieties from Darjeeling, Nilgiri, Sikkim, Oolong compliment the best in Chinese, Sri Lankan and Kenyan Tea which aims at giving an unmatched high tea experience in a cheerful and plush ambience.

**Saakshi Tanwar**, an avid tea lover, said, "The Wagh Bakri Tea Lounge offers the choicest selection of teas to help you unwind and rejuvenate in a premium ambience. I believe the effort by Wagh Bakri to educate people about the various varieties of tea, and give them a space where they can get to try them is excellent. ". The Wagh Bakri Tea brand embodies the spirit of building relationships since its very inception. Wagh Bakri believes that a cup of tea can enhance relationships and help in bringing people from different backgrounds together and am sure that the launch of the Wagh Bakri Tea Lounge will further help the cause in addition to being the perfect destination for tea lovers.

I always associate the Wagh Bakri brand with quality and am sure the Tea Lounge will be a wonderful destination for all tea lovers."

Commenting on the launch of the first tea lounge in Delhi, **Mr Parag Desai**, Executive Director, Sales & Marketing, Wagh Bakri Tea Group said: Tea is an intrinsic part of our life and culture. It is this drink that has been enjoyed by generations as the perfect drink to relax with. Tea is refreshing, healthy and the perfect companion. Stylish and relaxing, this is a



place to unwind with like-minded people. You can reflect on things over a cup of tea and discover more about yourself “

**Mr. Paras Desai, Executive Director** further adds that “The Tea Lounge offers an amazing variety of the most exotic and energetic teas from around the world in an exquisite style to help you relax and rejuvenate. We aim to make the Wagh Bakri Tea Lounge a one stop destination for all tea lovers across the city. We offer more than 35 varieties of tea at the Tea Lounge and people can even buy their favorite tea variety from here.. Our whole aim is to bring back the concept of leisurely enjoying a cup of the golden brew and the Tea Lounge offers a unique ambience for people to experience the same.”

As **Mr. Rasesh Desai, MD, Wagh Bakri Tea Group** affirms “At **Wagh Bakri Tea Lounge** we would like to re-introduce the North Indian audience to a vast range of teas blended and prepared with a precision that has resulted after exhaustive research of the history of tea and Wagh Bakri Tea Group’s expertise on the beverage for more than a century.

Wagh Bakri is the third largest packaged tea company in India, and the largest privately held tea company. The brand is a leader in markets like Rajasthan, Gujarat, and Madhya Pradesh and also has major market share in Goa, M.P. and Maharashtra. Wagh Bakri launched in Delhi and NCR almost a year ago and the Tea Lounge is a definitive step in bringing an appreciation of fine teas and tea drinking culture to the people of Delhi.

The launch was well attended by influential people from the tea industry as well as the advertising and marketing fraternity in addition to other distinctive people of the capital city. It offered the guests a chance to sample the unique and popular teas from Wagh Bakri Tea, as well as the menu, which consisted of both Indian and International favorite snacks.

Wagh Bakri Tea Lounge will be managed by the prestigious Hospitality Services Management Company, M/S South Asian Hospitality Services Pvt. Ltd, New Delhi, owned by **Mr. Pravin Juneja** who said that “We will ensure the efficient running of the Wagh Bakri Tea lounge and make it a grand success that this tea lounge deserves”.

The interiors have been designed by famed interior designer co. M/S Lahari Shetty & Associates. Mumbai owned by **Ms. Lahari Shetty**.