

TEA
TRUST

...profile



the indian tea space...

- Largest producer and consumer of tea in the world
- Production – about 830 m. kgs.
- Consumption – about 660 m. kgs., of which :
 - Packet Tea – 360 m.kgs (55%)
 - Loose Tea - 300 m.kgs (45%)
 - *(Loose tea a very big segment)*
- National Brands – Red Label, Taj Mahal, Yellow Label (HLL brands), Tata Gold, Tata Premium (TT brands)
- In addition to national brands, there are local strong brands like Wagh Bakri (Ahmedabad), Jivraj (Surat), Girnar and Society (Bombay), Sapat (Nasik), Makaibari and Lopchu (West Bengal)
- Intense, cut-throat competition with price cuts and freebies dominate the market
- Diverse preferences – each region/community has its own typical preference of taste, colour, strength, leaf-size
- Localisation to suit these regional/community specific diversity a MUST

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cha – the indian way...

TEA always preferred TEA *Fresh and Loose...*because :

- Freshness of tea is paramount
 - Customers **MUST** see, touch, and smell the tea they purchase
 - The shopkeeper could advise, customise and blend teas to suit various taste-preparation based requirements – personal interaction!
 - ...And, the prices are not as expensive as branded packet teas today!
- It was the local /neighbourhood Tea Shop that **CO-CREATED UNIQUE CUSTOMER EXPERIENCE** by integrating all the above.
 - In the case of branded packet tea, this **UNIQUE CUSTOMER EXPERIENCE** was lost.

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the shift to packet tea...from luxury to commodity mindset!

- With the advent of television came its cousin - mass marketing and branding
- As in Industrial revolution – the focus shifted from quality to quantity
Make mass, advertise to mass, sell mass
- As this mass juggernaut rolled on, and as the world shrank smaller than ever before, focus shifted from TEA to the brand-image
- The packets became prettier, advertising budgets got fatter, the brands got stronger, and TEA got neglected...
- The packet became the BRAND, and tea was reduced to a 'commodity' – no excitement, no personal touch, no experience in buying tea – much like buying potatoes!

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the unique customer experience of Fresh and Loose Tea was lost...!

Cha – rediscover the magic of tea...
Bringing back emotion and personality in tea!



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- Tea sold the way Indians prefer – Loose, Fresh and Economical
- Experience Tea – transparent dispensers, specialised staff, on the spot tasting, customisation through blending!
- Wide range – Herbal, Fruit and Exotic, International
- National chain of CHA shops to give customers the TRUST factor
- Always TEA *Plus* – *something more than TEA*
 - » *Experience – interaction, tasting*
 - » *Knowledge – brewing method, benefits*
 - » *Savings*
 - » *Regional Tastes and preferences*
 - » *Unique Range – International Tea, Health and Herbal Teas, Fun Teas*
 - » *Exclusive Tea merchandise*

CHA – Speciality Tea Outlets by TeaTrust



Cha Store - Sketch



Cha – Calcutta outlet



Cha – Calcutta outlet



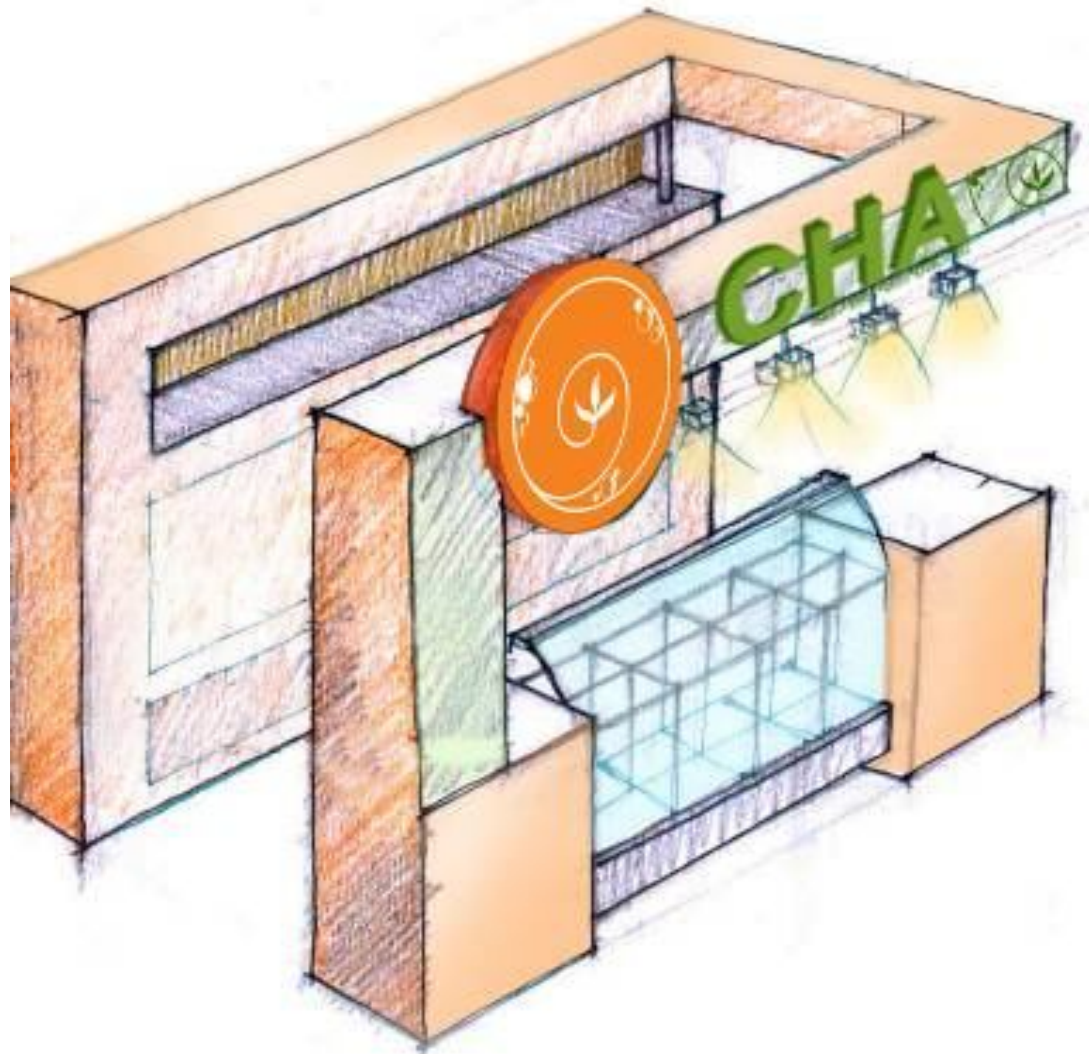
CHA – the Kiosk model for location in Malls, Shopping Centres and Campuses



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- Developed as modular fixtures for locations in major malls, shopping centres, as SIS within established retail stores and in Campuses
- These counters will provide the same level of quality tea, committed staff and consistency in prices as the CHA shops
- Something different, new, unique to keep the customer interested and excited...every time!
- CHA – counter at MORE MEGA, Baroda
- CHA – counters at Reliance Fresh – Speciality outlets at Warden Road and Tardeo, Bombay.

CHA – model of a Kiosk



CHA – *revive!* The Fashionable TEA place...



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- Ready to drink tea stalls at Food Courts offering unique tea-drinking experience : Saffron Tea, Green Tea with Tulsi, Coconut water with Rose Tea
- Making TEA fashionable and glamorous
- Full-fledged Tea Rooms – **Cha - revive**
- Warm, cosy, relaxing and soothing
- Tea for every mood, every weather and every festival
- Leave the stress and tension at the doorstep, step into a world of warmth – the warmth of the hearth...*revive...refresh*

The Roadmap...

Phase 1 – East Zone

Start with Calcutta and later expand into East zone :

Calcutta	—	15 locations
Durgapur	-	3 “
Asansol	-	3 “
Burdwan	-	3 “
Kharagpur	-	3 “

(mix of stand-alone stores, mall stores and kiosks)

Dhanbad	-	3 locations
Jamshedpur	-	3 “
Ranchi	-	3 “
Bhubaneswar	-	3 “
Cuttack	-	3 “
Indore	-	5 “
Bhopal	-	3 “
Jabalpur	-	2 “
Ujjain	-	2 “

TOTAL – 54 locations

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The Roadmap...

Location Profile – *make CHA available wherever people SHOP, WORK, PLAY and TRAVEL*

CHA LOOSE TEA STORES –

Footprint	- 75 – 350 sqf (carpet area)
Location	- residential pockets and traditional market-places

CHA KIOSKS

Footprint	- 50 – 80 sqf
Location	- high-footfall malls, shopping centres, as SIS inside major retail stores, campuses

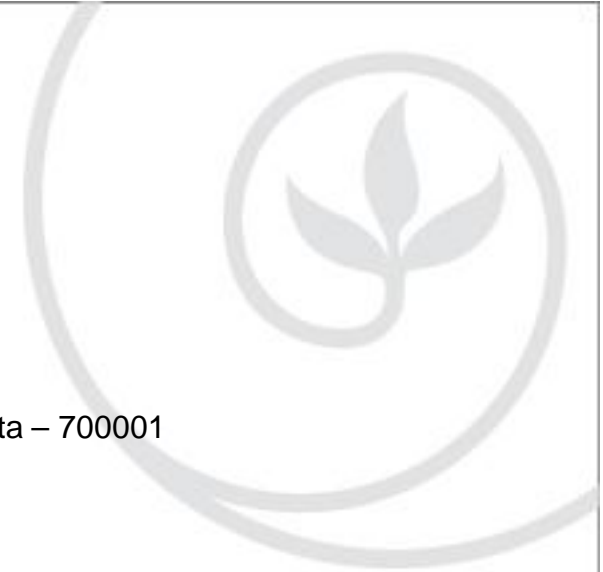
CHA – revive

Footprint	- 450 – 700 sqf (carpet areas)
Location	Commercial areas, affluent residential areas, gathering places – theatres, university campuses, corporate campuses,

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People and partners...



Registered Office – 3A, Pollock Street, 2nd Floor, Calcutta – 700001
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Promoters - Ketan Desai and Prashant Desai

Bankers – ICICI Bank, R.N.Mukerjee Road, Calcutta.

Auditors – DOSHI, BAVISHI & ASSOCIATES, Calcutta

Alliances and Partnerships :

Natural Tea- Shah Enterprises and Desai & Sons, Calcutta

Herbal Tea – Nature’s Trove International, Calcutta.

Fruit Blends – ReedLanka P. Ltd. – Colombo

Design Partners – IDIOM Design & Consulting Ltd., Bangalore

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TeaTrust is a responsible company – responsible to people, communities and the environment

A part of all sales is earmarked to improve the living conditions of tea-growers, particularly in their education, health-care and better opportunities

At all our stores and work-places, we try to be as sustainable as possible, and practice REDUCE, REUSE and RECYCLE

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