

Press Release

Young Indians Tea Tasting Session with Apeejay Tea Limited

Guwahati, 3rd February 2020: Apeejay Tea- Tea with Yi, a tea tasting session organized by Young Indians Guwahati Chapter in association with Apeejay Tea Limited was held on Sunday at Hotel Palacio, Guwahati.

Walking the audience through the history of tea in Assam, was Mr. Razi Khan, Director- Sales & Marketing, Apeejay Tea Ltd, who conducted an elaborate tea tasting session, sharing his expertise with the tea enthusiasts who congregated at the event.

Speaking about Assam Tea Mr. Razi Khan said, “Nothing can replace Assam tea as it has an inherent quality which comes from the soil. The Brahmaputra adds unmeasurable value to the soil contributing greatly to the briskness and a bright yellow colour to your cup of tea. The Assam second flush orthodox, mellow and intensely flavourful often referred to as tippy tea whilst the CTC is malty, brisk and full bodied, high on anti-oxidants, are one of the best teas in the world.”

30 varieties of tea from the best gardens of Assam were presented at the tea tasting session along with a wide range of Herbal Teas from Typhoo, India’s premium brand in the tea and wellness category. The session was not only engaging but informative too and was thoroughly enjoyed by the participants. The star of the show was the Valentine tea, which is a special blend created by the master blender Razi Khan.

Since Assam is popular as a major tea producer, Yi Guwahati Chapter curated this learning platform about Assam Tea which is a widely consumed beverage across the globe and is not promoted enough.

Speaking about the Tea with Yi Mr. Abhimanyu Khetawat, Chair, Yi Guwahati Chapter said, “Our objective through this event is to promote the rich history and uniqueness of Assam Tea. We hope to carry this Assam Tea Tasting and Learning platform to other cities as a unique offering from Yi Guwahati Chapter. Apeejay Tea, being one of the largest tea producers and with its rich history, expertise and knowledge base is an ideal partner in this initiative. Today’s session helped us understand how special Assam Tea is and why we should treasure this comforting cup and make every effort possible to make it the most sought after beverage in the world.”

Millennials these days are not interested in black tea and we need to reach out to them because it is one of the healthiest and most versatile of beverages, Khan said. At the event, Apeejay Tea presented other exotic varieties from their own tea gardens in Assam - Raspberry jam- first grown in Apeejay Tea’s Estate Khobong where the bushes have an inherent sweetness which gives the tea a jammy character; later developed by other tea companies and Pengaree Single estate tea which is grown from high quality tea bush unique to Apeejay Tea’s Pengaree Tea Estate. The handmade Valentine blend with edible gold dust and sugar coated hearts made by Apeejay Tea’s master blender, specially meant for gifting purpose, stole hearts at the Tea Tasting session.

The session saw significant number of attendance ranging from amateurs to tea enthusiasts who were introduced to different kinds of aromas and tastes. During this presentation, Khan expressed sadness at the ongoing state of poor financial health of the tea companies and hoped that the tide would turn in their

favour sooner rather than later adding that “As producers, we need to value add and those who have value added are the companies doing better.”

About Yi:

Young Indians (Yi) is an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, it reaches out to millions of youth across the country through a network of 43 Chapters with the clarion call to action of ‘We Can, We Will’. Yi holds more than 2500 activities each year under the pillars of Youth Leadership, Nation Building and Thought Leadership, and connects with 18000+ students through its institutional network, ‘Yuva’. Yi is one of the founders of the G20 Young Entrepreneur’s Alliance & Commonwealth Alliance of Young Entrepreneurs (CAYE – A). www.youngindians.net

About Apeejay Tea Limited:

Apeejay Tea is amongst India’s oldest and 3rd largest tea producer with 17 tea estates in the prime tea growing areas of Tinsukia, Dibrugarh, Charaideo, Udalguri and Sonitpur districts of Assam spread across over 50,000 acres. Quality consciousness and efficient process control has enabled Apeejay Tea Group to stay competitive and provide better value to its customers. It is amongst India’s largest bulk seller in the domestic auction sale system. The company acquired Typhoo, UK’s third largest and an over 100-year-old iconic British tea brand in 2005 which is retailing in nearly 50 countries globally. Typhoo began its journey in India in 2009 and over the years has brought to India the 117 years heritage of the iconic British brand Typhoo. Typhoo product range includes an array of Specialty Black & Flavoured teas, Organic Green Teas, Organic Herbal Infusions and delightful Fruit Infusions. The brand is available in over 30 unique varieties, specially created to delight the Indian diaspora of tea lovers and wellness beverage seekers.

For media related information please call Renu Kakkar at +91 93309 92015