



Apeejay Surrendra Group's Cha Bar opens doors to its first standalone tea bar at DLF TWO HORIZON CENTER.

Gurgaon , 17th September 2018 : Cha Bar, the first of its kind urban contemporary space that created a rage in Kolkata and Mumbai in year 2000 is now making its foray in Gurugram.

The Tea Bar brand from Apeejay Surrendra Group, Cha Bar has launched its first outlet in Gurugram at DLF Two Horizon. Designed stylishly with modern aesthetics, the new Cha Bar will serve a variety of teas and scrumptious snacks at DLF Two Horizon. From Flowering Teas, Organic Teas, Herbal Teas, Diet Teas, Fruit Teas, to an exclusive range of Assam, Darjeeling, Nilgiri, Sikkim and Oolong, complimented by the best in Arabic, Chinese, Japanese, Moroccan, Russian, Sri Lankan, South African and Thai Teas – make up more than 150 varieties on offer on the Cha Bar menu.

Gurgaon's splendid commercial hub, DLF Two Horizon, which also houses reputed brands like Samsung, Harvard Business Publishing, Facebook, Quorum and Hero Cycles is brewing with tea lovers at the brand new Cha Bar. In the last 20 years of its establishment, Cha Bar has been immensely loved by its customers, turning tea from a dry page in history to a lifestyle drink. With a comfortable seating capacity and a pocket friendly average cost of Rs. 350 for two, the new outlet has already sold more than 1500 cups of tea and catered to over 2400 odd customers in the last one week that it set its foot in Gurugram.

Talking to PTI, Mr. Nitin Warikoo, Head of Cha Bar said "India is predominantly a tea-drinking nation where tea is a cultural preparation and at Cha Bar, we believe that there is nothing indeed like a good cup of tea. EVERY cup of tea that we serve is special and carries a story with it. We are excited and delighted about our presence in DLF Two Horizon and with three new Cha Bars ready to open the next few weeks, Cha Bar is on an aggressive expansion plan in Delhi and NCR , "

ABOUT CHA BAR

Cha Bar is the first of its kind urban contemporary space that created a rage in Kolkata and Mumbai in the year 2000, turning tea from a dry page in history to a lifestyle drink! Ms. Priti Paul's creation backed Apeejay Surrendra group's 100 year old experience in the tea plantation business, Cha Bar was created as an integral part of the almost 100 year old iconic Oxford Bookstore in the historic Park Street. The concept was expanded pan India and integrated into Oxford Bookstores and customers loved the experience of being able to browse at leisure, leafing through the books of their choice, over a cup of tea from the wide selection available at the Cha Bar.
