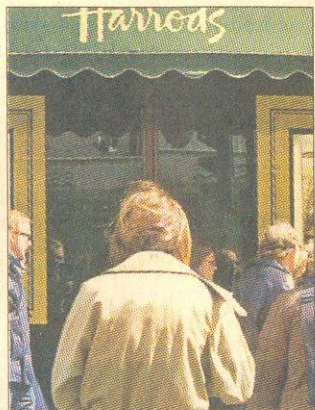




HARRODS TO GET FINE BREW FROM APEEJAY

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Apeejay to be sole supplier of Indian tea to Harrods



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HARRODS of Knightsbridge, the famous British luxury departmental store, has roped in Apeejay Tea as its sole supplier of Indian tea. Apeejay Tea will route Indian teas to Harrods through UK's Typhoo Tea — the century-old British iconic brand that was acquired by the Kolkata-based Apeejay Group in 2005 in an all-cash deal. Harrods officials, who were in India recently, indicated that the upmarket departmental store would buy more tea this year

TEA FOR TWO

Apeejay Tea will route Indian teas to Harrods through UK's Typhoo Tea — the British iconic brand that was acquired by Apeejay Group in 2005

as the demand in the UK has increased significantly.

Confirming the development, an Apeejay Tea spokesman told ET: "We have a long-standing relationship with Harrods, and Typhoo Tea is

a major packer for them." The decision to appoint Apeejay Tea was taken by Harrods after Balmer Lawrie, which was its sole supplier for years, decided to quit the tea business.

A senior Tea Board official said: "Matthias Kiehm, director of Harrods, along with H Rahman, advisor (tea & coffee) at Harrods, were in India recently to identify teas for their store. They had been to the estates of Assam and Darjeeling and completed the selection of teas."

The official added the likes of Goodricke Group, Assam Co and Ambootia Group would supply to Apeejay Tea, which in turn, would

route their teas to Harrods.

Harrods' interest in tea goes back to 1834, when its founder Charles Henry Harrod set up a wholesale grocer in Stepney, with a special interest in tea. When contacted, Ambootia Group chairman Sanjay Bansal said: "Harrods has also agreed to organise a two-week summer promotion of Ambootia's teas at its store in August. This augurs well for premium quality Indian teas, which would find more shelf space in Harrods."

Incidentally, Harrods occupies a 4.5-acre site and has over 1 million sq ft of selling space in over 330 departments. This makes Harrods one

of the largest department stores in the world together with Macy's New York.

The industry buzz is that Harrods, where the Queen shops, will lift nearly 500 tonnes of tea this year. "Harrods generally picks up high-value teas. It may pick up more this year as tea consumption in the UK has gone up significantly post-recession. Tea is now much cheaper than juices or fruit drinks in the UK. Therefore, in this backdrop, it is likely that demand may have picked for tea at Harrods as well," said McLeod Russel India Ltd director Azam Monem.