

JUN - DEC 2019

WAGH BAKRI

Tea Group

# Abhivyaakti

A REFLECTION OF WAGH BAKRI TEA GROUP





# Message from The Chairman's Desk



Dear Members of Wagh Bakri Chai Parivar,  
Season's Greetings!

I hope you all have enjoyed holidays and are in the cheerfulness of festivals!

Despite of challenging global economic conditions, Wagh Bakri Parivar is marching ahead on the path of progress with sustainable growth keeping in mind our environment and business associates together. In spite of severe competition in selling tea, our Company has shown good performance in sales.

In the Domestic Tea market, India has produced 821.64 million kilograms up to August 2019, while it was 804.41 million kg last year, higher by 17.23 million kg. The world crop, up to August 2019, was 1314.20 as against 1311.38 million kg last year, which is higher by 2.82 million kg. So I can say that the weather remains favourable for tea production. Indian tea export up to August 2019 was 162.18 million kg while in 2018 it was 162.15, so it is higher by 0.03 million kg.

The plantation industry is facing problems as the cost of production is going up significantly including the declaration of 20% bonus. The price realisation can only move up with higher consumption thereby making it viable for the plantation sector.

It has always been our desire and endeavours to improve the management systems to out-match the world-class standards. Our Company has attracted good and competent experienced officers and professionals, who have also added good practices into the system, which are being practised by the other companies, outside Gujarat whereby making the working environment very congenial and problem-free.

Wagh Bakri Parivar is doing excellent progress in overseas markets and exploring every opportunity. Recently, countries like Japan and China were added to the export kitty. China is eminently known for the consumption of Green Tea.

As far as giving back to society is considered, as a responsible Corporate, we are always at the forefront. We believe and are conscious of social and environmental impact, which can benefit society at large and are trying to help to find solutions for every issue. You will be pleased to take note that in the financial year 2018-19 we have spent Rs.2.52 Crores on CSR as against Rs.2.37 Crores, the minimum requirement.

Wagh Bakri Tea Group has initiated various prestigious CSR projects including the construction of a new building for Girl's School and Women's PTC College at Vishvamangalam-Anera (a six decades old Gandhian Educational Institute at village Akodra, Himmatnagar) is now completed. It was inaugurated on 20th October 2019. The Company's financial assistance to this project is Rs.1.25 Crores, under its CSR initiatives, towards promoting education, which is going to benefit underprivileged Girl students of the surrounding area. We have also inaugurated another prestigious project "Rajnagar Prathamik Shala" at village Santej, Kalol, Gandhinagar, by contributing Rs.10 Lacs initially to Round Table India (Ahmedabad Frolic Round Table 199) for constructing a new Primary School Building of "Rajnagar Prathamik Shala" at Rajnagar, Santej, Tal. Kalol, Dist. Gandhinagar.

As always, I look forward to your whole-hearted support and cooperation to take Wagh Bakri Tea into further heights.

Thank you,

Piyushbhai Desai,  
Chairman



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IN AND AROUND  
INTERNATIONAL &  
CORPORATE EVENTS





**Shri Pankaj Desai**  
Vice Chairman  
Wagh Bakri Tea Group

“ In these 100 years, Wagh Bakri tea has established a rich legacy of excellence. This legacy stands tall because of our employees, associates, customers and society. We would like to express our heartfelt to all our stakeholders for the unflinching support extended to us in these years. We promise to grow stronger and touch more and more lives in the years to come.”



## Participation at ANUGA Exhibition, Germany The World's Largest Trade Fair For Food & Beverages



Wagh Bakri Tea Group participated in ANUGA exhibition held in Germany from October 05-09, 2019. This is one of the world's most important trade fairs for the food and beverages industry. It is held every alternate year and potential visitors are coming from more than 185 countries. It is a proud moment that this year 'ANUGA' and 'Wagh Bakri' Group celebrated 100 years (1919-2019) together which is a perfect coincidence. Our digital banner of – “Celebrating 100 years in India” which was one of the most attractive things at the booth and well appreciated by international visitors.



Potential Customer From Poland With Our Directors



During the show, we got a very good response and received numerous business enquiries from Mainstream and Ethnic markets mainly from Europe, North America, The Middle East, South East Asia etc.

ANUGA is the premium communications platform for decision-makers from the food and beverage sector in Europe and around the world.



The product profile of the fair includes Beverages, Fine Food, Grocery Products, Preserved Foods, Food Ingredients, Bread & Bakery, Spices and many more. During the show, approx. 475 people visited the Wagh Bakri booth and relished the range of our world-class tea. At our booth, we had displayed complete product range – Premium Tea and Tea Bags, Speciality and Flavoured Tea, 100% certified Organic Teas and Instant Tea Premix Gourmet Tea etc. Apart from our existing distributors various potential and prospective FMCG distributor from North America, South East Asia, Middle East, The UK and Europe visited our booth and enjoyed a freshly brewed cup of tea.



Visitors from Europe Relishing Wagh Bakri Tea



MD of Taylors and Harrods Tea Group, UK



Chairman of Dilmah Tea, Sri Lanka



Visitors Flow In Wagh Bakri Booth

## HIGHLIGHTS

- One of the world's most important trade fairs for the food and beverages industry
- Potential visitors come from more than 185 countries
- Approx. 475 people visited the Wagh Bakri booth
- Displayed complete product range – Premium Tea and Tea Bags, Speciality and Flavoured Tea, 100% certified Organic Teas and Instant Tea Premix Gourmet Tea etc.
- ANUGA & Wagh Bakri Group are both celebrating 100 years
- FMCG distributor from North America, South East Asia, Middle East, The UK and Europe visited our booth





## Wagh Bakri Tea in Japan



Wagh Bakri Products in retail outlets of Japan



Wagh Bakri Products have successfully reached the markets of Japan. The picture here depicts the display of Wagh Bakri Products at one of the prominent retail outlets in Japan. They have also put descriptions in the Japanese Language which is mandatory for all food products.

## Beverage Partner at Iftar Night at India Club, Dubai

An Iftar Night was organised for the members of India Club in Dubai. 350 club members attended this event on 16<sup>th</sup> May 2019. Wagh Bakri tea tasting was arranged at the entrance of the hall and the response was good. India Club is a non-profit Organisation run by a board of trustees and has currently 6500 (approx) members.



Wagh Bakri Tea Tasting in Iftar Night event



### HIGHLIGHTS

- Iftar Night event was organised for 350 India club members in Dubai
- Wagh Bakri tea tasting was arranged



## A Step Further To Progress

### Wagh Bakri House 1<sup>st</sup> Floor Inauguration Ceremony

Shri Rasesh Desai, Managing Director, Wagh Bakri Tea Group, inaugurated the 1<sup>st</sup> floor of the Wagh Bakri House on 19<sup>th</sup> August 2019. The Operation, Logistics & Strategic Teams, will be operating from this floor. This inauguration was witnessed by the Head of Departments of Wagh Bakri Tea Group.



Shri Rasesh Desai, Managing Director  
inaugurating the 1<sup>st</sup> floor



## One More Feather Added



### Wagh Bakri Office in JMC House - Refurnished 5<sup>th</sup> & 6<sup>th</sup> Floor Where teams of Legal, CSR, Internal Audit, Wagh Bakri Tea Lounge, Tea Tasting Department & Vending would be sitting.



Wagh Bakri Tea Group has extended its office in the JMC House. The inauguration ceremony was conducted in the presence of Wagh Bakri dignitaries. The full-fledged furnished office will be occupied and operated by the various vertical Wagh Bakri teams.



IN AND AROUND

DOMESTIC EVENTS



## Historic Moment: Wagh Bakri Premix Coffee Served on board of the Tejas Express - First Super Fast Private Train

The Tejas Express is the first corporate train of the country. With a host of new facilities, the Delhi-Lucknow Tejas Express became the first train in the country to be entirely run by IRCTC. What makes this train unique is the fact that passengers will be compensated if the train is delayed due to any reason along with complimentary food and beverages.

Our Premix Coffee was served as a part of the beverages, on the Tejas Express that was delayed. Passengers were delighted and refreshed with our Premix Coffee.



## Official Beverage Partner at Taxathon – Walk for Taxes



Participants enjoying the Wagh Bakri Tea

As a Part of series of event on completion of 159 years of Income-tax day, "TAXATHON - Walk for Taxes", a 5-km rally was organised by Ayakar Parivar on Sabarmati riverfront on Saturday, July 20. Shri Ajai Das Mehrotra, Principal Chief Commissioner of Income Tax, Gujarat, flagged off the event.

We were privileged to sponsor Milk Tea. Our vending team was on their toes since 5.30 in the morning. The Chief Income Tax Commissioner and Chief Commissioner of Police Shri A K Singh and RJ Vishal relished our tea. Around 1000 to 1200 cups of world's finest Wagh Bakri tea was served during the event.



### HIGHLIGHTS

- Wagh Bakri was the Official Beverage Partner at "TAXATHON - Walk for Taxes"
- Shri Ajai Das Mehrotra, Principal Chief Commissioner of Income Tax, Gujarat, flagged off the event
- The Chief Income Tax Commissioner and Chief Commissioner of Police Shri A K Singh and RJ Vishal relished our tea



## Energizing the Divine Spirit

### Official Beverage Partner of the Bolava Vitthal Event in 14 Cities

Bolava Vitthal is an event that integrates the devotional and spiritual aspect of Indian culture. There are many forms of devotional expression like Hymns, Sufi, Qawwali and Bhajans/Abhangwani. The event 'Celebrated 12<sup>th</sup> year of Abhangwani' across 14 cities in India where Wagh Bakri Tea Group took the pleasure of serving a hot cup of Spiced tea to all the guests and the entire event community. The Group actively served the warmth of tea in cities like Ahmedabad, Vashi, Chennai, Indore, Bhopal, Ujjain, Thane, Mumbai, Nasik, Pune, Dharwad, Bengaluru, Hyderabad and Mangalore.



Renowned musician performing on the dias



Guests enjoying Wagh Bakri Tea

## HIGHLIGHTS

- Bolava Vitthal is an event that integrates the devotional and spiritual aspect of Indian culture
- The Bolava Vitthal celebrated 12th year of Abhangwani across 14 cities in India
- Wagh Bakri Tea Group took the pleasure of serving a hot cup of Spiced tea





### Ganpati Bappa Moriya! Lead Sponsor of Kesari Wada Ganeshotsav - Pune Celebrated at the Lokmanya Tilak Residence

It was a proud moment for Wagh Bakri Tea Group to celebrate the Ganeshotsav at the Lokmanya Tilak Residence. In the event, we also honoured the actors of the super prime-time serial "Ratris Khel Chale" on Zee Marathi. Shri Rohit Tilak, the great-grandson of Lokmanya Tilak presented the gift hampers to each actor. The members present were also served with world-class Wagh Bakri Tea.



Honouring the actors of TV Serial 'Ratris Khel Chale' with gift hampers



### Anniversary Celebrations at Wagh Bakri Tea Lounges

Wagh Bakri Tea Group carries forward its rich legacy in a whole new avatar – 'Wagh Bakri Tea Lounges'. These tea lounges are across the country in cities like Ahmedabad, Mumbai, Delhi, Pune and Goa, providing the perfect ambience for business conversations or relaxed times with friends. They are in fact, a getaway from the chaos of daily lives. So the next time you want to unwind, you know just the right place to go!

1<sup>st</sup> Anniversary at Pune Tea Lounge (on 2<sup>nd</sup> August, 2019)

1<sup>st</sup> Anniversary at Capstone Tea Lounge, Ahmedabad (on 24<sup>th</sup> October, 2019)



5<sup>th</sup> Anniversary at XAVIER'S Tea Lounge, Ahmedabad (on 12<sup>th</sup> December, 2019)





## Our Key Assets Retailers, Dealers & Distributors Meet in Delhi

It was a delight to witness more than 40 distributors and 70 retailers of Delhi NCR in a meet all under one roof. Wagh Bakri Tea Group organised the event on 9<sup>th</sup> August 2019 at Piccadily Hotel, Janakpuri, New Delhi. Various sales teams attended the event where Shri Parag Desai, Executive Director, Wagh Bakri Tea Group interacted with every distributor and encouraged them to achieve higher success. During the event gift vouchers were handed over to the Maha Lucky Draw winners by the HODs and Sales Team members. The teams were highly motivated, and they look forward to many more similar events.



Shri Parag Desai, handed over the Gift to the Winner



Mr. Yogesh Shinde felicitated the Winner with the Gift

## HIGHLIGHTS

- Event organised by Wagh Bakri Tea Group on 9<sup>th</sup> August, New Delhi
- 40 distributors and 70 retailers attended the event
- Shri Parag Desai, Executive Director, interacted with various sales teams
- The Maha Lucky Draw winners were presented vouchers by HODs

## A Meet For Growth - Modern Trade, E-commerce & Trade Marketing

We conducted two days of Annual Modern Trade Conference on 25<sup>th</sup> and 26<sup>th</sup> July 2019 and for the Trade Marketing an all India meet was conducted on 22<sup>nd</sup> July at Wagh Bakri House. Both team representatives from across India attended these meets. It was a successful get-together where teams were charged to achieve newer milestones and increase the company's growth through Alternate Trade Channels.



Modern Trade Team representatives meet on 25<sup>th</sup> -26<sup>th</sup> July, 2019



Trade marketing Team meet on 22<sup>nd</sup> July, 2019



## The Big Days Event All India Modern Trade Activity

From August, families start thinking of stocking up groceries for the coming year. Every year the day is celebrated as Big Days across Modern Retail formats in India.

This year, it was celebrated for a week starting from 10<sup>th</sup> Aug to 15<sup>th</sup> Aug 2019 (Covering Independence Day).

Our All India Modern Trade Team participated all across and ensured proper presence/visibility of our range of products. Our team also conducted wet sampling activities across the region to generate trials for our Speciality and Regular Teas during the event days. Overall we have achieved our highest ever volume for Modern Trade in the month of Aug'19.



## HIGHLIGHTS

- Every year, stocking up groceries is celebrated as the Big Days Event
- It took place from 10<sup>th</sup> to 15<sup>th</sup> August 2019
- WB All India Modern Trade Team participated and ensured product visibility
- Wet Sampling activity took place across the region
- Highest ever volume in Modern Trade achieved in the month of August'19



Modern Trade presence, visibility and sampling





## Trade Marketing Initiatives

### Delighting Consumers Every Time, Everywhere

Trade Marketing (TM) works relentlessly in the new and existing markets in close coordination with the sales teams to increase sales in the assigned territories. TM initiatives undertaken at Parks, Housing Societies, Outlets, Rural Markets, etc. aims at increasing the awareness and trials in new markets.

With increasing purchasing power and propensity to buy, rural markets present great opportunities. Activities like Float Van, Haat Markets Trade Meets are conducted for Rural Penetration.

#### Joggers Park Activation



Consumers enjoying their 1<sup>st</sup> sip of Wagh Bakri Tea

#### RWA Activity



Building Consumer Loyalty through personal Interaction

#### Haat Bazaar Activation



Rural Market Seeding & Penetration



Events/Exhibition – Consumers Contact "Hamesha Rishtey Banaye"



Permanent Promoters Activity Helping Consumers to Make the "Right Choice"



Trade Meet Activity MP & RAJASTHAN



Trade Meets – Rishton Me Garmahat Layen



Market Storming & Wet Sampling by Sales Team MP & RAJASTHAN



Float Van activity

## HIGHLIGHTS

- Trade Marketing (TM) in coordination with Sales Team work to increase sales
- It aims to increase awareness and trials of products
- Activities for Rural Penetration include Float Van, Haat Markets Trade Meets



## Shri Paras Desai Graced the 5th AGM of FAITTA, Tea Conclave in Kolkata & WITDA AGM in Ahmedabad

Shri Paras Desai, Vice-Chairman, Federation of All India Tea Traders Association (FAITTA) complimented the dignitaries and audience present at the 5<sup>th</sup> AGM and Tea Conclave held on Friday, 2<sup>nd</sup> August 2019 in Kolkata.



Shri Paras Desai, Vice-Chairman, FAITTA at 5<sup>th</sup> AGM in Kolkata

Wagh Bakri Tea Group Executive Director, Shri Paras Desai expressed his heartfelt gratitude to Mr Vivek Goenka, Chairman, ITA & CCPA, Mr Prabhat Kamal Bezboruah, Chairman Tea Board, Mr Arun Kumar Ray, Deputy Chairman, Tea Board, Mr Pawan Kumar Agarwal, CEO, FSSAI for their august presence and inspirational speeches towards the issues and challenges of organized Tea Sector and shared suggestions how to tackle it and move towards a sustainable future.



Shri Paras Desai, Executive Director, Wagh Bakri Tea Group addressed the Western India Tea Dealers Association (WITDA), which is a body of Retailers, Packers, Wholesalers and Brokers from the Tea industry. He began the communication by sharing the history of WITDA and its establishment by Shri Piyush Desai, Chairman, Wagh Bakri Tea Group. WITDA has been organising various study circles, seminars and conferences for the benefit of its members.



## Shri Parag Desai Guiding the Leaders of BNI Anthropos Leadership Summit

Shri Parag Desai, Executive Director, Wagh Bakri Tea Group was a guest speaker at the BNI Anthropos Leadership Summit held under the Anthropos Business Conclave umbrella. The Anthropos Business Conclave (ABC of Networking) is a platform for networking with 150+ powerful business owners belonging to different Industries, Corporate, Government Agencies, Institutions as well as Individuals known for their

products or services. It is essentially a conclave which includes a brief speaker session which is graced by the prominent leaders of the industry.

Shri Parag Desai, Executive Director, Wagh Bakri Tea Group was the Chief Guest of the event, where he shared the success story of Wagh Bakri Tea Group on completion of its 100<sup>th</sup> year. He showed "100 years" and "Hi Nahi Chai" TV commercial of Wagh Bakri Tea Group, which was very impressive and inspiring for the audience.

He was accompanied by Mr Arjun Handa – Claris Lifesciences Limited and Mr Rajiv Gandhi - CEO and Managing Director of Hester Biosciences Limited.



Shri Parag Desai addressed the BNI conference

# THE TASTE OF HEALTH, IN EVERY SIP OF WAGH BAKRI GREEN TEA.



SPREADING THE AROMA

# MARKETING & BUSINESS UPDATES





**Shri Rasesh Desai,**  
Managing Director  
Wagh Bakri Tea Group

“Our team is 100 years young and that makes this achievement even more outstanding. Wagh Bakri, today is more than just a global tea brand. By adding more warmth, we have become an integral part of millions of homes.”

## Wagh Bakri Tea Now in a Premium New Avatar

Wagh Bakri Premium Leaf Tea is an awesome tea which is made from handpicked leaves from the best tea gardens and blended by tea experts. Wagh Bakri Premium Leaf Tea gives a strong taste, rich colour and a stimulating aroma. To take your indulgence further, Wagh Bakri Tea is now available in a brand new avatar with Holographic Security Features, to identify the genuine pack. The new design is created to help you enjoy your favourite beverage in its best manner. Consumers and stakeholders are made aware of this new pack through Television, Press and POS Material.



Wagh Bakri Leaf Pouch New Pack

### HIGHLIGHTS

- Wagh Bakri Tea is now available in a brand new avatar with Holographic Security Features
- Identify the genuine pack, easily

## Making Your Mili Tea Indulgence Even More Premium



Mili Premium Strong  
Leaf Tea New Pack

Now Mili tea packs an even finer tea blend and delivers more premium and stronger indulgence. You can feel the change with the subtle revamping of the package too. So just sit back and savour the new and bolder Mili Premium strong leaf Tea.

### HIGHLIGHTS

- Mili tea packs an even finer tea blend and delivers more premium and stronger indulgence
- Feel the change with the subtle revamping of the package

## Navchetan Dust Tea now in a Navroop

Wagh Bakri Navchetan is an amazing blend of tea that offers great value in the economy tea segment. While ensuring hygienic packaging, we have also changed the colour of the pack for better visibility of the brand on the shelf of the retailers.

### HIGHLIGHTS

- Tea that offers great value in the economy tea segment
- Ensuring hygienic packaging, we have also changed the colour of the pack



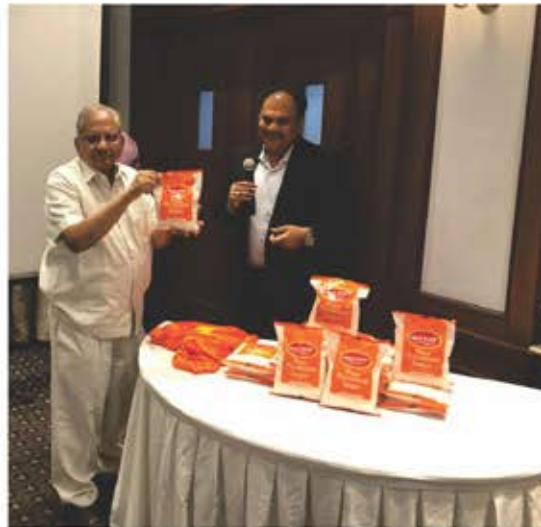
Navchetan Dust New Pouch Pack



### Wagh Bakri New Sugar launch - Sulphurless Process



Wagh Bakri Pure Premium Sugar



We have launched Wagh Bakri Sugar in Ahmedabad's market in the month of November 2019 and received good response from consumers with respect to appearance and quality of the product.

### Expanding the Wagh Bakri Tea Market 'Ab Chai Pe Hogi Bas Mili Ki Charcha' - The New Mili Tea TVC Campaign



The premium Wagh Bakri Mili Tea epitomizes quality and delivery of a strong, flavourful brew. With a committed customer base of tea-lovers, Wagh Bakri Mili Tea launched a new national campaign. Tea is a category where a lot has been said and done. It is a ritual of bonding and conversations that has been explored many times in advertising.

Shri Parag Desai, Executive Director, brings forward the company's strategy in building Mili Tea as an engine of growth. Large scale consumer researches were conducted to create a sharp marketing strategy.

The new campaign strives to communicate the brand's promise and delivery. It aims at the large growing demographics of young tea-drinkers and today's generation who makes their own decisions.

A simple phrase 'Chai Pe Charcha' was given a fun twist - 'Ab Chai Pe Hogi Bas Mili Ki Charcha'. It began from the day of Diwali on different platforms like TV, Social Media. Later, the TVC was aired on radio, and covered in print. The platforms proved to be a fun way to connect to the audience.



## Navchetan Leaf Tea Launched in 2 New SKUs Adding new value with the new Rs5 & Rs10 packs

Wagh Bakri Navchetan tea is an amazing blend of tea that offers great value in the economy tea segment. The new hygienic packaging was launched in the markets of Madhya Pradesh, Rajasthan, Maharashtra, Chhattisgarh, Goa, and North India. The small pack always attracts new consumers and maximum trial happens.



Our enthusiastic team with the new SKUs of Navchetan Leaf Tea

### HIGHLIGHTS

- Wagh Bakri Navchetan Tea great value in the economy tea segment
- 2 new SKUs launched to make tea indulgence better
- Navchetan Leaf Tea new packs launched in the markets of Madhya Pradesh, Rajasthan, Maharashtra, Chattisgarh, Goa and North India

## Kheda - The unbelievable success

Shri Parag Desai, Executive Director and Shri Rasesh Desai, Managing Director of Wagh Bakri Tea Group attended the Performance Review Meet in Kheda. Other dignitaries like Mr Vijay Sevak, Mr Sandip Adhyaru, Mr Vipin Patel and Mr Dharm Acharya also interacted and congratulated the leading distributors and field staff. It was a moment of pride that with dedication and hard work our brand- 'Mili' launched in Kheda, received good response across markets in terms of trade. During the meet, Shri Parag Desai also shared his vision as to how to take the growth to the next level.



Shri Rasesh Desai & Shri Parag Desai congratulated the leading distributors and field staff



### HIGHLIGHTS

- Shri Parag Desai, Executive Director and Shri Rasesh Desai, Managing Director of Wagh Bakri Tea Group attended the Performance Review Meet in Kheda
- Our brand- 'Mili' launched in Kheda, received good response across markets in terms of trade
- Shri Parag Desai also shared his vision as to how to take the growth to the next level



## Expanding the Tea World Network Inauguration at Chakala Metro Station, Mumbai

It is a matter of pride for us that we have more than 100+ Tea World outlets, across India. Adding a new feather in the cap, we have successfully opened a new Wagh Bakri "Tea World" at Chakala Metro Station - Mumbai. The inauguration took place on 7<sup>th</sup> July 2019. Mr Rajesh Deolalkar, GM Sales - Handling, Maharashtra, Chhattisgarh and Goa inaugurated the facility.



### HIGHLIGHTS

- We have more than 100+ Tea World outlets, across India
- Successfully opened a new Wagh Bakri "Tea World" at Chakala Metro Station - Mumbai
- Mr Rajesh Deolalkar, GM Sales - Handling, Maharashtra, Chhattisgarh and Goa inaugurated the facility



Mr Rajesh Deolalkar inaugurating Tea World, at Chakala Metro Station, Mumbai





## New and Exciting Vending Premix Range Instant Beverage, Instant Delight

Wagh Bakri Vending Premix Range is one of the most sought after products from our offerings. It is one of the reasons why you can spot a Wagh Bakri Vending Machine in prominent institutions and places.

To delight our connoisseurs further, we have now launched an exciting new range of our Premix Offerings. So, now you can savour your preferred hot beverage in different tastes.



## New Attractive Range

### 1. Classic Range



Ginger Tea



Lemon Tea



Dairy Whitener  
Masala



Elaichi Tea



Masala Tea



Coffee

### 2. Premium Range



Premium  
Elaichi Tea



Premium  
Masala Tea



Premium  
Coffee

### 3. Premium Range (Without Sugar)



Premium  
Elaichi Tea



Premium  
Masala Tea



Premium  
Coffee

## HIGHLIGHTS

- Launched New & Exciting Vending Premix Range
- Launched Classic Range, Premium Range, Premium Range (Without Sugar)



### New Wagh Bakri Coffee in a Premix Avatar



The Launch Ad in TOI

Coffee is one of the most sought after hot beverages all across the world. This roasted delight truly mesmerizes connoisseurs with its great taste and aroma.

Adding a new dimension to this global beverage, we have launched Wagh Bakri Instant Coffee Premix. The launch happened in different markets of North India and other parts of the country. The launch was well supported with press ad in leading newspapers and creative POS materials.



### HIGHLIGHTS

- We have launched Wagh Bakri Instant Coffee Premix
- The launch happened in different markets of North India and other parts of the country

### Sponsoring Popular TV Serials Getting Closer to Our Consumers

At Wagh Bakri, we always try to reach out to consumers and blend into their lifestyle. It also encourages us to find newer products and newer promotional avenues.

Continuing our quest to delight, we have sponsored new TV shows like Bhago Mohan Pyare, Alti Palti on Zee Marathi, Kahat Hanuman on &TV and Abhilasha on Colors Gujarati. These programmes are on air since the 7<sup>th</sup> of August'19.

### HIGHLIGHTS

- We always try to reach out to consumers and blend into their lifestyle



Sponsorship of various TV Shows



## Ready to Ride into a Digital Future

Digital mediums have become the new arena to meet the customers. It has opened up new avenues to connect and interact with our customers. It is also delivering better ROI and enabling better analysis of the pact of the communication. To ride into this digital future, we have chalked out a sharp strategy. This will enable us to stay connected with the customer better.



Instagram



Digital Promotion on Various Digital Media

## HIGHLIGHTS

- Digital medium, the new arena to meet customers
- A medium that delivers better return on investment (ROI)
- Wagh Bakri Tea Group has chalked out a sharp digital strategy

## Strong Brew with the Most Admired 'Kaun Banega Crorepati' A Promotion On Sony Liv App

Kaun Banega Crorepati is one of the most popular television shows. Wagh Bakri Tea Group has been proudly associated with the much-admired game show. We did our promotion on the Sony Liv App. Our promotion began on from the 19<sup>th</sup> August 2019.

## HIGHLIGHTS

- Wagh Bakri Tea Group associated with 'Kaun Banega Crorepati' popular TV show
- The Promotions were on The SONY LIV App
- Promotion began from 19<sup>th</sup> August 2019



Wagh Bakri Promotional Web Banner on the App

IN THE LIME LIGHT

MEDIA COVERAGE





**Celebrating 100 Years of Excellence**

Gujarat's well-known newspaper Divya Bhaskar covered a story on Wagh Bakri Tea Group, as our group completed and celebrated 100 years of glory and excellence. The article speaks of the legacy of the non-compromising commitment to serving quality tea. Shri Parag Desai and Shri Paras Desai, Executive Directors of Wagh Bakri Tea Group shared insights on the aim and expansion plans of the company. With a turnover of 1200 Crores and presence in 11 states, 40 countries, the aim is to take the concept of Tea Lounges, similar to the present concept of the coffee lounges, to the overseas markets. The article also covered our CSR activities.

**બિઝનેસ ભાસ્કર**  
divyabhaskar.com  
કિલો મેટ્રિક, વજન, ડ્રાય, ૧ મી.એચ. ૨૦૧૧

## દેશની ત્રીજા ક્રમની સૌથી મોટી ટી કંપની તરીકે 100 વર્ષની ગૌરવયાત્રાની ઉજવણી કરશે વાઘબકરી જૂથ દેશભરમાં ટી-લોન્જની સંખ્યા વધારી 30 કરશે

કોફી લોન્જની જેમજ ટી લોન્જની સંખ્યા વધારી | 1200 કરોડનું ટર્નઓવર, 11 રાજ્યો અને 40 વિદેશોમાં પણ ટી-લોન્જની શરૂઆત કરવાની નેમ | દેશોમાં વ્યાપ ધરાવતું એક માત્ર જૂથ વિસ્તરણ કરશે

**વાઘબકરી જૂથનો સુવર્ણ ઇતિહાસ**

1892	→	નારસરાય દેવાઈએ ૬૫૦૦૫ પોલી ટી એજન્ટ બેનલી
1915	→	ગાંધીજીએ ચા સેને કોશલ્ય અને પ્રખરિતકાને ખિરાદાવા
1919	→	જ્વલનમાં ગુજરાત ટી ટીચો શરૂ કરી વાઘ-બકરી નામ સ્થાપ્યું
1934	→	વાઘબકરી જ્વલનના રજિસ્ટ્રેશન સાથે સત્તાવાન વધુ એક દેશનું
1944	→	યુક્રેનમાં જ્વલન નામ બેકેટલ ટિપ્પિયમ ચાની શરૂઆત કરાઈ
1991	→	વાઘ બકરી ચાની નિકાસ શરૂ કરી. ૬૦૦ દેશોમાં નિકાસ થયે છે
2009	→	વાઘ બકરીની પ્રથમ ટી લોન્જ વિરોધાઈ, મુંબઈમાં શરૂ કરાઈ
2016-17	→	ગુજરાત રાજ અને ઉડિયા સ્ટાર પેકેજિંગ એવોર્ડ મળ્યો
2016-17	→	યુએને સેલિવી થેનસી ઇન્ટરનેશ એવોર્ડની નવજાડ

**ટી લોન્જની ખાસિયતો**  
અભ્યુત્થિત ટી લોન્જની ડિઝાઇન ઉંદરનેગણ સ્વાદનાં અદ્ભુત ભેગાં રાજી ઉભે. ૬૫નાં 80 ધારણી નેરાલા અને ઉંદરનેગણ થા ૨૦૦થી વધુ ખાટોટા અને કોફીનેરા એક તો પાસેજીં જ્વલનના ટી લોન્જ હોલ એવે તેમાં ડિઝાઇન ભેરા, વેપ, વાઈબી અને ૬૫ અલેચ તે હોલ જ. સ્વાદનાં અપાયા, ગોષ, પુષી, પુષી અને ડિઝાઈ ખાટું સંચાલન વાઘબકરી ટી જુથ કરી રહ્યું છે.

**શિક્ષણ અને આરોગ્યમાં સીએસઆર**  
ગેરિટ સોશિયલ રિસ્પોન્સિબિલિટી અર્થેટ સ્વાસ્થ્ય અને શિક્ષણ ક્ષેત્રોમાં અગ્રણી પદોને માટે આઈઆરસીએ, અભ્યાસ અને અભ્યાસ આયોજીને ડિગ્રીપુલ ટીચર ટ્રાઇન આરોગ્ય સેને સોશિયલ સ્વાસ્થ્યવ્યાપક અને છે. યુવા ટીચર સેને અભ્યાસ આયોજીને આયોજન માટે વધુ અભ્યાસક્રમ યોજાયો અને ૫૫૦ કરી રહ્યું છે. કંપનીએ દેશવ્યાપી વેલનેસ ડિવિઝનને, કંપનીમાં તમા અભ્યાસક્રમોને પણ ૧૦૦૦ કરની ઉજવણીમાં આપણે જાડી અભ્યાસ યોજીને એક સંસ્કૃતિ સ્થાપી છે.

**લોશન બિલ્ડિંગ માટે પણ સજ્જ છે જૂથ**  
કંપનીને નેશન બિલ્ડિંગ પ્રોજેક્ટ વેલન વેલન સારી સારી ઉંદરનેગણ સેને પ્રયોજાઈ પણ નેમ પાડે છે. ૬૫નાં ડિઝાઇન અભ્યાસ નહીં, પરંતુ ઉંદરનેગણ આઈઆરસીએ કંપની નવો વિકાસ માટે સજ્જ મનાવવાનું પુષ્ટાવકનું સ્વભાવિક થઈ રહ્યું છે.

**બોલાડા કુટરો 70 ટકા સારાર વાઈટ ઉપર!**  
વાઘબકરી જુથ બોલાડા ૬૦૦૦૦ બોલાડા ડિઝાઇનમાં આઈઆરસીએ ૬૦૦૦ વાઈટ પાડે છે. જે ૬૦ ટકા સારાર વાઈટ ઉપર આધારિત છે. ૬૫ની ઉજવણી ૧૧ સ્વાસ્થ્ય વેલન સેને ૬૦૦૦ કરી વધુ સેવા પાડે છે. 11 રાજ્યો અને 40 દેશોમાં ફેલવેલું જુથ  
વાઘબકરી જુથ ગુજરાત આયોજીને ૧૧ રાજ્યોમાં ફેલવેલું આયોજીને. મેલવેલું નહીં. ૬૦ રાજ્યોમાં પણ નિકાસ પાડે છે. ૬૫નાં ધારણમાં પણ વાઈટ વાઈટ સ્વાસ્થ્ય છે.

**Wagh Bakri Tea Lounge Facts**

- Made of International Standards
- 80 types of National and International Teas available
- 100+ Indian and Continental Snacks
- Capstone Tea Lounge with a recreational centre, games and library
- Tea Lounges managed by Wagh Bakri Group in Ahmedabad, Goa, Pune, Mumbai and Delhi

## Timeless Timeline

1892	Shri Narandas Desai bought the 1 <sup>st</sup> tea estate in Durban
1915	Gandhiji acknowledged his expertise and honesty in the field of tea
1919	Started first Tea Depot in India in Gujarat and named it Wagh Bakri
1934	Wagh Bakri brand was registered
1944	'Good Morning', a premium tea brand launched
1991	Wagh Bakri Group started exporting to 40 countries
2009	Launched 1 <sup>st</sup> Wagh Bakri Tea Lounge in Vile Parle, Mumbai
2016-17	Received Gujarat Ratna Award, India Star Packaging Award and Family Legacy Business Award

## Our CSR initiatives

We are active in the education and health sector. Currently, in the education sector, we, in association with IIM Ahmedabad provide free education to the underprivileged children. There are group teachings that take place for the differently-abled children creating self-dependent individuals. We have also built a hospital.

The right kind of leadership with a strong and dedicated team has helped the Group in completing 100 years of delighting customers. We are marching on together, towards an even brighter future.

As a part of the Nation Building Project, our group aims to get associated with the Government in the infrastructure sector. By providing innovative building concepts and ideas, our Executive Director Shri Parag Desai aspires to transform the national cityscape. Moreover, to power our growth in an eco-friendly manner, we have adapted the power of solar energy. Our Dholka factory now runs on 70% solar energy.

## HIGHLIGHTS

- Divya Bhaskar covered a story on Wagh Bakri Tea Group
- The Group completed and celebrated 100 years of glory and excellence
- Shri Parag Desai and Shri Paras Desai, Executive Directors of Wagh Bakri Tea Group shared insights on the aim and expansion plans of the company
- The article also covered our CSR activities



## A refreshing 100 years journey



A framed, enlarged facsimile of a handwritten note has pride of place on the wall of the conference room at the ₹1,100 crore Wagh Bakri Tea's corporate headquarters in Ahmedabad. The note, with a printed heading that says Servants of India Society, Poona City, reads: "I knew Mr Narandas Desai in South Africa where he was for a number of years a successful tea planter." It is dated 12<sup>th</sup> February 1915 and signed M.K. Gandhi.

Devout Gandhian, Narandas Desai was one of a group of Gujarati tea planters in South Africa who took a ship in 1892 to come to India to help in the fight for India's Independence from British rule. "They thought the struggle would be over in five years or so, they would achieve for their native land, and they could go back to their plantations," says his great-grandson Parag Desai, executive director of Wagh Bakri. "Little did they know that they would be fighting for more than 50 years, and they would settle down in Ahmedabad!"

Narandas, who knew almost nobody in the city of his ancestors, went to Gandhi, whom he had got to know during the latter's South Africa sojourn, and asked him for an introduction letter to prominent local businessmen who could help him set up

something on his own. He knew nothing other than tea from which he could make a living – so that's what he decided to do: he opened a small shop from which he supplied tea to the workers of what was then Ahmedabad's biggest industry, textile mills.

Business grew, and he opened more shops; then he began sourcing better varieties of tea from the plantations across the country in West Bengal and Assam, and selling good blends to better-off clientele too. That's where the brand name came from: the concept of a middle class had not yet emerged in those days, so the rich, symbolised by the tiger (Wagh),

and the poor, the goat (Bakri), were his only customers.

His Gujarat Tea Depot, which he launched in 1919, grew to seven outlets, through which his three sons Ramdas, Ochavlal and Desai, followed by their sons, continued to sell tea in the wholesale and retail markets till 1980. It was then that they became the first to recognise the need for packaged teas, and launched Gujarat Tea Processors and Packers Ltd (GTPPL). The company also started an office in Kolkata to oversee and check the purchase of tea at auction centres there.

How has Wagh Bakri

weathered the markets and stayed on top for 100 years? Says Piyush Desai, the founder's grandson and currently chairman and managing director: "The company has gone through various trade and industry upheavals and has also seen challenging times and significant industry disruptions. But we have successfully managed to keep our distribution, new products and quality standards very high for our discerning consumers."

For this, he explains, the group has created a robust supply chain to get quality teas, tasting facilities in various locations including a new-age tea tasting laboratory, which has been approved by the Department of Science and

## A refreshing 100 years journey



Technology's National Accreditation Board for Testing and Calibration Laboratories (NABL) - which, he says, is probably the first of its kind for a tea company. Along the way, it has also invested in distribution, packaging and marketing.

The actual growth, however, has come only in the past half-century or less, Parag says. "The first 50-60 years were a little weird: no-one was really interested in tea - only in freedom! I remember sitting with my uncle on his swing, listening to the slow-speed news bulletin on his radio. It was only after my father and his generation, all born around 1945, got into the business that things started to pick up. My father, a B.E (mechanical), got into something else: distribution for Kirloskar Pumps; my uncles decided to expand in tea."

But the 1980 decision to switch totally from loose tea to packages was a total disaster, as people

didn't want to switch from something they had used to touching, feeling and smelling to an unknown product in a sealed packet. Most of the network that had been built up till then was wiped out. "My father and uncles used to sit in one cabin, and hold their meetings over lunch - there was never any formal meeting," Parag says.

Things picked up again only after the 1985 Gujarat riots, and the company began living up to its current slogan, Born in India, Celebrated across the World. "We developed special packs for the international markets and started selling in almost 30 countries," says Subodh Shah, president-exports for GTPPL. In the US, Europe, Australia and some other regions, we launched a 100percent organic tea, endorsed as such by the German certifying agency Lacon GmbH.

The opening of the US market is a story Parag likes to tell: on a family holiday there in 1990, he learnt that many Indians living in that country, from petrol pump owners to NASA employees, were buying Indian tea for their own consumption. The 20 kg baggage limit was a problem, because they needed to earmark five kg of that for tea. "I met a Gujarati gentleman, who was an engineer in a US company and ran a grocery store in the evening, and persuaded him to import a container-load from us," he recalls. "There has been no looking back since then!"

The UK was next: the country had a large number of Gujarati immigrants from Uganda, who had never visited the country of their origin, but liked Indian tea. Parag met a man who ran a chain of stores with his four brothers, and they hit it off immediately. "Their business is called VB & Sons, we are WB - a fact that intrigued him a lot!" he grins.





## A refreshing 100 years journey

### Blending well

Continuing to grow only with the same partners all over, the company believes in long-term relationships. "Our distributors in Ahmedabad, Surat and Maharashtra have been with us since we launched," he says. "We worked mainly with members of the extended family till the 2000s; then began recruiting professionals. We don't set targets, and don't have a system of variable pay though our consultants keep advising us to introduce this."

The latest addition to its retail marketing is a chain of 'tea lounges' in Delhi, Mumbai, Pune, Goa and, of course, Ahmedabad, where it serves different blends for consumption on the premises and sells packets. With nine such big-format outlets now, the company plans to grow the number to cover more cities.

Wagh Bakri does not subscribe to the modern format of deep discounting. "That business doesn't work," Parag says. Wishing that his competitors would stop offering schemes which sometimes makes it necessary to follow suit, he says his company's 'simple formula' is to charge the right price. "We have a good relationship with online retailers like Amazon, but we have told them clearly not to discount our brands," he points out. "We have a reputation, which we need to maintain!"

The company doesn't tom-tom its CSR initiatives, but the Wagh Bakri Foundation runs a kidney hospital at Nadiad, has built a training hospital in the backward Bharuch district in a tie-up with SEWA (Self-Employed Women's Association) and supports a

school for poor girls being run by a 90-year-old couple near Himmatnagar. IIM-A, where Chairman Piyush Desai studied, is a trustee of the institution; the Foundation has a unique partnership model where it pays IIM volunteers to provide vocational education to slum children who have dropped out of school.

"Our current and next generation are a potent mix of the best professionals and owners," Piyush Desai adds. "They are also among the best tea tasters – Parag himself tastes about 700 cups every day – and markets in the industry, making them more than qualified to carry our legacy forward." With a current volume of 40 million kg of tea that it processes, blends, packages and markets every year, Wagh Bakri Tea is all set to march into its next century, with a cup of tea.



POURING HAPPINESS

EMPLOYEE DEVELOPMENT



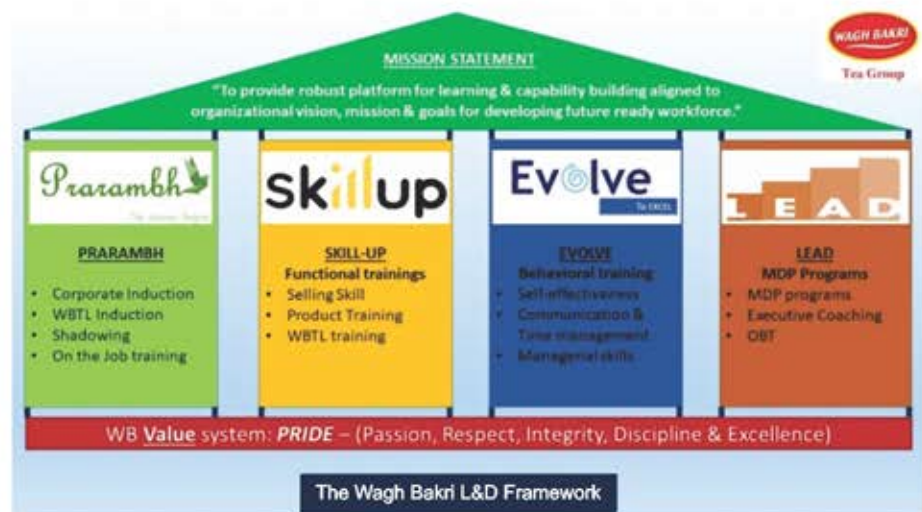


**Shri Parag Desai,**  
Executive Director  
Wagh Bakri Tea Group

“In 100<sup>th</sup> year the brand Wagh Bakri is synonymous with “SUPREME-QUALITY”. Wagh Bakri Tea has now become one of the global brands and its available in more than 40 Countries worldwide and more than 17 states in India. Wagh Bakri Tea Group's 100 Years journey is also recognized by Prime Minister Shri Narendra Modi and Hon'ble(Former) President of India Shri Pranab Mukherjee recently.”

## Strengthening Our Foundation with 4 Learning Pillars & Mission Roof

Continuous learning process can enhance the performance of the employees; leading to the company's success. Believing in the mantra, the management of Wagh Bakri Tea Group launched Learning & Development Framework on 1<sup>st</sup> August 2019 for Wagh Bakri Tea Group employees. The L&D framework is designed in a way to build a strong value foundation. Various programmes have been launched, and many are in progress.



## Sales Training at Delhi, Mumbai, Goa, Andhra Pradesh & Telangana

'Promise Workshop' represents the 'Skill Up' pillar of our L&D Framework. During this training programme that took place in July and August 2019. We focussed on delivering important knowledge on the 'selling skills', objection handling and relation building. The programme was attended by the Sales Promoters, TSI, Sales Representatives and Sales Officers.



South



Delhi



Mumbai



## Soft Skill & Selling Skill Training



Delhi



Telangana & AP



Karnataka & TN



Chattisgarh

## HIGHLIGHTS

- Wagh Bakri Tea Lounge Training takes place every month
- Training is given by using interesting tools like training cards, posters, booklets
- The training is given across all tea lounges in India
- Workshop on selling skills were conducted at different locations

## Making Cross-functional Teams Better & Stronger

Wagh Bakri Tea Group's one of the most important beliefs is that customers are our top priority. Our thought is reinforced by the cross-functional teams. They are the team who effectively use tools to optimise time, money and effort to improve customer's satisfaction while achieving the company's goal. Therefore it is essential to continuously conduct effective communication workshops for the team to build a stronger work process. The recent one was conducted at Wagh Bakri House and Dholka factory.



July'19 - Wagh Bakri House Cross-Functional team



July'19 - Dholka Factory team members



Wagh Bakri House Cross-Functional team



**Seven spices of health  
now in every cup  
Wagh Bakri  
Spiced Tea**

**TEA +  
7 SPECIAL  
SPICES**

**WAGH BAKRI  
Tea**

**WAGH BAKRI  
SPICED TEA  
मसालामुक्त चाय  
7 SPECIAL SPICES**

<b>Ginger</b> Helps in increasing appetite*	<b>Black Pepper</b> Helps in the form of an antioxidant*	<b>Cardamom</b> Helps in digestion*	<b>Piper Longum</b> Helps in treatment of fever and asthma*	<b>Clove</b> Helps to cool body*	<b>Nutmeg</b> Helps in digestion and bowel movement*	<b>Cinnamon</b> Helps to maintain body temperature during fever*
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\*Based on scientific data on spices listed. Website: www.waghbakri.com/india



## Yoga for the Balance of Mind, Body and Soul

Wagh Bakri Tea Group Celebrated International Yoga Day, 21 June, 2019

Yoga brings balance between body, soul and mind. It also helps us to understand the purpose of life and how to survive in the changing environment.



Wagh Bakri employees performing various asanas of Yoga at Wagh Bakri Tea Lounge, Capstone, Ahmedabad.

On the 5<sup>th</sup> International Yoga Day (21<sup>st</sup> June 2019), Wagh Bakri Tea Group Executive Director, Shri Parag Desai urged to make yoga a part of daily life as according to him, peace and harmony are related to Yoga. It is also very similar to the Wagh Bakri Tea Group ideology.



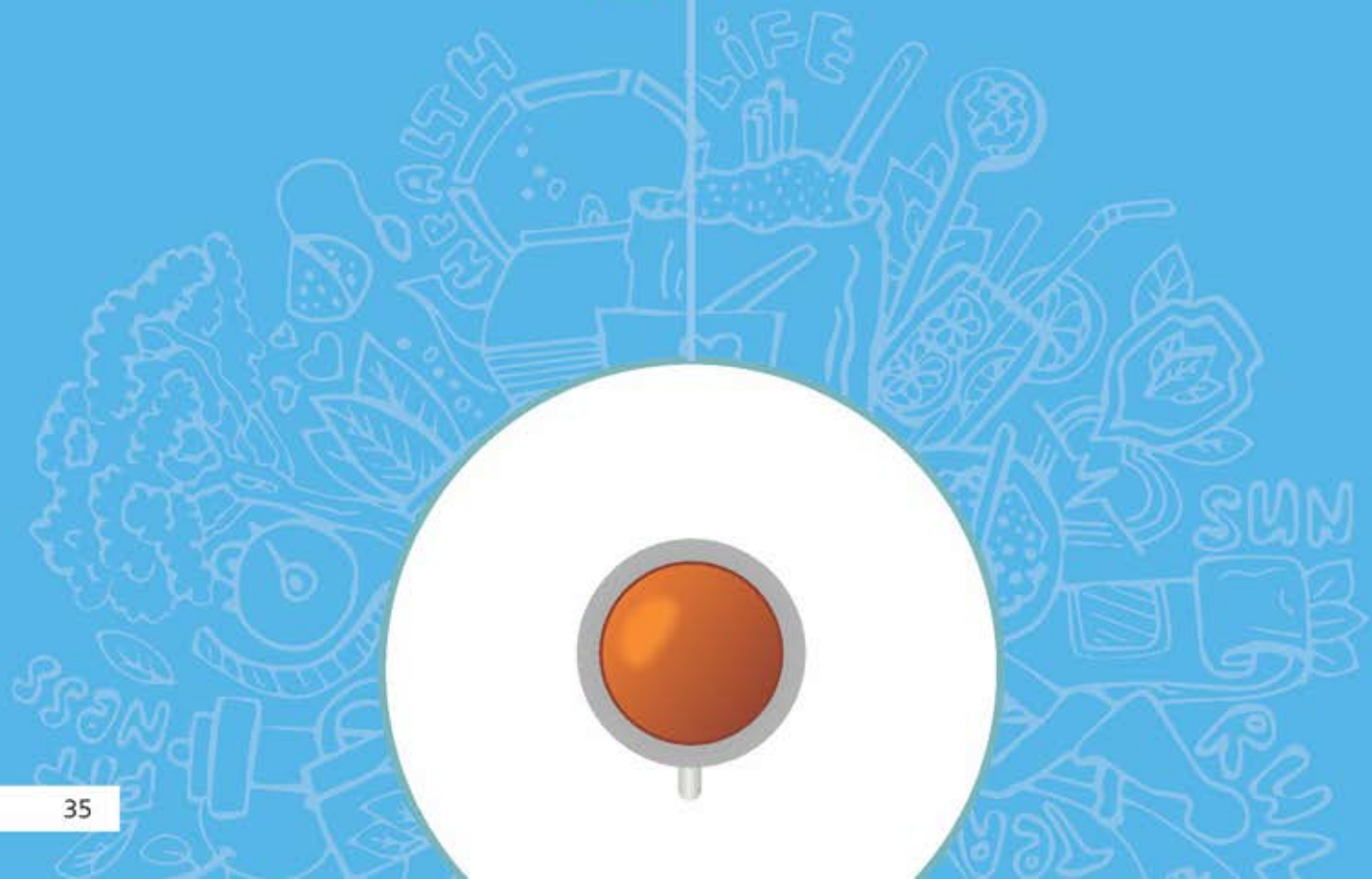
## HIGHLIGHTS

- At Wagh Bakri Tea Lounge – Capstone in Ahmedabad, a session was conducted by Ms Purvi Shah, a renowned Yoga Instructor
- This event was covered by TV channel News18 Gujarati
- Yoga brings balance between body, soul and mind
- Shri Parag Desai urged to make yoga a part of daily life as according to him Yoga is a healthy habit which keeps mind and body healthy and leads to building a healthy society at large.

At Wagh Bakri Tea Lounge – Capstone in Ahmedabad, a session was conducted by Ms Purvi Shah, a renowned Yoga Instructor. She not only performed various asanas of Yoga but also shared right food habits too. This event was covered by TV channel News18 Gujarati. Addressing the media, Shri Parag Desai said that, "From the last 5 years, every year we celebrate Yoga Day. Yoga is a healthy habit which keeps mind and body healthy and leads to building a healthy society at large."

BRIMMING FRESHNESS

HR CORNER





**Shri Paras Desai,**  
Executive Director  
Wagh Bakri Tea Group

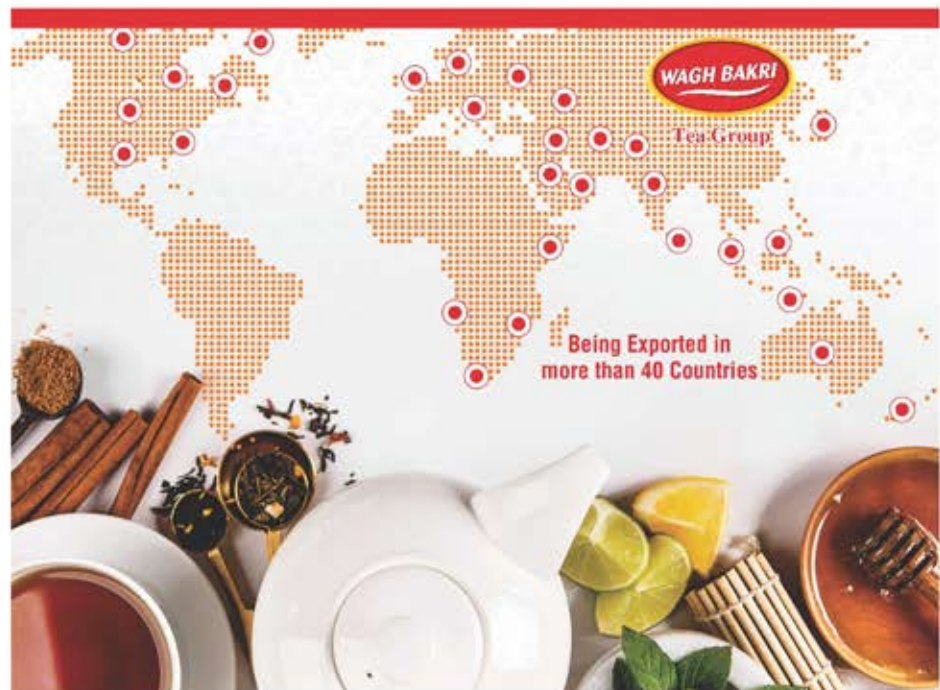
## Engaging, Encouraging and Inspiring Student of Zydus School at Our Dholka Factory

Students are the future of our society. By broadening their horizons of knowledge, we can help them evolve into better professionals. At Wagh Bakri Tea Group, we have always believed in encouraging students. As a part of this philosophy, 40 students of 11<sup>th</sup> & 12<sup>th</sup> grade visited our Dholka factory on 23<sup>rd</sup> August 2019 along with 2 teachers from Zydus School. The objective of the visit was to know more about our factory operations. The members of Wagh Bakri Corporate Team also made a presentation to them. They enjoyed our hospitality and appreciated the entire factory setup for its cleanliness and seamless operations.



Zydus School for Excellence students visit to Dholka Factory

“Wagh Bakri is one of the very few packaged tea companies who have NABL Certified Laboratory and State-of-the-art blending facilities which blends and packs more than 40 million kg of tea every year.”



## Welcoming New Wagh Bakrians in a Grand Style 97 new employee inducted (June-December 2019)

At Wagh Bakri, we have always believed in enhancing the potential of every employee who joins us. By delivering an effective induction training programme, we welcome new members who join our head office, regional offices or any vertical of the Wagh Bakri Tea Group across India and inspire them to be more.



Induction Training Programme for new employees



The induction programme is aimed at introducing new employees to our history, culture, business and industry. Our elaborate induction programme encompasses different classroom, outbound and practical sessions, wherein each departmental functional head, as per defined schedule shows their department functionality.

## Induction Training Programme for new employees

### Factory Visit



It helps them to understand the magnitude of operations and sets the platform for a bright future

### Visiting The Blind People's Association



New employees had appreciated the efforts that Wagh Bakri Tea Group is making at BPA as a part of the CSR activities

## HIGHLIGHTS

- Delivering an effective induction training programme
- Induction programme encompasses different classroom, outbound and practical sessions
- The induction programme is aimed at introducing new employees to our history, culture, business and industry





## Mock Drill for Fire Safety Training Conducted at the WB House and Dholka Factory

Fire safety and mock drill were conducted at our Corporate Office and Dholka Factory. It helps our team to stay on their toes in the face of any emergency.



Dholka Factory



Wagh Bakri House

## The Joy of Giving

As humans, we must look after the underprivileged section of our society. To make a difference in our society, Gujarat Tea Processors and Packers Limited regularly conducts in-house collection sessions of clothes, stationery, books, toys and other things under the banner of 'Joy of Giving'. These collected goodies are then distributed among the needy section of our society.

### The Joy of Giving Distribution:

- Fatehganj, Vadodara for flood-affected & underprivileged through NBA, Baroda
- WAYFoundation Ahmedabad
- Earth Saviours Foundation, Delhi
- Goonj NGO, Mumbai
- Goonj NGO, Kolkata



## HIGHLIGHTS

- To make a difference in our society, Gujarat Tea Processors and Packers Limited regularly conducts in-house collection sessions of clothes, stationery, books, toys and other things under the banner of 'Joy of Giving'

INFUSING GOODNESS

CSR ACTIVITIES





**Shri Priyam Parikh,**  
Whole Time Director  
Wagh Bakri Tea Group

“Wagh Bakri Tea Group initiated Tea Lounge culture in India. Today the Group has over 10 Lounges in cities like Delhi, Mumbai, Goa, Pune & Ahmedabad.”

## Strengthening the Society

As an organisation, we have always believed in standing up for the needs of our society. Thus, Corporate Social Responsibility, for us is a part of our daily working. We integrate various social and environmental concerns and work to strengthen the society from its roots. We have also established a CSR Committee, under the Companies Act, 2013, for the execution of our various CSR initiatives. Some of the initiatives that we have undertaken could be understood from below.

## Adding Wings to Fly Higher New Construction of School in Vishvamangalam-Anera

Wagh Bakri Tea Group has successfully set up of Uttar Buniyadi Kanya Vidhyalay and Stree Adhyapan Mandir for Girls at Akodra village, Himmatnagar, Sabarkantha District, Gujarat. The new two-storied building is on the campus of Vishvamangalam - Anera. The school includes classrooms, a computer room, a library, staff rooms, storerooms, administrative offices, a laboratory, a common hall and principal offices.



Shri Pankaj Desai Vice Chairman, Mr Nitin Sonawala Vishvamangalam Trustee and other directors, Shri Rasesh Desai, Smt Kishnaben Desai, Shri Paras Desai (Executive Director), and Shri Parag Desai (Executive Director) inaugurated the new building. The families accompanied as well. Shri Anamik Shah Vice-Chancellor and Shri Rajendra Khimani from Gujarat Vidhyapith, Shri Raghuveer Chaudhari novelist and poet graced the occasion.



This CSR project will create a milestone in the company's CSR history towards preserving and protecting the old Gandhian educational institutions and their values.



## HIGHLIGHTS

- Set up of Uttar Buniyadi Kanya Vidhyalay and Stree Adhyapan Mandir for Girls
- Schools set up at Akodra village, Himmatnagar, Sabarkantha, Gujarat
- Two-storey building on the Vishvamangalam Anera campus
- The project, a milestone in the company's CSR history – preserving and protecting Gandhian educational institution



## Utkarsh, The CSR Committee An Initiative to Empower Lives

Utkarsh, which means to Flourish is our CSR Implementing agency. To increase awareness regarding menstrual hygiene among 350 adolescent school girls (9<sup>th</sup> & 10<sup>th</sup> Standard) of B. P. M. Girls High School, Dholka

## HIGHLIGHTS

- Training was provided on Menstrual Health Hygiene – (MHM) and Reproductive Health Hygiene
- Audiovisual mediums were used to educate them
- 355 packets of sanitary napkins were distributed free of cost to these girls
- More such programmes are planned to be conducted in various schools of Ahmedabad and Himmatnagar





## Purchase & Installation of Sonography Machine in Sabarkantha Health & Research Centre

Healthcare challenges in our society are augmenting at a rapid rate. Technology has helped us combat some of these medical emergencies but still, there's more to be achieved.



Chairman Shri Piyush Desai Chairman Wagh Bakri Tea Group handing over the cheque to the Trustees of Sabarkantha Health & Research Centre

### HIGHLIGHTS

To help patients from rural areas get better treatment

- Wagh Bakri Tea Group donated Rs 11 Lakhs to Sabarkantha Health and Research Foundation
- This fund is for Purchase & Installation of Sonography Machine

## Educating the underprivileged children Spreading SMILE, Strengthening the future

Education only can transform an individual and society. To spread the rays of education in the society, SMILE was established.



Smile Foundation, Ahmedabad



### HIGHLIGHTS

- SMILE (Student Mediated Initiative for Learning to Excel) project is a Community outreach programme for educating underprivileged children
- It is undertaken by Wagh Bakri in association with IIM, Ahmedabad and Ahmedabad Municipal Corporation
- Wagh Bakri Tea Group has contributed Rs81.51 lakhs for this project to date
- During the current academic year (2019-20), a total of 137 students of slum areas have been enrolled and are being provided with education and coaching



## Strengthening Initiatives of Dr Jeet Mehta Balshala Trust

On 24<sup>th</sup> June'19, Wagh Bakri's Name Plaque recognising our support to the differently-abled persons at "DAYCARE CENTRE" run by JEET MEHTA BALSHALA TRUST (JMBT), Usmanpura, Ahmedabad under our CSR initiative, was unveiled. Shri Piyush Desai, the Chairman, Wagh Bakri Tea Group was the Chief Guest of the occasion. Shri Paras Desai Executive Director of Wagh Bakri Tea Group was also present with other staff members. Mr Bhushan Punani, Ms Nandini Raval, Mr JT Panchal and other staff members of BPA were also present.

### HIGHLIGHTS

- JMBT-Usmanpura, Ahmedabad, is a Public Charitable Trust (administered by Blind People's Association)
- It is working for the training and rehabilitation of persons with and multiple disabilities since last 25 years.
- Gujarat Tea Processors and Packers Limited supported JMBT's activities by contributing Rs5 lakhs



Shri Paras Desai addressing audience at JMBT Trust

- Shri Piyush Desai appreciated the Centre's activities
- He also addressed and enlightened the gathering with his rich experience
- Shri Paras Desai also expressed his gratitude for allowing Wagh Bakri to get associated for such a noble cause
- Ms Nandini Raval of BPA also explained the activities of JMBT and acknowledged the valuable contributions of Shri Piyush Desai and Wagh Bakri Tea Group

## Spreading Rays of Health in Rural Areas

In association with Sanjivani Health & Relief Committee, we have, for the third consecutive year, undertaken Rural Health Care project. Under this initiative,

### HIGHLIGHTS

- A fully equipped mobile van visits 20 villages around Dholka, Gujarat to offer medical services
- From Apr-Sep, 2019 a total of 3,443 patients were examined and treated
- In September itself, we attended 640 patients
- Invested Rs24.5 Lakhs for this noble initiative



Medical Mobile Van - Rural Health Care



## Empowering Women, Enriching Society Supporting the Vocational Training Centre for Women (SEWA Rural) - Bharuch, Gujarat

Under our CSR banner, we have established a Vocational Training Centre for Women (Mahila Talim Kendra) at Jhagadia Village in Bharuch, Gujarat.

### HIGHLIGHTS

- Our contribution to the project was Rs.258 Lakhs towards the project which started in April 2016
- In 3 years, around 100 Girls have benefited from this centre
- The centre offers courses like Hospital Nursing, Laboratory Technician, Stitching & Garment Making, Basic Computer Education, Self-defence, Awareness about Sexual Harassment (covering legal, social, emotional issues), Formal and Non-formal Education Personality Development, Health & Nutrition, etc.
- After completion of their residential training, about 25 girls have already got job placements in different organizations/hospitals



Vocational Training Centre for Women Mahila Talim Kendra, Bharuch

- The Centre houses the Classrooms, Skill Lab, Nutrition Lab, Computer Lab, Library etc,
- It also has residential quarters for the faculty and warden as well as hostel accommodation for about 40 girl students
- Other infrastructures include a big overhead water tank, rainwater harvesting, borewell, solar panels for hot water and electricity and walking track etc.
- 35, 38, 41 and 2 female trainees have been enrolled at this Centre for courses in Nursing and Lab Technician in the Academic Years 2016- 17, 2017- 18, 2018- 19 and 2019- 20, respectively.



## Making Healthcare Services Affordable for all Supporting Dr Jivraj Mehta Smarak Health Foundation

Dr Jivraj Mehta Smarak Health Foundation is a well-known Medical Research Centre engaged in the field of medical services, education & research.



Financial Support to Dr Jivraj Mehta Smarak Health Foundation



### HIGHLIGHTS

- During FY 2018-19, we contributed Rs61 Lakhs to the foundation
- This was towards promoting healthcare services and serving the community at large
- It will benefit patients belonging to lower and middle classes of the society

## Supporting Jivdaya Charitable Trust Caring for the Animals

Jivdaya Charitable Trust is a Non-profit Veterinary Hospital that is recognised by the Animal Welfare Board of India. It is home for ailing animals and birds, a destination for animal welfare and wildlife conservation since the last 11 years

### HIGHLIGHTS

- We have contributed Rs7.51 lakhs during the FY2018-19



Caring for rare of the rarest species



- This aid was extended towards upgrading the veterinary hospital infrastructure, including the aviary section
- Our team was present on April 18, 2019, at the unveiling and handing over of the Aviary section, the Administrative cabins and other facilities.
- From April 2019, the facility has been used for successfully treating over 2066 new birds and other wildlife species including treepie, purple moorhen, etc.





## Free Eye Check-up Camp Enriching Vision and Life

Save Sight programme, supported by Wagh Bakri Tea Group was organised on 18<sup>th</sup> August 2019, at Shri DJ Vaghela Higher Secondary School in Koth Village, Dholka, Ahmedabad.



Our Executive Director, Shri Paras Desai also addressed the gathering and expressed his gratitude to the school authorities, villagers, and local bodies and trust for supporting the Eye Camp activities.

### HIGHLIGHTS

- Total, 917 patients from 11 villages benefited from this camp
- 198 were identified with the need for cataract surgical intervention
- Of these, 97 patients for Cataract Surgery were taken to Bareja Eye Hospital
- 497 spectacles were distributed
- Nearly 222 patients were treated for minor eye ailments
- Many Distinguished individuals and members of BPA were present at the occasion



Inauguration of Free Eye Check-up Camp

## Wheelchair Distribution for the Differently-abled Individuals Supporting Paramhansa Yogananda Charitable Trust

We are sponsoring and distributing 72 customised imported wheelchairs to differently-abled individuals with the technical support of the Blind People's Association (BPA)



### HIGHLIGHTS

- During FY 2018- 19, we contributed Rs61 Lakhs to the foundation
- This was towards promoting healthcare services and serving the community at large
- It will benefit patients belonging to lower and middle classes of the society

CREATING MEMORIES

OTHER ARTICLES





## Good Deeds making A+ve Impact

M/s. MD Brothers, Satara Van Distributor, one of our distributors, took the initiative of distributing 375 pouches of Navchetan Dust 250gms to a Social Group. Daily need packets were given to the flood-affected people of Patan. We appreciated the team's kind gesture and hope they continue to spread the goodwill.



Our distributor distributing Tea Pouches to flood-affected people of Patan

## Honour to serve in The Hall of Fame

It is a matter of honour for Wagh Bakri to be present at the Bradman Museum, International Cricket Hall of Fame in New South Wales, Australia. People savoured and relished a cup of Wagh Bakri Masala Tea Bag. We are proud to serve our products in over 40 countries. Not only Indians but people with all nationalities appreciate the quality and taste of our teas. We always endeavour to serve best to our customers.

### HIGHLIGHTS

- Wagh Bakri present at the Bradman Museum, International Cricket Hall of Fame in New South Wales, Australia
- People relished a cup of Wagh Bakri Masala Tea Bag
- Proud to serve products in 40+ countries



Wagh Bakri Masala Tea Group presence in Australia

## Building a Stronger Bond with Customers

During the festive season, gifts double the celebratory happiness in lives. We celebrated Rakshabandhan, the festival of bond, by distributing gifts to our internal and external customers. The gifts brought wide smiles, and the kind gesture by the company was well-appreciated.



Gift Distribution on Rakshabandhan

### HIGHLIGHTS

- Wagh Bakri celebrated the festival of bond - Rakshabandhan
- Gifts were distributed to the internal and external customers
- The kind gesture by the company was well-appreciated

## Madhya Pradesh & Rajasthan Teams Brought Smiles by Donation

On this Independence Day, our Madhya Pradesh and Rajasthan teams celebrated the day of freedom differently. The team conducted a donation drive of collecting clothes and shoes for the underprivileged. The drive was led by Mr Tanmay Thaker, Sales Department (MP and Rajasthan). The joy and smiles on the faces were mutual, and it spread a wave of positivity.

### HIGHLIGHTS

- Madhya Pradesh and Rajasthan teams celebrated Independence Day differently
- Clothes and shoes were donated to the underprivileged
- Mr Tanmay Thaker, Sales Department (MP and Rajasthan) led the drive



A donation for the underprivileged



## Recognizing Long-Term Service Congratulations!

The Wagh Bakri Tea Group congratulates employees for their determined and long-term service in the company.

Your support, contribution and efforts are valued and appreciated by everyone in the team.  
We hope you continue to grow with the organisation!

### Celebrating 10 years of Glorious Services

Nagesh M. Kahalekar



Sales | Maharashtra

Dipak R. Parmar



Operations | Dholka

Ankush S. Trifale



Sales | Maharashtra

Mahesh P. Naslapurkar



Sales | Maharashtra

Pratik S. Shah



Tea | Kolkata

Shaileshkumar G. Patel



Operations | Dholka

Vipulkumar P. Patel



Operations | Dholka

Manish S. Malaviya



Operations | Dholka

Romit D. Vaghela



Tea | WB House

Pranil N. Vyas



Administration  
WB House

Chandrakant M.  
Vaghela



Administration  
WB House

Piyush C. Shah



Operations | Dholka

Sanjaykumar A. Patel



Operations | Dholka

Maitri Jinesh Modi



Accounts | WB House

### Celebrating 20 years of Exceptional Services

Mahavirsinh R.  
Kandari



Tea | WB House

Vipinkumar S  
Patel



Sales | Outstation

Paresh R. Shah



Operations  
Kheda

Subhas P. Patel



Operations  
Dholka

Rakesh B. Kaka



Sales | Outstation

Girish K. Pandya



Accounts  
WB House

Ritesh Joshi



Sales  
Madhya Pradesh

Satyanarayan  
Sharma



Sales | Rajasthan

### Celebrating 30 years of Extraordinary Services

Devang P. Shah



Operations  
Dholka

Rakesh L. Patel



Accounts  
WB House

Punambhai R.  
Vaghela



Operations  
Dholka

Navin M. Patel



Director's Office  
WB House

Janak Bhatt



Administration  
WB House

## Colourful Diwali Celebrations @ Wagh Bakri House

The Wagh Bakri office space was filled with colourful diyas, rangolis and flowers. Diwali, the most awaited festival was very well celebrated, bursting of firecrackers and distribution of sweets as part of the celebrations. On the occasion of Diwali, a 'Rangoli Competition' was held on 25<sup>th</sup> October 2019. Eleven teams participated with great enthusiasm and energy-filled spirit.

Each rangoli was created with a unique and creative idea. Ms Aparna Raje, Ms Rajeshwari Shah & Ms Shushmita Shinde were honourable judges for our Rangoli Competition.



Glimpses of great and creative work of our talent

## Traditional Touch for a Memorable Day Traditional Day Celebrations

Wagh Bakri Employees celebrated Traditional Day on 26<sup>th</sup> October 2019. On the same day a Traditional Dress Competition was held. Participation was at its peak, and the office was filled with colourful traditional attires. The employees adorned with colourful attires gave a traditional touch to the festivity.



Glimpses of Traditional day Celebrations

## We Will Miss You!

With profound grief, we inform that one of our off-roll employees Shri Sandeep Sharma (ISR-Delhi) left for his heavenly abode. He was from a simple family background with a kind nature. As our token of appreciation towards his hard work and determination, Wagh Bakri extended financial help, a cheque of Rs 60,000. Our North India Team had collectively gathered Rs67,000 cash. The team made special arrangements for the family to be present at the Gurgaon office. Shri Vinay Munjal GM Sales-North offered his condolences to the bereaved family and also handed over the amount.



Wagh Bakri Tea Group extended financial help, a cheque of Rs 60,000





## Tea Group

**Gujarat Tea Processors and Packers Limited.**  
Wagh Bakri House, Opp. Parimal Garden, Ambawadi  
Ahmedabad - 380 006, Gujarat, INDIA.

**Phone: +91 79 2640-9631 to 35**  
**Fax: +91 79 2640-9640**

### **WRITE TO US:**

**Team Abhivyakti thanks all employees for their contribution & participation to make this newsletter of Wagh Bakri Tea Group more interesting & memorable.**

**If you have any interesting Article, Poem, Story, Image, etc., please share it via e-mail to [abhivyakti@wbtea.com](mailto:abhivyakti@wbtea.com) with "ABHIVYAKTI CONTRIBUTION" subject along with your name & designation.**

**We look forward to hearing from you.**