

Aug 22 - May 23



Tea Group

Abhivyaakti

A REFLECTION OF WAGH BAKRI TEA GROUP

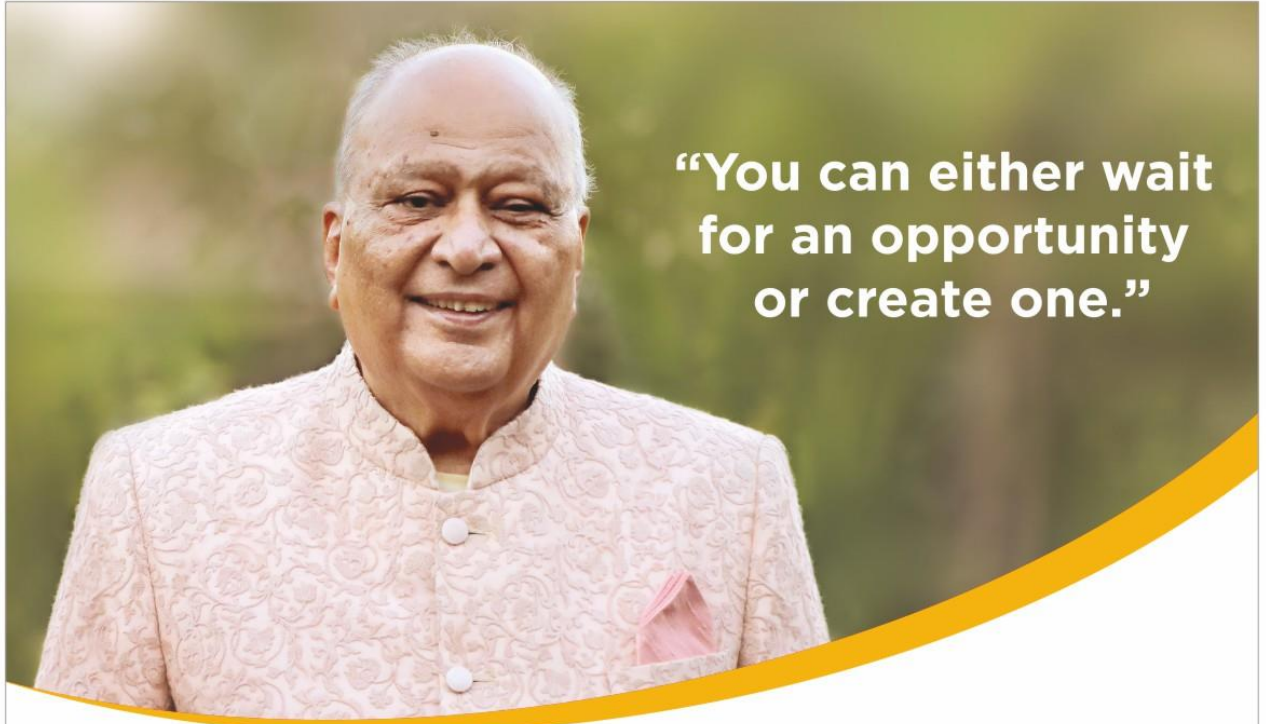
Strengthening our

Growth,

Celebrating our

Success





**“You can either wait
for an opportunity
or create one.”**

Shri Pankajbhai Ramdas Desai

VICE CHAIRMAN - WAGH BAKRI TEA GROUP

An Extraordinary Life
2nd June 1942 - 5th May 2023

A true hero whose incomparable contribution in our journey will last forever. As a visionary, you explored beyond boundaries. You taught us to dream bigger. You will always be remembered for the teachings and values that you have imbibed in us.

IN GRIEF



Wagh Bakri Tea



Family



A Visionary leader, Gentle Heart, Noble Soul. Fondly Remembering Shri Pankajbhai Ramdas Desai

Shri Pankajbhai Ramdas Desai, the Vice Chairman of Wagh Bakri Group. He left for the heavenly abode on 5th May 2023 at the age of 81. With his gentle nature and compassionate character, he has inspired innumerable people.

The Wagh Bakri Family fondly remembers him. His vision and words of wisdom will always be our guiding force.

An Inspirational Life of Shri Pankajbhai Desai

Shri Pankajbhai Desai was born on 2nd June 1942 in Ahmedabad, Gujarat. After Graduating from Gujarat University, Shri Pankajbhai joined his family business – Wagh Bakri Tea, at a very young age.

Being a master tea evaluator and one with strong financial acumen, he played an instrumental role in the growth and progress of Wagh Bakri Tea Group. Under his leadership, the group strengthened its supply chain network.

He also played an instrumental role in guiding the brand from domestic markets to international markets. His focus on quality and eye for innovation has helped Wagh Bakri Group become the 3rd largest packaged Tea Company in India.

His influence and leadership have moulded the current leadership team as well. Shri Parag Desai and Shri Paras Desai have imbibed business acumen from him and are leading the Wagh Bakri Tea Group to new heights of success.

Beyond work, Shri Pankajbhai Desai was a dedicated and passionate father too. He raised his children, Shri Paras Desai and Ms Sapna Desai with unwavering love and dedication. He was also a great philanthropist and a champion of social causes. He played a vital role in the establishment of the Wagh Bakri Foundation which is touching innumerable lives positively.

His presence will be deeply missed by not only the Wagh Bakri Family but the entire Tea industry.

ONCE AGAIN!

Wagh Bakri Tea has once again secured the title of



#THIS IS ONLY A BRAND NAME AND DOES NOT REPRESENT ITS TRUE NATURE

Wagh Bakri Tea

Voted India's Most Trusted* Tea Brand

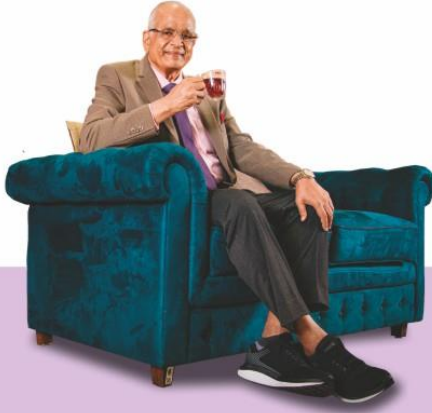


Power of Trust 2023

As per TRA's Brand Trust Report 2022 & 2023



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In & Around Domestic Events



The Executive Directors of the Wagh Bakri Tea Group, Mr. Paras Desai and Mr. Parag Desai visited the Tea Academy in Siliguri.

The Directors of the Wagh Bakri Tea Group Strengthening Bonds, One Visit at a Time



Mr. Paras Desai & Mr. Parag Desai, the Executive Directors of the Wagh Bakri Tea Group visited TCPL, Siliguri and met the team.



Mr. Parag Desai, the Executive Director of the Wagh Bakri Tea Group had a serene evening when he visited the beautiful Zen Japan Centre at Ahmedabad Management Centre.



Mr. Parag Desai, the Executive Director of the Wagh Bakri Tea Group, visited a speciality centre - Udayan, to explore the range of speciality tea.



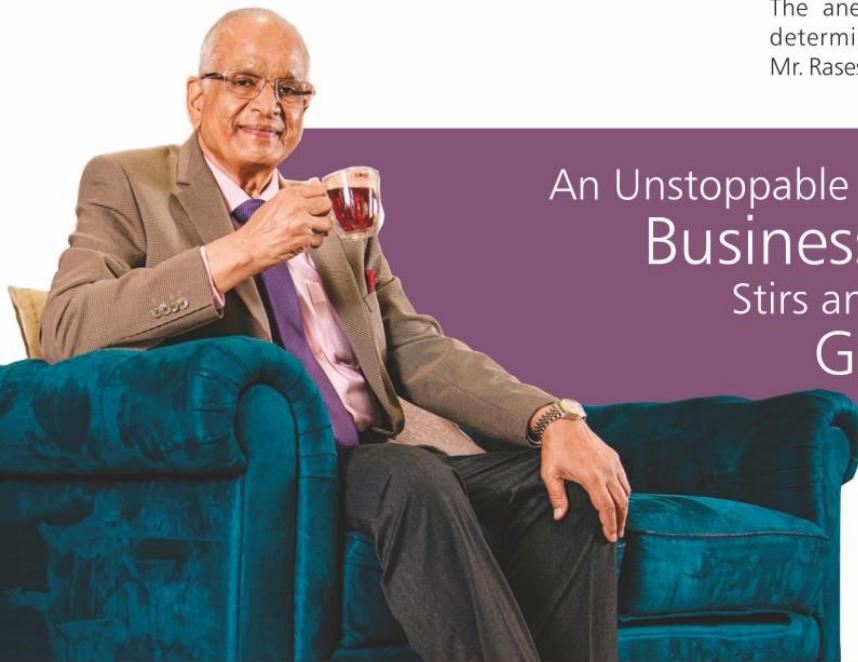
Mr. Paras Desai, the Executive Director of the Wagh Bakri Tea Group, visited J. Thomas, Siliguri. It is one of the leading registered auction brokers of tea in India.



A special edition of Forbes India covers the **75-year journey of a special man** linked with 75 years of Indian Independence

To celebrate the diamond jubilee of India's independence, Forbes India, a leading business magazine in India, covered the inspiring story of Mr. Rasesh Desai and how he and the family built Wagh Bakri Tea Group, India's third-largest packaged tea brand.

The cover story beautifully traces the initial trials and tribulations of Mr. Rasesh Desai in building a respectable place for Wagh Bakri Tea Group's products in the market. The anecdotes in the story establish the determination and business acumen of Mr. Rasesh Desai.



An Unstoppable
Business Tycoon
 Stirs an Unstoppable
Growth Journey



Report Card

Revenue from operations (₹crore)





Celebrating the Folk Dances of India

It has been a tradition to reflect our affinity to the varied cultures of India through desk calendars. This year, we showcased beautiful folk dances of India.

Mr. Piyush Desai, the Chairman of Wagh Bakri Tea Group, loved the concept and appreciated the efforts put into developing the calendar.





A Panel Discussion Full of Knowledge & Learning at MAPIC India



India Retail Forum (IRF) is an established annual event where retail brands educate, learn and share their experiences for the steady progress of the retail world. The 18th Edition of MAPIC India was organized at Jio World Centre, Mumbai, on the 14th & 15th of September. Mr. Parag Desai, the Executive Director of the Wagh Bakri Tea Group, shared his wisdom in a panel discussion on the topic of “Winning in Retail: Building Loyalty & Best-in-class CX. The other panellists who shared the platform were: Mr. Pankaj Gupta, India Head – Retail Operation, Bata, Mr. Shankar Prasad, Founder

and MD, Plum Cosmetics, Mr. Tarun Vashista, Country Head – Retail Business Development, Pantaloons (Aditya Birla Group), Mr. Sunil Menon, Chief Retail Expansion Officer, Lenskart, Deepak Agarwal, Founder & MD, Kazo.com, and Sagar Daryani, Founder, Wow Momos.

The panel discussion was moderated by Ms. Anuradha Tyagi, Director, Industry GTM Advisory - Retail & CPG, Salesforce and Mr. Rajat Wahi, Partner, Deloitte.

Promoting Science, Propelling Society



The Executive Director of The Wagh Bakri Tea Group, Mr Parag Desai was invited to the Sciknowfest event held at the Gulmohar Golf Club, Ahmedabad.



A Remarkable Independence Day Occasion Calls for a Remarkable Celebration



To mark our nation's 75th Independence Day celebration, we carried out a 'Har Shelf Tiranga' activity in collaboration with our dealers and promoters. Our office teams also participated in this event enthusiastically.

Mr. Paras Desai and Mr. Parag Desai, the Executive Directors of the Wagh Bakri Tea Group, extending support to the Federation of All India Tea Traders' Association at the 8th AGM.



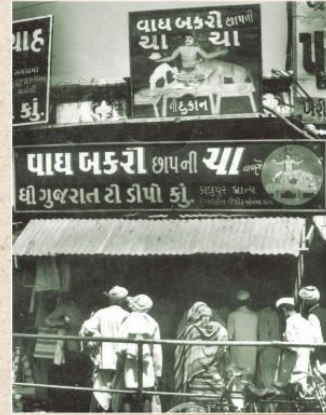
Executive Director of the Wagh Bakri Tea Group, Mr. Paras Desai talked about the challenges of the Indian Tea Industry at the AGM of the Western India Tea Dealers' Association.





The Gujarat Tea Depot Completes 104 Glorious Years of Operations

The journey of the Wagh Bakri Tea Group that began on the 19th January 1919 completed 104 years this year. The Gujarat Tea Depot still replenishes joy in Wagh Bakri customers with its product offerings.



Preserving the Legacy of Gujarat Tea Depots



Mr Rasesh Desai, the Managing Director, and other Directors of the Wagh Bakri Tea Group, visited all the Gujarat Tea Depots on 17th October 2022. We have 6 of these depots in Ahmedabad that serve the finest quality tea to connoisseurs.

A Fiesta Full of Success & Warmth at the Winter Fiesta 2022

Wagh Bakri Tea Group marked its massive presence at the Winter Fiesta 2022 as Taste Bud Partner at Haiko Super Market in Mumbai. Haiko Super Market is one of the most renowned premium chains in Mumbai.



In & Around Domestic Events



Imparting Knowledge for a Brighter Tomorrow at Nirma University

Mr. Paras Desai, the Executive Director of Wagh Bakri Tea Group, was invited to deliver a talk on 'Family Business Structure and Governance in Leading Family Business'. His insightful and engaging session was received positively by the MBA students.



Mr. Paras Desai, the Executive Director of the Wagh Bakri Tea Group at the 45th AGM of Tea Auction Buyer's Association in Kolkata

Sharing the Love for Delicious Foods at Khadhya Khurak 2022

Wagh Bakri Tea Group participated in Khadhya Khurak 2022, organized in Gandhinagar from 15th December to 18th December. We received an overwhelming response from all the attendees. Mr. Pankaj Desai, the Vice Chairman of Wagh Bakri Tea Group; Mr. Rasesh Desai, the Managing Director of Wagh Bakri Tea Group; Mr. Parag Desai and Mr. Paras Desai, the Executive Directors of Wagh Bakri Tea Group; and Mr. Priyam Parikh, the Whole-time Director of Wagh Bakri Tea Group, along with other key stakeholders from the Wagh Bakri Tea Group sales team registered their presence.



In & Around Domestic Events



The Wagh Bakri Tea Group strengthened the plantation activities during the 34th AGM of Planters Welfare Association

Mr. Paras Desai & Mr. Parag Desai, the Executive Directors of the Wagh Bakri Tea Group were invited as a panelist at the 8th India Tea Forum.



Enriching the Culture at Shilpotsav

Wagh Bakri Tea Group felicitated sculptors and chief guests at Shilpotsav with special Wagh Bakri Tea Hampers.



International sculptors being felicitated with Wagh Bakri Gift Hampers.

A Ticket to Delicious Delicacies in Khaibaar Paas, Kolkata

Wagh Bakri Tea Group showcased an exquisite premium tea range at the Khaibaar Paas food festival in Kolkata.





Honoured by Shri Bhupendrabhai Patel, the Hon'ble CM of Gujarat

Felicitations inspire us to keep moving forward with more vigour and focus. It was a momentous occasion when Shri Bhupendrabhai Patel, the hon'ble Chief Minister of Gujarat, felicitated Mr Parag Desai, the Executive Director of the Wagh Bakri Tea Group,

for popularizing tea culture among the young crowd of India with Wagh Bakri Tea Lounges at MahaSanmaan, an initiative by Zee24. Shri Balwant Rajput, the hon'ble Commerce Minister of Gujarat, also graced the occasion.



Rejuvenating Rewards at the Food Connoisseurs India Awards

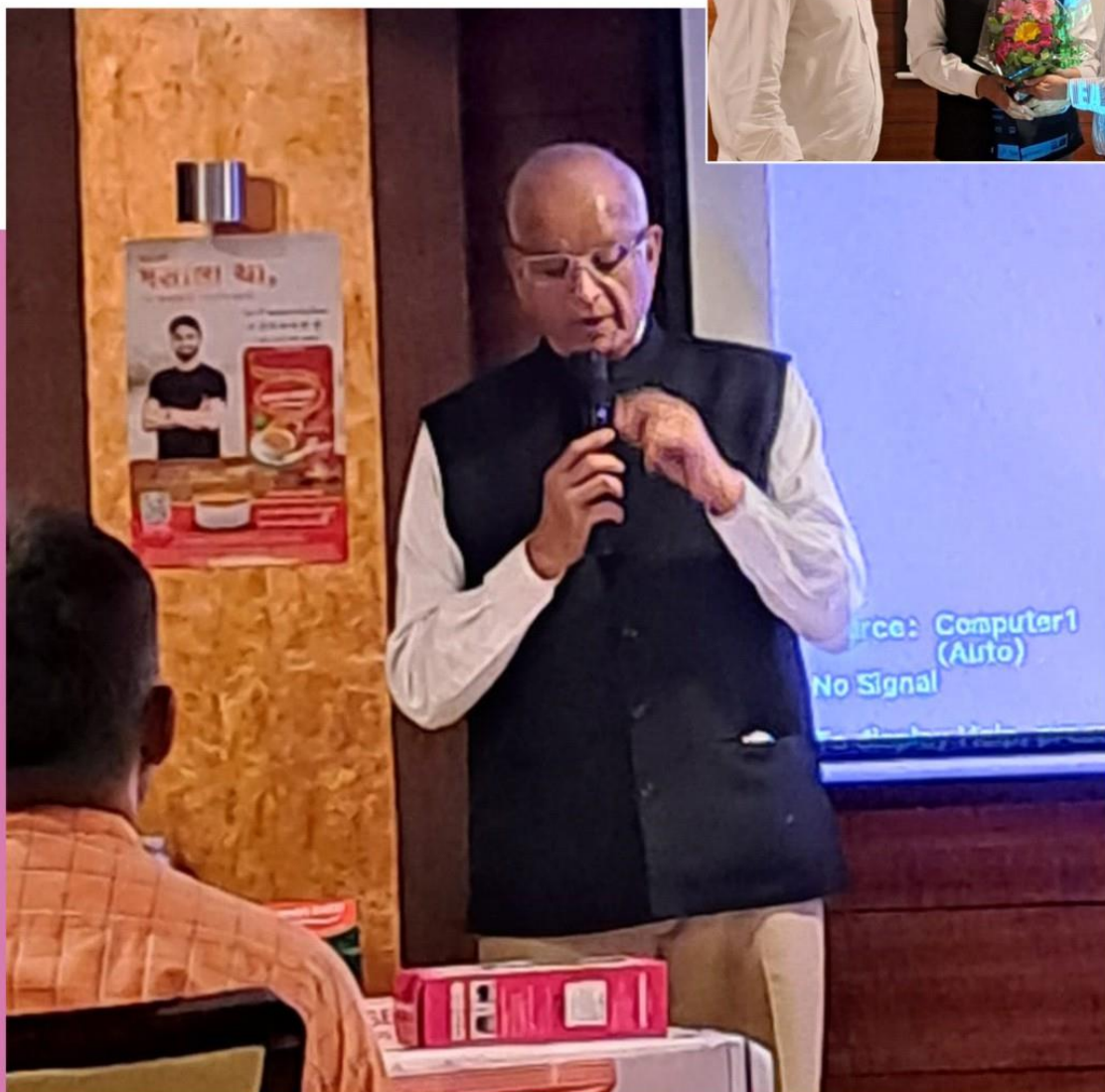
Wagh Bakri Tea Lounge was honoured with the most prestigious award – “Best Tea Café of the Year” for Mumbai and Vadodara locations at Grand Ceremony of Food Connoisseurs of India Awards – West India Edition on 15th February 2023, at NESCO, Mumbai.





Inspiring Sales Team and Distributors

The MD of Wagh Bakri Tea Group, Mr. Rasesh Desai, addressed the sales team, dealers and distributors of Rajkot and the nearby areas of Saurashtra.





A Fruitful Visit to SIAL 2022, France



Mr. Parag Desai, the Executive Director of the Wagh Bakri Tea Group, had an extraordinary trip to France. He attended SIAL 2022 in Paris, one of the biggest global trade fairs of food and beverages. He had

worthwhile meetings with the distributors of Wagh Bakri Tea Group based in Germany, France, Italy, Portugal, Austria, etc., along with important meetings with the mainstream FMCG distributors at the exhibition. Mr. Amit Kumar, the GM-Exports of the Wagh Bakri Tea Group, also accompanied Mr. Parag Desai on this trip.



Exploring new possibilities in the markets of Japan

Mr. Parag Desai, the Executive Director and Mr. Subodh Shah, President International Business of the Wagh Bakri Tea Group, visited Japan to explore newer possibilities for trade. In Japan, the brand is doing exceedingly well.



Indus Food Exhibition 2023, a global food & beverage show held from 8th January to 10th January in Hyderabad, is nothing short of an international spectacle. From international businesses to domestic players, from potential customers to prominent global buyers, 80 global industry leaders participated in the exhibition.

Exhibiting Our Glorious Range at the Indus Food Exhibition, Hyderabad





Serving Love in a Cup



#PyaarWaliChai



Three heart-warming Television Commercials were aired across the nation under the campaign line #PyaarWaliChai.

India Trusts Wagh Bakri,
India Loves Wagh Bakri

The trust that Indian tea lovers have in Wagh Bakri Tea Group is no secret. To celebrate the honour of India's Most Trusted Tea Brand accorded by TRA, we created a compelling pan-India TVC campaign that Indians truly loved.



**WAGH BAKRI
TEA**
India's Most Trusted
Tea Brand



Power of Trust 2022
AS per TRA's Brand Trust Report 2022





Wagh Bakri Tea Group ropes in Ms. Suma Kanakala as the brand ambassador for South India

We are delighted to share with you that Wagh Bakri Tea Group has appointed Ms. Suma Kanakala as the brand ambassador for South India. She is a renowned actress, television host, and philanthropist who has won the hearts of millions of people with her commitment to art and social welfare. With her immense popularity and exceptional talent, Ms. Kanakala will represent the spirit of our brand and promote Wagh Bakri Tea across the southern states.





Strengthening Our Brand Presence Across Mediums and Range



Wagh Bakri Tea Group developed highly engaging commercial campaign for the Instant Tea range with the campaign line 'Aap ki waali chai aur coffee' and 'Aap ke fitness ka saathi'

Chef Sanjyot Keer Spices Up the Perfect Masala Chai Campaign



**Perfect
Masala Chai,**
Ab Koi Bhi Bana Paaye.

#ChefKiFavouriteChai



**Celebrity Chef
Sanjyot Keer**

13 Million+ Subscribers

7 Refreshing* Spices
in every sip





Taking Giant Strides in the Indian Tea Market

Wagh Bakri Tea Group is now the third-largest tea company in terms of market share in the Indian tea industry.

INDIA TEA MARKET MARKET SHARE OF COMPANIES





Motivating Teams with Inspired Visits



The secret behind our success is our team. And, it is our responsibility to keep our employees motivated. To rejuvenate them and boost their confidence, our Executive Directors, Mr Paras Desai and Mr Parag Desai, and the President of Sales, Mr. Vikas Mittal visited our regional offices in Mumbai and met our Maharashtra, Chhattisgarh and Goa team members on 27th August and in Gurugram on 30th August 2022. The top management of the Wagh Bakri Tea Group also met Ms. Balaji, our super Stockist, at Kolkata on 17th September 2022.





The Managing Director of the Wagh Bakri Tea Group, Mr Rasesh Desai, inspired the North Sales Team to take a giant leap at the North Sales Conference.

Mr. Parag Desai & Mr. Paras Desai, the Executive Directors of the Wagh Bakri Tea Group motivating the South Sales Team to shine brighter at the South Sales Conference.



The Managing Director, Mr Rasesh Desai, and the Executive Director of the Wagh Bakri Tea Group, Mr Parag Desai, taking the Wagh Bakri Tea Brands to New Heights with the Agra Sales Meet.



The Managing Director, Mr Rasesh Desai, and the Executive Director of the Wagh Bakri Tea Group, Mr Parag Desai along with the Uttar Pradesh Sales Team seeking divine blessings at the Iscon Temple, Vrindavan and strengthening the brand with the Uttar Pradesh Sales meet.

A Festival of Flavours & Freshness at St. Xavier's College, Mumbai

Wagh Bakri Tea Group participated in the Music Festival at St Xavier's College, Mumbai, and revitalized the audience and performers.





A Filmy Event for the Kolunthu Dance Challenge

Wagh Bakri Tea Group sponsored the press conference of the announcement and a Dance contest of 'Naalammura', an impeccable Malayalam movie. The Vice President of Marketing of the Wagh Bakri Tea Group, Mr. Yogesh Shinde, honoured the team with special Wagh Bakri Tea Hampers.



A Memorable Launch at TiE Ahmedabad

TiE Ahmedabad invited Mr. Paras Desai, the Executive Director of Wagh Bakri Tea Group, to its exclusive launch of the Coffee Table Book - 'Secret to Success' (on Entrepreneurship), held on 17th October 2022 at Hyatt Vastrapur, Ahmedabad.



Celebrating Traditional Music at Mitra Mohatsav

Pune city experienced the soothing melody of traditional music at Mitra Mohatsav, organized by Mitra Foundation on November 26th and 27th. It was a treat for the music connoisseurs. To celebrate the artistic expressions, Wagh Bakri Tea Group sponsored this unique event and rejuvenated the spirits of the performers and audiences as a responsible beverage partner. Around 6000 lovers of traditional music graced the occasion with their presence.



Serving a Mystical Experience at Ganesh Utsav, Pune

Wagh Bakri Tea Group was the beverage partner at Ganesh Utsav, organized at Lokmanya Tilak Residence in Pune from 31st Aug'22 till 7th September 2022. It was an honour to serve piping hot tea to the performers and the audience members. It was also a pleasing experience to present a Wagh Bakri Tea Hamper to Mr. Rahul Deshpande, one of the most versatile classical singers in the nation.





On a Prestigious Platform with Esteemed Dignitaries at TiECON Ahmedabad 2022

TiECON Ahmedabad 2022 brought together corporate leaders, entrepreneurs, academic experts, investors, start-up founders and government representatives who play a vital role in contributing to the Indian MSME ecosystem. One of the key sessions at the event was 'Driving Growth Through Strategic Partnerships & Initiatives', where Mr Parag Desai, the Executive Director of the Wagh Bakri Tea Group was one of the panellists.



Discussing Possibilities at the World Tea and Coffee Expo 2022

Mr Parag Desai, the Executive Director of Wagh Bakri Tea Group was invited for a panel discussion at the World Tea and Coffee Expo 2022.

An Expert Talk on the Current Scenario of the Indian Tea Industry on CNBC

Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group, threw light on the current state of the Indian tea industry on CNBC Awaaz on 24th November 2022.





Opening New Avenues for Artistic Dialogues

Art is an indelible part of our daily lives. It helps us emote our feelings more artistically and effortlessly. Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group, inaugurated Art-E-Summit, a creation of Petal Foundation, on 26th November 2022.



Inspiring the future designers

At the Wagh Bakri Tea Group, we believe in inspiring the youth and to become a guiding light of their future. Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group, inaugurated Design Exhibition 2022. The exhibition reflected the students' innovation and creativity in the form of their final year projects. Mr. Parag Desai also had an insightful interaction with 3000 students and shared the mantra for a flourishing professional life that lies ahead of them.



Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group inaugurated BRDS Design Exhibition 2022 and interacted with 3000 graduating design students

Banking on Great Beginnings



Mr. Paras Desai, the Executive Director of Wagh Bakri Tea Group, was invited to inaugurate a new branch of HDFC Bank in Ambawadi, Ahmedabad. Mr. Paras Desai graced the occasion with his presence and inaugurated the branch on 30th November 2022.



Spreading the Aroma Marketing & Business updates



Expanding our Horizon with Newer Outlets of Wagh Bakri Tea Lounge

Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group, inaugurated Tea Lounge at Saket, New Delhi on 22nd Dec 2022. Mr. Pravin Juneja, Mr. Pramod Damodaran (CEO TL & Kiosk - Retail Operations) and Mr. Vinay Sharma (Sr. GM Retail Operations, Wagh Bakri Tea Group) were present at the event.

At the Wagh Bakri Tea Group, continuous growth has been our driving force. From refreshing and innovative teas to experience lounges, we inspire growth at all levels of our organisation. Love for tea among the youth, as well as the older generation, is our biggest source of motivation to bring the world of tea to them.



Dr Vatsal Patel, President, Gujarat Institute of Civil Engineers & Architects, inaugurated Wagh Bakri Tea World at Atal Bridge, Ahmedabad on 28th November 2022 in the presence of the Executive Director, Mr Parag Desai, Guest of Honour, Mr I K Patel, Deputy Commissioner and Mr Sushil Bhatt, Admin. Manager, Riverfront.



Mr Rasesh Desai, the Managing Director of the Wagh Bakri Tea Group, inaugurated a new Wagh Bakri Tea Lounge in Punjabi Bagh, New Delhi, on 10th February 2023. Smt Krishna Desai, Mr Parag Desai, the Executive Director, and Mr Priyam Parikh, a Whole-time Director of the Wagh Bakri Tea Group also graced the occasion.



The grand opening ceremony of a new Wagh Bakri Tea Lounge in Saket, New Delhi. Mr. Parag Desai, the Executive Director of the Wagh Bakri Tea Group, inaugurated it on 22nd December 2022 at Community Centre, PVR Anupam market.



Mr. Parag Desai, the Executive Director of Wagh Bakri Tea Group, along with Mr. Pramod Damodaran, the CEO of Retail Operations, Mr. Vinay Sharma, Sr. GM of Operations, and Mr. Dharam, Sr. Manager of Operations, marked their presence at the inauguration of a new Tea Lounge at Borivali, Mumbai.



Expanding Horizons, Exploring Dimensions

Dimensions, an International Journal of Management of ICAI Business School (IBS) Mumbai, in its December 2022 edition, interviewed Mr. Paras Desai, the Executive Director of Wagh Bakri Tea Group. Dr. Sarika Rachuri, a part of Corporate Connect Club – IBS Mumbai, interviewed Mr. Paras Desai.



A Tea that You Will Enjoy Round the Calendar



World-class Tea Range for all the Festive Seasons Around the Year

Wagh Bakri Tea Group aced its festive visibility at Metro, Walmart, and Reliance stores across India with display that was hard to miss on Independence Day and Christmas.



For the Wealth of Good Health

In the post-covid era, we have witnessed a rise in health-conscious tea connoisseurs. This trend allowed us to re-highlight our range of green tea like honey lemon, tulsi, mint, and shudh kahwa in D-Mart, Reliance Stores, Walmart, and Metro Stores.



Navchetan Strong Leaf Tea on the shelves of leading stores in India.





Celebrating the All Rounders of H.L. College of Commerce

Wagh Bakri Tea Group's All Rounder of the Year Award is a highly-prestigious award bestowed on degree students with an incredible record. Wagh Bakri Tea Group has played a significant part in nurturing talents with this initiative. For the academic year 2022-23, 13 candidates were selected through strict screening procedures. After all the protocols, Mr. Rohan Shewkani was felicitated as the All Rounder of the Year Award with a cash reward of Rs. 10,000. The felicitation ceremony was organized on 28th February.



An Engine of Refreshment

A vision to reach every corner of this nation has become even bigger now with our tea being served even at 30,000 ft. above sea level. On an illustrious journey, our tea has delighted everyone with just one commonality – love for tea.



Trains:

- Rajdhani Express
- Tejas Express
- Shatabdi Express
- Vande Bharat Express and other fast trains

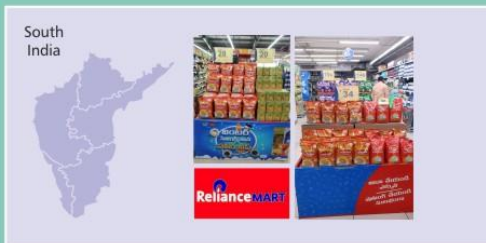


Serving Wagh Bakri Premium Tea bags in Airlines:



Setting Foot in Bengal & South India in Style

Serving refreshing and rejuvenating tea to tea lovers across India has always been our big vision. To realize this vision, we entered West Bengal & South India in a grand fashion.





Strengthening Our Teams with Training Programmes

Training is an indispensable part of the Wagh Bakri Tea Group. We strive to improve ourselves every day and integrate ethical principles into our daily operations. Regular training programmes strengthen the foundation of this great organization.



Team Building workshop for the Gurugram office employees in Oct 2022



Staff training of the West office employees on team work, coordination and communication at Mumbai in Oct 2022



Sales training on making productive calls and product training for the Maharashtra team



Sales training on productive calls and products of the West Bengal and Orissa sales teams at Kolkata in Dec 2022



Sales training of the Bihar and Jharkhand sales teams at Patna in Dec 2022



Sales training of the Bihar and Jharkhand sales teams at Patna in Dec 2022



Training of Gujarat Tea Depot staff in Dec 2022



Sales training on products calls and products for the Uttarakhand and Uttar Pradesh sales teams at Lucknow in Jan 2023

Pouring Happiness HR & IR Corner



Team Building & Coordination training of Khokhra lab employees



Annual health check-up at OHC organized for workers and staff at the Dholka Plant



First Aid Training at our Dholka Plant. It was conducted by Dr Shailesh Jepiwala

Inspiring the Bright Minds of India

Students are the future of this nation, and Wagh Bakri Tea Group is always by their side to elevate their learning experience. Giving them an insight of a rich legacy not only inspires them, but also boosts their self-confidence, as well as aspirations to set unimaginable benchmark for success. The management students from LJ University and GLS University visited our Dholka plant to take a deeper dive in legacy, organisation and factory operations. Students from both the universities were accompanied by their Faculty Members and were enthusiastic to learn more about our organisation throughout their visit.



Nirma University MBA 2nd year students' Dholka factory visit



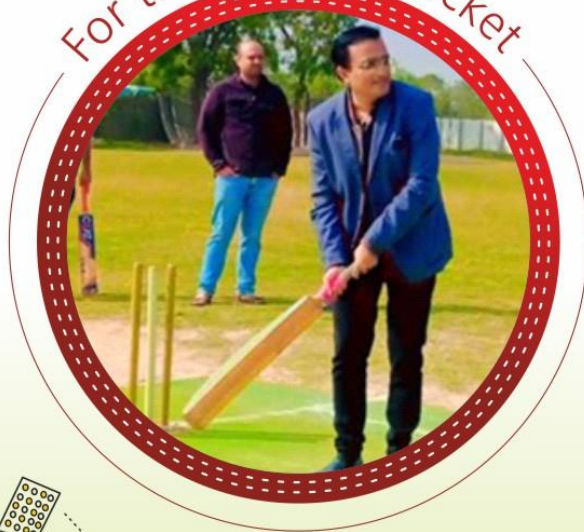
Students and Faculty Members from Institute of Management – LJ University along with the staff of Dholka Factory in Nov 2022



Som Lalit BBA students' Dholka factory visit



For the Love of Cricket



It is impossible to keep the Wagh Bakri Tea Group employees away from cricket for long. We organized a one-day cricket event for all the employees stationed in Ahmedabad on 15th December 2022. It was pure joy to witness sixes, fours and wickets galore on the ground.

Mr Parag Desai, the Executive Director of the Wagh Bakri Tea Group, also displayed his immaculate batting skills on the ground.



An Engaging Session on Motivation

Progress without purpose is meaningless. We believe that an organization cannot grow without the growth of its employees. And it is our duty to help employees find their purpose and stay motivated at the workplace. To encourage our teams, a motivational session on mindfulness was organised for the top leaders at Wagh Bakri House in November 2022. Mr. Amit Kasliwal, an expert in this field conducted the session.



Mr Parag Desai, the Executive Director of the Wagh Bakri Tea Group, also shared his insights on the topic.





A Competition for the Next Gen

We treat our employees as family members and their kids as our kids. To interact with the little munchkins of our employees, we organized a drawing competition for them. Kids in the age bracket of 3 to 15 could participate in the competition. Three themes for three age groups were developed for the competition. It was sheer joy to receive an overwhelming response from the kids.



Honing Skills for Excellence at IIM Indore



Upskilling has long been a part of the growth of our employees at Wagh Bakri Tea Group. Continuous learning helps expand the horizon of our organisation to innovate newer experiences for our customers. Kunal Kapadia, Rutvik Shah, Nishit Shah, Ajeet Tiwari, and Ashav Jadawala had an opportunity to learn from mentors at IIM Indore in December 2022 in the Management Development Program.

Spreading Warmth, Spreading Smiles

Uplifting the underprivileged has been at the heart of our organisation since inception. Our founders have always believed in giving as much as we can, back to society for all the love they have for us. It gives us great pleasure, to bring smiles on their faces. Waghbakrians from offices across India came together to donate wearable clothes, books for the kids and blankets to protect the road dwellers from the wrath of cold. This initiative of ours – The Joy of Giving reminds us to always be humble and kind towards society. The activity of Joy of Giving began on 17th December and lasted till 5th January.



We distributed winter clothes at The Earth Saviours Foundation, Gurugram, and Blind People's Association, Ahmedabad.

Induction of Freshly Brewed Employees



To make the employees feel at home, they must know the family members, as well as about the home. Irrespective of the department they were joining, they were made aware about the policies, departmental knowhow, corporate profile and were also taken for a factory and a lounge visit. Overall, the newest Waghbakrians were given a 360-degree experience as a part of their induction to the Wagh Bakri family.



Marking Festivities Celebrations in Style

On the auspicious occasion of Dussehra, Gujarat Tea Processors & Packers completed 42 years of phenomenal operations.



Our Employees are Our Family

- Mr Rajnish Kumar an associate of Wagh Bakri Tea Group passed away
- Shree Vasant Narayan Desai Multipurpose Charitable Trust established in the memory of the founders of Wagh Bakri Tea Group donated 1 Lakh Rupees to the widow of Mr Rajnish Kumar

Providing an Experience of a Lifetime



Aaryan Agrawal interned with the Wagh Bakri Tea Group as a Marketing Intern. He expressed his gratitude to the company for giving him this priceless opportunity.

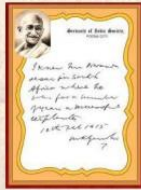




From a Logo to a Legacy

The Better India is one of the World's largest positive & solution-based content-driven impact platforms. They tell stories of change, inspiration, courage, resilience, hope, kindness, compassion, innovation, initiative, sustainability, progress, social good, small businesses, renewable energy, green technologies, and much more.

On 24th August 2022, The Better India covered the stories behind the five iconic Indian logos of leading Indian brands. The logo of Wagh Bakri Tea Group is featured on the list. The tea logo depicted an image of a wagh (tiger) drinking tea with a bakri (goat) in the same cup. The intent was to promote equality among all and counter discrimination.



History
**Wagh Bakri to Mysore Sandal:
5 Iconic Indian Logos & Their
Interesting Stories**

An Inspiring Run at Tata Mumbai Marathon

We are glad to inform you that Mr. Ashav Jadawala, one of the indispensable members of the Wagh Bakri Tea Group, participated in the prestigious Tata Mumbai Marathon on 15th January 2023. He completed the full marathon in just 4 hours and 11 minutes. We are proud of his excellent achievement.

Milestones achieved

Ultra Marathon	Year	KM	Time in Hr
ADR Night Ultra (12 Hrs Run)	Mar-19	50 Km	6.15 Hr
ADR Night Ultra (12 Hrs Run)	Mar-22	60 Km	7.5 Hr
Cyrus Stadium Run (6 Hrs Run)	Mar-21	44 Km	5.20 Hr
Full Marathon	Year	KM	Time in Hr
Tata Mumbai Marathon	Jan-23	42.2 Km	4.11 Hr
Adani Ahmedabad Marathon	Nov-22	42.2 Km	4.4 Hr
Half Marathon	Year	KM	Time in Hr
Adani Ahmedabad Half Marathon	Nov-21	21.10 Km	1.58 Hr
Adani Ahmedabad Half Marathon	Nov-20	21.10 Km	2.06 Hr
SBI Green Half Marathon	Feb-19	21.10 Km	2.09 Hr
B Safal Half Marathon	Jan-16	21.10 Km	3 Hr
B Safal Half Marathon	Dec-16	21.10 Km	2.32 Hr
10 Km	Year	KM	Time in Hr
ADR 10 K	Nov-22	10 Km	0.48 Hr
TCS World 10 Km-Virtul	May-22	10 Km	0.53 Hr
Adani Ahmedabad 10 Km	Nov-18	10 Km	1.03 Hr
B Safal	Dec-18	10 Km	0.54 Hr
Adani 10 K	Nov-17	10 Km	1.12 Hr
Running Challenge	Year	KM	Time in Hr
100 Days Running Challenge	Nov-22	667 Km	Avg 6/day for 100 days





Recognising Lasting Excellence!

30 Years
of Glorious
Service



ALKESH H. SHAH
CLERK ACCOUNTS

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!

20 Years
of Glorious
Service



CHAITANYASINH M. ZALA
MANAGER IT



SANJAY M. PATEL
ASST. ACCOUNTS



PARESH M. GANDHI
ASST. MANAGER SALES



KAMLESH S. RAVAL
DRIVER

10 Years
of Glorious
Service



SANJAY K. RAVAL
OFFICE ASSISTANT



VIRAL G. MARATHE
SR. EXECUTIVE



HARSHIT A. PATEL
SENIOR CLERK



BABAN KATKAR
SR. OFFICER SALES



RANJIT J. BELDAR
SR. CLERK



SANJAY K. MAKWANA
SUPERVISOR



RUTVI M. PATEL
SR. EXECUTIVE IT



AMIT K. SHARMA
SENIOR CLERK



NIRMALKUMAR P. SHAH
CLERK



BHRUGESH S. SHAH
OFFICER



UMESH KUMAR
OFFICER SALES



NARENDRASINH H.
GADHAVI
SR. CLERK



JITENDRAGIRI V.
GOSAI
SUPERVISOR



UDAY SHANKAR
KUMAR
AREA SALES MANAGER MT



GAURANG J. PANDYA
DGM KEY ACCOUNTS



PRANAV R.
UBHADIA
MGR FACTORY OPS



GAURAV K. MEHTA
PEON



Envisioning a greater tomorrow

Supported Blind People's Association in organizing a free eye check-up camp at the Wagh Bakri Vision Centre in Mehmedabad and Koth Gangad (near Dholka). 331 people at Mehmedabad and 520 people at Koth Gangad were screened for cataracts and other ailments



Empowering Women with SABLA – Nari Shakti Samaj Shakti Project

Wagh Bakri Foundation and Jeevantirth jointly established SABLA – Nari Shakti Samaj Shakti Project to empower women with Self-Help Groups (SHGs) in Ahmedabad.



Delivering goodness, delivering happiness with the Akshaya Patra Foundation

To deliver fresh and piping hot foods to children in the mid-day meal program, the Wagh Bakri Tea Group delivered 5 Distribution Vehicles.



Uplifting Society with Project Life

Project Life is an initiative that aims to train underprivileged widows and women to be self-reliant with proper skill training and material support.



Fortifying Swami Vivekanand Health Mission Society with Compassion

We extended support for the development of a 5-storey multi-speciality centre in Dharmawala, Uttarakhand. It will help SVHMS in extending more care to humanity.



Illuminating Lives with Sadvichar Parivar

We collaborated with Shishuvihar to commence a General Duty Assistant programme that includes the Caretaker Course that teaches students how to take care of elderly people.



Scholars in the making

We awarded scholarships to 20 students at a function organized in our office. So far, 108 students have benefitted from the Wagh Bakri Scholarship Programme.



Shouldering the Social Responsibility with Humility

Under CSR Conference 2022, Wagh Bakri Group and Ahmedabad Management Association's (AMA) Centre for Governance organized a session on "Understanding CSR Compliance and the Way Forward".

A New Factory, a New Milestone

Wagh Bakri Tea Group has always believed that “Growth is a journey, not a destination”. To boost our manufacturing operations, we set up a new factory, spread across 3,47,000 square feet, in Khandhli, Gujarat. The factory is equipped with all the latest fully-automated machines, which do not require manual interventions.

All the family members of the Wagh Bakri Tea Group Directors registered their presence at the opening ceremony and participated in the religious rituals. They also had key discussions with the operational heads of the new factory.





The Grand Inauguration

of Our Tea Blending & Packing Plant at Khandhli, Gujarat

The plant, which became operational in just nine months in the middle of a pandemic, shall run on solar energy and utilize rainwater for factory functions. It is our humble contribution towards the sustainability cause and building a greener future.

Speaking at the inauguration, Mr. Rasesh Desai, the Managing Director of the Wagh Bakri Tea Group, said, "We have been in the Tea business for the last 104 years, started long back in 1892 and have been catering to consumers ever since. With a versatile blending unit, the best professionals, and the continuous support of our valuable customers, Wagh Bakri Tea Group has progressed well and met expectations and visions. It has further led us to this expansion to cater to the ever-growing demand in India and beyond its borders."





India's Most Trusted Tea Brand Rejuvenates Lives Across the World

The global presence of Wagh Bakri Tea Group
is a testament to our world-class quality.
We are currently serving Wagh Bakri Tea in over 45 countries



Tea Group



Available in
45 plus
countries

Follow:   



Tea Group

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

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Write to us

Team Abhivyakti thanks all the employees who contributed and participated in making this newsletter of Wagh Bakri Tea Group interesting and memorable.

If you have an interesting article, poem, story, image, etc., please share them with us via e-mail. Write to abhivyakti@wbtea.com with "Abhivyakti Contribution" in the subject line along with your name and designation.

We are looking forward to hearing from you.