



TATA TEA

REFRESHING TASTE OF TATA TEA

Tata Tea began its journey more than 25 years ago and is today India's largest packaged tea brand, with 1 in every 3 Indian households consuming tea from the brand's extensive range of variants. The flagship brand of Tata Global Beverages Limited, Tata Tea pioneered the packet tea revolution in India in 1985, bringing tea fresh from the tea gardens directly to the consumers in poly packs.

Tata Tea Premium is India's No. 1 branded tea, both in terms of volume as well as value. It is approximately 25% larger than the 2nd largest brand in the country.

With 4 national and 3 regional brands, including Tata Tea Premium, Chakra, Gold, Kanan Devan, Tata Tea offers an eclectic range of flavours and tastes in its portfolio of tea products.

Our Products

The company's products are mainly:

- Tata Tea Premium
- Tata Tea Gold
- Tata Tea Chakra Gold
- Tata Tea Kanan Devan

TATA TEA

RANGE OF PRODUCTS



Tata Tea Premium

Tata Tea Premium is India's No. 1 branded tea. It is approximately 25% larger than the 2nd largest brand in the country. The flagship brand of Tata Global Beverages Limited, Tata Tea pioneered the packet tea revolution in India in 1985, bringing teas fresh from the garden directly to consumers in poly packs.



Tata Tea Kanan Devan

The distinctly refreshing taste and flavour of the tea is attributed to its origin in the beautiful Kanan Devan Hills, one of the highest hills in Kerala. Kanan Devan is popular as a loose tea mark for more than 7 decades.



Tata Tea Gold

Tata Tea Gold is the mass premium offering from Tata Tea's diverse portfolio, was launched in 2003 as a superior variant on the 'aroma' platform. Its uniqueness lies in the superior balance it maintains between strength and aroma, which is produced by mixing the granules with gently-rolled 15% longer leaves.

Golden infusion
for a Golden taste!



Tata Tea Chakra Gold

The second largest tea brand in South India and the ninth largest across India, in terms of market share. Originally launched in 1985 as Chakra Premium Dust Tea, the product was renamed Chakra Gold in 1989.

Characteristic golden colour which is the hallmark of a superior quality tea. Enjoy the Tata Tea chakra Gold everyday as you wake up to follow your hearts desires!