



An Apeejay Surrendra Enterprise

### **Apeejay Tea, the Jewel in Harrods' Crown**

**Kolkata, 31<sup>st</sup> May 2012:** Apeejay Tea, one of India's largest tea producer, has set a new high of being the only Tea company to be featured at Harrods' Queen Elizabeth II's diamond Jubilee celebration. This reflects upon the superior service and the commitment of trust offered by the tea company. The testimony of Apeejay Tea's quality sits as a jewel on the Golden Crown designed especially for the queen by the famous Indian Jeweller, Amrapali. The jewel is a golden plaque which reads, "Harrods Exclusive Tea by Apeejay Tea".

Harrods unveiled their extravagant patriotic display of Union Jacks and 31 crowns in celebration of Queen Elizabeth II's Diamond Jubilee on 15 th May 2012. They had commissioned designers from the worlds of fashion, beauty, jewellery and cuisine to each create an elaborate crown in Her Majesty's honour.

Apeejay Tea Group is the sole agent of Indian Tea to the premium London based store. The Group was invited to design a crown as part of the Royal Jubilee window display that is on show from 15th May – 15th June this year. In celebration of India as one of the key origins of tea, the Apeejay Tea Group had teamed up with Amrapali to design a crown which is both beautiful and symbolic of the tradition of tea.

The delightful design of the crown features overt tea references such as the teapot that cleverly adorns the top of the crown. More subtle elements of the Indian tea heritage have also been incorporated including the tiger design of the fur at the bottom which pays tribute to the Dalmatian fur that was part of the Queen's original Coronation crown and the jewelled elephants on the top of the crown that reference the wildlife of India. Furthermore, red stones have been incorporated where possible to symbolise the colour of UK's much loved Typhoo Tea, the century old British iconic brand also a part of Apeejay Surrendra Group.

Elaborating on this achievement, **Mr Karan Paul, Chairman Apeejay Surrendra Group** said, "It is a momentous occasion for each one of us at Apeejay Tea Group. We are the only tea company in the world to be a part of such extravagant patriotic celebration. To be able to do so is a testimony of our continuous endeavour to ensure superior quality tea, which is characterized by seamless network across countries, unmatched service quality, extensive supply chain and fulfilled customer expectations. We, at Apeejay Tea have always made considerable investments in the quality of our tea and customer service."

"Apeejay Tea Group is extremely privileged to be working with Harrods and leading Indian Jewellers Amrapali to create this wonderful crown reminiscent of Tea - both an Indian and a British tradition.



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It's a great honour to have worked closely with Harrods on such a key project that celebrates such British institutions as the Monarchy and Tea. It gives us great pleasure and makes us feel proud to see the crown taking pride of place in the Harrods window".

**For Further Information contact**

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