



**Cha Bar Connaught Place**  
Presents  
**TYPHOO HIGH TEA**  
with renowned life coach Ramon Llamba

**New Delhi, July 12, 2013:** How a conscious focus on *our thought process, actions and behaviour* brings forth the Spring of Life was the discussion Typhoo High Tea at the Cha Bar Connaught Place brought forth today afternoon. A powerful guide on achieving individual goals was provided by renowned life and business coach Ramon Llamba and the audience was able to gain tools for creating peace for themselves and the environment they live in.

Known for her concept of 'Golden Age Transformation', Ramon Llamba, an eminent life coach emphasized the importance of consciously analyzing situations to take decisions, sharing real life instances to bring alive the impact of unconscious actions in an Individual's life. Ramon with her many years of experience in life coaching has helped individuals realize their true potential and live their life with joy and success.

The inspirational mantra she shared during the Typhoo High Tea session at Cha Bar, *"Life is unpredictable, we do not have any control over what life gives us, but we can control ourselves by consciously working towards our action, thought process and behaviour. Through life coaching we can realize our inner power, wisdom and strengths, which will help us to achieve the life of joy, happiness, prosperity and health we deserve. I am thankful to Cha Bar and Typhoo for providing me a platform to transform people's lives and lead them to a better, powerful and complete life."*

*"Spring of Life is what Typhoo hopes that the Power of its Tea unleashes in its patrons", said Typhoo India spokesperson Renu Kakkar. Agreeing with Ramon she said, "We all need to spend some time alone every day to understand our thoughts. Morning is the best time with a cuppa of tea but anytime is good and Typhoo's Indian range of 16 variants, each with health benefits along with great flavours, support overall wellbeing complimenting an Individual's many moods during the day. For those who don't drink tea, Typhoo's Fruit Infusions refresh and revitalize; are rich in antioxidants and 100% caffeine and sugar free and the perfect wellness drink. Cha Bar Connaught Place serves and sells the Typhoo Indian and International range and we are especially delighted to host such an informative Typhoo High Tea session here. Typhoo High Tea is likely to travel to other cities taking forward Ramon's holistic approach towards healing and the four pillars for true harmony - 'Physical, Mental, Spiritual and Emotional'."*

**About Typhoo**

Typhoo has indulged tea enthusiasts and refined tea drinking experience the world over since its inception in the UK in 1903. With a portfolio of 12 brands and over 400 products,



Typhoo is being enjoyed in more than 50 countries including USA, Canada, Europe, Australia, New Zealand & South Africa. Defining the changing tastes and preferences of the urban Indian consumers, Typhoo the third largest brand from UK and the over 100 year iconic British brand brings this refreshing, rejuvenating experience to India with a variety of high quality specialty teas, and 100% natural fruit infusions. Typhoo is available at leading F&B stores in Delhi, Mumbai, Bangalore, Chennai, Kolkata, Pune, Coimbatore, Goa, Hyderabad and Chandigarh.

Come...Enjoy Typhoo-Spring of Life

### **About Cha Bar**

Cha Bar is the first of its kind urban contemporary space that created a rage in Kolkata in year 2000, turning tea from a dry page in history to a lifestyle drink! Ms. Priti Paul's brainchild backed by generations of Apeejay Surrendra Group's experience in tea plantation business, Cha Bar was created as an integral part of more than 90 years old iconic Oxford Bookstore in city centre Park Street. The concept was expanded pan India integrated into Oxford Bookstores and customers loved the experience of being able to browse at leisure, leafing through the books of their choice, over a cup of tea from the wide selection available at the Cha Bar or simply unwinding with friends sipping the rejuvenating beverage, iced or piping hot.

Whether one prefers a rich, full-bodied, strong flavor, or a light fragrant taste, the Cha Bar offers a wide and enviable choice. Cha Bar believes that there is indeed nothing quite like a good cup of tea so every cup of blend we serve has journeyed, be it from the *dhabas* in India or from across the Globe from other cultures. Today, Cha Bar offers this experience at Oxford Bookstores across multiple stores in Bangalore, Bhubaneswar, Hyderabad, Kolkata, Mumbai and New Delhi.

The stylish and relaxing ambience of Cha Bar can make hours go by browsing through our huge collection of books while one is spoilt for choice with an assortment of Teas blended and prepared with precision, and after exhaustive research, with personalized and informed service. The space dedicated to the Cha Bar adds to the experience.

A unique feature of the environmental graphics across all Cha Bars is the Tea-Pot wall which displays the different traditional tea-pots from across the world. This not only creates awareness about the tradition of tea-serving across different continents but also adds an interesting design element adding to the ambience of the space. It also showcases how different Teas in our menus are served and promotes the dying truck art of Pakistan and the Bollywood poster art of India, for which special artists are commissioned by, Ms Priti Paul, Director, Apeejay Surrendra Group and herself an art aficionado.



Cha Bar Menu is refreshed regularly with additional varieties of exotic Teas and scrumptious snacks with in-house experts at Apeejay Tea Group with experience of nurturing tea in our plantations dating back more than a 100 years and renowned Chefs of the Apeejay Surrendra Park Hotels with nearly 5 decades of experience in fine hospitality and award winning Food & Beverage offerings.

### **About Oxford Bookstore Connaught Place**

Oxford Bookstore Connaught Place offers a carefully curated list of titles for booklovers to browse through and buy and perhaps the world's largest assortment of teas in the hip Cha Bar, to create a holistic experience for book lovers. The entrance leading to the bookstore houses a big Neon Wall, a cloud of words in English-Hindi-Latin that envelopes book lovers in a universe of emotions linked to reading. Inside, in the tranquil space, hands-on staff, knowledgeable and highly trained book specialists, offer suggestions of handpicked titles from major, independent and indie publishers: a great selection of books, some exclusive to Oxford Bookstore. The selection features both emerging and established authors from India and the world. Shelves stocked with the best in Indian Writing, International Fiction and Translations take one into a spacious, elongated Reading Room which opens onto a dedicated Events Space. Well-researched sections on Languages and New Age books address issues of addiction, relationships, unexplained phenomena, and showcase the best of thinkers and Indian gurus. A wide range of titles in Travel Writing, books that showcase the very essence of New Delhi and a specially curated section of books on tea are other highlights.