



Cha Bar Connaught Place presents Malini Ramani's Typhoo Mad Hatter's Tea Party

New Delhi, August 10 2013: Malini Ramani's Typhoo Mad Hatter's Tea Party turned Cha Bar Connaught Place into Alice's Wonderland, with a twist! Saturday evening at Cha Bar saw children dressed in their favorite fairy tale characters run around as Malini rustled up Typhoo's Fruit Infusion Cocktails for Delhi's crème-de-la-crème who came dressed in their funkiest hats to win the best hat prize. Themed cupcakes greeted kids into children's area at Oxford Bookstore Connaught Place where a magician awaited with some great and eye popping magic tricks. The explosive burst of enticing fresh fruits and exotic herb flavours of Typhoo Fruit Infusions along with Malini's innovative and magical mixology skills created a lively ambience reflecting the true spring of life ie **Cha**.

At this By Invitation party today at Cha Bar, Malini said "Life is extremely beautiful with so much of colours. One needs to have an eye to search those colours. I always add colours from life in my work to make it special. To keep myself motivated and calm so that I do not miss any magic of life I prefer to spend some time alone every day in the morning with a cup of tea. It helps me to structure my thoughts and reminds me of my main goal of life. I am glad that I could share the importance of tea in my life through this energetic tea party, I am really thankful to Cha Bar and Typhoo for giving us the choice of enjoying tea with our favourite flavours and Fruit Infusions."

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 Malini Ramani:

Malini Ramani one of the finest designer of India debuted in the India fashion week first in 2000 with her Millenium collection "Rockstar Meets Indian Princess" and since then there has been



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no turning back for her. Her creations are truly appealing to the modern women of today, who has high aspirations yet a very feminine side. Malini's absolute insistence on designing only the clothes that she would wear has always been her "Fashion Mantra". Her collections are known for their electrifying colours and patterns, flirty feminine silhouettes and their oomph factor which reflects a true contemporary style.

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



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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. 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.