

BUSINESS DIGEST

Typhoo product

Typhoo has launched the first globally certified, environmentally sustainable tea to be marketed across India. The suite of products launched into the Indian tea market includes popular mainstream blends as well as new 'Gold' products, which bear the distinct seal of the Rainforest Alliance. The Indian arm of the over 100-year-old iconic British brand which is second-largest tea manufacturer by volume in the UK, hopes to herald an era of responsible food marketing in the country through this collaboration with Rainforest Alliance.