



## **Apeejay Tea ties up with Keventer Agro to launch Typhoo in Eastern region.**

**Kolkata, 4<sup>th</sup> August, 2010:** Apeejay Tea today announced a partnership with Keventer Agro to launch and market its global tea brand Typhoo in the Eastern region. Under the arrangement Keventer will be responsible for marketing and distribution in Bihar, Jharkhand, Orissa, North East in addition to West Bengal and Bhutan. Typhoo teas which are available in 10 variants is now produced in India at a world class production hub established in Kolkata.

"The century old global brand was brought to India by Apeejay Tea and has been successfully launched in the North and Western regions of the country with high consumer acceptance. Now with Keventer taking care of the Eastern region, we expect Typhoo to emerge as a preferred tea brand for Indians," said Karan Paul at a media gathering today.

Keventer has a distribution network across 100,000 outlets, serviced by 900 distributors and supported by a sales team of over 500 catering to a consumer base of a100 million. Mayank Jalan, Managing Director of Keventer Agro said, "Typhoo, has the perfect range suited to the high end consumers who would be able to appreciate the range of flavours and Infusions that can delight the most discerning tea connoisseur."

"With Apeejay's strength in plantations, blending, brands and packaging and Keventer's strength in logistics, marketing, sales and distribution, tea parties in the East are set to get bigger. A good 'blend' for sure!", he added.

Typhoo Tea is available in convenient tea bags and dip bags with pack sizes ranging from 25 – 100 priced at ₹35/- to ₹330/- across specialty teas – Typhoo Fruit Infusions, Typhoo Green Tea & Typhoo Flavoured Tea as well as Typhoo Classic Assam Tea.

### **About Typhoo**

Typhoo Tea was established in the UK in 1903 and since then has grown from strength to strength. Typhoo Tea Limited has a number of diverse and successful brands such as Typhoo speciality tea and fruit infusions, London Fruit & Herb, Ridgways Tea, Heath & Heather, Melrose's Tea, QT Instant Tea, Lift Instant Tea, Brook Bond D Tea, Fresh Brew Tea and Red Mountain Coffee within its portfolio and sells in 50 countries including USA, Canada, Australia, South Africa to name but a few. For more information on

Typhoo Tea in India, Please visit: [www.typhooindia.com](http://www.typhooindia.com),

Typhoo Tea in UK, Please visit: [www.typhootea.co.uk](http://www.typhootea.co.uk)

Typhoo Tea Corporate, Please visit: [www.typhootea.com](http://www.typhootea.com)



### **About Keventer**

Keventer Group was initiated 120 years ago by Edward Keventer in the cool hills of Darjeeling. The company soon became a sought -after innovator in foods. Three decades ago, the dynamic Calcutta industrialist, Mahendra Kumar Jalan took over. With trailblazing food products, Keventer continues to greenfield newer horizons in agro-industry. Constantly innovating fresh, pure, safe and healthy products that only few can match. Keventer Agro proved its forte in food processing, preservation, fruit pulp and spices exports, packaged drinking water and edible oils.

### **About Apeejay Surrendra Group**

Established in 1910 with its foundation in Steel, the over Rs 6000 crore Apeejay Surrendra Group employs close to 43000 people in rapidly expanding operations in Tea, Hospitality, Shipping, Retail & Real Estate, Financial Services and has diversified into new business initiatives like Shipyards, Logistics and Knowledge Parks. 2010 is the Group's centenary year. For more Information, please visit [www.apeejaygroup.com](http://www.apeejaygroup.com)