

Wake Up to a Dash of Typhoo Tea
By Fashioncurry Correspondent

Typhoo, an interesting assortment of tea, favored by tea enthusiasts the world over, has now launched in India a new beverage category Infusions.



Typhoo has tried to infuse a dash of flavor by introducing this wellness drink and creating separate personalities for its products bearing in mind the new urban & health conscious India.



Infusions is a mixture of fruit, herbs, and spices in a dry form. When brewed in hot water, it gives a sensorial aroma, soothing color, and an unbeatable differentiated taste. It is refreshing to the mind and body and uplifts the mood and creates a feel-good-factor, explains Arup Ratan Pal, Business Head for India operations. Also, Fruit Infusions are caffeine-free, he adds.



Typhoo has launched three flavors of Infusions: Lemon and Lime Zest; Orange Spicer; and, Black Currant Bracer.



Infusions is available at all leading confectionery stores in Delhi, with a pack of five costing Rs.35 and pack of 25 for Rs.175.

