A 'KADAK' CENTURY

India is a tea-drinking nation, where a refreshing cup of 'chai' is an indispensable part of the culture. Here's how Wagh Bakri simmered its way to become the third-largest packaged tea company in the country.

1997 — Within India, Wagh Bakri expanded its footprint from Gujarat to Rajasthan, Madhya Pradesh, Maharashtra, and other northern and southern states.

2007 — Pivoting to the need of millenials, Wagh Bakri launched its first tea lounge in Ahmedabad.

2009 — Another tea lounge opened in Vile Parle, Mumbai. Now, the tea brand has 15 tea lounges in Mumbai, Delhi, Ahmedabad and Goa.

1992 — Wagh Bakri Tea went global. It started exports to USA, Canada, UK and Australia.

2012 — Established an in-house laboratory to test the quality of tea and its safety for consumption.

1980 — The business had grown to seven shops in Ahmedabad under Desai and his three sons.

2016 — Increased its share in the packaged tea market in India to 8.09 percent, up from 7.18 percent in 2012.

1934 — Brand Wagh Bakri was born. Inspired by Gandhian values, its name and logo comprises of tiger (wagh) and goat (bakri), denoting the need to forget differences.

2019 — Wagh Bakri completes 100 years in India and stands tall as the third largest packaged tea company in the country.

1919 — After working for a while for a tea estate in Mahabaleshwar, Maharashtra, Desai opened Gujarat Tea Depot in Ahmedabad.

1915 — Protesting against the ill-practice of Apartheid, Desai, following Mahatma Gandhi, moved back to India.

1892 — The founder, Shri Narandas Desai, procured 500 acres of tea estates on lease in Durban, South Africa.

"We have been ahead of the times. Almost 20 years back, we started offering our tea to our consumers through our e-commerce platform "buytea.com". Moreover, it was us who pioneered the concept of Tea lounges in India in 2002. They were created with the objecti of reinventing the tea-drinking culture in India at a time when the market was completely dominated by Coffee places." — **Parag Desai**, Executive Director