

- Islamic Republic of Iran
- Introduction & Historical overview
- Fusion of cultures, and
- Infusion of Traditional Heritage



LET'S
'TEA'M UP
FOR
SUSTAINABILITY

DELIGHTFULLY INDIAN

- Islamic Republic of Iran – a nation with history and civilisation
- Population of 80 million with avid tea drinking habits
- Popularity of Tea
- Samavar Culture
- “Qahvah Khaneh”



Import Regulations

- Package size
- Packet Tea and Tea Bags
- Health and Hygiene Regulations
- Import Duty
- Domestic Industry



- Imports from India
- Quest for the best tea in India
- Competing with global markets

Share of Throat



- Orthodox
- CTC
- Green Tea
- Herbs

Market Analysis



- **Mature market**
- **Large number of packers**
- **Brand recognition and loyalty**
- **Individuality of blends and pride for quality**

The Future of Indian Tea



- Indian Tea regained lost ground
- Improved South Indian Quality deserves bigger market share
- Rupee Payment System
- Competition from other Origins



Britannia Tea



Britannia Tea

Future Prospects



- **The business culture – pushing the boundaries of patience!**
- **Price sensitive market that will not compromise on quality!**

Thank you OOTEA

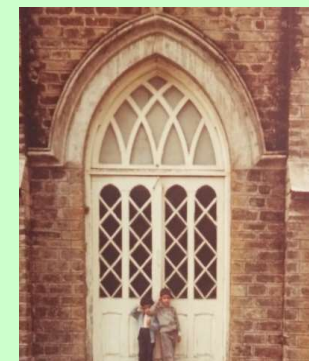


- Traditional Market adapting to changing trends
- Largest market in region; very high per capita consumption
- Patience, Consistency and loyalty pays off in the long term
- Britannia Tea: A Hundred Years of Proud Association with Indian Tea



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Britannia Tea