

# Himalayan Heritage

## Wellness . UK LIMITED .

150  
YEAR  
OLD TEA  
LEGACY



BUSINESS PROPOSAL

01.

# OUR AIM

Expansion and promotion of a 150-year-old tea legacy and cultivation of **Kangra Valley** Himachal Pradesh, India.

Creating mutual benefits in the process.

**Kangra tea is known for its natural color and flavor around the world.**

The unique characteristics of our tea are attributed to the geographical convenience of the region.



**KANGRA VALLEY  
HIMACHAL PRADESH**

02.

## BUSINESS IDEA & PROPOSAL

Tea, part of a \$10-billion industry, is the second most popular drink in the world after water and is expected to grow steadily in the future.

Growing rapidly with the trend of natural and healthy lifestyle **has witnessed 200% growth in recent years**. Tea being most sought liquid after water so there would be demand always, to cater to the needs of customers seeking exclusive teas.

This trend has also emerged in India, though market penetration remains minimal. One can earn handsome profit by selling tea if he knows how to pick good loose tea at reasonable price.



**02.**

## **BUSINESS IDEA & PROPOSAL**

**As we are the only owners of the tea estates, we manufacture tea in our own tea factory assuring the best quality and market friendly prices, for competing well and stay strong in market.**

**There are no middlemen in the process, we provide the tea at best market price ensuring the optimum profit sharing among us.**

**The possibility of making a profit of 30% - 50% in our business relationship will surely confirm the growth at a good and productive pace with a strong market reputation in the process.**

**We are willing to provide a great profit sharing without compromising the quality and faith you put in us because we manage nearly 90% of the process in-house on our own at effective cost & low expenses.**



03.

## EASE OF DOING BUSINESS WITH US

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- No agency purchase required, just buy & sell or purchase or sample all our teas at factory rates.
  - Investment only on Products purchased from us and selling them at different platforms such as **distributorship, retailers, multi level marketing, online marketing, stores, restaurants, cafes, trade fair & many more** and build a sustainable and scalable business in growing fast and firm in present and future.



**04.**

# **ABOUT US**

Nestled in the lap of the mighty snow capped Dhauladhar ranges, the picturesque Kangra valley “the Valley of the Gods”, that is nothing short of a bliss to the soul.

Here tea is being cultivated on the gentle slopes of the outer Himalayas since 1949.

As a company based in Himachal Pradesh, we have a distinct regional advantage. We assure the use of 100% authentic, hand-plucked tea leaves that undergoes an organic process to be consumed in a healthy and tasty way, we say 100% authentic usage because we have a sufficient quantity of tea leaves that gets plucked from the Gardens and come straight to us.



05.

## BRAND HISTORY

1960

Registration of **Balla Tea Estate** Under  
the Tea Board of India. Factory number RC-1065

2012

Made a brand name **Himalayan Heritage Tea**  
and started growing within and outside Himachal  
Pradesh at good pace encouraged by good  
customer review & support.

2018-19

Awarded with **first prize in tea tasting**  
competition organized by **Tea Board of India,**  
**Palampur**



06.

## TEA & CULTIVATION

Kangra tea is a tea from the Kangra district in Himachal Pradesh, India. Both black tea and green tea have been produced in the Kangra Valley since the mid-19th century.

**Kangra tea was given the Geographical Indication status in 2005.**

Tea was first grown in the Kangra region in the mid-19th century. After a feasibility survey in 1848 showed the area of being suitable for tea plantation, a Chinese variety of *Camellia sinensis* was planted across the region. The production turned out to be successful in Palampur and Dharamshala, despite failing in other locations.

Although Kangra cultivates both black tea and green tea, black tea constitutes around **90 percent of the production**. There are **5,900 tea gardens in the area covering about 2,312 hectares** of land between Dharamsala, Shahpur, Palampur, Baijnath and Jogindernagar, with an annual output of **899,000 kg**.



07.

## TEA TYPES WHITE TEA

These teas are subtle in flavor, very delicate and elegant on the tongue. White teas undergo the least amount of processing. The leaves are picked, withered (when oxidation takes place), and dried.

The finished tea leaves are a soft grey color, consisting only of the bud and two top leaves from the shoot of the plant (or sometimes, only the bud for top tier white teas).

Popular white teas include **Silver Needle** and **Bai Mudan**. It's generally understood that the finest come from the Fujian province of China, but white tea can be produced in areas including Nepal and even Yunnan, a region best known for pu'erh teas



# 07.

## TEA TYPES GREEN TEA

Green teas require more steps to process than white teas, but less oxidation takes place, which is why the leaf itself remains green.

Two main methods yield green tea: steaming and pan-firing. Japanese green teas that are steamed tend to be brighter and more vibrant in color compared to pan-fired teas. This doesn't mean steaming is a better method, it just produces a different type of green tea. Popular Japanese greens include Sencha and Genmaicha.

Some Japanese tea bushes are shaded for a few weeks leading up to harvest to increase chlorophyll production, yielding a brighter colored leaf. These leaves are used to produce prized teas like Gyukuro and Matcha. Whereas Japanese green teas are steamed, Chinese greens are pan-fired and leaves range in color from pale to dark green.

Well-known Chinese green teas include Longjing and Gunpowder. The flavors of green tea covers a wide spectrum from buttery and grassy to smoky, and even broth-like and savory.



07.

## TEA TYPES BLACK TEA

Black teas are perhaps the most common on the market. Darjeeling, kangra, Assam, Ceylon, and Keemun are a few of the most well-known.

These teas are heavily oxidized and brew up strong, bold, and often malty. Unlike white, green, or oolongs, processed black teas are separated into a grading system.

For example, Orange Pekoe (OP) means full-leaf tea, and BOP indicates a broken leaf black tea. In general, the more crushed/broken the leaf, the stronger the brew.

Black teas serve as the base of popular scented teas including Earl Grey. In China, black tea is referred to as red tea because of its color once brewed.



# 07.

## TEA TYPES OOLONG TEA

Oolong is a semi-oxidized tea, and the most complex type of tea to produce. The best oolongs come from both Taiwan and China, though some will insist that Taiwanese oolongs are superior.

These teas require numerous steps to produce, with many variations within each step. Though oolong is semi-oxidized, oxidation levels can be as low as 10 percent (close to a green tea) and as high as 85 percent (close to a black tea). Leaves are usually roled or balled up.

A great oolong can be steeped eight or so times, each steep releasing a new dimension of flavor. As a general rule, the higher the tea's oxidation level, the more steps involved in the process. Famous oolongs include Baozhong, Da Hong Pao, Jin Xuan (often marketed as "milk oolong" in the US because of its natural sweet and creamy flavors), Dong Ding, and Tieguanyin.

The flavor of individual oolong teas differ greatly, but usually one can expect a complex roundedness complemented with notes ranging from sweet and misty honey to a milky creaminess and bold roasted flavors.



# 07.

## TEA TYPES FLAVOURED TEA

Flavoured teas are processed black, green or oolong teas which are then blended with additional flavourings.

A wide range of spices, herbs and flower petals are used to produce a large variety of flavoured teas. **Fruit flavoured teas are generally made by blending the fruit's essential oils with the processed tea.**



08.

# FLAVOURS OF TEA, WE OFFER

## BLACK / REGULAR TEA

- Kangra Orthodox Black Tea
- Kangra First Flush Black Tea
- Mint Black Tea
- Masala Black Tea
- Cinnamon Black Tea
- Cardamom Black Tea
- Jasmine Black Tea
- Chamomile Black Tea
- Stevia Black Tea
- Tulsi Black Tea
- Ginger Black Tea
- English Breakfast Tea

## GREEN TEA

- Rose Black Tea
- Lemon Black Tea
- Lemongrass Black Tea
- Mango Black Tea
- Mixed Berries Black Tea
- Lychee Black Tea
- Peach Black Tea
- Mixed Fruit Black Tea
- Oolong Tea
- Kashmiri Kahwa
- Earl Grey Tea
- Kangra Green Tea
- Kangra Slimming Green Tea
- Mint Green Tea
- Cardamom Green Tea
- Stevia Green Tea
- Jasmine Green Tea
- Chamomile Green Tea
- Tulsi Green Tea
- Ginger Green Tea
- Lemon Green Tea
- Lemongrass Green Tea
- Mango Green Tea
- Mixed Berries Green Tea
- Lychee Green Tea
- Peach Green Tea
- Mixed Fruit Green Tea
- Detox Green Tea
- Seabuckthorn Green Tea

09.

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