

JAN - DEC 2020

WAGH BAKRI

Tea Group

Abhivryakti

A REFLECTION OF WAGH BAKRI TEA GROUP

વાઘ બકરી વાઘ બકરી
ವಾಘ ಬಕರಿ ವಾಘ ಬಕರಿ
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Wagh.Bakri

A Unique Blend of Relationship

SINCE 100 YEARS



Message from The Chairman's Desk



Dear Members of Wagh Bakri Parivar,
Wishing you a happy and prosperous 2021!

What a challenging year this has been I hope and pray that you and your family are keeping safe and taking necessary precautions. While we have been dealing with the coronavirus for about ten months now, we have all witnessed how the situation has evolved and we have become more conscious of our health and environment. We are experiencing a once-in-a-century event and have not seen like anything so bad. 100 years ago there was the greatest pandemic in the history when influenza pandemic of 1918 took lives of more than 100 million people or 5% of the world's population. This time Coronavirus has become like Tea in a Kettle!

2020 was a very tumultuous year for the Tea Industry in India too, from disruption to the crop cycles to unprecedented price levels. The overall demand was also very erratic throughout the year, especially during the 2nd quarter, when the country went into complete lockdown. Fuelled by panic buying and hoarding by people, almost all stores and shelves ran dry, and for us to serve our customer, became a logistical nightmare. As per policy, we hold our stocks till the end of June, and our Tea team put in their efforts to service the operations and sales teams even through the lockdown period by ensuring blend release from their homes. Even the tasting teams would come to the office early and leave early to try and service the operations and sales requirements, in addition to releasing buying orders from home.

From mid-June, some normalcy started returning in the business environment, but our situation was still marred by major crop loss and record-high prices. The all India crop till the end of November was lower by 142 million Kgs with the average prices up to end December higher by INR80.

During this tough time our Sales team rose to the occasion and kept our sales going, they continued their efforts by being in constant touch with business associates for not only volume but also for remittance. It was indeed well managed. As a result, we bounced back by registering a growth of around 4% by Dec 2020. As a team, we all have made tremendous efforts and contributed, though tea gardens were closed we were able to procure tea in the best possible manner. Same way factory was partially closed but with COVID-19 guidelines production took place. This pandemic gave rise to new concepts like work from home and we have used it effectively and it was well supported by our employees.

At this juncture, it is my duty to take note of those families in spite of such tough situation, female labourers, supervisors working at Tea Garden fields, assured good quality tea by putting their lives into risk.

An idea comes to me and I would recommend my board to formulate Awards for best producers, Managers in Tea Gardens, well forming Corporate on export, Tea packet Companies of Indian origin, retailers having a chain of stores. For selection, a committee would be formulated consisting of two representatives each from FAITTA, WITDA, GTTA, ITA, UPASI, etc.

Role of Media: It would have much appreciated that media played a positive role to infuse courage among the citizens. Instead of printing on the front page how many lost their lives and diseased, how many survived and each area wise situation.

I feel proud to share a few selected contributions. Managing Director Mr R. R. Desai very spontaneous in responding to the need of the hour and arranged distribution various grocery kits in Ahmedabad, Mathura, Delhi, and Bhatinda. We supported tireless Traffic police of Ahmedabad with more than 50,000 green tea bags across 200 traffic checkpoints. We contributed Rs. 2.13 Cr. to PM CARES Fund. Proud to share that the Directors and employees also contributed a day's salary towards the PM CARES Fund. We also contributed Rs. 1 Cr. to Gujarat Chief Minister Relief Fund.

We also provided financial assistance to SHRC for conducting Health Care Programmes in rural areas near Ahmedabad district.

With your support and contribution, I am happy to share that we have not only overcome the setbacks that the past year brought, but also have turned business positive with good growth numbers from September 2020. Apart from professionals at a higher level, more credit goes to the factory workers, labourers and all officers of Wagh Bakri Parivar who met the challenge very well under the leadership team of professionals who have been empowered by the fourth generation of Wagh Bakri Parivar.

It's 2021 and we are all in this together. Till efficient implementation of the vaccine is done, wearing a mask, and practising social distancing are the only options. Requesting all the members of Wagh Bakri Parivar to please stay safe and healthy.

Thank You.

Piyushbhai Desai,
Chairman



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- New Opening celebration of Wagh Bakri Tea Lounge and Tea World
- Unveiling the Abhivyakti (Edition Jun to Dec 2019) on the occasion of Our Chairman's Birthday
- WB tea and coffee premix is now being served in Mumbai Ahmedabad Tejas Express
- Powering All India Trade Marketing Initiative meet at Wagh Bakri House
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- Energising Vadodara Marathon as the Beverage Partner
- At the glittering Gujarati Iconic Film Awards
- Saluting the Women who push us towards excellence, every day Women's Day Celebration
- Sponsoring & Sampling in various Fairs & exhibition



Spreading the Aroma Marketing & Business Update

- Wagh Bakri Tea Lounge wins "The Best Tea Lounge" at Times Food Awards
- Mr. Yogesh Shinde, Sr Vice President- Marketing invited for pitch CMO meet
- Wagh Bakri rolls out "Rishton Wali Chai" campaign.
- Wagh Bakri Green Tea new TVC
- WB Tea bags - Exciting New Pack and Energy
- Relish the taste of Instant Premix
- Wagh Bakri Launches two new variant of Navchetan Tea- Elaichi and Ginger
- Taking the market of Eastern UP by storm
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- Review Meetings



Pouring Happiness

HR Corner

- Wagh Bakri Tea Factory visited by School / College students.
- Welcoming new Wagh Bakrians in a Grand Style
- Effective Communication & Presentation Workshop at Dholka
- Customer Experience, Upselling & new launches trainings for Wagh bakri Tea lounges
- MS- Excel Workshop for Waghbakrians
- Encouraging the children to paint a better world
- Annual Sports Day



Infusing Goodness

CSR Activities

- Moving towards focussed and dedicated CSR through Wagh Bakri Foundation
- Educating the underprivileged students with a SMILE
- Providing Mid- Day Meal for school Children of Gandhinagar District
- Empowering health care services in rural areas
- Mobile Medical Unit to look after the medical needs of the underprivileged children and people
- Providing medical treatment with care for the needy patients
- Spreading rays of hope and vision
- Supporting Environment Sustainability
- Renovation of Animal Enclosures at Sundarvan Zoo
- Schizophrenia Home for neglected members of the Society
- Cancer Awareness and Preliminary Check-up.
- C-Arm X-ray machine installed
- Promoting Menstrual Hygiene among adolescent school Girls
- Lift facility for Blind Women

Infusing Activities

Activities during COVID 19

- Wagh Bakri Tea Group makes monetary contribution in the battle against Covid - 19
- News 18 Gujarati Special Feature on Wagh Bakri Group
- Short Film
- Shri Paras Desai on leading national news channel- India TV
- Inspiring new zeal in the fight against the virus with Navchetan
- Supporting Ahmedabad, Strengthening Ahmedabad
- Energizing the Police force of Gujarat with the refreshing Green Tea
- Coping up with Anxiety and Depression WB International Tea Day Celebrations with leading RJs
- WB WOW - Learning during lockdown
- Empowering employees, Enriching hope
- Positive side of Lockdown
- Working with the New Normal at Wagh Bakri House
- Empowering our soldiers to fight Corona
- Sponsorship and brand coverage
- World tea & coffee Expo 2020 Live Webinar featuring Shri Parag Desai
- Shri Parag Desai on BNI Ganicus Learning from the Legends
- Shri Parag Desai interviewed by HR milestone
- Wagh Bakri Tea Group coverage on News Channel - CNBC TV 18
- Shri Parag Desai Key speaker at CII and UNICEF event
- Interaction with the Students of Woodstock School
- Wagh Bakri Tea Group was invited by Key Organizations
- Instagram Live Programmes
- International Tea Day Celebrations with leading RJ's and Anchors
- Spreading positivity on International Tea Day
- International Tea Day Interview of Shri Rashesh Desai
- Eid Mubarak in a Unique way



Donated to PM CARES Fund For COVID-19 Pandemic



DONATE



Donated to Chief Minister Relief Fund For COVID-19 Pandemic



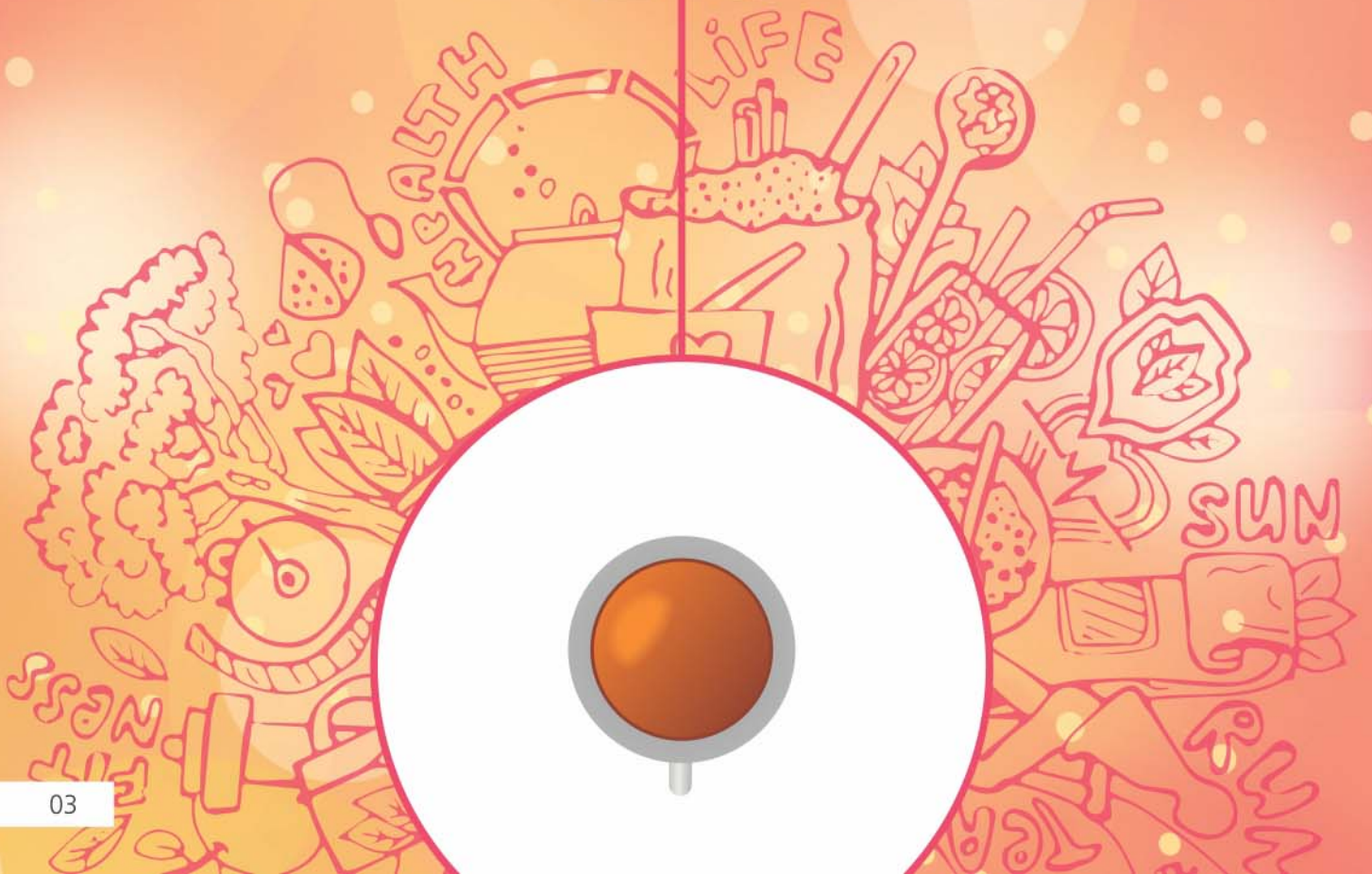
Creating Memories

Other Activities

- Mr. Jitendar Ojha- serving Wagh Bakri Group with an unwavering commitment since the last 35 years
- Recognising the long service honour
- Wagh Bakri All Rounder of the Year Award
- Awareness Programme on Protection Against Sexual Harassment at workplace for women
- The Joy of Giving
- Donated Computers to empower Gen-next in Dholka
- Condolence for our employee - Mr. Sanjay Jadhav
- Heartfelt Condolence Mourning the passing away of Labour Contractor - Mr. Chhaganbhai Devda
- Thank you for your service, Thank you for the memories
- A new feather in our crown Inaugurated New Wagh Bakri Tea World at Changa, Gujarat
- Starting the New Year on a sweeter note Chocolate distribution at work
- We connect with lives and do our best
- Long Term Service Excellence

In the Limelight

Corporate Events





Sau Saal Bemisaal, Centenary Event Celebrations A celebration of relationships and success

100 years is an incredible period for any organization. We at Wagh Bakri Tea Group have achieved this milestone and embarked on a mission to reinforce the old relationship and forge many new ones. It is a quest to energise lives every day with nature's refreshing gift – Tea.

Our expedition began from South Africa in 1892, where Shri Narandas Desai, our founding Chairman, started with 5000 acres of a tea estate. Later



on, Shri Narandas Desai returned to India with 20 years of experience and expertise in tea cultivation, production and tea-tasting. With Mahatma Gandhi's written acknowledgement of being South Africa's most honest and skilful tea estate owner. He then established Gujarat Tea Depot Co. that took the shape of Wagh Bakri Tea brand over the years.

Since our beginning, we have always laid emphasis on building a relationship. This philosophy is also well reflected in our brand identity too. We have

always stood up for uniting people over a cup of tea. With years passing by, we have just opened new vistas but our principal idea still remains the same.

This celebration was an important way for us to reach out and express our gratitude to our founding fathers. It was also an opportunity for us to thank our customers, employees, associates and other stakeholders for being with us throughout these past 100 years.



Sau Saal Bemisaal, Centenary Event Celebrations



Our esteemed Directors and their family members on the stage



The historic occasion was graced by more than 2000 guests



Entertainment night by
Bollywood maestros Sachin - Jigar





The Day of Mega Celebrations

We at Wagh Bakri Tea Group are celebrating 100 Glorious years of energising lives and strengthening relationships. As per our ideology of "Hamesha Rishtey Banay", we organised a mega celebration to commemorate this special occasion, on 04th January 2020. The event was organised at The Forum, Club O7, Ahmedabad. Our trade and channel partners came together and become a part of this historical moment. It also brought us closer and strengthened our progressive bonds. More than 2000 guests were invited for this grand occasion.



All of our esteemed Directors and their entire family members and friends were present at the stage and shared their beautiful insights and thoughts about this remarkable journey. They also expressed their gratitude to all the guests for making it to the celebrations and for being part of our journey and helping us gain new heights.



Our Directors also highlighted the values which have helped us distinguish our group. The values are as below

- Never compromising on the quality of the product
- Always taking care of internal and external stakeholders
- Always believing in innovations and adding new talents in the team
- Continuously doing good and paying back to society.



The 100 years Pre-celebrations

100 successful years is truly a very rare journey in this era of cut-throat competition. It called for meticulous planning and exceptional detailing

Celebrating with our Distributors, Channel Partners and other Stakeholders during the Gujarat Committee Meet

We began our 100-years celebration during our Gujarat Committee Meet which was held on 16th Nov' 19 at Hotel Fortune Landmark in Ahmedabad. In this event, our directors interacted with 100 Key Distributors from all over Gujarat. They also interacted with our Channel Partners and other stakeholders. This session was mostly focussing on productive discussions and exploring constructive ideas for the growth.



Channel Partner Meet

The Mega celebrations began with a special Channel Partner Meet. All our Channel Partners from across the nation were invited for this grand 100-year celebration.

The day started with the visit to our Dholka factory and NABL certified laboratory. Our VP Operations, Mr Devansh Zaveri and Mr Jaya Kumar shared details of our factory and facilitated their plant visit. He also highlighted the new-age technology which is enhancing the efficiency day by day. Our Marketing and Exports team members also presented their credentials.

After the plant visit, guest were invited to join the Wagh Bakri Centenary event at Club O7, followed by a mega dinner party and Bollywood night.





Mr Roshan Abbas, the renowned Indian radio jockey, theatre actor, TV anchor, emcee, impresario, event manager, writer, and director enthralled and hooked the audiences with his command and charm.

Any celebration is incomplete without entertainment. After the celebratory event, all the guests joined for a dinner party. Post dinner a special Bollywood Night was organized. Sachin Sanghvi and Jigar Saraiya popularly known as Sachin-Jigar, the Bollywood musicians and composer, mesmerised the audience with their musical capabilities and high energy levels.

The celebrations were truly enchanting one for all.



Matching the occasion with high voltage 360 degree communication campaign

Looking at the significance of this special day, a high voltage campaign was rolled out nationally. It was an important way for us to share this achievement and happiness among our customers, vendors, associates and all other stakeholders. The campaign strategically included Electronic, Print, Radio, Outdoor, Packaging, Events and Exhibition.





Taking the Media by storm

A special Wagh Bakri Anthem was created to commemorate the occasion. This anthem was penned by Manish Bhatt of Scarecrow M&C Saatchi Advertising. To take our journey of 100 years and the anthem to all the corners of the country, we chalked out a comprehensive TVC and Press Ad campaign in all the leading national Channels, Newspapers, Digital Platforms and Radio stations.

It is always important to plan your media vehicles for maximum impact and success of any campaign. We strategically selected leading English and other Vernacular dailies to take the message of 100 years all across the nation. To ensure the right impact and garner multiplier effect, we also smartly planned campaign launches in leading TV channels, Newspaper, Digital Platforms and Radio stations.

With the world moving digitally, we also chalked out a digital campaign comprising various social media platforms to engage and educate our consumers. Radio was another important medium for us. Our campaign was extensively promoted on various Radio stations.

100 Years Anthem TVC on Leading TV Channels



100 Years Anthem Jingle on Leading FM Stations





Reinvigorating our Inner and Outer Packaging

As a token of gratitude to all our customers for their 100 years of trust, we also revamped our packaging. It was our way of reaching out to our customers, channel partners and other stakeholders and thank them for this magnificent achievement.



The moments that live on Media Coverage

All the leading Daily newspapers carried our celebrations prominently. They also highlighted our journey, ranking, national and international presence among other important features and showcased their love and relationship with Wagh Bakri Tea Group.

Many more such celebrations are in the planning stages so as to make our relationship even stronger.

વાઘ બકરી ટી ગ્રૂપના 100 વર્ષની ઉજવણી

નવગુજરાત સમય > અમદાવાદ

વાઘ બકરી ટી ગ્રૂપ ભારતમાં 100 વર્ષના સફરની ઉજવણી કરી રહ્યું છે. આ જૂથ ભારતની ત્રીજી સૌથી મોટી પેકેજ્ડ ચા કંપની છે, જે રૂ. 1100 કરોડનું ટર્નઓવર ધરાવે છે અને ભારત તેમજ વિદેશમાં બજારની મજબૂત હાજરી છે. આ જૂથે ભારતમાં 'ટી લાઈવ કન્સેપ્ટ' પ્રગટ કર્યો છે અને તેની શતાબ્દી ઉજવણીના ભાગરૂપે જૂથે સિન્નેચર ટી લાઈન્જ શરૂ કરી છે. આવી અમદાવાદમાં બે અને ભારતમાં 13 લાઈન્જ છે. મુંબઈ, દિલ્લી, પૂણે અને ગોવામાં પણ લાઈન્જ છે. 40થી વધુ દેશોમાં નિકાસ અને ગ્રાહકો માટે ઉચ્ચ ગુણવત્તાવાળા ઉત્પાદનોની વધતી રેન્જ સાથે ગ્રૂપ વૈશ્વિક બ્રાન્ડ તરીકે પ્રસ્થાપિત છે. કંપનીના પ્રણેતા નારણદાસ દેસાઈ ડર્બન (દક્ષિણ આફ્રિકા)માં હતા અને ત્યાં રંગબેદ ચળવણ દરમિયાન તેમને ભારતમાં જવાની ફરજ પડી હતી. શાળાના દિવસોથી જ તેમના સાથી

મોહનદાસ કરમચંદ ગાંધી (મહાત્મા ગાંધીજી)ની દૃષ્ટિ અને સંકલ્પ નારણદાસ દેસાઈ માટે વ્યવસાય તેમજ ખાનગી જીવનમાં નૈતિકતાને ટકાવી રાખવા માટે પ્રેરણારૂપ હતા. નામ અને લોગો સહઅસ્તિત્વ પ્રત્યે સમાનતા અને સંવાદિતા દર્શાવે છે. વાઘ અને બકરી એ જ કંપમાંથી ચા પીવે છે તે પ્રતીક, આજે ભારતના લાખો ઘરોમાં વિશ્વાસનું પ્રતીક છે. વાઘ બકરી ટી ગ્રૂપના કાર્યકારી ડાયરેક્ટર પરાગ દેસાઈએ જણાવ્યું હતું કે, અમે ભવિષ્ય વિશે આશાવાદી છીએ. અમે અમારા ગ્રાહકો માટે ઉચ્ચ ગુણવત્તાની ચાના મિશ્રણો અને ચા પીવાના અનુભવ પ્રત્યેની પ્રતિબદ્ધતાનું પાલન કરીશું. આજે કંપની વર્લ્ડ ક્લાસ ટી ઓફર કરે છે, જેમાં પ્રીમિયમ ટી અને ટી બેગ્સ ફ્લેવર્ડ અને સ્પેશિયાલિટી ટી, 100 ટકા સર્ટીફાઈડ ઓર્ગેનિક ટી, ગ્રીન ટી અને ટી બેગ્સ (ફૂદીનો, તુલસી, મધ લીંબુ, જાસ્મિન, નેચરલ વગેરે) સામેલ છે. ઈન્સ્ટન્ટ ટી પ્રીમિયમ રેન્જ વગેરે કંપનીના પ્રીમિયમ ઉત્પાદનો બધી

મોટી પ્રખ્યાત વિટેલ ચેઈન પર ઉપલબ્ધ છે. કંપની પાસે ફૂડ સેફ્ટી મેનેજમેન્ટ સિસ્ટમના ક્ષેત્રમાં અગ્રણી યુરોપિયન એજન્સી ઈન્ટરટેક સર્ટીફિકેટ વિ.ના ISO 22000, HSCCP, BRC હલાલ વગેરે જેવા ગુણવત્તા, આરોગ્ય અને પાલક સુરક્ષા પ્રમાણપત્રો છે. કંપની ગુજરાત, રાજસ્થાન, મધ્યપ્રદેશ, મહારાષ્ટ્રમાં દક્ષિણ અને ઉત્તર ભારતમાં મજબૂત હાજરી સાથે અને તાજેતરમાં જન્મ-કાશમીરમાં પણ લોકચ કરવામાં આવી છે.



In and Around

International Events





Shining brightly at the GULFOOD 2020, Dubai

Wagh Bakri Group continued making its presence felt at Gulfood 2020, which is considered as one of the most important events for the global food and beverage industry. The event was held in Dubai and is considered as a strategic platform for buyers and sellers to conduct business face to face.



Met our International distributors from Switzerland, Canada and conducted wet sampling activity at our booth.



A dynamic sales team of our UAE Business Partners

This time the Group's booth had a distinctly unique and innovative concept in the form of its digital banner of 'Pahelwan' which is an integral part of its identity and symbolises coexistence and harmony in the society and world. It was very well appreciated by international visitors. Approximately 585 customers visited the Wagh Bakri booth. The Group displayed its complete product range – Premium Tea and Tea Bags, Specialty and Flavoured Teas, 100% certified Organic Teas and Instant Tea Premix. The Group also introduced new product range consisting of Instant Coffee, Kahwa, Value Pack of Instant Tea and Packs of 40 & 80 tea bags of premium tea.

Wagh Bakri Tea Group Participates in the Indus Food Exhibition 2020

Wagh Bakri Tea Group participated in the Indus Food Exhibition which was organised from 8th January to 9th January 2020 at Greater Noida. It is one of the most important events organised by the TPCI (Trade Promotion Council of India). At this important expo, Wagh Bakri group displayed At Indus Food exhibition, Wagh Bakri group had displayed complete product range – Premium Tea & Tea Bags, Specialty



Core team of our most prominent USA Business Partners, Associated since last three decades.



Our business partners from South Africa

and Flavoured Teas, 100% Certified Organic Teas, Instant Tea Premix Range etc. The Company also hired “business promoter” to attend all foreign and domestic customers and also did wet sampling during the show. Nearly 600 cups of tea were served to the visitors during this show and response was quite encouraging. During the exhibition, the company got an opportunity to meet many potential buyers and distributors from North America, Singapore, Europe and other parts of the world.

Making a strong presence in Canada



Wagh Bakri International Packs at a leading supermarket - Freshco & Loblaws in the British Columbia market in West Coast Canada.

Supermarkets have transformed trade and business all over the world. Wagh Bakri Tea Group is riding this way of business exceptionally well across the globe too. Wagh Bakri's International Packs have taken the leading supermarket of FreshCo & Loblaws in British Columbia, West Coast Canada by storm. The WB Pot Tea Bags has become one of the most preferred tea brands for a large amount of the Punjabi community in the area. The community is also one of the prime reasons behind the growing popularity of the brand in the region.

Wagh Bakri Tea Group join hands with COSTCO WHOLESALE USA

COSTCO is one of the world's largest renowned Cash & Carry Chain having presence in more than 11 countries with more than 750 retail stores. It is an American Multinational Chain which is most prominent and plays a pivotal role in wholesale business across USA.

It was indeed inevitable for Wagh Bakri Tea Group to remain away from Costco for long time. After successful completion of two crucial Audits especially "Code of Conduct" and "Food Safety with Costco Addendum" which were conducted by an Independent International Certified laboratory, nominated by Costco itself, at our

processing facilities. This has enabled us to become the prominent vendor for Costco and now we have started commercial supply in pelletized cargo in the Costco Wholesale Bay Area, USA.

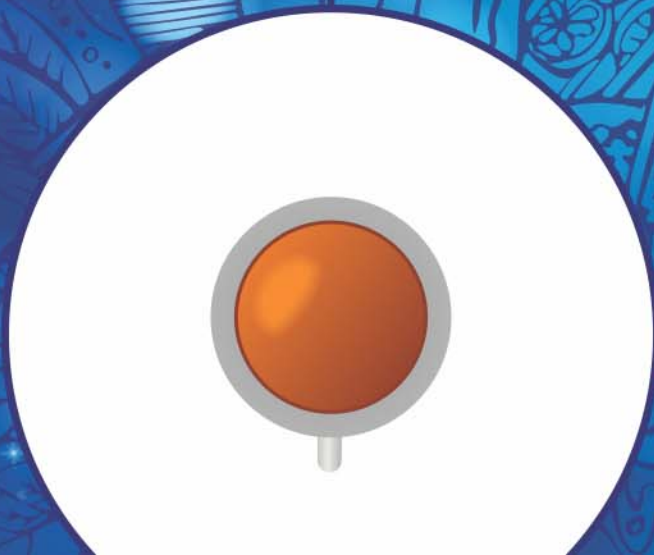
Needless to say that Wagh Bakri is the first Packaged Tea Group from India for direct supply of Premium Leaf Tea to Costco USA. In 1st phase, our products are available at few stores of Costco in Bay Area (Northern California) which includes Livermore, Danville, Santa Clara, Sunnyvale, Fremont, Concord, San Jose after a year we will be ubiquitous.

Currently we have started with one SKU i.e. 'WB - Premium Black Leaf Tea' for their stores and later on we will be adding other range of Flavoured Tea Bags and Instant Tea.



In and Around

Domestic Events



Energising the 7th Pink Parade Breast Cancer Walkathon as the Beverage Partner on 8th December '19



Seen in the pic is Shri Paras Desai, Executive Director, Wagh Bakri Tea Group and Dr Shefali Desai, Consultant Breast Surgeon at the 7th Pink Parade Breast Cancer Walkathon

For the fourth continuous year, the Wagh Bakri Tea Group continued its association with the Pink Parade Breast Cancer Walkathon as Beverage Partner. Shri Paras Desai, Executive Director, Wagh Bakri Tea Group was the chief guest and he flagged off the run for a cause. The 7th edition witnessed close to 2200 participants running to create more awareness regarding Breast Cancer. The event was organised at Sabarmati Riverfront in Ahmedabad, Gujarat. The Group served Masala Tea/Coffee/Green Tea/Shudh Kahwa. This drive was organised in association with Samved Breast Clinic.



HIGHLIGHTS

- Participated in the 7th Pink Parade Breast Cancer Walkathon as the beverage partner
- This is the 4th consecutive year as the beverage partner
- Nearly 2200 participants attended this event
- Shri Paras Desai, Executive Director, Wagh Bakri Tea Group was the Chief Guest at the event and he flagged off the event



Leader's Thought : Investment Mantra

An Insightful interview of Shri Parag Desai, Executive Director, Wagh Bakri Tea Group, by Outlook Business - A Leading Business Magazine



Shri Parag Desai shares his investment tips with the special edition of Outlook Business magazine. Desai looks at a few specifics before investing in equities. "The ability of a company to innovate, the vision of its promoters and the potential for higher margins are the most crucial parameters. I also look at a company's financial prudence or just how well it manages costs," he says. As a part of the promoter family of the Wagh Bakri Tea Group, Desai is ably supported by a family office of professionals. Besides, he also does his research and engages in regular conversations with investment managers. Over time, Desai has tweaked his investment strategy, to include riskier bets. He has been moving money to arbitrage and liquid-plus funds. Desai explains, "Over the past few years, fixed deposit rates have plummeted, while returns from mutual funds and real estate have been impressive." He stays invested in equities — one-third of his money, just as it was a

"OUTLOOK BUSINESS-2019 Special Edition". Where the reach are investing. An insight into the Investment preference of the wealthy Indians.

decade ago — believing them to be currently undervalued. "In the long term, equities will deliver a very good return," he says. Desai's approach is to stay invested for the long haul — regardless of the asset class or its valuation. "A good example is real estate, where it is difficult to exit during a lean period. However, the landholding has its perks if one is willing to wait," he explains. That Desai is a smart investor is evident — he bets on realty projects that his friends are working on!

Shri Parag Desai Graced Dhyantsav-Meditation Seminar on 6th January '20



Heartfulness Institute had Organized Dhyantsav – Meditation Seminar which was about to give experience or glimpse of real nature of 'Self' within, to create excellence in whatever we do with Joy – Love – Happiness. The seminar was organized for 3 days at Pandit Dindayal Auditorium, Ahmedabad for 120mins. Shri Parag Desai was invited as the Chief Guest and graced the event with full enthusiasm.

New Opening Celebration of Wagh Bakri Tea Lounge and Tea World

Wagh Bakri Tea Lounges are a unique concept established to provide different kinds of tea indulgences to the connoisseurs. The chain is growing continuously all across India. Tea Lounge at Safdarjung Development Area, opened in a bigger and grander Avatar and doubled its sitting capacity cater to many more tea lovers. Also Vadodara's first tea lounge was opened in Inorbit Mall and two Tea World opened, one at Rakhiyal, Ahmedabad and other at DLF Mall, Noida.



New Tea Lounge in Inorbit Mall, Vadodara



SDA Tea Lounge now in a New Avatar



New Tea World @ Rakhiyal, Ahmedabad and DLF Mall, Noida





Unveiling the Abhivyakti (Edition Jun to Dec 2019) on the occasion of Our Chairman's Birthday on 22nd December' 19



Seen in the pic. Mr Jitendra Raje – President HR & Admin presenting Abhivyakti magazine to the Chairman of Wagh Bakri Tea Group -Shri Piyush Desai

The Group launched the revitalised and renewed Abhivyakti magazine (June to Dec' 19 edition) on 5th Dec' 19. The date is really special for the group as it is the birthday of Shri Piyush Desai, the Chairman of Wagh Bakri Tea Group. For the launch, Mr Jitendra Raje – President HR & Admin had presented Abhivyakti – A reflection of Wagh Bakri to the respected Chairman Shri Piyush Desai.

WB tea and coffee premix is now being served in Mumbai Ahmedabad Tejas Express

The Tejas Express is India's first semi-high speed fully air-conditioned train Introduced by Indian Railways. The New Delhi-Lucknow Tejas Express was the first of this route with Wagh Bakri products on board. After the successful reception, Wagh Bakri products like Wagh Bakri Tea and Coffee Premix are now also available on the Mumbai-Ahmedabad Tejas Express. This addition is surely welcomed by the travellers who are energised in their journey with world-renowned Wagh Bakri Products.



Powering All India Trade Marketing Initiatives Meet at Wagh Bakri House on 20th December' 19

The Group's All India Trade Marketing Team is one of the strongest teams. They are also one of the well-organised units. As a part of the system, to motivate & review their performance, a well organised meeting was conducted On 20th Dec'19 at our Corporate office. Review of each and every member was taken and shared along with the areas of improvement by respective team heads. The Head of the Department of all the teams participated in this meeting and made it fruitful with their analysis and suggestions.



Wagh Bakri Tea - Powering Prabhatswar as Beverage Partner on 22nd December '19



Wagh Bakri Tea sponsored a unique morning Raga Concert - Prabhatswar. The concert was organised as a tribute to Padmashri Ramakant Gundecha. It was the brainchild of Padmashri Umakant Gundecha and Anant Ramakant Gundecha. Wagh Bakri tea boosted the energy of the performers and participants at the programme that was held at Gokhale Institute, Pune

Energising Vadodara Marathon as the Beverage Partner on 5th January '20

Vadodara Marathon is one of the fast-growing sporting events in the country that is attracting athletes from all across the nation and world. To energise this event, Wagh Bakri Group joined hands as the beverage partners. The participants enjoyed warmth offered by the sip of refreshing Wagh Bakri Tea



At the glittering Gujarati Iconic Film Awards on 25th December '19



The Gujarati Film Industry has taken Indian entertainment horizon with a big bang. Some of the finest Bollywood artists and production houses are now venturing into Gujarati films. As the Gujarati Film industry gathered to celebrate its achievements at the Gujarati Iconic Film Awards, Wagh Bakri Tea Joined in as one of the Beverage partners.

HIGHLIGHTS

- Sponsored Gujarati Iconic Film Awards
- Many noted celebrities shared their passion for Wagh Bakri Tea.



Saluting the Women who push us towards excellence, every day Women's Day Celebration (8th March 2020)

Wagh Bakri Tea Group is blessed to have women in many important posts within the Group. To acknowledge their contribution and to salute them, Women's Day Celebrations were undertaken on 8th March 2020 in Wagh Bakri House. A commemorative print ad was also released to underline the significance of every woman. The day also witnessed special activities for all female employees.



Sponsorship & Sampling in various Fairs & Exhibition

Fairs have a very significant role in our culture. There are various fairs taking place in different parts of the country. We participated in them with full enthusiasm and offered world-class tea to the consumers, a few of them along with cultural events, trade fairs and exhibitions are mentioned below.

Beverage Partners at the Motif Charity Walk



Sponsoring Poona Cricket Association Matches



Stimulating the Jaipur Literature Festival



Spreading the Aroma

Marketing & Business Update





Wagh Bakri Tea Lounge wins “The Best Tea Lounge” honour at the Times Food Awards

It's a matter of great pride for the Wagh Bakri Tea Group as its entity, the Wagh Bakri Tea Lounge has been adjudged as the Best Tea Lounge in the casual dining category at the Times Food Awards 2020. This award is a perfect acknowledgement for the Group's continuous quest to add more avenues to delight the customers and take tea indulgence to a whole new level.



Mr Yogesh Shinde, Sr Vice President -Marketing invited for Pitch CMO Meet



Mr Yogesh Shinde, Sr VP - Marketing of Wagh Bakri Tea Group was invited for a special panel discussion on the topic "How to make evergreen brands relevant?" This panel discussion was organised by Exchange 4 Media and Pitch CMO magazine. He was invited to share more insights into the Wagh Bakri Tea Group legacy and Brand philosophy. He was joined at the Panel Discussion by 1) Deepa Krishnan, Marketing Head, Starbucks, 2) Sameer Saxena, Director - Marketing, Legrand 3) Alok Sanwal, COO of Dainik Jagran INEXT, Jagran Inext 4) Rubeena Singh, CEO iProspect and Navin Shenoy, Head of Marketing, MTV.



Wagh Bakri rolls out 'Rishton Wali Chai' campaign

Wagh Bakri, the tea brand, has launched a new campaign titled 'Rishton Wali Chai' emphasising on the ritual of having tea with one's loved ones. The campaign consists of three films, each depicting unique relationships.

'Dad Wali Chai'



The first film titled 'Dad Wali Chai', second and third films titled 'Dost Wali Chai' and 'Sister Wali Chai' follow a similar pattern, bringing to the fore the practice of having tea with a friend and a sibling, respectively. The three films end with the same outro - Wagh Bakri chai is incomplete without relationships, just like relationships are incomplete without chai.

'Dost Wali Chai'



'Sister Wali Chai'



Wagh Bakri Green Tea New TVC

The new Wagh Bakri Green tea TVC is now airing on leading national channels. It reinforces the product's attributes in helping one to stay fit and healthy. The concept is conceived by Scarecrow M&C Saatchi and directed by Shamik Sen Gupta for Ensemble productions. The TVC idea is born of the insight that people generally need a partner before they embark on a fitness journey. Hence in this TVC campaign, Green Tea is established as a fitness partner to initiatives like Yoga and Morning Walks.





WB Teabags - Exciting New Pack and Energy

Wagh Bakri Flavoured and Green Teabags are now available in an exciting new pack. The packaging is a reflection of the premium blend this special range carries. Each variant in this range has been handpicked from the best tea gardens and carries aroma, enigmatic taste and strength. Get ready to savour these Teabags in its new form.

Flavoured Teabags
(available in 25 & 100 Teabags)

Green Tea bags
(available in 25 & 100 Tea bags)

			
Premium	Masala	Honey Lemon	Natural
			
Elaichi	Ginger	Mint	Shudh Kahwa
			
Lemon	Darjeeling	Tulsi	Jasmine
			
Earl Gray	English Breakfast		



Relish the taste of Instant Premix
Instant Coffee Premix

Instant Masala Tea Premix
with Stevia (Natural Sweetener)



Wagh Bakri launches two new variants of Navchetan Tea - Elaichi and Ginger

Navchetan Tea is an offering by the Wagh Bakri Group for the economy segment. It is quite popular in its category. To take the indulgence further up and delight the consumer more, two new variants of this popular brand were introduced

These two variants were launched after undertaking methodical research to understand consumer taste. The product is being launched in a phase-wise manner across the country. The positive feedback from consumers and the trade partners for these two brand variants are really encouraging and heartening.

Navchetan Ginger Tea

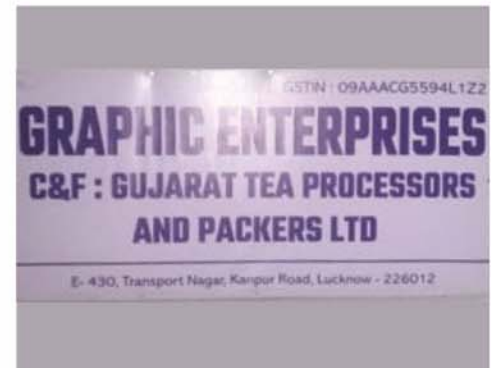


Navchetan Elaichi Tea



Taking the markets of Eastern UP with storm Our new C&F Journey started from "The city of Nawabs - Lucknow"

Wagh Bakri Tea Group has successfully expanded its presence in the state of UP. The products of the group are now available in the Eastern parts of the state. The Group began its journey from the City of Nawabs - Lucknow and received a phenomenal response from trade and consumers alike. We have established a strong base with M/s Graphic Enterprises as our C&F, right distribution network and enthusiastic and energetic sales force. This successful entry will help the group to expand its presence in other eastern parts of the states.





Wagh Bakri Centenary Celebration Visibility Drive More than 100 units of each medium were planned for visibility drive

Wagh Bakri Group etched out strategic media plan to showcase its glorious Centenary Celebrations across the nation. To maximise the impact customised communication was displayed across various cities. These can be better understood as below

- Bengaluru: Covered 250 Buses and 20 Bus Queue Shelters (BQS)
- Pune: Bus, Hoarding, BQS
- Maharashtra: BQS - Mumbai and Bus Branding
- Delhi: BQS, Metro Branding and Pole Kiosk



Bus Branding



Bus Queue Shelter



Metro Branding



Review meetings

Periodic reviews and assessments are an important aspect of any organisation's growth. It also plays an important role in the effective utilisation of the available resources and to get a real picture of development. Wagh Bakri Group's various teams met to review their performances. During COVID-19 and as on date review meetings are happening over MS Team and on other digital platforms.

Maharashtra Chhattisgarh & Goa Budget Review Meeting



North Budget Review Meeting



MP-Rajasthan Budget Review Meeting



Pouring Happiness

HR Corner





Wagh Bakri Tea Factory visited by School/College Students

Students from Shanti Asiatic, Anand Niketan and Som Lalit visited Wagh Bakri Tea Factory where the students got the first hand knowledge of various process and facilities in detail.

Students of Shanti Asiatic School



Students of Anand Niketan School



Students of Som Lalit School



Welcoming New Wagh Bakrians in a Grand Style 95 new employee inducted (Jan-Dec 2020)

It is a practise at the Wagh Bakri Tea Group that the Directors engage and interact with the new joiners during the induction and address them to align them with WB culture, vision & mission. Directors guide the new Joiners in the right direction and make them valued part of WB family. The Induction Batch of Jan 20 can be seen here along with Executive Director Shri Paras Desai. Post-COVID-19, induction is organized virtually over MS Team, can be seen as below





Effective Communication & Presentation Workshop at Dholka

Training and Development activities for the employees have always been a very important aspect for the Wagh Bakri Group. To enrich the employees, a workshop on Effective Communication and Presentation was held in December 2019 & March 2020 at the Dholka factory of the Group. This workshop aimed at improving

communication & presentation skills by making the participants aware about their communication style & how to leverage their strength & work on challenges. It was a activity based workshop conducted by Group's GM – Training, Deepak Tamoli. The employees participated with great enthusiasm and made the session totally worth it.



Customer Experience, Upselling & New launch trainings for Waghbakri Tea lounges



Customer Experience, Upselling & new launches (Wagh Bakri Sugar, New tea products) trainings for Wagh Bakri Tea lounges happened at Mumbai, Delhi, Pune & Ahmedabad tea lounges.

This training involves training to frontline lounge staff through posters, training cards & videos.

Detailed role plays are conducted to ensure the staff uses the learnings practically & if any issues arise, it gets solved.

MS-Excel Workshop for Waghbakrians

Technology keeps on evolving by leaps and bounds. It is important to stay abreast in order to maximise the returns from it.

MS Excel workshops are conducted on every alternate Saturday at WBH for Waghbakrians across departments.



Encouraging the children to paint a better world

Drawing competition was organised for the Employees' Children of the Wagh Bakri Tea Group. The participation was truly exceptional, more than 130 paintings were received and the children brought really creative and thought-provoking ideas to the fore. The Competition was held in the month of January, All the participants were awarded exciting gifts.



The Winners

3 to 6 Yrs. Theme: My Family

Sr. No.	WINNER	WINNER NAME	SON/DAUGHTER OF	LOCATION
1.	1 st Prize	Manav Mevada	Vipul S. Mevada	JMC House
2.	2 nd Prize	Dwij Bhatt	Paresh Bhatt	Dholka
3.	3 rd Prize	Parth Sumesara	Jayesh Sumesara	Mumbai

7 to 10 Yrs. Theme: My Favourite Sport

1.	1 st Prize	Zeel Malviya	Manish S. Malaviya	Dholka
2.	2 nd Prize	Happy Ubhadia	Pranav R. Ubhadia	Dholka
3.	3 rd Prize	Divyajyot Singh	Jitendra Singh Ghuraiya	WB House

11 to 15 Yrs. Theme: The Space

1.	1 st Prize	Palak Shinde	Yogesh P. Shinde	WB House
2.	2 nd Prize	Aanaya Chavan	Nayan G. Chavan	Mumbai
3.	3 rd Prize	Diya Shah	Ketan J. Shah	Kolkata

Annual Sports Day (23rd feb, 2020)

Sports is one of the best ways to stay physically and mentally fit. Games also nurture the spirit of sportsmanship in life. To encourage sports among its employees and their family members, the Wagh Bakri Group organised Annual Sports Day on 23rd Feb'20 at Bakery City Ground, Vejalpur, Ahmedabad. The day witnessed exciting sporting battles in different events like Cricket, Kabaddi, Sack Race, Tug of War, Lemon and Spoon Race and Musical Chair. Amazing awards awaited all the winners





Sr. No.	Games	Category	Winner	Name
1.	Lemon & Spoon	Below 10 Years Child	1 st Prize	Kuldip Raval
2.	Lemon & Spoon	Below 10 Years Child	2 nd Prize	Maitri Shah
3.	Lemon & Spoon	Below 10 Years Child	3 rd Prize	Charmi Patel
4.	Lemon & Spoon	Below 10 Years Child	1 st Prize	Harvi Doshi
5.	Lemon & Spoon	Below 10 Years Child	2 nd Prize	Mrigankk Sharmaze
6.	Lemon & Spoon	Below 10 Years Child	3 rd Prize	Avdhut Raje
7.	Lemon & Spoon	Female	1 st Prize	Payal Arya
8.	Lemon & Spoon	Female	2 nd Prize	Alpa Pandit
9.	Lemon & Spoon	Female	3 rd Prize	Kunjal Shah
10.	Lemon & Spoon	Male	1 st Prize	Sumit Rastogi
11.	Lemon & Spoon	Male	2 nd Prize	Shic Om Giri
12.	Lemon & Spoon	Male	3 rd Prize	Mahesh Nayak
13.	Sack Race	Below 10 Years Child	1 st Prize	Laksh Raj
14.	Sack Race	Below 10 Years Child	2 nd Prize	Jeet Shah
15.	Sack Race	Below 10 Years Child	3 rd Prize	Avdhut Raje
16.	Sack Race	Below 10 Years Child	1 st Prize	Arjun Sharma
17.	Sack Race	Below 10 Years Child	2 nd Prize	Harsh Nagar
18.	Sack Race	Below 10 Years Child	3 rd Prize	Nilesh Jaiswal
19.	Sack Race	Female	1 st Prize	Alpa Sailesh Panditriize
20.	Sack Race	Female	2 nd Prize	Hina Patel
21.	Sack Race	Male	1 st Prize	Malay Adhvryu
22.	Sack Race	Male	2 nd Prize	Piyush Shah
23.	Sack Race	Male	3 rd Prize	Dhiren D. Choksi
24.	Musical Chair	Children	1 st Prize	Nilesh Jaiswal
25.	Musical Chair	Children	2 nd Prize	Arjun Sharma
26.	Musical Chair	Adult	1 st Prize	Rounak Jogi
27.	Musical Chair	Adult	2 nd Prize	Chirag Desai

Kabaddi Match



Lemon & Spoon Race



Cricket Match

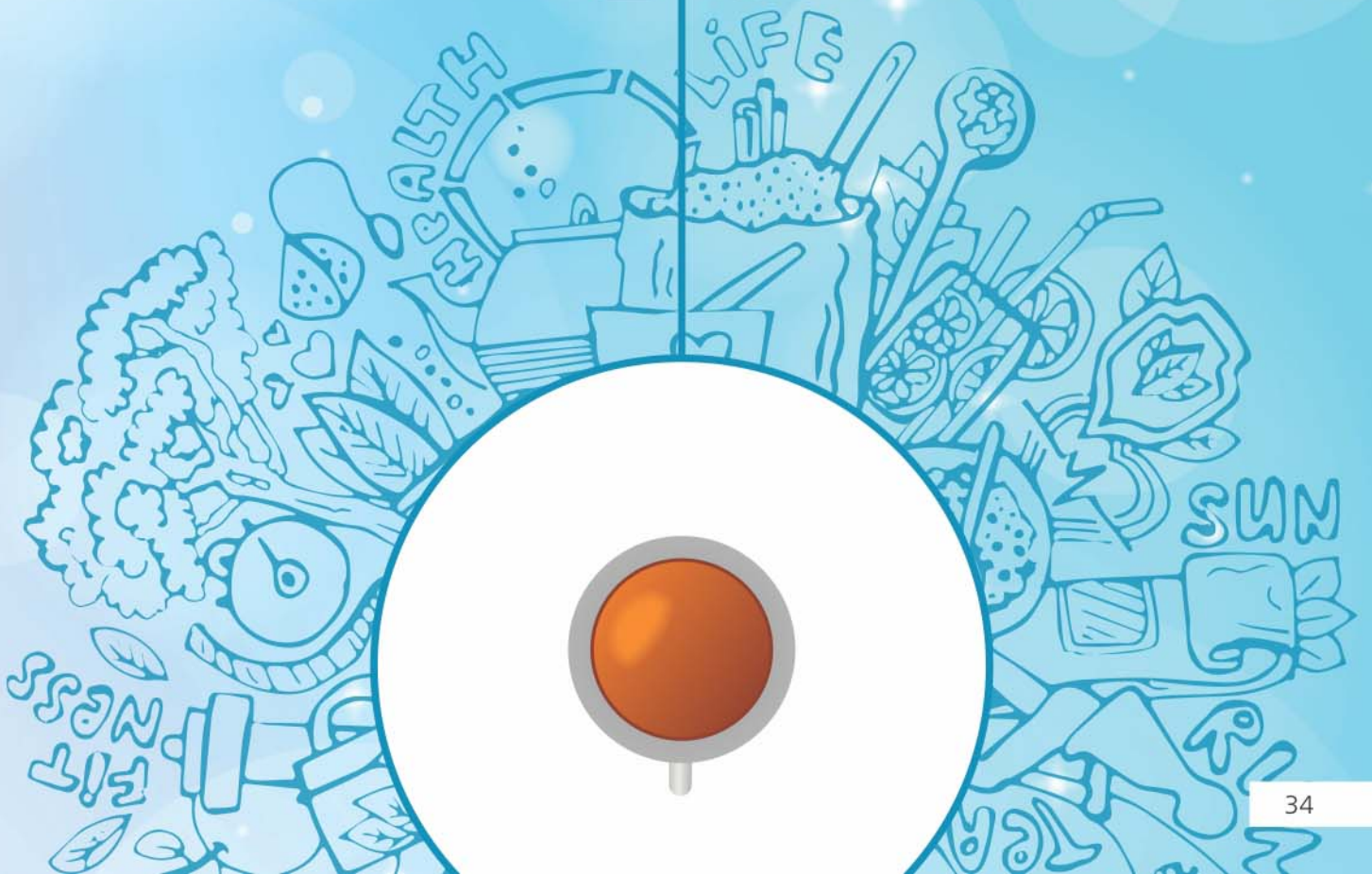




Various Competition Winners



**Infusing Goodness
CSR Activities**



Moving towards focussed and dedicated CSR through Wagh Bakri Foundation

Wagh Bakri Tea Group, a group with a legacy in the tea business for over 100 years, has been actively involved in Corporate Social Responsibility (“CSR”) initiatives, even before the same was statutorily mandated by the law. CSR is like a tradition for the group and it has been firmly rooted in the company’s business ethos. The group has been making sincere endeavours to bring about a visible change in the society by helping the



economically weaker and needy by contributing in the fields of education, healthcare, women empowerment and other socio-economic development activities. To take this great legacy and tradition of the group forward and with a thrust to undertake our CSR activities in a more focused manner and to give further impetus to our CSR initiatives, we have formed “WAGH BAKRI FOUNDATION”

Educating the Underprivileged Students with a “SMILE” Empowering children, society and the future jointly with IIMA and AMC

Wagh Bakri Tea Group with the help of Ahmedabad Municipal Corporation (AMC) & IIM (Indian Institute of Management), Ahmedabad has initiated a community outreach programme for educating underprivileged children.

The Centre is run by IIMA under the name of “SMILE” (Student Mediated Initiative for Learning to Excel) and assisted by the volunteers within the student community of IIMA. Over 550 students have been enrolled during the academic year 2015-16 to 2019-20 who hail from urban slums of Ranujanagar, Jodhpur and Vastrapur areas of Ahmedabad.

Classroom teaching



Students’ Extra curricular Activities



Music class





Providing Mid-day Meal for school children of Gandhinagar District through The Akshaya Patra Foundation

Wagh Bakri Tea Group is supporting “The Akshaya Patra Foundation” which is providing mid-day meal to school students studying in different Government Schools. To help the students of Gandhinagar district, Wagh Bakri Tea Group has also provided Food Distribution Vehicle.



Empowering Health Care Services in Rural Areas through Sanjivani Health and Relief Committee (SHRC)

Wagh Bakri Tea Group has provided financial assistance to SHRC for conducting Health Care Programmes in rural areas nearby Ahmedabad District. The Group has sponsored 40 villages of Ahmedabad District where medical camps will be organized after every 28 days, throughout the year. Even during COVID pandemic, after the lockdown was lifted by the Government, SHRC has continued its service to mankind by organizing Medical Camps by following government norms and social distancing.

The Company also provided financial assistance for Mobile Medical Unit which will help in reaching out to rural areas of Ahmedabad district to offer free medical services to the needy people at their doorstep. The key



handover ceremony for “Mobile Medical Unit” to Sanjivani Health & Relief Committee (SHRC), Ahmedabad was organized on August 5, 2020 in the august presence of Shri Rasesh Desai, Managing Director, Shri Parag Desai, Executive Director, Shri Paras Desai, Executive Director and Shri Priyam Parikh, Whole-time Director. The ceremony was witnessed by the HODs from the Company

Mobile Medical Unit to look after the medical needs of underprivileged children and people through Shishuvihar, Bhavnagar

Wagh Bakri Tea Group has extended financial assistance to Shishuvihar, Bhavnagar for procurement of a



Shri Paras Desai, Executive Director of the company handing over the cheque to Dr Nanak Bhatt- President cum Secretary, Shishuvihar.

Mobile Medical Unit which will cater to the healthcare needs of underprivileged children and people of Coastal areas of Bhal, Avaniya and other remote areas of Bhavnagar District. This CSR initiative of Wagh Bakri Tea Group is really going to benefit marginalized population of Bhavnagar and nearby areas. In October, 2020, free Eye check-up and Haemoglobin Test camps were organised for needy and poor people of Society at Shishuvihar premises, Bhavnagar. People from surrounding area took benefit of this camp. The overall response for this camp was overwhelming.

Providing medical treatment with care for needy patients

As a part of the CSR initiative, Wagh Bakri Tea Group is supporting the Thakershy Charitable Trust which provides treatment and care of last stage cancer patients, Kidney Dialysis, Conducting Cleft Surgeries and General Medical Treatment.

To help the said trust undertake their medical services for the socially and economically weaker sections of society in a better way, the Group has extended financial assistance to Thakershy Charitable Trust for construction of new hospital premises.



Spreading rays of hope and vision - Joined hands with Blind People's Association (INDIA) for establishing a Comprehensive Vision Centre at Mahemdabad, Kheda District, Gujarat.

Wagh Bakri Tea Group has joined hands with Blind People's Association, India for the establishment of a Comprehensive Vision Centre in Mahemdabad Town of Kheda district, Gujarat. The Centre is equipped with



basic ophthalmic equipment like Slit Lamp, Streak Retinoscope, Direct Ophthalmoscope, Trial sets, Schiottz tonometer, Basic sterilizers, BP apparatus and 90D Lens and a computer with a digital camera. This Centre is run by well-trained ophthalmic technician/optometrist. Keeping in mind the ongoing COVID-19 pandemic, the Centre operates thrice a week (Every Monday, Thursday and Saturday). Till November, 2020, a total of over 1,000 patients have been diagnosed at the Vision Centre.



Supporting Environment Sustainability



Shri Paras Desai, Executive Director, handing over the cheque to Ms Vimal Thawani, Project Director and Mr Bharat Joshi, Deputy Director, Projects and Resource Mobilization from BPA

Wagh Bakri Tea Group has provided financial assistance to Blind People's Association, India for the installation of Solar Panels at one of their premises. The same will be useful in conservation of energy, save cost and will promote sustainable environment initiative. The installation work of Solar Panel is in progress.

Renovation of Animal Enclosures at Sundarvan Zoo

The Company has provided financial assistance to Nehru Foundation for Development – Centre for Environment Education, to renovate the Animal Enclosures at Sundarvan Zoo, Ahmedabad. The new enclosure will give a better view of the Zoo and will attract more visitors



Schizophrenia Home for neglected members of the society

Supporting Sahyog Kushtha Yagna Trust (SKYT)

Sahyog Kushtha Yagna Trust, Sabarkantha was set up on 14th September 1988 with 20 Leprosy afflicted patients and 6 children. Today they have more than 1000 beneficiaries. The institution has received many awards for their work and is committed towards society. For its proposed new Schizophrenia Home, Wagh Bakri Tea Group has contributed in the month of March 2020. It will facilitate the construction of the Schizophrenia home with capacity for 52 males and 52 females. It is taking shape at Sahyog Kushtha Yagna Trust in Himmatnagar.



“Cancer Awareness and Preliminary Check-up”

Our Company with the help of CSR implementing agency viz., KARUNAKARE FOUNDATION, has undertaken a program for “Cancer Awareness and Preliminary Checkup”.

The first Cancer Awareness and Screening Program was organized in the month of February, 2020. Smt. Bijalben Patel, Hon’ble Mayor of Ahmedabad, was the Chief Guest of the event. In this awareness and screening program, more than 400 men and women's blood samples were tested, and about 12 cases were identified as suspicious cancer cases.



C-Arm X-ray machine installed at Krishna Sarvajanik Hospital in Sabarkantha

The Group has provided financial assistance to Sabarkantha Health & Research Foundation, Himmatnagar for purchasing and installing X-ray Machine for its hospital, which is going to benefit patients of nearby areas of Himmatnagar. The C-Arm X-ray Machine has been installed at Krishna Sarvajanik Hospital run by the Sabarkantha Health and Research Foundation, Himmatnagar. A nameplate of the Wagh Bakri Tea Group has been unveiled at the Hospital Premises as an expression of gratitude towards our Group.





Promoting Menstrual Hygiene among adolescent school girls

The Group with the help of its CSR implementing agency – Utkarsh, undertook an initiative to promote menstrual hygiene among adolescent girls. Training was given on Menstrual Health Hygiene – (MHM) and



Reproductive Health Hygiene through Audio visual to 350 adolescent school girls studying in 9th & 10th standards at B. P. M. Girl's High School (administered by Dholka Education Society), Dholka, in September, 2019, and sanitary napkins were distributed free of cost. In November 2019, similar Program was organized at various Schools run by Ahmedabad Municipal Corporation and 2800 packets of sanitary napkins were distributed free of cost. The awareness program was also organized at Vishwamangalam, Anera in January, 2020 and sanitary napkins were distributed free of cost



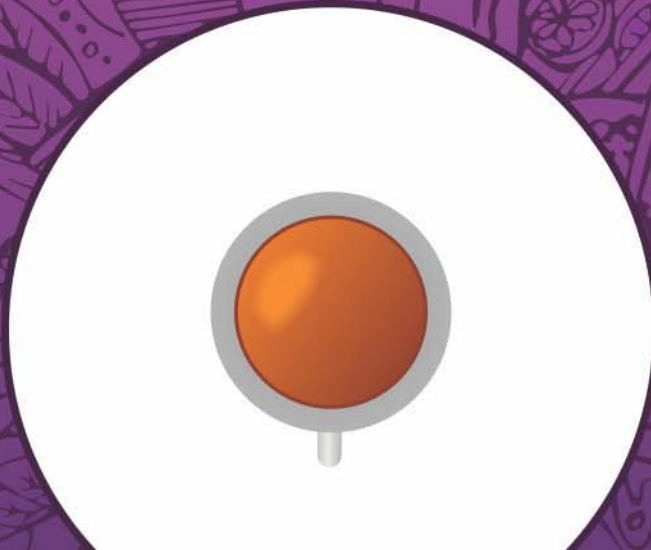
Lift Facility for Blind Women

The Company has provided lift facility at the campus of Andh Kalyan Kendra, Ranip, Ahmedabad, Gujarat. The lift will be very helpful for the differently abled people residing/visiting the Andh Kalyan Kendra. The lift was inaugurated on November 5, 2020. Shri Arvind Patel, Trustee of Andh Kalyan Kendra appreciated the support of Wagh Bakri Tea Group for this noble cause.



Infusing Activities

Activities during COVID-19





Wagh Bakri Tea Group makes monetary contribution in the battle against COVID-19

As a gratitude towards the frontline warriors who have been tirelessly working to keep us safe and healthy every day, and to support the nation in its fight against COVID-19 Pandemic, the Company as a responsible corporate has made monetary contribution to PM CARES Fund and Gujarat Chief Minister Relief Fund. Wagh Bakri Tea Group always believes in serving the society in which it operates and accordingly during this unprecedented time, it has supported NGOs, shelter homes, daily wagers and traffic police personnel by providing tea.

Contribution to PM Cares Fund: Rs. 2.13 Crores

The Company has contributed Rs.2 crores to PM CARES Fund, as a part of its CSR. Additionally about Rs 13 Lakhs, is being contributed by the Directors and Employees of the Group who have voluntarily donated their one day salary to aid the government's efforts in rising above this pandemic situation.

Contribution to Gujarat Chief Minister Relief Fund: Rs.1 Crore

The Company also contributed Rs.1 crore to the Gujarat Chief Minister Relief Fund to help Gujarat state to fight and overcome the current health crisis.

Shri Rasesh Desai, Managing Director, handing over cheque of Rs. 1 Crore to Shri Vijay Rupani, Honourable Chief Minister of Gujarat, for COVID-19 relief activity.



HIGHLIGHTS

- Wagh Bakri Tea Group donated Rs.1 Crore to the Chief Minister's Relief Fund in Gujarat.
- The Group had contributed Rs.2 Crore to PM CARES Fund as a part of its Corporate Social Responsibility.
- At the same time, Wagh Bakri Tea Group Employees as a responsible citizen of India have also contributed their one-day salary towards the PM CARES Fund.



News 18 Gujarati Special Feature on Wagh Bakri Group



News 18 Gujarati, one of the leading vernacular news channels in Gujarat carried out an exclusive feature on Wagh Bakri Group. In the feature, Executive Director, Shri Parag Desai was interviewed by the news channel. He shared the various safety and social welfare measures undertaken by the Group in the wake of the viral pandemic.

Short Film

Creating more awareness regarding Coronavirus via a short film

As a nation, we are facing the toughest of times ever. At Wagh Bakri, we are doing our best to mitigate the situation by ensuring that the nation continues to get its supply of tea.

Every employee, who enters our factory, irrespective of their designation, is compulsorily checked with a Temperature Gun which is followed by sanitising of the hands. We ensure our employees' safety with PPE (Personal Protection Equipment) that includes Masks, Gloves and Cap. Inside the factory, we follow social distancing and hygiene processes with utmost care.

To create more awareness and to highlight efforts taken by Wagh Bakri Tea Group, to tackle this pandemic, we have developed a short film which showcases all safety measures taken at the factory level.





Shri Paras Desai on leading national news channel-India TV on 3rd April 2020



Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group was featured exclusively on a leading National News Channel. He was invited to share his views on the nation's fight against COVID-19 pandemic and the impact of it on industry and the economy of the country.



Shri Paras Desai on Working from Home On 15th April 2020

Divya Bhaskar, one of the leading Gujarati Dailies interviewed Shri Paras Desai, the Executive Director of Wagh Bakri Group. He shared how he connected with his team using various apps. He also shared how all the directors still continue to taste the products made at Wagh Bakri and approve it.



Inspiring a new zeal in the fight against the virus with Navchetan



It is a matter of great pride for the Wagh Bakri Tea Group that its brand Navchetan was a part of various grocery kits that were distributed in Jaipur, Udaipur and Deoli in Rajasthan and other parts of the country During the ongoing COVID-19 crises.

Ahmedabad -
To Blind people association.

Mathura
Akshay Patra Foundation

Delhi
Punjab National Bank –
Trans Yamuna Delhi Branch

Bhatinda
Sri Gurunanak Education Society and Shri Guru
Nanak Welfare and Sports Club



Supporting Ahmedabad, Strengthening Ahmedabad

The group extended support in offering tea to people staying at almost 30+ different shelter homes run by the Urban Community Development Department of Ahmedabad Municipal Corporation.



Energizing the Police Force of Gujarat with refreshing Green Tea



Consumption of Green tea is recommended to boost immunity. To strengthen the immunity of Police Professionals who have been risking their lives to safeguard society. Nearly 50,000 Teabags were distributed by Wagh Bakri Tea Group, covering almost all areas of Ahmedabad.

We are also supporting the tireless Traffic Police of Ahmedabad with immunity-boosting Green tea and energy-boosting Ice tea, that will be distributed across 200 traffic check points in the city.

Coping up with Anxiety and Depression

A counselling session with Psychologist Maithili Thanawala Kanabar

A special session on Coping up with Anxiety and Depression during the pandemic times was organised for our employees and their family members. The session was live on Instagram from 5.30 pm onwards on 27th June 2020. Renowned Psychologist Maithili Thanawala Kanabar shared scientific ways to overcome anxiety and depression. The session was cherished by a large number of members.



WB WOW - Learning during Lockdown

Waghabakrians utilized lockdown for learnings

WB - WOW
Ways of Working for high performance in World 2.0

Learnings > Lockdown

- 28 Online training sessions (MS Teams & other modes)
- 1.3k views of 8 Learning videos on YouTube channel
- Instagram Live Session on Stress Management
- Housie Game to keep employees engaged with fun!

Over 2000+ man hours of sessions held since Lockdown

Clear Objective to motivate Waghabakrians to learn new Ways of Working (Habits) essential in World 2.0 post lockdown for becoming a high performer

Various training initiatives were undertaken during the lockdown. All these initiatives focused on Ways of Working for high performance in world 2.0. Over 2000+ man-hours were spent in training the employees. Under this phase, 28 online training sessions, 1.3k views on 8 learning videos on YouTube Channel, Instagram Live session on Stress Management, Online Housie Game etc. were organized to motivate Waghabakrians to inculcate new Working Habits essential in the modern world 2.0.



Empowering employees, Enriching hope

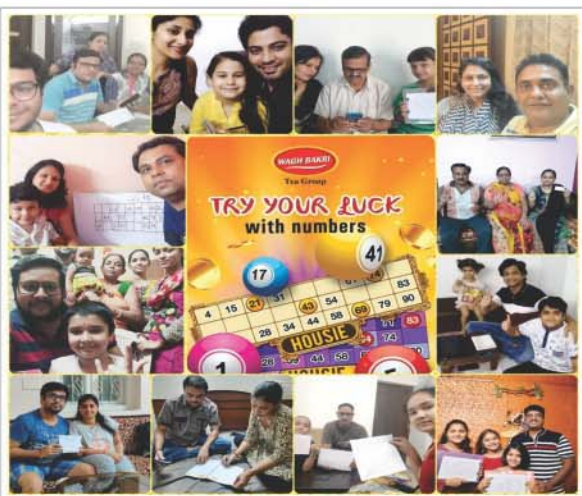


- Thermal scanning, PPE kits, sanitising etc. were some important measures taken to safeguard the employees at work.
- All India Sales team sets new benchmarks by outsmarting competition and working by keeping in mind all the Government guidelines. They did a great work with sales of HWS-CWS & other teabags and set new benchmarks for other FMCG brands too.
- The Tea Department came out with an amazing video which was conceptualised and executed by the young guns of the Tea Department. The aim of the video was to spread more awareness regarding COVID-19 safety precautions among the employees of Wagh Bakri Group.



Positive side of Lockdown

- The positive side of Lockdown was displayed in an amazing way by the Marketing Department. The short video
- featured Marketing team and their family members sipping up a hot cup of Wagh Bakri Tea and sharing the positive side of lockdown.



- **Wagh Bakri Housie (Tambola)**
On 3rd May 9 pm to 10 pm, Wagh Bakri Housie (Tambola) event was carried out. This fun-filled activity engaged and entertained the entire team and brought them much needed joy and excitement. The event was carried out using WhatsApp. On offer were amazing rewards.

Working with the New Normal at Wagh Bakri House

Resumed operations from mid-May 2020 with all safety precautions



Wagh Bakri Group resumed its operations at the Wagh Bakri House from mid-May. The group also made a 2-min video film depicting the new normal work life. To ensure the safety of each member, the Group welcomed them all with a new safety protocol. Under these new safety protocols, the entire workplace undergoes regular cleaning, disinfection and sanitization. To enhance the safety further, frequent contact points right from the Gate to 8th floor are being frequently disinfected.

Empowering our soldiers to fight Corona Distributed PPE kits to our soldiers at GOC Golden Katar Division

Corona pandemic has taken a heavy toll on human beings and also resulted in a total standstill of economic activities across the country. To empower our soldiers defending our country, Wagh Bakri Tea Group facilitated the Indian Army at GOC Golden Katar Division by distributing PPE kits for setting up of COVID care stage 1 facilities at Ahmedabad, Jamnagar and Bhuj. Maj Gen Dinesh Shrivastava and his team invited the team and appreciated the prompt assistance received through Shri Vasant Narayan Multipurpose Charitable Trust. Maj Gen Dinesh Shrivastava & Wing Commander Puneet Chadha with the team (Ministry of Defence), Mr Lalit Sharma, Mr Anand Gautam, Mr Parth Parikh and Dr Lata Brahmhatt (Wagh Bakri Tea Group) were present on the occasion.



Sponsorship and Brand Coverage on 23rd of May '20

mid-day

WAGH BAKRI
Tea Group

**THE LOCKDOWN IS ON
MOVEMENT, NOT INFORMATION**

What everyone is seeking during the lockdown is credible news on the corona virus outbreak, update on the developments and hacks to negotiate the city - gathered by the team of experienced journalists at Mumbai's favourite newspaper, mid-day.

Restriction on movement means the newspaper cannot reach your door. Mid-day and Wagh Bakri Tea Group are proud to bring this morning's edition of mid-day, in a breezy digital format to your inbox.

To receive mid-day daily on WhatsApp
Send a 'H' on our official WhatsApp No. 88722 22250.

mid-day
For breaking news through the day, you can log on to
www.mid-day.com

BRANDEQUITY.com
From The Executive Team

celebrities and influencers Anuj Sachdeva, Saumya Tandon, Mayanti Langer and Vidya Malavade.

Wagh Bakri's mother's day campaign stresses on the understanding and bond between a mother and her children through a digital video.

HAPPY MOTHER'S DAY

The pandemic forced the world to be indoors. This also opened up new opportunity to grab customer's attention as they were exposed to different screen mediums all the times. The Wagh Bakri Tea Group made strategic moves and captured good attention span of consumers for its various brands. Some of it can be understood as below.

- The Group made a special Mother's Day video to highlight the importance of Mother in this COVID-19 times. It struck the right chord with the customers and garnered a positive review for the brand
- On 15th April Wagh Bakri Logo was featured on the first page of Mid Day newspaper in Mumbai



World Tea & Coffee Expo 2020 Live Webinar featuring Shri Parag Desai

Shri Parag Desai, the Executive Director of Wagh Bakri Group was one of the speakers at a Live Webinar organised as a part of the World Tea & Coffee Expo 2020. The topic for the Webinar was 'Effective steps for Tea & Coffee Businesses post COVID-19'. Giving his views, he discussed topics like transparency, sustainability, traceability, innovations, global best practices, digital solutions and other new practices being followed in the Tea industry. The Webinar had 1000+ registrations.



Shri Parag Desai on BNI Ganicus Learning from the Legends

On 27/04/20, the Executive Director of Wagh Bakri Tea Group, Shri Parag Desai was called to share business insights and success story of Wagh Bakri Tea Group. The event was BNI GANICUS Learning from the Legends. The event was held on a digital platform and it had over 200 BNI members attending from cities like Ahmedabad, Delhi, Mumbai, Bengaluru and Kolkata.



Shri Parag Desai interviewed by HR Milestone

One of the leading HR forums, HR Milestone interviewed Shri Parag Desai, the Executive Director of Wagh Bakri Group with regards to the progressive HR policies undertaken by the Group. During the interview, Shri



Parag Desai shared how the name Wagh Bakri was derived, the current key strategy concerning the customers and the Focus on Quality of the Group. He also shared the HR policies under which the employees are considered a family and why the Group has no variable pay system. He also shared group's Strong Value System PRIDE - P = Passion, R = Respect, I = Integrity, D = Discipline, E = Excellence. While sharing about the steps taken during COVID-19, he also shared the insights on the preparation of tea as per various regions.



Wagh Bakri Tea Group coverage on News Channel - CNBC TV 18

On 20th Nov'20 Shri Parag Desai, Executive Director, Wagh Bakri Tea Group was live on CNBC channel and had shared meaningful insights on tea category performance on Domestic and International markets.



Shri Parag Desai Key speaker at CII and UNICEF event

CII jointly with UNICEF had organized a Panel Discussion on “CSR Best Practices during COVID-19 and the Way Forward for CSRs” on Wednesday, 10 June 2020. Shri Parag Desai, Executive Director, Wagh Bakri Tea Group was one of the key speakers at the event. He shared his views and Group’s initiatives and contribution during the ongoing COVID-19 scenario. He also underlined the Group’s philosophy importance of working towards the need of Society and Nation. Leaders from many leading corporations attended this Panel Discussion.

CII | unicef
Interaction

Wednesday, 10 June 2020 • 1500 – 1630 hrs

**CSR Best Practices during COVID19
And the Way Forward for CSRs**

Industry Speakers

PARAG DESAI, Executive Director, Wagh Bakri Tea Group

NIRAJ LAL, Convener, CII Gujarat CSR Panel and Head – CSR, Arvind Ltd. Moderator.

LAXMI BHAWANI, Head, UNICEF Gujarat

RINIKA GROVER, Head Sustainability and CSR, Apollo Tyres Ltd.

RISHI PATHANIA, Group Head CSR & Sustainability, UPL Ltd.

BRAJESH CHOUDHARY, Head – CSR, Sun Pharma. Ind. Ltd.

CHANDRAKANT KUMBHANI, General Manger (Community Development Programs), Ambuja Cement Foundation

CII | FBN

REINVENTING FOR A FUTURE READY FAMILY BUSINESS

6th NEXT GENERATION ANNUAL CONVENTION

**Managing the Family Business:
Entrepreneurs Needed for Long Run Success**

Parag Desai
Executive Director, Wagh Bakri Tea Group

Susanne Brangrove
Family Business Specialist, Woman in Family Business, Founder Entrepreneurial Business with a Heart, LiquidTalk Consultants PT Ltd Australia

Vivek Salgaocar
Director, Vimson Group & Co-Founder, Prospect Mining Studio, Singapore

Johnson Cheng
Founder & Partner, Voyager Capital, New York

Tuesday, 15th December 2020 TIME: 15:00-15.45

CII - FBN India Chapter had organised Next Gen Annual Convention under theme "Next Gen : Reinventing for a future ready family Business". Our Executive Director Shri Parag Desai was invited as panellist to brief on session on Managing Family Business : Entrepreneurs needed for long run success

Confederation of Indian Industry (CII) had organized CII Packaging Conference & Expo 2020 on 10th December 2020. Our Executive Director Shri Parag Desai was invited as chief guest, where he shared his knowledge and experience in the field of how to build and project a brand through its packaging and how a significant element like packaging can influence both product demand and consumer perception.

CII PACKAGING CONFERENCE & EXPO

WAGH BAKRI
Tea Group

IMPORTANCE OF PACKAGING IN BRAND CREATION

Thursday, 10 December 2020 | 1100 Hr onwards | Platform: CII Hive

Mr Parag Desai
Executive Director
Wagh Bakri Tea Group

Mr Tarveer Alam
Director
Indian Institute of Packaging

Mr. Amit Lahoti
Managing Director
Ball Beverage Packaging, India and South East Asia Region

Mr Vishnu Jajoo
Joint Managing Director
Shree Polymers India Ltd.

Mr Nihar Medh
Senior Vice President & Global Head Procurement
CPLA Ltd.

Mr Soumyajit Mukherjee
Senior Vice President
Emmet Paper Mills Ltd.

Interaction with the Students of Woodstock School

Shri Parag Desai, Executive Director, Wagh Bakri Tea Group addressed & interacted with the Students of Woodstock School, Uttarakhand – One of the biggest residential schools of India on 25th August, 2020.

WOODSTOCK SCHOOL
MUSOORIE, UTTARAKHAND

WAGH BAKRI
Tea Group

Speaker Session
with

Mr. Parag Desai – WaghBakri Tea Group
Executive Director

Interaction with International students from one of the biggest residential schools in India

25th August, 2020 | 3.15 pm



Mr Parag Desai, Executive Director, Wagh Bakri Tea Group was invited by Key Organizations as a Speaker to share his rich industry experience.

On 25th July 2020, i- Hub conducted a webinar named START-UP-ENGAGE in which Mr Parag Desai, Executive Director, Wagh Bakri Tea Group discussed the key elements to gain success as a start up. Every company begins at some point and its their journey which makes it big. He was in conversation with Prof. Himanshu Pandya, Vice Chancellor of Gujarat University and Chief mentor i-Hub.

The webinar was done on zoom call and it went live on Facebook page of Wagh Bakri and I- Hub.

On 26th July 2020, Hema Foundation conducted a webinar named HEM-Shikhar in which Mr Parag Desai, Executive Director, Wagh Bakri Tea Group was in conversation with Mr. Sumeet Kabra, Director RR Global and discussed about the legacy of 100 years.

Mr Parag Desai spoke about the journey of the company from the very scratch to its position it has reached today.

TiE Global Summit 2020 was a virtual conference of world leaders, entrepreneurs, investors & mentors. It was attended by around 20,000K Global Industry leaders, Global Wealth Entrepreneurs, Thought leaders, Academia, Investors, policy makers & govt agencies. Our Executive Director Shri. Parag Desai was invited as a Panellist at this prestigious gathering for sharing his thoughts on Entrepreneurship.



Instagram Live Programmes

Instagram has emerged as a dynamic platform that is enabling people to connect beyond just photo sharing. In times of this pandemic, Wagh Bakri Group utilised this platform and created various engaging activities.

- **Increasing immunity and balancing life with Palak Chaturvedi**

A leading nutritionist, Palak Chaturvedi interacted with Wagh Bakri employees and gave vital tips on increasing immunity and maintaining a balanced life. 115 people attended this 35 min session and were rewarded with great insights.

- **Live interactive session with Ms Megha Sule & Mr Mrunal Ved**

Ms Megha Sule, working with the Marketing Department of Wagh Bakri Tea organised an Instagram Live programme in which Mr Mrunal Ved shared many tips to be fit and healthy during the lockdown. He also shared different types of exercise and advised to have a healthy diet. He also shared the importance of consuming Wagh Bakri Shudh Kahwa which is a rich source of antioxidants needed by the body.

- **WaghBakri Tea Lounge Live on Instagram**

On 07th May 2020, Wagh Bakri Tea Lounge organised an Instagram Live session and shared the exciting recipe to make refreshing Green Ice Tea cooler at home during the lockdown.



International Tea Day Celebrations with leading RJs and Anchors

Being one of the leading global tea brands, Shri Parag Desai, Executive Director of Wagh Bakri tea group was invited for a special Tea time chat with leading RJs and Anchors to commemorate International Tea Day.



- On 21st May 2020, TV 9 Gujarati Anchor Heena Chauhan and RJ Devaki, were in chai-time conversation with Mr.Parag Desai – Executive Director, Wagh Bakri Tea Group. They discussed Wagh Bakri Chai going Local se Vocal.
- Discussion on how a cup of tea brings people closer, the need for the perfect first cup of tea every morning, tea time-best time for all etc. were undertaken. Shri Parag Desai also shared the significance of the brand name Wagh Bakri.
- He also shared the context of Wagh Bakri for Philip Kotler, importance of connecting with the roots to be safe and sound, evolution of the brand over a period of time and passion for business from generation to generation. He also highlighted that "Equality is the message from the brand."

All these conversations were live on Instagram.



Spreading positivity on International Tea Day on 21st May 2020

Created a special video to mark this special day and spread positivism

Society is going through a tough phase. In such a situation, a dose of positivity does wonders. To spread more hope and create more awareness regarding International Tea Day, a special initiative was taken by the Group.



On International Tea Day, Wagh Bakri Group launched a special video. This video carried an inspirational message and was received with great excitement by all the stakeholders of the group. This was truly a unique way to mark an important day like this.



International Tea Day interview of Shri Rashesh Desai

One of the leading national televisions, DD Girnar interviewed Wagh Bakri Group's Managing Director Shri Rashesh Desai on the occasion of International Tea Day, 20/05/20. He shared about the importance of Tea and the rich legacy established by Wagh Bakri Group.



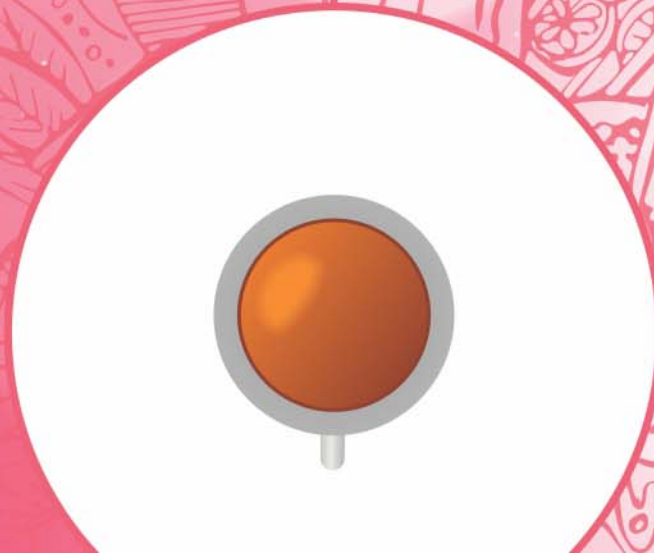
Eid Mubarak in a unique way Wagh Bakri Group Created a special video to wish Eid

Eid is one of the most eagerly awaited festivities for the followers of Islam all across the world. This year, due to



the pandemic, the celebration was curtailed all across the world. To add to the joy of the occasion and inspire new celebrations, Wagh Bakri Group created a special Eid video. This video captured the spirit of this festival and brought great joy to all the stakeholders.

Creating Memories
Other Articles





Mr Jitendra Ojha - serving Wagh Bakri Group with an unwavering commitment since for the last 35 years



Mr Jitendra Ojha is one of the key pillars of the Wagh Bakri Tea Group. In December 2019, he completed 35 glorious years of service with the group. To celebrate the moment and to acknowledge the role of Mr Ojha, Shri Rasesh Desai, the Managing Director of the Group organised a small celebration. In this celebration, Mr Ojha was asked to cut a celebratory cake and share key highlights from his glorious journey with the group. He joined as a Sales Representative and rose to the ranks of Senior Area Sales Manager. He has made a vital contribution to the group's sales drive in the state of Gujarat.



Recognising the long service honour

Mr Bharat Rawal is associated with the Wagh Bakri Tea Group since for the past 35 years. He has been overseeing the security needs of the Group. He is the Security Supervisor responsible for security function at Khokhra factory, JMC Office and Wagh Bakri Corporate House. He is also in-charge of deploying additional security as and when needed.

His service was recognised by the Group and he was acknowledged by the Executive Director Shri Parag Desai. He also shared his joy and delight of serving the group over such a long period.



Wagh Bakri All Rounder of The Year Award 2020

To nurture the spirit of Multi-tasking in young & scholar students, our group has been sponsoring the “Wagh Bakri All Rounder of the Year Award” to the third year student of H.L Alumnus since for the last 15 years.



The Award is handed over to the selected student at the Annual Award Function of H.L. College. This year a Citation & Cash Award of Rs. 10,000 was bagged by Third Year Commerce Student Mr Divesh Harpalani for his all rounder performance who excels in Academics, Sports and Extracurricular Activities. This award was given in presence of Dr. Mona S Kelshikar, Principal of H L College of Commerce & B M Shah, Director of Ahmedabad Education Society.

Awareness Programme on Protection against Sexual Harassment at the workplace for Women

An Awareness Programme was organised at Dholka Factory for all the Female staff members (Factory Workers) on the topic: Prevention of Sexual Harassment at the workplace on 25th Dec 2019. This session provided an insight into The Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013, Prevention of unacceptable behaviour, Duties of the employer/employee to curb harassment, Redressal mechanism to handle sexual harassment complaints, ways to maintain positive work environment, awareness about sexual harassment and its prevention.



The Joy of Giving - Small acts of kindness=Big smiles



The Joy of Giving initiative is a unique facet of the Wagh Bakri Tea Group. Under this banner, clothes, toys, books, stationeries are collected by the employees of the Group and then distributed among the needy members of society. This year, clothes, Books and Toys were given away to the Children of SMILE and Prayas centre. The distribution ceremony was held on 24th January 2020. Nearly 150 underprivileged children supported by SMILE and Prayas received these gifts.

Similar initiative under Joy of giving banner was organized in Oct'20 and Nov'20 for distribution of Clothes, Shoes and Toys etc to Blind People Association. All employees donated generously to help the underprivileged. Recognizing Wagh Bakri's employees effort with a lounge voucher and certificate as a token of appreciation.

Donated Computers to empower Gen-next in Dholka

The Group donated 20 computers for the Computer Centre in the newly built 'Shah C. J. Kolsawala High School'. The school is developed by Dholka Education Society. The School building was inaugurated by the

Deputy Chief Minister Shri Nitinbhai Patel and Education Minister Shri Bhupendrasinh Chudasama on 20th January 2020. On the occasion, addressing the gathering, Shri Piyushbhai Desai, the Chairman of the Wagh Bakri Tea Group said that "Education and training are transforming fast and computer education is an essential learning tool for the younger generation. Wagh Bakri Tea Group is committed to making a difference in society by enabling the younger generation to become future-ready".





Condolence for Our Employee - Mr. Sanjay Jadhav (IT Department)

Condolence meeting was organized on 30th Nov 20 at Wagh Bakri House. for sad demise of Mr. Sanjay Jadhav who served Wagh Bakri Tea Group for more than 26 years in IT Department.

We appreciate all the efforts he put in for the development of the Organization.



Heartfelt Condolence Mourning the passing away of Labour Contractor - Mr. Chhaganbhai Devda



Seen in the image Shri Parag Desai, Executive Director along with Waghbakrians at the Condolence meeting.

Labour contractor, Mr Chhaganbhai Devda, who was associated with the Wagh Bakri Group since 1995 left for his heavenly abode at the age of 59 years. He was associated with the Group from our first factory in Sarkhej, Ahmedabad. His valuable contribution for the growth of the Group was well recognized by the management team and the staff of the Group and they paid their homage at his Condolence meet along with Shri Parag Desai, Executive Director. He leaves behind great memories and tremendous.

Thank you for your service, Thank you for the memories

It's been great working with you - Nisheeth Doctor bids farewell to Wagh Bakri Group



A farewell ceremony was organised for Mr Nisheeth B Doctor who was working in the IT Department at Wagh Bakri House on 31st Dec 20. He completed glorious 35 years of service at Wagh Bakri Tea Group. Mr Nisheeth B Doctor is the man who initiated and set up Computerisation system for Wagh Bakri Group. He also rolled out the ERP System in Wagh Bakri Group and Introduced BI (Business Intelligence) concept. He additionally supported the functioning of the Administration and Purchase Department.

You will always be the First in our hearts Tusharbai bids farewell from Mumbai Office

A farewell ceremony was organised at Wagh Bakri Mumbai Office on 5th Jan'21 for Tusharbai. He was the first employee to join Group's Mumbai Office. He completed 14 glorious years of service.



A new feather in our crown Inaugurated New Wagh Bakri Tea World at Changa, Gujarat



Wagh Bakri Tea Group is successfully expanding its network of Tea Lounges & Tea Worlds to meet the evolving needs of Tea Lovers. As a part of this expansion drive, a new Wagh Bakri Tea World was opened on 18th Jan'21, at Changa, (located at Nadiad - Petlad Rd, Anand Dist., Gujarat) Members from the WB Sales Team like Sevakhbai, Vipinbhai and Distributors from Anand, Nadiad and Petlad were present during the opening of Tea World.



Starting the New Year on a sweeter note Chocolate distribution at work

On 1st of Jan'21, Chocolate distribution by HODs of respective departments was done to welcome the New Year 2021 and spread more sweetness in the lives of Waghbakrians. This noble concept was initiated by the respected Managing Director, Shri Rashesh Desai.



We connect with lives and do our best

We, at Wagh Bakri believe in connecting with people on grassroot level. We believe in our rishtey with people. Vinayak bhai lives with his mother, brother and sister-in-law and supports his family through selling incense stick (Agarbathi).

Suffering from paralysis. When Shri Rasesh Desai got to know about the whole story they wanted to help him by gifting him a vehicle but instead he

asked for a sewing machine through which his mother or sister-in-law can increase the income of the family.

Our Managing Director Shri Rasesh Desai was moved by his story and struggle and our Area Sales Manager, Jitendrabhai Ojha tracked Vinayakbhai Nayak and our group was able to help him..

Wagh Bakri Doesn't just do CSR we connect with lives and do our best to make it better.



Long Term Service Excellence

The real value of any organisation lies in its employees. In this fast-changing world, Wagh Bakri Group celebrated the tenures of employees who have been with the group for a long period of time.

Celebrating 10 years of Glorious Services



Sagar D Nandanvare
Operation
WB House



Nitin S Gourh
Sales
Madhya Pradesh



Shashank D Dave
Sales
WB House



Ajay Kumar Mehta
Sales
Madhya Pradesh



Rakesh Rajak
Sales
Madhya Pradesh



Dilip Kumar R Raval
Operations
Dholka



Sejal R Dhawan
Administration
WB House



Yogesh P Shinde
Marketing
WB House



Paresh R Shah
Operations
Kheda



Subhas P Patel
Operations
Dholka



Girish K Pandya
Accounts
WB House



Kaushal M Davda
Operations
Dholka



Jigar N Limbdia
Accounts
WB House



Bhavin G Kachhia
Operations
Dholka



Sajal Kumar M Ghosh
Operations
Khokhra



Uttam V Thathe
Sales
Maharashtra



Piyushkumar J Sindhav
Operations
Dholka



Kashyap K Hadvaidya
Sales
Outstation



Nirav J Patel
Operations
Dholka



Nidhi Sharma
Accounts
WB House



Hardik G Naik
Sales
Valsad



Bhumir H Shah
IT
WB House



Jignesh K Thaker
HR
Dholka



Pravin S Pawar
Sales
Mumbai

Celebrating 20 years of Exceptional Services



Himanshu R Desai
Sales
Outstation



Bhagirath Prajapat
Sales
Rajasthan



Sanjay S Doshi
Accounts
Kolkata



Rajesh D Shah
Tea
WB House



Ripal K Patel
Tea
WB House



Dinesh V Patel
Operations
Dholka



Kanaiyalal S Bhatt
Sales
WB House

Celebrating 30 years of Extraordinary Services





Tea Group

Gujarat Tea Processors and Packers Limited.
Wagh Bakri House, Opp. Parimal Garden, Ambawadi
Ahmedabad - 380 006, Gujarat, INDIA.

Phone: +91 79 2640-9631 to 35

Fax: +91 79 2640-9640

WRITE TO US:

Team Abhivyakti thanks all employee for their contribution & participation to make this newsletter of Wagh Bakri Tea Group more interesting & memorable.

If you have any interesting Article, Poem, Story, Image, etc., please share it via e-mail to abhivyakti@wbtea.com with "ABHIVYAKTI CONTRIBUTION" subject along with your name & designation.

We look forward to hearing from you.