

JAN - DEC 2021

WAGH BAKRI®

Tea Group

Abhiyakti

A REFLECTION OF WAGH BAKRI TEA GROUP



WE **LEARN** **GROW** **PROSPER** **TOGETHER**



Message from The Chairman's Desk



Dear Members of Wagh Bakri Parivar,

May you all have a very happy, prosperous, and safe New Year and may all your wishes come true.

I am glad that after two tumultuous years, the world finally seems to be healing and recovering from COVID-19. Thanks to the untiring and relentless COVID warriors who showed tremendous grit while rescuing humanity from the shackles of this deadly virus. With patience and precautions, we shall overcome this challenge very soon. I am proud to share with everyone that Wagh Bakri Tea Group has also played a significant role in bringing peace and happiness to society in such difficult times.

The new Tea Season 2021 started on a favourable note. As Covid-19 continued to rage during the early part of season, there was limited enquiry from the Blenders and Internal buyers resulting in subdued demand and softening of opening levels which became lower with time this year. There was a wait and watch strategy by the buyers who operated cautiously. However, with the progress of the season, we found that All India crop was higher by 97.5 Million Kgs in September 2021, while Kenya was ahead by 33.3 Million Kgs and Sri Lanka by 33 Million Kgs.

There was overall easing of tea prices globally. Unfortunately, in India due to the vagaries of nature and climatic changes, the quality table had declined significantly resulting in widening of price concertina between plain, medium good and best. The uncertainty in tea prices has left to lower exports from India up to Sept by 15.6 Million Kgs and by approx. 44.9 Million Kgs when compared to 2019. As we speak, Assam tea prices are lower by-Rs 70.25 per kg while overall North India is lower by-Rs 62.48 till Sept and South India lower by-Rs 30.61. As the buyers kept waiting for better quality, this did not happen due to excessive rainfall thereby increasing the demand for the quality teas. With winter months approaching fast and season likely to close early due to lower temperatures at the plantations, all sections of the markets are active.

As you know, Wagh Bakri Tea Group believes in building lasting relationships with everyone and strives to make a difference in society. With this philosophy, we stepped up when society needed us the most. From carrying out relief work to overlooking critical care services, from providing detection and preventive kits to catering nutritious mid-meals to kids, from financially assisting

medical institutions to rehabilitating kids in need. Wagh Bakri Tea Group left no stone unturned in standing shoulder to shoulder with underprivileged people in such demanding times.

SMILE, our CSR initiative that function in collaboration with Ahmedabad Municipal Corporation (AMC) and Indian Institute of Management – Ahmedabad (IIM-A), is well known across the country for providing a strong foundation to kids belonging to marginalised communities. This year, Times Group felicitated our Company for SMILE initiative and awarded us the Times CSR Award. It was also hailed by the CII members for making a remarkable impact in society.

Even in such challenging circumstances, Wagh Bakri Tea Group kept moving forward with utmost care and precautions. This year, we launched two new products for our customers, Instant Premix Haldi Doodh Turmeric Latte, which enhances immunity and boosts metabolism, and instant Premix Cappuccino. We gave special attention to the expansion plan of Wagh Bakri Tea Lounge and Wagh Bakri Tea World. We launched new Tea Lounges in Gurugram and Noida, and Tea World at Mumbai-Pune Express Highway and Parul University, Baroda. I am delighted to share with you that Wagh Bakri Tea Lounge also won the prestigious Times Food Award for the "Best Tea Lounge" category.

With the wholehearted and constant support of every Wagh Bakri Tea Group employee, we have established a strong presence in Uttar Pradesh, one of the biggest states of India. We also participated in a win-win collaboration with the finest Indian Brands like Britannia Bread, Dhara Oil, Cadbury Bournvita, Dainik Jagran, and increased the sales of Wagh Bakri Tea Group products. I can't contain my happiness while sharing the news that Wagh Bakri Tea is now served to travellers travelling in premium Indian trains like Rajdhani, Shatabdi, Duranto, etc. It is a proud moment for everyone working at Wagh Bakri Tea Group.

I would like to thank every passionate and dedicated employee who loves Wagh Bakri Tea Group as much as I do. Let us bid a fond farewell to the old and welcome 2022 wholeheartedly. Best Wishes for a triumphant year ahead!

Piyushbhai Desai,
Chairman



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In and Around
International Events

Wagh Bakri Tea Products Become INSTANT HIT at Costco Wholesale, USA

Wagh Bakri Tea Group is one brand that is imprinted in the minds of Indian consumers whenever they think of having a cup of tea and rejuvenating their lives. Indians wake up to the smell of the delicious Tea. We, at Wagh Bakri Tea Group, are proud to bring freshness in the lives of millions of tea lovers and our loyal customers. To expand this legacy in the foreign lands, we decided to widen our reach and commenced our business with the world's largest supply chain, Costco Wholesale, USA.



Our exciting range of products are now available on the shelves of the supermarkets located in Bay Area (Northern California) like Fremont, Sunnyvale, Livemore, Great Oaks, San Jose, Tracy, Stockton, etc.

The overwhelming response from the Indian expats, Americans and other consumers has been heartening and has fortified the belief we have on the quality of our products.



Taste It, Love It & Buy It - Our Strategy in Nigeria

We are slowly & steadily making in roads in the African Continent, we exported our 2nd consignment in Nigeria, and we got very good response from the customers. The effort made by our distributor in this market, continuously conducting the in-store sampling activities in this critical Covid-19 situation is greatly appreciated, Customers tested our products and liked very much.



Simultaneously we are building a strong distribution network across Nigeria in places like Lagos, Abuja, Benn City, Ibada, Kano, etc. The wet sampling activities that are being organized across Nigeria have been garnering a lot of rave reviews from customers.





Shri Parag Desai Visits the UAE

International Roadshow in Dubai (8th Dec - 9th Dec 2021)

As a part of the 10th Vibrant Gujarat Global Summit 2022, the Government of Gujarat had organized an "International Roadshow" in the UAE (Dubai, Jabel Ali, Abu Dhabi etc.) on December 08th & 09th 2021 under the leadership of our Hon'ble Chief Minister, Shri Bhupendrabhai Patel. They had invited only a few selected industrialists to join this high-level delegation.



We are happy to share that Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group, was invited to join this high-profile delegation which consisted of prominent industry leaders. This Dubai roadshow was scheduled for 8th December 2021 at Hotel Oberoi in Dubai. All the established business leaders from the UAE participated and signed MOUs with the Government of Gujarat as a part of Vibrant Gujarat 2022.

Dubai Expo 2020

The delegation had visited Indian Pavilion at Dubai Expo 2020. Around 192 countries had participated in World Dubai Expo and showcased their Architecture, Scientific progress, Culture, technology, etc. Indian Pavilion, a 4-level structure, was nicely made and showcased India's prowess as a global leader. The Indian pavilion at EXPO 2020 had emerged as one of the most visited pavilions with 3.5 lakh visitors.



A Visit to BAPS Temple (Abu Dhabi)

The delegation visited Abu Dhabi BAPS Swaminarayan Mandir along with the CM, Shri Bhupendra Patel. This Swaminarayan Mandir of Abu Dhabi in UAE is a traditional Hindu place of worship i.e. built by The BAPS Swaminarayan Sanstha.

Shri Parag Desai had a pleasing interaction with Pujya Brahmaviharidas and other saints. He handed over Wagh Bakri Tea Group's gift hamper consisting of world-class teas. They promised to use our teas in their temple exclusively.



Market Visit in UAE

On this trip, Shri Parag Desai also visited key retail outlets and supermarkets with the sales team of our UAE distributor. The overall availability of Wagh Bakri Tea across the UAE has been steadily increasing for the last few years, and the visibility of our brand is becoming very prominent. Despite stiff competition, the customers are demanding for Wagh Bakri Premium Leaf Tea and Instant Tea range because of superior quality & strong distribution network.

A Visit to JAFZA

This Indian business delegation visited JAFZA (Jabel Ali Free Trade Zone) which is the flagship free zone of DP World and is an integral part of the DP World UAE Region's integrated business hub. More than 7000 global companies are based in JAFZA, including around 100 Fortune Global 500 companies.



Gradual & Sustainable Growth in Europe

The COVID-19 pandemic threw a lot of challenges at global businesses and Wagh Bakri Tea Group was no exception. But we stepped up to the challenges and restructured our distribution network across Europe. Currently, we are exporting Wagh Bakri Tea Group's complete product range in direct containers around 15 countries in Europe like Germany (Berlin & Dusseldorf), Spain, Italy, Switzerland, Greece, Czech Republic, Portugal, Sweden, Norway, Poland, Ireland, Netherlands, Belgium, Luxembourg, and Denmark.



Our wide product range has been instrumental in bringing joy and rejuvenation in the lives of millions of Indians, Bangladeshis, Pakistanis, Nepalis living in Europe. We have successfully habituated them with high-quality products like Premium Tea, Flavored Tea bags, Specialty Tea, and Instant Premix. We are also striving to establish our presence amongst the European customers by venturing into the mainstream market.

We are making our presence felt in Europe by aggressively marketing our products through electronic media, BTL activities, wet sampling activities and also providing POS materials in the local languages.





In the Limelight
Corporate Events



Launched Abhivyakti 2020 Edition in a Grand Style

There is no shortcut to achievement and thus we wanted to make this year memorable for Wagh Bakri Tea Group. We launched our inhouse Journal (2020 edition) on 13th February 2021 which includes all the remarkable work done over the crucial year. It was launched by Shri Piyush Desai - the Chairman of Wagh Bakri Tea Group along with Shri Parag Desai, Executive Director of Wagh Bakri Tea Group and Shri Priyam Parikh, Whole Time Director in a session at Wagh Bakri Tea Group’s corporate office while taking care of the social distancing guidelines.

This has been a challenging year for everyone. It has changed everyone’s lives, amidst these conditions we wanted to take pride in writing the way we stepped up to challenges in this issues. We have included the stories about our functioning during the first lockdown, our immediate actions to control the circumstances, and every CSR initiative and activity that we did over the year to contribute to society. The sense of pride grew in every member that attended the event.



Strengthening Our Strategies in Tea & Coffee Industry on 21st May 2021

On the occasion of International Tea Day 2021 Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group attended an event organised by Tea & Coffee Association where he was a Special Guest. His address mainly focused on how the entire industry was affected due to national lockdowns, starting from tea manufacturers, to processors, to brands, to tea lounges, and on the uncertainty and its impact on the entire system that also had restrictions on import and export and challenging social distancing policies. We have focused on 2 key pillars for course correcting the future, our consumer and our business. Starting from taking health seriously to immunity building, we have seen it all in the last one year. We are happy to see industry changing its focus to launch relevant products immediately. There is the answer to our future strategy. It is the consumer that makes a brand and we can’t lag behind in delivering the products to enable their lifestyles. Our R&D department has to gear up and push hard to deliver this experiment.

At Wagh Bakri Tea Group, we have been adapting to sustainable practices to be more environmental conscious and we hope to continue so in the future. We should come together and give a hand in helping smaller business grow. “Drop by drop, forms the ocean” and thus we think even the smallest initiatives matter and it’s time to give it a strategic move.



Inspiring the Future Leaders

Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group, has always believed in sharing his valuable business lessons and knowledge with others. He takes a keen interest in educating the next generation about the intricacies of the business world. On one such special occasion, he was invited to the Indian Institute of Management-Ahmedabad (IIM-A) to share his extraordinary entrepreneurial journey with 30 budding entrepreneurs selected from Rajasthan and Gujarat. Shri Parag Desai was accompanied by Mr. Subodh Shah - President Exports, and Mr. Yogesh Shinde - Senior Vice President Marketing, Wagh Bakri Tea Group. The session, which was held on 13th October 2021, left a lasting impression on the participants. Everyone learnt a lot from this interactive and captivating event.





Our Leader Leads, Perseveres & Inspires

Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group, visited our West Bengal Regional office on 30/09/2021 to boost the morale of our sales & office teams after the disturbing times of COVID-19. Shri Parag Desai's valuable guidance brought new confidence in our sales & office teams, and they are now highly motivated to work with renewed enthusiasm. The Wagh Bakri Tea Group employees felt honoured to meet Shri Parag Desai. He also met super stockists and guided employees towards building a sustainable growth path.



Shri Parag Desai also accompanied our tea tasting team which was carrying out the duty of tasting Wagh Bakri Mili, Premium and Navchetan tea.





Evaluating the Implications of Budget 2021 on Tea Industry with CNBC TV18

The tea industries across the country were badly affected during COVID-19 and the Executive Director of Wagh Bakri Tea Group Shri Parag Desai was invited to discuss his views on the topic “Effects of Budget on Tea Industry” on 24th Feb’21 on CNBC TV18. He spoke fluently about the post-COVID trend of tea market.



Walking Alongside MOTIF for a Good Cause

Wagh Bakri Tea Group has always stood shoulder to shoulder with causes that have the power to change our society. One such important cause that we believe in is MOTIF Charity Walk. We are the proud official Beverage & Refreshment Partner of MOTIF Charity Walk since its inception. Like every year, Wagh Bakri Tea Group provided Wagh Bakri Lemon Iced Tea sachets & Wagh Bakri Tea Lounge discount vouchers to more than 4000 participants of the charity walk that was organized on 21st Feb, 2021.



Sanitizing Gujarat, Safeguarding Gujarat

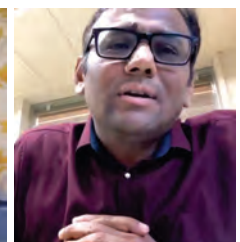
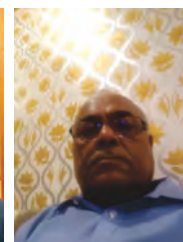
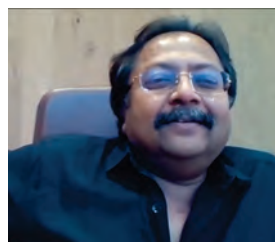
Being a responsible corporate organization that cares for the welfare of the society, Wagh Bakri Tea Group decided to install hand sanitizer dispensers at focused retail outlets in Gujarat. 575 such easy-to-use hand sanitizer dispensers were installed where people could easily sanitize their hands and keep themselves and retail shops safe from COVID-19. Each dispensers has Wagh Bakri branding at all four panels.



Organized a Different Yet Enriching WITDA's Annual General Meeting

The 31st Annual General Meeting of Western India Tea Dealers Association (WITDA) was organized on 13th February 2021, where big to medium size traders and packeters from Gujarat, Rajasthan and Maharashtra participated with immense enthusiasm. Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group and the President of Western India Tea Dealers Association (WITDA) shared his valuable opinion at the event.

Mr. Ravi Suchanti, chairman of J. Thomas & Co, the biggest registered tea broker of the world was also present. Shri Paras Desai shared some vital information and data regarding the current tea crops in the tea growing countries from all over the world. He shared his analysis of the current weather and health conditions that can affect crops during such times. He also gave brief information on New Japanese Auction system proposed by the Tea Board of India. In this system there are so many impracticalities and operational issues. These issues

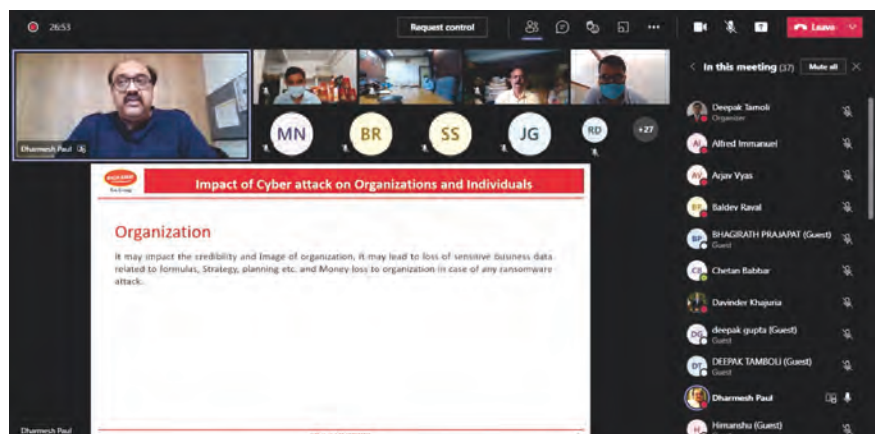


were addressed to Tea Board of India by Joint Forum of Indian Tea Exporters, Packers & Trader Association (JFITEPTA). This forum represents tea buyers across all the six auction centers in India and exporters association. This Forum initiative has been taken by Apex Body of FAITTA in which Shri Paras Desai is a Vice Chairman.

An Important Cyber Security Session for Waghbakrians

To give an in-depth knowledge on how cyber security can impact organizations and individuals, Wagh Bakri

Tea Group organized a comprehensive cyber-security session on 11th September, 2021 in which more than 50 employees participated. The credit for spearheading such a session successfully goes to Mr. Tarun Vijh, Chief Information Officer (CIO) and Mr. Dharmesh Paul, Vice President-IT for facilitating the session.

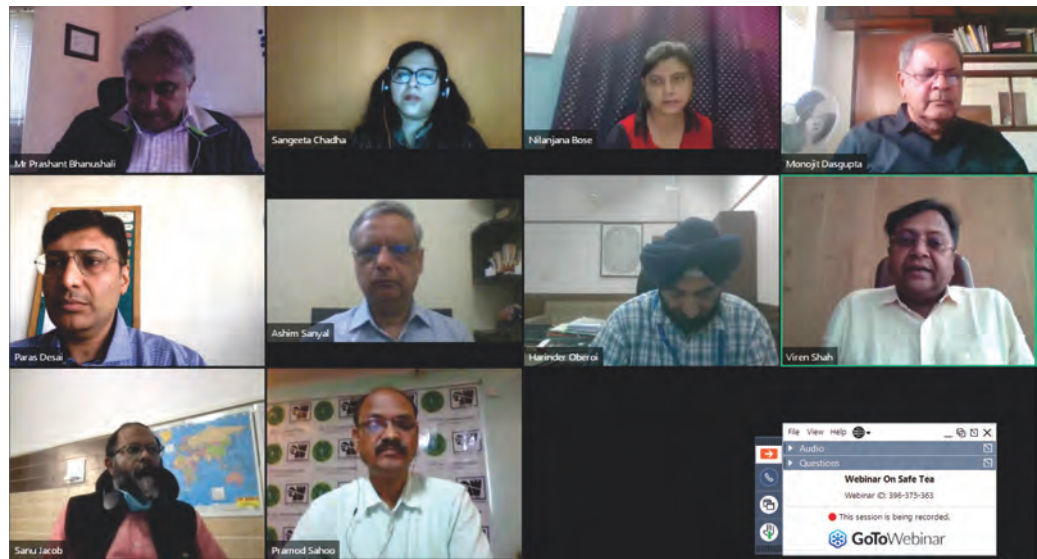




Conducted a Constructive Webinar on Safe-Tea

A “Safe-Tea” webinar was organised by Federation of All India Tea Traders Association (FAITTA) - the apex body of Tea Traders in India, Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health & Family Welfare, Government of India, Tea Board of India under the Ministry of Commerce & Industry, Government of India and Consumer VOICE, a leading consumer organisation (NGO) on the occasion of World Consumer Rights Day on 15th March 2021 on adulteration and contaminant issues relating to the Tea Sector.

The main aspect which was touched upon was the use of colour in tea and iron filings in tea. Colour adulteration is strictly prohibited from consumer health point of view and colouring of tea has gradually become a matter of serious concern these days. FSSAI does not permit use of any colour in tea. Tea powder may have



some iron filings present in it because of the way it is processed. Tea leaves are dried in a sieve fitted with a mesh and then these leaves are cut using iron rollers. Through this webinar, FSSAI, Tea Trade and Industry ensured that, tea retain the goodwill and support of the consumer as a natural and safe product.

Shri Paras Desai, Executive Director, Wagh Bakri Tea Group was one of the Invited Panelists in this Webinar representing FAITTA and Tea Packeters of India. He briefed the webinar attendees that quality and food safety are our first priorities & We, at Wagh Bakri Tea Group, strive towards customer satisfaction with a commitment to consistent quality and safety of the product. This is achieved through effective implementation of systems &

control across processing and logistics with continuous improvement and meeting all regulatory requirements. We take various certifications to maintain quality.

Shri Paras Desai also mentioned that we rely on consumer trust through delivering products that meet the expectations of our consumers by complying with regulatory & quality standards. Customer confidence in our products is based on our reputation for quality and high standards that have been built over decades.

Shri Paras Desai has also given the satisfactory answers to the questions asked by the webinar attendees.



Successfully Inaugurated GCCI's Business Paathshala

Shri Paras Desai, Executive Director, Wagh Bakri Tea Group inaugurated GCCI Youth Wing's Business Paathshala on 20th March, 2021. The event was centred around the theme of 'Strategies for Sustainable Family Businesses'. Shri Paras Desai spoke with passion and put his extensive knowledge on practical approaches and ideas to sustain family businesses with the changing landscape on display. His session was well received by the audiences.



The event was moderated by Dr. Krishnan N; a visiting faculty member of Entrepreneurship Development Institute of India (EDII) and a family business advisor, and Shri Paras Desai and Shri Arjun Handa, VC & MD of Claris Group were the main guests.



An Occasion of Grand Celebration

Gujarat Chambers of Commerce (GCCCI) organized a Diwali Get-together on 22nd November 2021 at Chanchal Party Plot, Ahmedabad. The event was graced by the Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai



Patel and esteemed dignitaries from the Indian business world. Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group also made his presence felt at the event. Shri Paras Desai greeted the hon'ble Chief Minister & other esteemed invitees.

Writing the Future of Tea Distribution of India

Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group, wrote an elaborate and well-researched article on the subject of 'Strengthening Domestic Distribution of Tea' post COVID-19 second wave in Tea Time, a tea journal that is widely read across the country. The article also covered myriad range of topics like how tea sector got affected by COVID-19, phenomenal changes observed in consumer behaviour, what are the challenges faced by tea industry, and how to strengthen the tea distribution network to serve people better.



wave and during the first lockdown experienced there was a fear psychosis of shortage in mind of Indians due to which all items required in kitchen were not only sufficiently stocked but almost all households preferred to over stock. Tea was not an exception; a household that usually consumed 500 grams of tea a month stocked up 2 kilograms of tea. Due to this all-packet tea companies who had very good distribution network gained on sales.

Due to pandemic COVID 19's second wave in Indian starting end March 2021 all states experienced a degree of variation/ partial lockdown or "curfew" in political parlance. This time Indians badly suffered as almost all household had someone or the other undergoing COVID treatment. Some were lucky enough to get treated at their residence in isolated rooms. Some had to be hospitalized after lot of difficulties of getting either beds and/or ventilators or Bilevel Positive Airway Pressure (BiPAP) or it could be even lifesaving medicines/ injections. Some even lost their near and dear ones after being hospitalized and getting treatment.

The situation was that an average household had to spend approximately Rs. 30,000 to 45,000 which affected their savings, which got drained down as they wanted to save lives of their near and dear ones. Due to this Indian households started buying groceries which were a necessity and stopped stocking anything extra; for example, if a household consumed 500 grams of tea, they would wait till the 500 gram packet was about to get exhausted and then buy a new one.

Another issue in the second wave was that lot of markets including grocery shops voluntarily decided to keep shops closed from 10 days to 40 days to help cut the chain of COVID 19 infections. A peculiar thing about second wave

of COVID 19 was that only a few grocery shops could operate due to a variety of reasons and that too for 3 hours daily or 3 times a week.

One important aspect is that almost all Indians are living under fear psychosis and are mostly home bound. The grocery shops owner would not give/ sell grocery items on credit and would also refrain from stocking tea packets which he would normally do; again, reducing stocking of tea in the pipeline.

All the companies including sales team, distributors and delivery staff faced COVID 19 infection and other difficulties due to which it was very, very challenging to service the very few grocery outlets which were open. To add to this as Government, Semi Government, and private offices were mostly nonoperational, including Cinema Halls, Malls, Restaurants, Roadside Hot Tea Shops, Lounges, Clubs, and all public places were shut during second wave, consumption of the favorite beverage of Indians outside the home plummeted to nearly zero.

During this second wave, sales of most of packet tea companies and retailers declined by 20% to 60%. Loss of sale during this period would be in the region of 80 to 100 million kilograms and there is an estimated loss of 60 to 80 million kilograms of tea produced during month of April and May.

In conclusion in these trying times the packet tea companies need to improve their distribution channels wherever they can to reach last cluster of grocery shops. For this year price affordability of a packet of tea to a consumer shall be of prime importance.



Felicitation and Celebration of the Guiding Force of Wagh Bakri

Shri Rasesh Desai is a visionary businessman and a guiding force at the Wagh Bakri Tea Group. His contribution in the field of business is worthy of global recognition. Divya Bhaskar, a leading Gujarati newspaper on its 18th anniversary edition carried a very special feature on leading business personalities of Gujarat who have put Gujarat on a world map. The article that was titled, 'Gujarat's Growth Boosters' covered Shri Rasesh Desai's incredible and inspiring story and how Wagh Bakri Tea Group contributes to the society.





Remarkable Presence of Wagh Bakri Tea Group at FAITTA

The 7th Annual General Meeting of Federation of All India Tea Traders Association (FAITTA) was held on 1st October 2021 at ITC Royal Bengal, Kolkata. Dignitaries from leading Tea brands like Wagh Bakri Tea Group, Jivraj, Girnar, Society, Hindustan Unilever, TCPL, attended the event. At such a prominent occasion, Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group shared his articulate and crisp opinions on packer's perspective through video conferencing facility covering the following broad aspects:

- The challenges faced during the past year, particularly post the onset of the pandemic in 2020
- The Retail market trends
- Touching on the Premium, Medium and Planer categories
- About newer categories such as Green Tea, Flavoured Tea and the Tea Bag market
- The Packet versus Loose Tea markets as they have evolved
- The new Brand initiatives that the Wagh Bakri Tea Group has launched and how consumers have responded to them



Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group, attended the Annual General Meeting in person and strengthened FAITTA.





Mr Tarun Vij, CIO represented the Wagh Bakri Tea Group at ENGIMACH, an Event Organized by NASSCOM and Shared his Vision in the Field of Automation and Digitization.

This event was organized by the Government of Gujarat to encourage automation in industries. Looking at the current scenario, all the big industries and business houses addressed big challenges they are facing due to the COVID-19 crisis. NASSCOM invited business leaders from various industries which included CEOs, CIOs and Plant Heads to share their perspectives and approaches on how to



overcome challenges in the field of Automation and Analytics.

In this event, Mr Tarun Vijh, the CIO (Chief Information Officer) of Wagh Bakri Tea Group, explained how to tackle challenges, find the right use cases for organization, focus on support required at all levels which include ground, middle and top management for automation.

Mr Tarun Vijh, a visionary in the field of Information and Technology, paid emphasis on the situation which has changed post Pandemic and shared insights on the inherent need for work required on Advanced Analytics. His words resonated with everyone as senior leadership and management across industries have now understood the importance of automation and digitization. He also addressed that how organizations that



were technology-equipped were able to manage the impact of the pandemic on their organization by quickly enabling their teams to work from home and monitor KPI set by the organizations using AI/ML and analytics.

At Wagh Bakri Tea Group during and post-COVID, more and more emphasis was given to employee health and wellbeing. All COVID protocols and guidelines were strictly followed and with the aid of digitization and advanced analytics, employees were able to combat tough times. We are adapting digitization at all levels within the organization and are in the right direction to move ahead.

Mr. Tarun Vij also shared insights on the usage of analytics and KPI-based dashboards in a proper systematized way to utilize them completely.

In the current scenario, decision making is a very critical component for an organization's success. Data insights can create wonders for an organization.

He also explained that in Wagh Bakri Tea Group, we focus on bringing efficiency and productivity to achieve our top line targets year after year by the usage of the latest technology in the field of IT and plant automation.



Spreading the Aroma

Marketing & Business Updates



Wagh Bakri Tea Lounge Wins a Prestigious Award at Times Food & Lifestyle Awards 2021

It always feels special to win an award at Times Food & Lifestyle Awards. They felicitate the best restaurants and hotspots of the country. Thousands of entries were shortlisted, and then the onus falls on the people to vote for their favourite place. In the 2021 edition of the awards, Wagh Bakri Tea Group won 'The Best Tea Lounge' award with a fair margin.



Planned to Perfection



In order to create our very own rich library of advertising and marketing images, Wagh Bakri Tea Group decided to rope in multitalented and extremely good-looking models that will represent Wagh Bakri Tea Group in well-crafted marketing and advertising campaigns in the future. These brilliant models, Kunal Kampani, Vaishnavi, Vineesh, Akansha, & Rahul; agency and production partners, Manini, Kavita & Kamal; and Makeup & stylists, Ritu Dalal & Shirali Shah got the opportunity to meet Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group.

Spreading the Aroma Marketing & Business Update



Season of Inaugurations

Wagh Bakri Tea Group is strengthening its legacy of bringing joy and freshness in the lives of millions of Indians through 'Wagh Bakri Tea Lounges' and 'Wagh Bakri Tea World'. These tea lounges are the perfect destinations to engage in business conversations or to spend quality time with friends and family, whereas "The World" is an express format that makes the concept of 'tea on the go' accessible to the consumers in these fast-paced lives.



Wagh Bakri Tea Lounge was inaugurated by Mr. Priyam Parikh, The Whole-time Director of the Wagh Bakri Tea Group, on 20th February 2021 at Vatika Business Park, Gurugram



Wagh Bakri Tea World was inaugurated at Express Grand Cube, Mumbai-Pune Xpress way by Our First Guest on 9th Sept 2021



Wagh Bakri Tea World was inaugurated at Parul University, Vadodara on 27th Sept 2021



Wagh Bakri Tea Lounge Advant, Noida was inaugurated on 20th October '21.



Wagh Bakri Tea Lounge, Hinjewadi, Pune was inaugurated on 30th October '21.

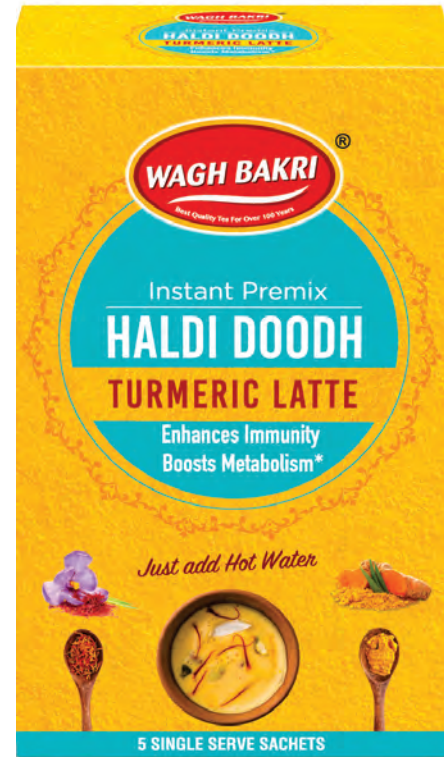


Introducing a New Member of Instant Premix Range- Wagh Bakri Instant Premix Haldi Doodh

Haldi is considered to be one of the most important spices in an Indian household. It contains extraordinary healing properties. It is antioxidant, antiviral, antibacterial, antifungal, anticarcinogenic, antimutagenic and anti-inflammatory. Its usage has been long embedded in the ancient Ayurvedic practice and has been cited to promote the holistic health of the body - this has resulted in its increased usage in the Western world too.

Getting inspiration from the magnificent immunity-boosting and health qualities of haldi, we launched Wagh Bakri Haldi Doodh (The Golden Milk), consisting of natural haldi plus natural saffron in the month of April' 21. It was launched under our Instant Premix category. To make a glass of refreshing haldi doodh, you are required to just add hot water, that's it. All the ingredients that are essential to make delicious haldi doodh are perfectly blended and packed in the product for your convenience.

To keep up with the changing times and changing consumers' behaviour, we market Haldi Doodh as Turmeric Latte to contemporize our product.



Grab a Cup of Our New Instant Coffee Premix Cappuccino



Waking up Indians with a refreshing cup of tea has been a part of our rich legacy, but waking them up with a cup of freshly brewed cappuccino is the new feather we have added to our cap. Wagh Bakri Instant Coffee Premix Cappuccino joins our Instant Premix family. Just add hot water and stir to make a delightful and energizing cup of cappuccino. "Now Cherish Café like frothy coffee at home"



Navchetan Tea Now in a New Avatar

Wagh Bakri Tea Group's Navchetan Tea is an amazing tea product that offers great value and good taste in the economical tea segment. People really enjoy relishing a cup of hot Navchetan Tea.

The new packaging design is clean, minimalistic, sophisticated and brings out the essence of Wagh Bakri beautifully. We have maintained the similar colour palette for our consumers to easily identify their beloved pack of tea. The aromatic element has been enhanced to showcase freshness and strength of our tea.



Mili Launched in New Gusset Packaging



With the changing times and the changing taste of the consumers, we have changed the look of our Mili Premium Leaf Tea 1 kg pack. We have transformed the look and feel of Mili Premium Leaf Tea by moving from pillow packaging to gusset packaging. It gives our product strong visibility with regard to side and bottom branding. This minor yet prominent shift in packaging technique is estimated to work wonders for us in the Mili Premium Leaf Tea sales.



Wagh Bakri Spiced Tea Gets a Makeover

Wagh Bakri Spiced Tea is an absolute favourite for a lot of customers who love having kadak masala chai every day. It's a beautiful mixture of chai and refreshing spices. To amplify the message that ingredients of Wagh Bakri Spiced Tea have exceptional health benefits and to give it a premium and fresh look, we introduced a new pack in the market. The new design is edgier and richer than the previous one which will aid in building prominence amongst customers in traditional and modern trade outlets.





BUYTEA at Your Convenience and Within Seconds

Now, the whole world is on our fingertips, and so is the range of your favourite teas and coffees. On 8th April 2021, we launched our website Buytea with a brand-new look and customer-friendly features. The main features of this website are, it is easy to operate, it has quick shopping options, it gives customers around 60 varieties of teas and coffees to choose from, it has a wide range of gifting options and it also has amazing special monthly offers and promotions.



Strengthening Digital Presence

A Beautiful Ode to Father-Son Relationship

A father-son relationship is kind of different than any other relationship. Not much is spoken, yet a lot is communicated through silences. To capture this unique relationship and present it to our young audience, we created a nice and emotional poetic video post where a young man writes a letter to his dad when he is about to become a father himself. This piece of communication on the occasion of Father's Day got more than 1000 likes on Instagram in no time.



Promoting Yoga in the Wagh Bakri Style

International Day of Yoga is now a global event, people from around the globe participate in it. To capitalize on this global health event, we decided to promote our Green Tea range by collaborating with a distinguished yoga teacher and influencer, Shikha Mehra.

We also hosted a live session with her on 21st June, 2021 at 11 AM. The session was centered around #Officeyoga where she also discussed the health benefits of green tea. The



campaign received phenomenal response as it interacted with more than 2 lakh social media users.

Spreading the Aroma Marketing & Business Update

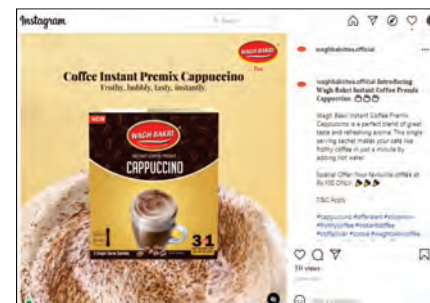
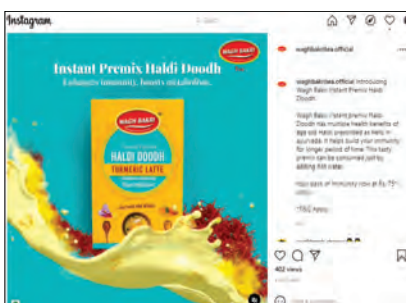
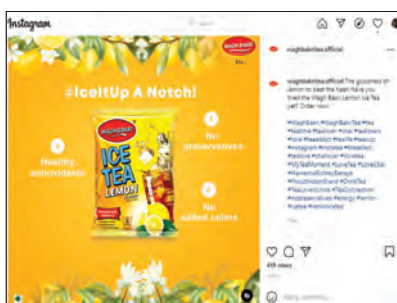
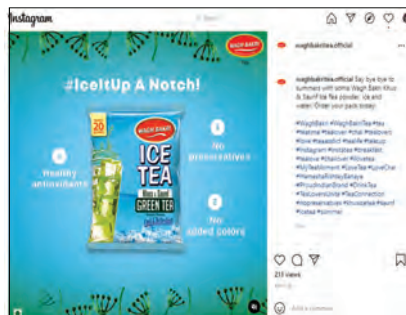
Strategically & Smartly Promoting Our Brand on Social Media

In this day and age, it is essential for a brand to have a strong social media presence. It must engage the younger audience by creating content that is relevant and relatable to them. In the last six months, we have been very meticulous in our planning to build a significant presence of Wagh Bakri Tea Group on various social media platforms, and we are happy to share with you, that we have been



successful in creating a sizeable impact on these platforms. On Facebook, we have grown from 60,000 followers to 2 lakh followers. On Instagram, we have grown from 2,000 followers to 5,000 followers. This extraordinary impact has only been created through organic marketing methods.

We created various engaging and interesting social media campaigns of our products for multiple platforms. In our 'New Good Morning Pack' campaign, we collaborated with relevant influencers who gave leverage to our products, in a special summer campaign we promoted for our delightful Ice Tea, and on the occasion of International Tea Day, we created a captivating campaign of our products. We are glad to share with everyone that every campaign of ours, including the one for our Cappuccino and Haldi Doodh products, has always received overwhelming response from our followers.





Training Our Sales Staff & Promoters Creatively

Wagh Bakri Tea Group is a big group with multiple variants of tea and coffee under it. With the aim of giving thorough knowledge about each and every Wagh Bakri Tea Group product to our customers, we created creative product training films for our learned and skillful promoters, sales staff, and other stakeholders. These training films will help to explain the features, benefits, attributes of each and every Wagh Bakri Tea Group product to the customers.



FAB Points

F **फीचर**
गुड मॉर्निंग टी, एक इंटरनेशनल ब्लेंड

A **एडवांटेज**
आसाम, श्रीलंका और अफ्रीका की चुनिंदा चाय पत्तीओं के साथ ऑर्थोडॉक्स चाय पत्तीओं का अनोखा मिश्रण

B **बेनिफिट**
बहेतरीन स्वाद रंग और खुशबू जो दे सबसे उमदा चाय का अनुभूति




Aap ke Fitness Ka Saathi



*It is recommended that for holistic health benefits, Green Tea should be consumed in moderation, and in conjunction with a balanced diet and exercise routine.

FAB Points

F **फीचर**
सात मसालों का सही मिश्रण

A **एडवांटेज**
अलग से कोई भी मसाला डालने की जरूरत नहीं

B **बेनिफिट**
उत्तम स्वाद.. वो भी सरल तरीके से सुगमता के साथ सात मसालों के गुण.. जो दे सेहतमंद लाभ..



**Ghar Jaisi Chai...
Kahin Bhi... Kabhi Bhi...**



Spreading the Aroma Marketing & Business Update

Wagh Bakri Tea Group - A Successful Brand with a Magical Story

Wagh Bakri Tea Group's emergence as one of the loved brands in the country is a story worth covering in a book and we are glad someone did that. As a part of the MICA Manthan series 2021, MiPress, a publishing initiative by MICA, launched its first book, 'Brand Magic – The Art and Science of Creating Successful Brands', co-authored by Prof. Alan D'Souza, Marketing Communication Consultant, and Dr. Prashant Pareek, assistant professor, Marketing and Entrepreneurship at Shanti Business School, Ahmedabad. This extremely well-researched book covers the success story of top 10 notable brands of India including Wagh Bakri Tea Group. We are honoured to be a part of such an iconic book which will inspire future generations.



Serving Freshness at Exciting Events - Beverage Partner in Ladies Housie

We love becoming a part of happy occasions and adding more flavours to joyous moments. Wagh Bakri Tea Group served several cups of refreshing and tasty Haldi Doodh and Cappuccino Instant Premix to lively women at Ladies Housie events organized in Rajkot, Surat, Bhavnagar, Gandhidham, and Bhuj. Such events keep taking place in various cities and Wagh Bakri Tea Group keeps serving exciting range of products to the participants.





One of the World's Best Tea Brand at the World's Largest Cricket Stadium

The world of cricket has a new favourite destination and that is Ahmedabad. In Feb, 2021, world's largest cricket stadium was inaugurated. The stadium has been named after the hon'ble Prime Minister of India, Shri Narendra Modi, and has 1,32,000 seats. When the stadium hosted its first-ever pink ball test match between India and England on 24th February, 2021, Wagh Bakri Tea Group was proudly serving hot and iced tea at a stall in the stadium to the jubilant and passionate cricket fans.



Received Phenomenal Response from CSD Canteens



Canteen Stores Department is solely owned by the Government of India Enterprise under the Ministry of Defence. These stores are situated at all the Indian military bases across the country. We introduced our Wagh Bakri Leaf Tea and Wagh Bakri Spiced Tea on the shelves of the Canteen Stores Department, for the first time. Brilliant and distinguished officers got to taste the rich legacy of Wagh Bakri products inside their own military bases. Our products are currently placed at 32 depots, which constitute 2900 canteens.



Spreading the Aroma Marketing & Business Update



Wagh Bakri Chai, Ab Aapke Safar ka Saathi

Indian Railways is the heartbeat of the nation. It connects India, it carries India, it keeps India going. It is one of the most popular and busiest modes of transportation in India. It connects villages to towns, towns to cities, cities to districts, districts to states, and states to the nation. In order to build a connected India, there are multiple kinds of trains that carry passengers from one place to another. There are high-speed trains, fully air-conditioned premium trains, point-to-point superfast trains.



They make the travel experience of passengers delightful and refreshing. World class tea will be now served on Premium Trains of India such as Rajdhani, Shatabdi, Duranto as now Wagh Bakri tea bags are being taken in "A Special" category by IRCTC.



Beneficial Collaboration with Britannia

Britannia, a brand that is known to every Indian, collaborated with Wagh Bakri Tea Group to gain mileage in the promotion of their Popular bread product. With the aim to encourage consumers to give Popular Bread a try, we decided to give consumers free sachets of Wagh Bakri Mili Premium Tea on every purchase of 140 gm pack of Britannia Popular Bread.



This promotional activity helped Wagh Bakri and Popular Bread reach around 10 lakh homes in Delhi-NCR region.



One Iconic Brand Collaborates with Another Iconic Brand

Dhara Oil and Wagh Bakri Tea Group came together to create an iconic partnership that made consumers across the country jump in joy. With the purchase of 1 Litre of Dhara Refined Soyabean Oil Lite N Fine, consumers would bring home a sachet of refreshing Wagh Bakri Mili Premium Strong Leaf Tea worth ₹5 for free. An offer cannot get more refreshing than that! This exclusive offer was valid only for customers living in Gujarat, Maharashtra, MP, West Bengal, UP, Delhi and North East India.



Great Taste with Good Health

Wagh Bakri Tea Group has built a rich legacy of consistently forging long-lasting brand relations with exemplary brands. This year, we partnered with yet another brand that is celebrated across the country, Cadbury Bournvita. We created an exciting offer, where on the purchase of 250 gms Mili Premium Tea, consumers would get four sachets of Cadbury Bournvita worth Rs. 20/- free. And on the purchase of 250 gms of Navchetan Tea, consumers would get four



sachets of Cadbury Bournvita worth Rs. 20/- free. This outstanding limited time offer was available only in Gujarat. Consumers responded enthusiastically to this opportunity and took home Wagh Bakri Tea Group's high-quality products and everyone's favourite Cadbury Bournvita with a lot of love and happiness.

Successfully Collaborated with India's Leading Publication House

Wagh Bakri joined hands with Dainik Jagran Inext, a broadsheet daily newspaper owned by Jagran Prakashan Ltd. for an extensive subscription campaign in 8 major cities of Uttar Pradesh. The objective of the campaign was to increase the subscribers of the newspaper. In order to increase readership, free samples of Wagh Bakri

Leaf Tea (100 grams) were given as gift to new subscribers. Also, as the main presenting sponsor of the newspaper, Wagh Bakri got to do effective promotion on multiple mediums like print, radio and digital.

This whole campaign yielded great results for the brand as we were able to reach to more than 25 lakh people, our Leaf Tea samples reached 7500 homes, while the Wagh Bakri-Inext kiosks came in contact with 1 lakh people.



Successfully Executed a Visibility Drive Across Modern Trade Chains

Wagh Bakri Tea Group believes that innovation and strategic planning go hand-in-hand in building a strong brand image. And with meticulous planning and relentless enthusiasm, Wagh Bakri Tea Group has successfully created a robust and unshakeable brand image by putting the right ingredients in the market.

This year, we specifically focused on the visibility factor of the Wagh Bakri Tea Group products placed in multiple

METRO



WALMART HYDRABAD



modern trade stores. To strengthen our market position in India, we smartly implemented our plan to acquire maximum number of shelves in modern trade outlets like Walmart Hyderabad, Nizamabad, Zirakpur, Jalandhar, Meerut, Lucknow; DMart Amberpet, Secunderabad; Metro Kukatpally, Shamshabad, Kukatpally, Kompally, Uppal; Balaji Grand Bazar Mehdipatnam, Basheerbagh, Attapur; LOTS Noida.

In July, we launched our range of products in Metro and Walmart stores in the South market. We acquired significant number of shelves in these stores and gained prominent visibility. We also launched Haldi Doodh and introduced it along with Good Morning International Blend and Green Tea - 100 Tea Bags at various leading stores in India. In South India, we strengthened the brand focus of Wagh Bakri Tea Group by aggressively marketing Mili Premium Leaf, Navchetan Tea, Green Tea Shudh Kahwa Tea Bags, and Instant Premix Haldi Doodh.

At most modern trade stores, we acquired more than 2 displays for increasing the visibility quotient of our brand.

WALMART HYDERABAD



WALMART VIJAYAWADA



WALMART JALANDHAR



WALMART JALANDHAR



WALMART AMRITSAR





Distributing Iced Happiness in Gujarat

To increase the consumer base of Wagh Bakri Instant Ice Tea, dry sampling of Instant Ice Tea is being carried out across the state of Gujarat. We collaborated with around 7500 retailers. Around 12 lakh samples have been distributed.

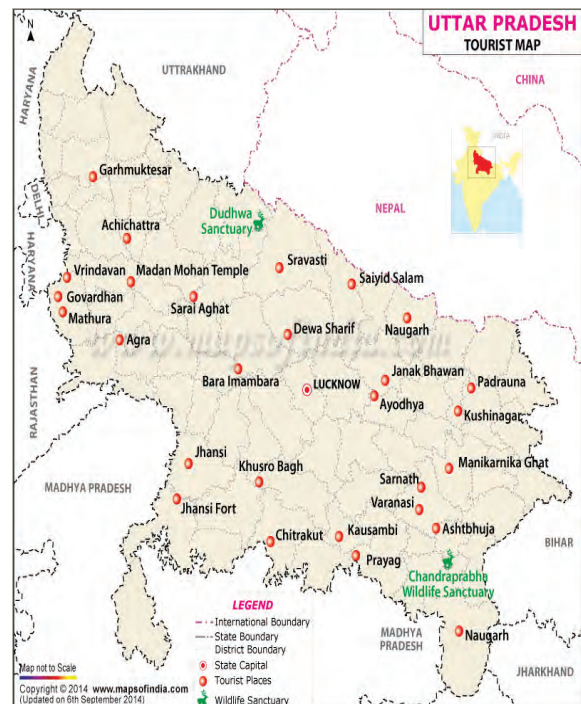
The response from the retailers was overwhelming and encouraging.



Taking the Market of Eastern & Central UP by Storm

We, at Wagh Bakri Tea Group decided to slowly and steadily make inroads in one of the biggest states of the country, Uttar Pradesh. To widen our reach and to introduce the people of Uttar Pradesh with our range of delicious tea & coffee products, we began to establish our presence in the Eastern part of UP. Our first destination in the itinerary was the 'City of Nawabs', Lucknow. The encouraging response from the people of Lucknow gave us the motivation to establish our presence in the other cities as well.

Right now, Wagh Bakri Tea Group has a strong and prominent presence in cities like Lucknow, Kanpur, Prayagraj, Varanasi and Gorakhpur. We have a robust distribution network and enthusiastic and energetic sales force at these places.





Brimming Freshness

HR & IR Corner



Organized Effective Sales Training Workshops

Behind every successful organization, there is a robust and well-trained team. Wagh Bakri Tea Group has kept empowering its employees through various team-building and skill upgradation exercises. This time, the circumstances were different and more challenging than the previous years, yet Wagh Bakri Tea Group didn't quiver and organized various well-planned online and offline training sessions while following all the COVID-19 safety protocols.



The training sessions covered a range of topics related to sales, marketing, team building, communication skills, security, MS Excel, critical thinking, etc. All the teams got to learn a lot and left the sessions with renewed enthusiasm and vigour.

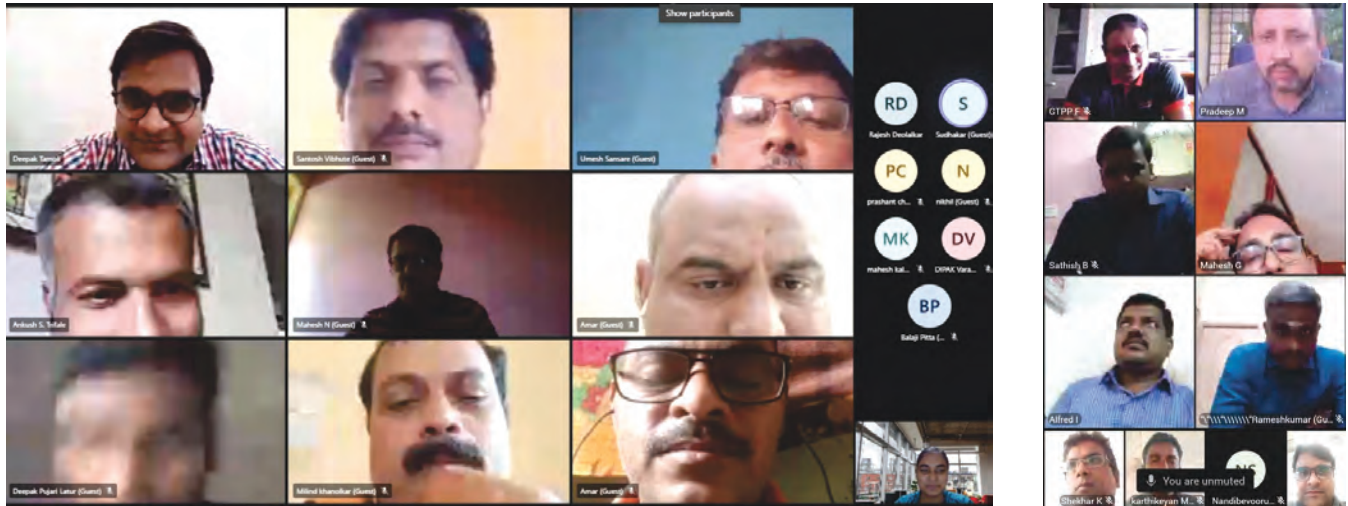
Effective Sales Training Workshops

Sales training of UP sales teams
(East & Central)

Date: 13th July 2021



MS Excel Workshop for Waghbakrians - online



Sales Training on Product and Productive Calls- Dholka, Gurugram, & Hyderabad



MS Excel Workshop for Waghbakrians - offline



Training Security teams on COVID-19 protocols





Delhi ISR training
 5th & 6th July (10am to 2:30pm)



Delhi Wagh Bakri Tea Lounge staff training 5th, 6th & 7th July

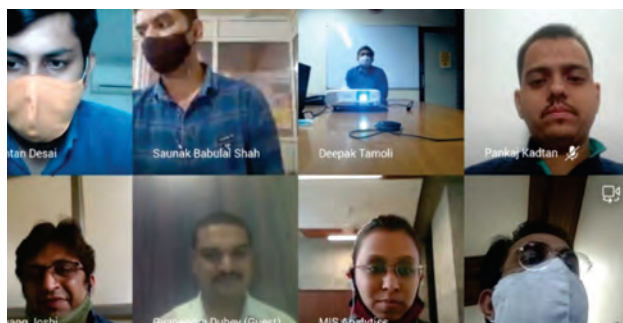


Training on Teamwork & Communication & Co-operation (Jan'21 to Dec'21) Skills for Regional office staff (Delhi, Mumbai, Kolkata)



Welcomed New Employees-Cum-Growth Partners (Jan'21 to Dec'21)

Growth never stops, evolution never stops. We have always believed in enhancing the potential of every employee who joins us. By delivering an effective and inspiring induction training programme, we always welcome new members who join our head office, regional offices or any other vertical of the Wagh Bakri Tea group across India. It is an age-old tradition at the Wagh Bakri Tea Group where the Directors engage and interact with the new employees during the induction and align them with the Wagh Bakri Tea Group's culture, vision & mission. In COVID-19, induction was organized virtually over MS Team.



Moving Forward, Safely & Responsibly

The last one and a half year has been very difficult for the whole world as it threw very difficult challenges at humanity. But as they say, the show must go on, we stepped up to the challenges and continued our journey after a brief pause. We follow all the COVID-19 safety protocols and have made mandatory for every employee to wear two masks. We have also provided face shields with Wagh Bakri Tea Group's branding on it to all our employees.



Powering the IT Infrastructure with a Strong Workforce

A solid IT framework is a necessity of this day and age in running a successful enterprise. To fulfill this necessity, Mr. Tarun Vijn has joined as our new Chief Information Officer. He has a rich experience of 26 years in the field of IT which includes SAP, digitization, infrastructure and application management. He has worked with Haldiram Snacks Pvt. Ltd., PepsiCo, Humboldt Wedag, Federal Mogul, etc. We are honoured to have him at Wagh Bakri Tea Group.



Wagh Bakri Tea Group Is One Big Family

Wagh Bakri Tea Group is one brand that is known to treat its employees as family members. We believe that each and every employee of Wagh Bakri Tea Group is instrumental in building such a reputable brand. To acknowledge the efforts of our employees and their strong relationship with the company (Wagh Bakri Parivar), we have installed a 'Wall of Fame' soft board at our office premises where we appreciate employees who have been with us for more than 5 years. The board gets updated on weekly basis.





Industrial Relations

Moving Forward with Precautions

Wagh Bakri Tea Group is not just a company; it is a family where we build lasting relationships full of care and warmth with our employees. During the COVID-19 pandemic, we strengthen our Industrial Relations department which made sure all our employees stay safe, healthy, and strong in these difficult times.

Industrial Relations department of Wagh Bakri Tea Group took a necessary step and released strict COVID-19 prevention and precaution protocols for the employees working at the plants and warehouses of Wagh Bakri Tea Group. To safeguard each and every employee from COVID-19, the rules included instructions like:

1. Do not take off your mask
2. Comply to social distancing & temp. mapping protocols
3. Sanitize hands & the entire plant



Covid-19 Precaution manager meetings addressed by Mr. Shivang Joshi for plant staff and workers.

Vaccination for a COVID-free Nation

To contribute to the nationwide vaccination drive and safeguard our people from COVID-19, Wagh Bakri Tea Group organized vaccination camps at Kheda, Aslali, Bareja, Jaipur and Dholka plant where more than 1000 Wagh Bakri Tea Group employees were given their first dose of COVID-19 vaccine. Between 10/09/2021 and 22/09/2021, second leg of vaccination camps were organized at Kheda and Dholka plant where around 880 Wagh Bakri Tea Group employees were vaccinated. We would like to acknowledge the prompt help extended by the Urban Health Centre-Dholka in making this initiative successful.



First Aid Training at Dholka Plant

A comprehensive first aid training programme was organised at our Dholka plant in which our workers and staff members were given thorough training by a certified government medical expert, Dr. Shailesh Jepiwala. More than 700 Wagh Bakri Tea Group employees participated in the training programme.



Health of Our Employees Is Our First Priority

The Industrial Relations team of Wagh Bakri Tea Group organized a four-day annual health check-up programme for the employees of the Dholka plant. More than 1000 Wagh Bakri Tea Group employees participated in it. We would like to express our gratitude to Dr. Ankit Patel and Mr. Sunit Mishra from Shrisai Occupational Health Care, Ahmedabad for handling the health check-up programme smoothly.





Infusing Goodness
CSR Activities



Humbled and Happy

We feel it is our responsibility to aid our society with relief work during the difficult times of COVID-19 and contribute back to humanity. Due to this belief, Wagh Bakri Tea Group was felicitated by the prestigious Times CSR Award for the stellar relief work done during the COVID-19 times.

The award was handed to Shri Parag Desai, the Executive Director of Wagh Bakri Tea Group by Shri CR Patil, the President of Gujarat State BJP.



The award also recognizes the formidable humanitarian initiatives undertaken by the Project SMILE, a joint collaboration between Wagh Bakri Tea Group, Ahmedabad Municipal Corporation (AMC) and Indian Institute of Management - Ahmedabad (IIM-A).



Transforming Lives & Spreading Happiness

The success of SMILE- A joint initiative between Wagh Bakri Tea Group, Indian Institute of Management-Ahmedabad (IIM-A), and Ahmedabad Municipal Corporation (AMC) is the victory of humanity. The members of Confederation of Indian Industry (CII) expressed their joy after analyzing the impact SMILE has created in the society. They also appreciated the work put in by the teachers for the underprivileged students.





COVID-19 Relief Activity - Feeding Programme & Happiness Kit Distribution

Wagh Bakri Foundation has joined hands with The Akshaya Patra Foundation for the distribution of cooked meals and Happiness kits

The second wave of COVID-19 has shaken the entire country and impacted large section of the society. The country is putting all its efforts to fight the pandemic, wherein, we as a responsible Corporate Group also felt it as our responsibility to come forward and participate in relief work for COVID-19 pandemic.

We have joined hands with The Akshaya Patra Foundation for the distribution of cooked meals in Gujarat for the economically vulnerable communities. Through Akshaya Patra Foundation we also distributed Happiness Kits in Gujarat containing grocery items for the Mid-Day Meal beneficiary students. This programme supported the economically vulnerable communities in fighting hunger, to improve their immunity and adopt hygiene practices.



Critical Care Services for COVID Patients

Wagh Bakri Foundation provided financial support to Dr. Jivraj Mehta Smarak Health Foundation to procure new Ventilators



Jivraj Mehta Hospital has successfully treated more than 1000 indoor COVID patients at very reasonable charges as per AMC guidelines with quality care. The ventilators were very necessary for severely affected COVID patients. The Wagh Bakri Tea Group felt this need and joined hands with Jivraj Mehta Hospital to procure three new ventilators for COVID Management. These Ventilators will help Jivraj Hospital to increase its current health infrastructure for COVID patients' treatment.



Early Detection & Preventive Kits for Remote Rural Areas

Wagh Bakri Foundation has joined hands with Janvikas Trust for the distribution of COVID-19 Early Detection and Preventive Kits for Remote Rural areas

Janvikas is a Public Charitable Trust, established in the year 1985. It is presently based out of Ahmedabad, Gujarat and is recognized as a leading 'Organization Development and Support Institute'.

The second wave of COVID-19 pandemic has severely impacted the rural areas of our country. There was a need for early detection and preventive action in rural areas to combat pandemic. The kit has Oximeter, Thermometer Gun, Steam Vapouriser, Balloons, Health care guidebook, etc. and basic OTC medicines like Paracetamol. The community leader in rural areas were trained under this programme and has been given detection prevention kit for timely screening and higher centre care referrals, wherever required.



Covid -19 Medical & Hygiene Kit Support at Bhuj, Gujarat

Wagh Bakri Foundation has joined hands with SOS Children's Villages of India for the distribution of COVID-19 Medical & Hygiene Kits at Bhuj, Gujarat.

Since its inception in 1964, SOS Children's Villages of India has continued to provide children without parental care or at the risk of losing it, a value chain of quality care services that goes beyond childcare alone, to ensuring comprehensive child development. SOS Children's Village of India has won many awards and accolades for their work and is one of the reputed NGOs of India.



The three mantras suggested by Government to fight COVID-19 pandemic i.e. 1) Wear Mask 2) Wash hands frequently and 3) Maintain Social Distance. With this in mind, The Wagh Bakri Foundation has joined hands with SOS Children's Villages of India for distribution of Medical & Hygiene Kits in Bhuj, Gujarat which includes Masks, Soaps, Sanitary Pads, Sanitizer, Amla Juice, etc. In addition to this, the Sarpanch of Villages of Bhuj, where the kits were distributed, were also provided with Thermometer gun and Oximeter to take preventive action for COVID patients.



Nourishing the Future with Hygienic Food

Wagh Bakri Tea Group donated a Food Distribution Vehicle to the Akshaya Patra Foundation

This CSR initiative will help Akshaya Patra to provide unlimited hot nutritional mid-day meals to Government school going children & prevent drop out percentage, to increase their attendance and tackle the malnutrition issue among them. Key handover ceremony for "Food Distribution Vehicle" to Akshaya Patra Foundation, was organized in the august presence of Shri Rasesh Desai, Managing Director, Shri Paras Desai, Executive Director and Shri Priyam Parikh, Whole-time Director of Wagh Bakri Tea Group.



Nurturing The Future with a Smile

SMILE is a joint initiative by Ahmedabad Municipal Corporation ("AMC"), Wagh Bakri Tea Group and Indian Institute of Management Ahmedabad ("IIMA") to educate the underprivileged children.

SMILE (Student Mediated Initiative for Learning to Excel) is a community outreach program for educating the underprivileged children, situated beneath the IIMA junction flyover, Vastrapur, Ahmedabad, on a space provided by AMC on a token rent for this noble cause. The Centre is run by IIMA with the assistance of its Project Co-Ordinator, volunteers within the student community of IIMA along with qualified teachers. The Centre is well equipped with AC classrooms, library, computer lab, Wi-Fi connectivity, activity rooms, games, musical instrument.

In last 6 years, over 449 students (from 6th to 12th std) hailing from rural slums of Ranujanagar, Jodhpur and Vastrapur area of Ahmedabad, benefitted from this program.





We Believe in Caring for Every Human Being

One more step towards providing Healthcare facilities at Doorstep - Wagh Bakri Tea Group provides financial assistance to Shishuvihar, Bhavnagar for the procurement of Mobile Medical Unit.

To facilitate Shishuvihar in providing affordable healthcare services to the disadvantaged population of Coastal areas of Bhavnagar district, Wagh Bakri Tea Group provided financial support for the procurement of a Mobile Medical Unit.

With the help of the newly acquired Mobile Medical Unit, a successful eye check-up and haemoglobin test camps were organized.

Shishuvihar runs the Mobile Medical Unit to give free healthcare services to the



underprivileged population of Bhavnagar district. On an average about 500 people per month take the benefit of medical services provided by Shishuvihar. Key Handover Ceremony was organized in the esteemed presence of Shri Rasesh Desai, Managing Director, Shri Parag Desai, Executive Director, Shri Paras Desai, Executive Director and Shri Priyam Parikh, Whole-time Director of Wagh Bakri Tea Group.



The Endowment Fund for Eye Surgeries

Wagh Bakri Tea Group Contribution to Blind People's Association for Endowment Fund to carry out Free Eye Surgeries.

Wagh Bakri Tea Group, under its CSR initiative, has created an Endowment Fund of Rs. 90 Lakhs with Blind People's Association India ("BPA"), Ahmedabad, for providing eye care and eye health related benefits to the needy and poor people of Society at free of cost. BPA is the implementing agency for this CSR project.

Total 451 cataract surgeries have been performed by BPA at Bareja, Gujarat and Jodhpur, Rajasthan.





Schizophrenia Home - A Home to Provide Special Care for the Specially Abled People

Wagh Bakri Tea Group backed Sahyog Kushtha Yagna Trust for the establishment of a Schizophrenia Home.

According to the WHO, schizophrenia is a severe mental disorder, characterized by disruptions in thinking, affecting language, perception, and the sense of self.



To provide home for the homeless patients of schizophrenia, Sahyog Kushtha Yagna Trust is constructing "Schizophrenia Home". The Schizophrenia Home is going to benefit the Specially Abled people and more specifically homeless schizophrenia patients to get shelter, proper counselling and medical treatment at free of cost. The construction work of the Schizophrenia Home is in progress.



Rehabilitation of Unreached Rural Children with Disabilities

Wagh Bakri Tea Group provided financial support to Shri Vadilal S. Gandhi Charitable Trust (SVG), Kapadwanj to provide Day Care Services to enhance daily living skills of children with disabilities.

Wagh Bakri Tea Group felt the need for intervention and has taken a step forward by providing financial support to SVG to provide Day Care Services to Children with disabilities in Kapadwanj, Kathlal and Nadiad. A formal inauguration ceremony took place, at Kapadwanj, District Kheda, Gujarat.





Contributing to the Idea of Renewable Energy

The company extended a helping hand to Blind People's Association (BPA) for the installation of solar panels in its premises.

With the idea of providing clean and safe energy and promoting environmental sustainability, Wagh Bakri Tea Group helped Blind People's Association (BPA) with the financial support for the installation of solar panels at one of their buildings.

This initiative will help to curb the electricity expenses and carbon footprint at BPA.



We Care for Animals

Inauguration of Snake Enclosures at Sundarvan supported by Wagh Bakri Tea Group

Sundarvan has one of the best snake parks in the country. Its snake enclosures needed critical upgradation. And it was again Wagh Bakri Tea Group that stepped up for the task. From our humble monetary contribution, the authorities of Sundarvan built a snake enclosures which will ensure the safety of the visitors and snakes.

These Snake enclosures was inaugurated by our Executive Director, Shri Paras Desai in the august presence of our Executive Director, Shri Parag Desai. 200 visitors witnessed the inauguration ceremony of this initiative.





Creating Memories

Wagh Bakri Family

Spreading the Joy of Giving

To bring happiness in the lives of those who are deprived of basic necessities, Wagh Bakri Tea Group organizes an activity every year where usable clothes, books and toys are collected from employees of Wagh Bakri Tea Group and it is distributed amongst underprivileged people. On 8th March, 2021 we organized this event we distributed clothes and toys at Blind People's Association, Vastrapur. Employees of Wagh Bakri Tea Group all India came forward and donated clothes and toys at Wagh Bakri House and at our JMC, Dholka, Delhi, Mumbai & Kolkata offices.



One more such activity was organized in the month of Sep and Oct '21 and we received good quantity of items for distribution.



Wagh Bakri is not Just a Company, It is a Big Family

In the wake of the COVID-19 pandemic, we realized that our people, our employees are much more important than any work. Unfortunately, few Wagh Bakri employees left us for their heavenly abode. We wasted no time in financially supporting the family members of the deceased employees. Shri Paras Desai, the Executive Director of Wagh Bakri Tea Group personally handed over the cheques to the bereaved family members on 14th July, 2021.





They will Always be a Part of Wagh Bakri Family

COVID-19 snatched away our loved ones from us. The ones who worked with us, grew with us, and shared good and bad times with us. May these gentle souls rest in peace.

Late Mr. Venkatraman Iyer

He was a diligent, hardworking and passionate employee of Wagh Bakri Tea Group. Late Mr. Venkatraman Iyer was the manager (Automation) of our Dholka plant and had joined Wagh Bakri Tea Group nine years ago. He will be dearly missed by all our employees.



Late Mr. Yashavantsinh Virpura

A fast-learner and a sincere employee of Wagh Bakri Tea Group, Late Mr. Yashavantsinh Virpura was designated as the Territory Sales Incharge of Godhra territory. He was admired by everyone in his team. His management and sales skills were real assets for Wagh Bakri Tea Group. He will be missed by everyone at Wagh Bakri Tea Group.



Late Mr. Nikhil G. Bhavsar

An irreplaceable loss to Wagh Bakri Tea Group. He was a part of the company for more than 35 years in the Operations Department. He worked in Khokra, Sarkhej and Bareja factory and was responsible for the dispatch function which is a critical and important function. Wagh Bakri Tea Group will miss him a lot.



Leading People Towards Happiness

Inaugurated Blind People's Association Dholka centre near our factory on 11th May. This will help underprivileged people living in and around Dholka get timely eye treatment.

The vision centre is well-equipped to check around 80 to 100 people every day. In case of further medical attention, the patients will be shifted to Porecha Eye Hospital, Bareja.



Building a Greener Future

As a responsible company Wagh Bakri Tea Group takes utmost care regarding carbon emission. Similarly, our C&F are also contributing for the environment.

A Tree Plantation event was organized on the occasion of World Environment Day 5th June'21, by our Pune C & F M/s. Parekh Logistics in their premises.

More than 45 trees were planted by their family and team members, in the presence of Mr. Amit Parekh and Mr. Mahesh Parekh.



Expressing Feelings Through Poetry

एकता की पर्याय बाघ बकरी चाय

हर सुबह मन मेरा उसके लिए तरसता जाय
सौ सालो से एकता की है पर्याय बाघ बकरी चाय
चुस्की के बिना उसकी मेरा दिन अधूरा सा जाय
मेहनत की महक है उसमें जो मेरे मन को लुभाय
बच्चे बूढ़े सब दीवाने हैं जिसके जो देखे रहा ना जाय
सौ सालो से एकता की है पर्याय बाघ बकरी चाय
वो गरम प्याली चाय की हर बार प्यार में बदलती जाय
सौ सालो से एकता की है पर्याय बाघ बकरी चाय
नाता उसके साथ कहीं परिवारों का बनता जाय
सौ सालो कि सफ़र में चाय से हमदम बनती जाय
हो बात कारोबार की या हो कहीं पे कोई भी तकरार
सब पहेली सुलझाए एक प्याली बाघ बकरी चाय
मिलन मुलाकाते और ढेर सारी यादें
चाय ना होती तो कैसे होती बाते
कितने कवियों ने ना लिखी होती कविताएं
चाय बिना अधूरी लगती दुनिया की गाथाएं
बार-बार में यही कहूंगा है एकता की पर्याय
कैसे कहोगे दोस्तो उसे तुम महज़ एक चाय

A poem written by Sanket Pandya, Tea Taster, Dholka



Bringing Up Our Future with Care

Wagh Bakri Tea Group has been providing valuable assistance to students from impoverished communities for years now. Wagh Bakri Tea Group played a small but significant part in the success of Rahul Khemchandani, a lorry worker's son, who secured first rank in M. Pharm. Through his own dedication and a little financial assistance from Wagh Bakri Tea Group, he also secured admission in NIPER (Hyderabad) and cleared JEE examination for PhD. Studies.



A Part of You Will Stay with Us

Mr. Dipak Thankey

The beauty of Wagh Bakri Tea Group is once an individual joins the company, it is very difficult for him/her to leave this workplace.

Mr. Dipak Thankey is one such employee. He bid adieu to the company after working with us for 35 years. He was part of our Administration Department for 35 long and glorious years. His energetic and enthusiastic presence will be missed by everyone at Wagh Bakri.



Mr. Kashyap Hadvaidya

Kashyap Hadvaidya, a Regional Sales Manager based out of Ahmedabad who has spent glorious 11 years with Wagh Bakri Tea Group also bid adieu to the company. 12th March 2021 was his last day with us. We wish him a bright and joyful future.



Ensuring Wellness, Spreading Happiness



During the second wave of Covid -19 pandemic, this Mobile Unit (financially supported by Wagh Bakri Tea Group & given to Sanjivani Health & Relief Committee) provided assistance to 100 Covid - bed-ridden patients set up at Anand Niketan School, by various renowned corporates, Industry Bodies and philanthropists, under the able leadership of our Executive Director, Shri Parag Desai, who is also Chairman of CII Gujarat Social Impact Taskforce.



Extending a Helping Hand in the Difficult Pandemic Times

Nothing makes our heart grow fonder than contributing to the welfare of society. The last one and half a year has been very tough for every Indian due to COVID-19, and it was the time to step up and stand shoulder to shoulder with our fellow citizens. BPA and Sayka mobility and Akhil Hindustan Handicapped Association had organized a drive-through vaccination specially for divyangs. This was probably the first of its kind vaccination drive in



the world. More than 450 divyangs got vaccinated through this brilliant campaign. To make the drive-through experience smooth and convenient for divyangs, Wagh Bakri Tea Group set up counters that served them refreshing masala tea and green tea shudh kahwa.



Contributed to the Celebration of the 'Father of the Nation'

Ahmedabad Management Association (AMA) organized a special 'BAPUKNOWME' quiz on the occasion of Mahatma Gandhi's 152nd birth anniversary. The quiz was conducted by Mr. Sanjay Chakraborty, the marketing communication advisor and a lot of followers of Mahatma Gandhi's principles participated in the event. Wagh Bakri Tea Group also got the opportunity to contribute to this noble event by serving hot and fresh Wagh Bakri tea to all the participants and organizers of the 'BAPUKNOWME' quiz.



Fulfilling Dreams with Compassion

On 20th August '21, a supremely talented and differently-abled Pritam Shah, the son of Late Shri Ashwin Shah, an ex-employee of Wagh Bakri Tea Group, could finally fulfill his dream of meeting Shri Paras Desai, the



Executive Director of Wagh Bakri Tea Group. Shri Paras Desai boosted the confidence of the child and ensured that considerable financial assistance is extended to the family from Wagh Bakri Tea Group. We believe that every Wagh Bakri Tea Group employee should always be treated like a family.



Long Term Service Excellence

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




Celebrating 10 years of Glorious Services

 Umesh M. sansare Sales Officer Maharashtra	 Ram Sambhajirao Mahajan Sr. Sales Officer Maharashtra	 Vishnu B. patel Machine Operator Dholka	 Pawan Kumar Manager Accounts Gurugram Office	 Rakesh V. Nayak Office Assistant WB House	 Atulkumar K. Patel DGM Factory Operations Dholka
 Ghanshyam R. Chauhan Sr. Clerk Dholka	 Rajesh R. Patel Machine Operator Dholka	 Yogeshkumar H. Jaiswal Supervisor Dholka	 Mayank K. Parikh Peon WB House	 Mehulkumar V. Sonara Supervisor Dholka	 Viralkumar C. Shah Mgr Operation WB House
 Jitendrakumar K. Solanki Machine Operator Dholka	 Bhaumik R. Patel Operations Dholka	 Paresh V. Bhatt Machine Operator Dholka	 Ankit N. Patel Supervisor Dholka	 Dilip V. Bhatt Machine Operator Dholka	 Arunkumar Jana Sr. Executive Accounts Rajasthan
 Dilipkumar P. Makwana Foreman Dholka	 Ankur M. Bhatt Sr. comm Asst WB House	 Nayan G. Chavan Driver Mumbai Office	 Kalpesh D. Suthar Sales Supervisor Outstation	 Shailesh P. Chauhan Machine Operator Dholka	

Celebrating 20 years of Exceptional Services

 Abraham Chandi Ex.Secr. CM Dir. Wb House	 Piyush G. Darji Supervisor WB House	 Chintan D. Patel Manager IT JMC House
 Jimit P. Doshi Manager IT JMC House	 Pulkit P. Oza Supervisor WB House	 Ketan J. Shah DGM Tea Kolkata

Celebrating 30 years of Extraordinary Services

 Mahesh V. Nevrikar Executive Mis WB House	 Parthasarathi M. Joshi Sales Supervisor Outstation
 Hetal A. Shah Gm Blending WB House	





Tea Group

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WRITE TO US:

Team Abhivyakti thanks all employee for their contribution & participation in making 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.