

BRAND EQUITY

THE ECONOMIC TIMES, 27 JULY 2011



Tea Group

All In The Family

Armed with foreign degrees and new-age best practices, sons and daughters are attempting to make a difference to long-established consumer brands. But there's still a lot to learn — from the founders themselves

A Hot Cuppa



PARAG DESAI

AGE 38 years

To read full article, read Brand Equity Pg.1 27th July 2011



From left to right
Paras Desai, Pankaj Desai,
Piyush Desai, Rashesh Desai
& Parag Desai

LOCATION

Ahmedabad, Gujarat

TURNOVER

₹550 crore