

Eyeing 20% of Pune's packaged tea market

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Pune: Wagh Bakri Tea group from Gujarat, which has a meagre seven per cent market share in the packaged tea segment in Pune region, on Tuesday announced the launch of a slew of new products, including Wagh Bakri Masala Chai and a range of staple free tea bags in carton packs, to help take its share to 20 per cent by this year end.

"The company aims to reach all 5000+ population towns by the end of this year and targets to garner 20 per cent market share in Pune this year. Our presence in Pune region is between five to seven per cent of the region's market value," Wagh

FIRM'S STATE-WISE SHARE IN TEA MARKET

STATE	MARKET SHARE %
Gujarat	45%
Rajasthan	20%
MP	7%
Maharashtra	5%

Bakri Tea Group executive director Parag Desai told reporters.

Wagh Bakri Tea Group is a premium tea group in existence since 1892. Today, it is the third largest packaged tea company in India with a turnover of over Rs 650 crores and over 30 million kg of tea distribution.