



Press Release

Kings XI Punjab energized with Typhoo

-Typhoo Tea is the Tenth sponsor on board for KXIP for IPL season 2-

South Africa, April 20, 2009: Kings XI Punjab, held and promoted by a consortium which includes, Industrialists Mohit Burman, Karan Paul, Ness Wadia and leading Indian actor Preity Zinta, today announced **Typhoo Tea**, a 100 years old iconic brand that is indulging tea enthusiasts in 39 countries world over, **as the Official Team Sponsor of Kings XI Punjab** for season 2 of the Indian Premier League. With this announcement, Typhoo becomes the tenth sponsor of Kings XI Punjab.

Pioneers in pre- packaged tea in the UK since 1903, the word Typhoo comes from the Chinese word for doctor. In trying to establish and highlight the wellness and health benefits of drinking tea, Typhoo has launched a variety of flavours thereby attempting to introduce tea as more than just a beverage. Typhoo in, India, is marketed by the packaged tea wing of the Apeejay Surrendra Group, Apeejay Typhoo Tea Private Limited, headquartered in Delhi.

Commenting on the occasion, Karan Paul, Chairman of Apeejay Surrendra Group who is also the co -owner of Kings XI Punjab, said, "The synergies between our Brand Typhoo and my cricket team, Kings XI Punjab are many. Both are energetic and dynamic and through this partnership I am confident we as a team will be a force to reckon with in season 2 of Indian Premier League."

Typhoo has launched its Green Tea into India adding to the assortments of tea available i.e Fruit Infusions, Flavoured Tea and Premium Black Tea. Typhoo is available at all leading stores in North India and Greater Mumbai in convenient tea bags.

Preity Zinta, Co – Owner, KXIP said, "We as a team are energized with Typhoo Tea as our **Official Team Sponsor**. This association is special as it shows the trust and faith that we promoters have for our team. Typhoo Infusions since their launch in



India have received an overwhelming response and we are looking forward to the excitement that Typhoo and Kings XI Punjab will bring forth for the fans.”

About Kings XI Punjab

Kings XI Punjab is part of the eight competing teams promoted by the DLF Indian Premier League. It is held and promoted by a consortium which includes, Industrialists Mohit Burman, Karan Paul, Ness Wadia and leading Indian actor Preity Zinta. The team is led by Yuvraj Singh, who is also the icon player & captain. At the helm is Coach Tom Moody. The team is a heady mix of leading national and international players like Brett Lee, James Hopes, Shaun Marsh, Luke Pomersbach, Simon Katich, Kumar Sangakkara, Mahela Jayawardene, Burt Cockley, Ravi Bopara, Yuvraj Singh, Irfan Pathan, Sreesanth, R Powar, V.R.V. Singh, P. Chawla, Karan Goel, Uday Kaul, Wilkin Mota, Ajitesh Argal, Tanmay Srivastava, Sunny Sohal, Ryan Ninan, Ravikant Shukla, Ranadeb Bose, Vikramjeet Malik, Taruwar Kohli and Amanpreet Sing.

Sponsors - Season 2 : 2009 ; **Emirates** -Title sponsor. Our other sponsors include Gulf Oil as Official Team Partner, Nimbooz – Official Beverage Sponsor, Netlinkblue – Official Team Sponsor, Reebok – Official Apparel Partner, Springbok International – Official Sponsor, Royal Challenge – Official Games for Challenge Partner, Dabur Glucose - D – Official Team Sponsor, Orbit as Official Chewing Gum and Typhoo as the Official Team Sponsor.

Buy exclusive merchandise at www.kxip.in or visit our home store on eBay at <http://stores.shop.ebay.in/Kings-XI-Punjab-IPL>



About Typhoo

Typhoo established in 1903 and indulging tea enthusiasts in 39 countries the world over, arrived in India recently. In keeping with the changing times and personal preferences of the Indian community, Typhoo has launched its flagship Infusion category but has also brought something new to the tea lovers of India. Despite being just a few months old brand in the Indian market, Typhoo has tried to 'differentiate and create niche personalities for its products bearing in mind the new urban and health conscious India.

Typhoo Tea has set up a world class production hub in Kolkata for blending and packaging of tea. Empowered with state of the art and cutting edge technology including SAP business 1 application, this climate controlled manufacturing facility is equipped with fully automated best in class machinery.

For further information please visit www.typhooindia.com

For further information:

Visit our website: www.kxip.in for more details or write in to us at communications@kxip.in
