

# Typhoo's eco-friendly teas set to hit India

RITWIK MUKHERJEE

Kolkata

TYPHOO, the over 100-year-old iconic British brand which is the second largest tea manufacturer by volume in the UK, is rolling out the first environmentally sustainable teas certified by Rainforest Alliance for the Indian market. The brand is now owned by Apeejay Surrendra group.

Apeejay Surrendra acquired Typhoo in 2005. The company rolled out the brand in parts of northern and western India in 2008 through its own sales and distribution channel.

The suite of products being launched for the Indian tea market include popular mainstream blends as well as new 'Gold' products, which bear the distinct seal of the Rainforest Alliance, top company officials said.

Interestingly, Typhoo has been sourcing tea from the tea estates that produce as per sustainable agricultural network standards carrying various certifications, including Ethical Tea Partnership and Rainforest Alliance, for nearly five years.

"Our certified products are aligned with the evolving consumer attitudes; their growing environmental concerns as well as



## Cup of joy

■ Apeejay Surrendra group had rolled out UK's Typhoo brand in India in 2008

■ Typhoo has been sourcing from estates that produce as per sustainable standards

mindful living linking consumption and sustainability. With our products sourced from estates that have implemented stringent best practices as well as rigorous standards for the last few years and a certification seal now on our product packs, we seek to spark a debate on the connection between climate, community, consumption and consumers," said Subrata Mukerji, business head of Typhoo's Indian operations.

He said introducing the certification imprint in

branding and communication of Typhoo's world class products has been a deliberate decision to service the growing community of socially conscious consumers who want to support responsible farming and want to protect the environment as well.

"It (the certification) helps to guarantee a brighter future for tea production and consumption in India, giving India's wonderful natural heritage a more secure future, "This commitment is hugely exciting. The consequence of Typhoo's commitment is that the Indian consumer will have the choice of world class certified products available to them across India," he added.

"We certify products that have been produced responsibly and demonstrate the important step that all tea brands in India must take so that tea estates meet comprehensive standards for sustainable agriculture that protect India's environment, biodiversity, waterways, wildlife habitats and the rights and well-being of workers & their families," said Tensie Whelan, president of The Rainforest Alliance.

ritwikmukherjee  
@mydigitalfc.com