

Apeejay brews marketing storm for Typhoo Tea

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KOLKATA-BASED Apeejay Surrendra Group is stepping on the gas to aggressively market the 105-year old iconic British tea brand Typhoo Tea, which it had acquired from UK's Premier Foods, in India.

After making a soft launch in May in Delhi and NCR, the group has roped in advertising major Bates 141 for working out an aggressive communications strategy to make the brand visible across the country.



The group plans to use the country's retail chains to market Typhoo Tea. It has already tied up with pharma and health food retail chains, Fortis Healthworld and CRS Health stores to sell Typhoo Tea in Delhi and NCR. Along with this, a new company has also been floated by the Apeejay Surrendra Group — Apeejay Typhoo Tea Pvt Ltd (ATTPL) — which will handle the business of Typhoo Tea in India.

Arup Ratan Pal, SBU head (packaged tea), ATTPL told ET: "Bates 141 is expected to come up with the communications strategy for Typhoo Tea within the next two months. Simultaneously, we are trying to put in place a national distribution roadmap so that by the end of this fiscal Typhoo Tea is available across India. We are also looking at tieups with leading retail chains in the country. Talks are on with them and some announcements are slated in coming months."

At a later stage, ATTPL may also use ITC's e-Choupals for Typhoo Tea. At present, Apeejay Surrendra sells its mass market brand, Mantra, through ITC's e-Choupals. "Talks are also on with ITC Welcomgroup and Hyatt Hotels and Resorts for Typhoo Tea," added Mr Pal.

Interestingly, the Apeejay Surrendra group is trying to position Typhoo brand in a new category of beverage known as infusion. Typhoo offers a range of fruit and herb infusions — black currant, strawberry and raspberry, lemon twist, cherry, superfruits, orange and ginseng.

"The infusion market in India is at its nascent stage. There's hardly any player in this category. Infusion is being placed in the market as a lifestyle and wellness product. Our target customers are typically upwardly mobile youth in the age bracket of 18 to 35 years," said Mr Pal.

Along with infusions, ATTPL is also selling Typhoo's standard black tea and flavoured tea. "The response from the market is quite encouraging," the SBU head indicated.