



VEER OVERSEAS LIMITED



TRADE FACTS

- India, One of the world's leading producer of tea, accounted for 24.8% of global tea production in 2015-16.
- Finest in the world owing to strong geographical indications.
- India has manufacturing base for both "CTC" and "Whole Leaf" Tea.
- Russia, Iran, US, UK are some of the top importing countries of Indian Tea.
- India accounted for 12.4% of Global Tea exports by volume in 2015

TYPES

▶ CTC Tea (Crush Tear and Curl):

- ▶ Juicy Extracts of leaf comes towards cut edge and oxidation takes place
- ▶ Contains some antioxidants.
- ▶ In Granular form.
- ▶ 95% consumption ratio
- ▶ Good in color and taste

▶ Whole Leaf Tea:

- ▶ Black, Green, Oolong, White base.
- ▶ Rich in antioxidants
- ▶ Darjeeling teas are best in Aroma
- ▶ Assam Teas are stronger in taste

CHARACTERISTICS

DARJEELING TEA

- Muscatel Flavor
- Grown at elevation from 600 mt to 2,000 mt.

NILGIRI TEA

- Brisk and exquisite flavor
- Grown at elevation from 1,000 mt to 2,500 mt.

ASSAM TEA

- Full Bodied strong and Malty taste
- Grown in plains

CTC TEAS

CTC teas are most popular teas used all over the world. The quality varies based upon the origin:

- ▶ **Assam region:** CTC teas from Assam, and particularly upper Assam, have best aroma and taste. We supply CTC teas on bulk basis from our tea estate Nahorjuri in upper Assam area.
- ▶ **Nilgiris region:** These are next best CTC, though inferior to Assam CTC. These carry a price advantage of around 40% over Assam CTC.
- ▶ **Dooars, Siliguri, Tinsukhia** - These are other regions dealing in CTC teas. One can get very cost effective teas from these regions, but quality is often significantly compromised.

CTC Tea Grades: CTC teas come in various grades like BPS, BOP-L, BOP, BOP-Sm, BP, PF and PD in the order of reducing grain size. Big grains like BOP-L and BOP add to aroma, and small grains like BP and PF add to color and strength. Normally four grades are mixed in certain proportion to optimize aroma, taste and color.

LEAF TEAS

Basic Teas: There are four basic types of tea leaves; Black, Green, Oolong and White. All these come from the same tea plant. They differ from each other primarily in terms of the processing the tea leaves undergo after they are plucked, which decides the level of anti-oxidants in the leaves:

- ▶ **Black teas** are fully oxidized and have stronger taste. The whole leaf teas with golden tips from Organic Tea Estates are best.
- ▶ **Green teas** are very popular in China, Japan and European countries due to their high level of anti-oxidants and health benefits.
- ▶ **Oolong teas** are semi-oxidized, and are considered good for digestion and fat reduction.
- ▶ **White teas** get the name as these are plucked at an early stage when tea leaves and buds have white hairy growth.

Flavored Teas: The above teas are often blended/flavored with various spices, fruits extracts and peels, flowers extracts and petals and herbs. Many special combinations are formulated to enhance the tea drinking experience by combining taste and health benefits.

What Makes Our Leaf Tea Premium ?

- ▶ From Organic tea estates
- ▶ Whole leaf as against Broken leaf, Fanning and Dust. Pyramid teabags. Whole leaf teas have better aroma and higher degree of anti-oxidants.
- ▶ White/golden tips for better aroma
- ▶ Produced during March - June (1st and 2nd Flush teas)
- ▶ Premium pluck - only top bud and two leaves of the plant
- ▶ 100% natural flavors as against Nature-Identical and Artificial

HERBAL TEAS

These are pure herbs and don't have any tea leaves as such. The most popular herbs used are Chamomile, Nettle, Lemongrass, Tulsi, Rhododendron, Mint, Oregano, Thyme, Cinnamon etc. All these herbs have their specific health benefits. Also, these are particularly good for the people looking for 'caffiend-free' drinks.

Himalayan grown herbs are best because:

- ▶ Himalayan soil is rich in minerals. Therefore, the herbs also have higher level of minerals.
- ▶ Himalayan atmosphere is pollution-free. Therefore, the herbs are also not exposed to pollutants in the air.
- ▶ The air in plain areas carries a lot of dust, which gets deposited on herbs. Despite extensive cleaning, the after-taste of herbs get impacted by this dust. Himalayan air is free from dust.

For the above reasons, Himalayan herbs are quite expensive.

We mainly deal in Himalayan herbs. Additionally, there are certain small pockets in plain areas that produce high quality of specific herbs. We have, over a period of time, identified such pockets and worked out supply of such herbs.

HERBAL GREEN TEAS

On account of the associated health benefits, there has been a significant awareness towards Green teas over past couple of years. The latest trend nowadays is towards Herbal-Green teas because of two reasons:

- ▶ Health benefits of Green teas are further augmented by Herbal health benefits
- ▶ The bitter taste of Green tea is suppressed by Herbal taste (e.g. Mint and Lemongrass).

These Herbal-Green teas target specific wellness opportunities:

- ▶ Immunity - Green tea, Tulsi, Cinnamon
- ▶ Refreshment - Green tea, Mint, Lemongrass
- ▶ Obesity - Green tea, Garcinia, Cinnamon, Ginger, Lemongrass, Coleus
- ▶ Digestion - Green tea, Trifala, Mint, Lemongrass
- ▶ Relaxation - Green tea, Chamomile, Lemongrass
- ▶ Diabetes - Green tea, Gymnema Sylvester Etc etc

We supply these in loose form as well as in teabags.



PRODUCT RANGE



BLACK TEAS



- ▶ **Darjeeling Black Supreme:** Whole leaf golden tippy teas from organic tea gardens in Darjeeling having a rich aroma.
- ▶ **Assam Black Supreme:** Whole leaf golden tippy teas from organic tea gardens in Assam having a strong taste.
- ▶ **English Breakfast:** A combination of Darjeeling Black Supreme and Assam Black Supreme teas thus combining strong taste with aroma.



Health Benefits: These are anti-bacterial and anti-viral, and control cholesterol and artery clogging. These also boost immunity against cancer and other diseases.

GREEN TEAS



- ▶ **Darjeeling Green Classic:** Aromatic organic whole leaf tea
- ▶ **Roasted Green:** Slightly roasted to reduce bitterness
- ▶ **Maofeng:** Bud and single leaf prepared using sophisticated Chinese method.
- ▶ **Sencha:** Prepared using Japanese process by deep steaming leaves, having vegetal/grass aroma and sweet/ bitter taste
- ▶ **Bancha:** Prepared using Japanese process, almost caffeine free and rich in nutrients, organic straw aroma and herbal flavor
- ▶ **Lemon Green:** Green tea with 100% natural Lemon peels and extracts
- ▶ **Green Chamomile:** Green tea mixed with Chamomile herb considered good for stress relaxation.



Health Benefits: In addition to the health benefits associated with black teas at a higher degree, these teas lower BP and help in digestion. These also help in stress management, and prevent tooth cavities and bad breath.

OO LONG TEA



- ▶ **Darjeeling Oolong Classic:** Whole leaf golden tippy teas from organic tea gardens in Darjeeling having a rich aroma.
- ▶ **Apple Oolong:** Oolong tea infused with 100% natural Apple extract.

Health Benefits: In addition to the health benefits associated with Black teas and Green teas, these teas are specially considered good for digestion and fat reduction.



WHITE TEA



- ▶ **Darjeeling Silver Needle:** These are pure tea buds and are considered as champagne of teas. Slightly fruity in taste.
- ▶ **White Elixir:** These are premium quality White tea from Nepal having a great aroma and fruity taste.



Health Benefits: These are very rich in antioxidants. In addition to the health benefits associated with Green teas at a higher degree, these teas delay skin ageing and help against type-2 diabetes.

SPICY TEA STUFF

- ▶ Masala Chai
- ▶ Ginger Lemon
- ▶ Cardamom
- ▶ Chamomile Green

Our Specialties:

- ▶ Whole Leaf Tippy teas from Organic Tea Estates
- ▶ 100% Natural flavors



Fruits and Flower Teas (Also popular as Ice Teas)



- ▶ Peach (Black/Green tea as the base)
- ▶ Mixed Fruits (Sweet Orange, Black Current, Raspberry and Pineapple with Black tea as the base)
- ▶ Rose Tea (Black tea as the base)
- ▶ Earl Grey (Black tea / Green, Rose Petals and Natural Bergamot Oil)
- ▶ Mango Green (Green tea as the base)
- ▶ Vanilla (Black/Green tea as the base)
- ▶ Jasmine tea

Our Specialties:

- ▶ Whole Leaf Tippy teas from Organic Tea Estates
- ▶ 100% Natural flavors



Gourmet Collection



- ▶ **Orange Mint:** Black tea with Peppermint and Orange peels and extracts
- ▶ **Nature Care:** Black Tea, Tulsi/Basil, Fennel, Ginger, Cinnamon, Cardamom, Natural oleoresins of Cinnamon, cardamom pieces, Ginger, White and Black Pepper, Clove, and Nutmeg
- ▶ **Autumn Black:** Black Tea, Apple Bits, Cinnamon, Almonds, Vanilla Bits, Marigold Petals, Vanilla Extracts
- ▶ **Arabian Mint:** Green tea, Spearmint Leaves, Ginger Bits, Lemon Peels, Peppermint Extracts.
- ▶ **English Orchard:** Green tea, Orange & Lemon Peels, Apple Bits, Hibiscus, Sunflower & Rose Petals, Black Currant
- ▶ **Indian Summer:** Green tea, Natural Apple Bits, Hibiscus, Lemon Peels, Melon Seeds, Carrots Bits, Marigold petals, Strawberry Flavour

Why Our Tea ?

- ▶ Non Fermented
- ▶ Distinctive Strength, Color, Taste and Aroma
- ▶ Rich in Anti Oxidants
- ▶ Varieties with natural pieces of fruits, flowers and spices.
- ▶ Health Benefits
 - ▶ Boosts Stamina
 - ▶ Reduces Stress
 - ▶ Refreshing and Delicious

THANK YOU

