

INDOMOLD CONNECT

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# **THE FINEST DARJEELING TEA FROM INDIA**

INDIA

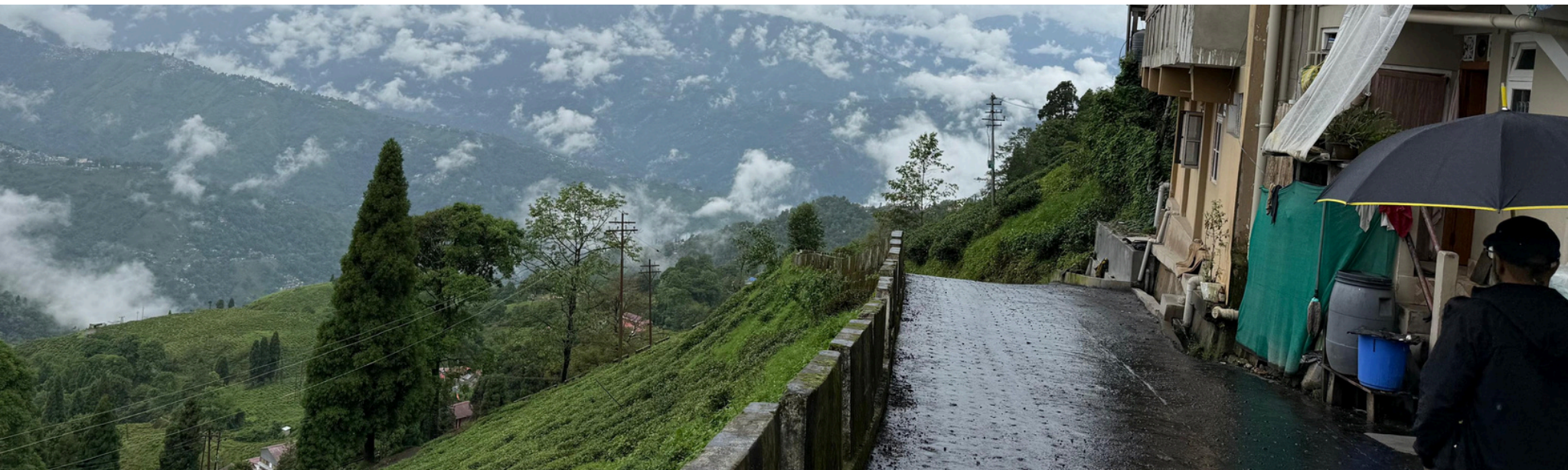
JUNE 2025



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# WHY DARJEELING TEA?

Often referred to as the "Champagne of Teas," Darjeeling tea is one of the most celebrated and exquisite teas in the world. Grown in the misty Himalayan foothills of West Bengal, India, this tea is not just a beverage—it is an experience.





# **WHAT MAKES DARJEELING TEA TRULY UNMATCHED**



## UNIQUE ORIGIN

Grown in high-altitude Himalayan soil with cool mountain air, Darjeeling tea offers a rare, delicate flavour found nowhere else.





## ARTISANAL QUALITY

Handpicked with care, every leaf carries generations of craftsmanship.





## RICH AROMA

Floral, muscatel, and gently brisk—  
each sip reveals elegant complexity.





## CERTIFIED ORGANIC

Sustainably produced and globally certified for purity and quality.





Darjeeling tea is more than a drink, it is a symbol of elegance, wellness and mindful luxury.





# PRODUCT PORTFOLIO



PRODUCT PORTFOLIO



## NATURAL DARJEELING TEAS

- **White Tea** - Light, airy and luxurious
- **Green Tea** - Smooth and antioxidant-rich
- **Black Tea** - Classic muscatel flavour
- **Smoked Tea** - full-bodied, with a distinct roasted and subtly burnt aftertaste - an intense flavor profile unlike any other tea

*All natural teas are organic certified and sourced from heritage estates.*



## TIMELESS RITUALS WITH DARJEELING TEA LEAVES

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- White and green Darjeeling teas can be steeped 2-3 times, each infusion unveiling delicate floral or earthy notes.
- Blend cooled tea leaves with honey or yogurt for a gentle, antioxidant-rich face mask that soothes and revitalizes skin.
- Slip used white tea leaves into a muslin bag for a calming bath ritual with natural anti-aging benefits.
- Brew a soft tea rinse from reused leaves to smooth hair, balance scalp oils, and add natural shine.



PRODUCT PORTFOLIO



## FLAVOURED TEAS

A vibrant blend of taste and tradition:

- Orange
- Rose
- Mint
- Hibiscus
- Jasmine Green
- Earl Grey

*Offered in standard loose leaf & in premium tea bags (recommended)*



# PACKAGING & PRESENTATION



## PACKAGING



# LOOSE LEAF

- White tea and premium variants (green and black) offered always as loose leaf
- Can be complemented with accessories to offer a complete tea experience:
  - tea pots (glass, porcelain)
  - infusers and strainers
  - sand timers
  - curated gift boxes ideal for e-commerce and corporate gifting



## PACKAGING

# TEA BAGS

- Ideal for convenience and large-scale retail
- Perfect for supermarkets and mass distribution
- Easy to use and quick to sell
- **Nylon pyramid** tea bags offer better infusion and visual appeal, allowing whole leaves to unfurl for a richer brew





# **DISTRIBUTION & MARKET POSITIONING**

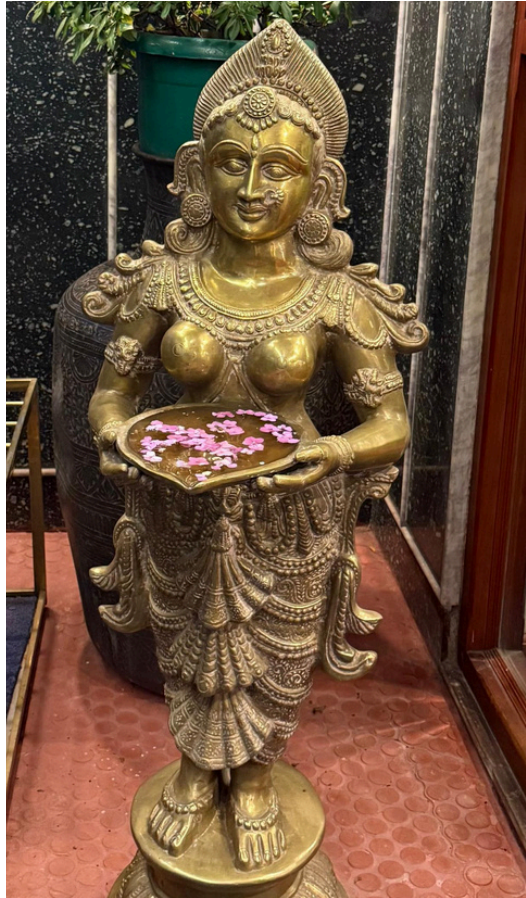


## DISTRIBUTION & MARKET POSITIONING

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### WE POSITION DARJEELING TEA AS A LUXURY WELLNESS BEVERAGE SUITED FOR:

- 01** 5-star hotels and boutique resorts (*loose leaf teas*)
- 02** Premium restaurants and cafés (*both, loose leaf and tea bags*)
- 03** Government institutions, embassies and lounges (*loose leaf teas*)
- 04** Supermarkets & high-end retail chains (*both*)
- 05** E-commerce platforms: D2C + marketplaces (*both*)



# **REGULATIONS & SUPPORT**



## **EXPORTER ASSISTS BUYERS WITH:**

Organic  
certification &  
plantation  
documents

Import  
documentation

Packaging  
customization

Curated  
educational tea  
sessions  
in Moldova

Guided  
immersive tours  
in Darjeeling,  
India



# NEXT STEPS

## **CONNECT WITH BUYERS**

to confirm interest and define the ratio of loose leaf vs. tea bags

## **FINALIZE PACKAGING FORMATS, INCLUDING OPTIONAL ACCESSORIES**

## **DEFINE PRICING STRUCTURE**

across product types and accessories

## **DISCUSS LOGISTICS AND PAYMENT TERMS**

including shipping, duties, and required documentation

## **EXPLORE LAUNCH TIMELINES**

and accordingly plan shipments to ensure timely product arrival



# TEAM

*Brewing Excellence Together*



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# THANK YOU!

FOR QUESTIONS AND COMMENTS, EMAIL US AT  
[DIANA.MORARU@INMDCONNECT.COM](mailto:DIANA.MORARU@INMDCONNECT.COM)

