



# **ELLENBARRIE**

GROUP OF COMPANIES





# ABOUT Us

Ellenbarrie Group of Companies is a conglomerate that is over 5 decades old and has varied business interests including tea, industrial gases manufacturing, medical equipment, steel and properties among others. The tea division was started by Mr Shanti Prasad Agarwala, a visionary and stalwart in the tea industry today. His first foray into tea was made in 1965, when he acquired Ellenbarrie Tea Estate. He modernized and mechanized the tea factories until they were considered examples of cutting edge tea factories of the region.

Presently the tea division is run by a third generation tea planter – Ms Aradhita Agarwal, and is responsible for the production of 2.5 million kgs of tea annually. The Group owns 2 tea estates producing top quality tea in West Bengal in India – Ellenbarrie and Karala Valley Tea Estates. While the factories are highly mechanized and totally conveyorized to reduce the touch of human hands in the production process, the work in the field is only done by skilled pluckers.



We as a group provide employment to over 2500 labourers, 70% of which are women, to hand pluck the finest tea leaves from the tea bushes. This is crucial as there is a vast difference in quality of a hand plucked tea versus a machine plucked tea. With years of experience in plucking, and knowledge that is passed down generations, pluckers choose the most succulent and young 'two leaves and a bud' to manufacture the tea. An elegant drink with humble beginnings, the tea produced at our estates and factories is not just a beverage, but an experience.

The personal dedication of the Directors and Management of the group is what sets apart the endeavours of Ellenbarrie Group when it comes to tea production and quality control.

Ms Agarwal is also a qualified tea taster; one of the very few women in the profession, and under her strict vigilance, the group ensures that the quality of its teas continues to maintain its high standards, while striving for further excellence.





# OUR SPECIALIZATION

## CTC Black Tea:



We can provide single origin CTC black tea from our own estates, or a blend complying with predefined characteristics. We can even recreate any existing blend that clients might be using. Our Single Origin teas are some of the best CTC teas produced in India, finding their way into all major packets including Tata Tea, Wagh Bakri, Girnar, Jivraj etc.

## Darjeeling Tea:

We are dealers in the champagne of teas—right from First Flush to Autumnal Flush. We also provide Darjeeling tea dust category for tea bags. Both single origin and blends can be catered to.



## Green Tea:



Due to our long standing association with producers from various regions, and our tea tasting expertise, all grades and regions within India can be catered to—such as Assam green, Darjeeling Green or Nilgiri Green. Tea dust and extract are also available. Blends can be tailor made to client needs.



## Assam Tea:



This famed tea belt of India is responsible for bulk of the Indian Tea production. We can provide Assam Orthodox, CTC or green teas. Both single origin and blends can be made as per our patron's requirements.

## Instant Tea:

We produce instant tea in our own brand Chaika. Here we have instant masala tea and lemon tea premixes as well as various flavours of iced tea such as peach, berry, green apple and watermelon amongst others. We can also provide the tea extract/ instant tea powder. Packaging can be done in single serve sachets or bulk sizing such as kg packs. White labelling of instant hot and iced teas is also possible.



## Tea Bags:



Within any of the categories of tea, we can provide tea bags and packaging solutions. This can be done in our in house brand or white labelled in the clients brands. The packaging of tea bags into sachet covers and then into boxes can also be done so as to provide a complete solution. We pride ourselves in providing end to end solutions to our clients – right from procurement to the packaged product in ready to sell boxes.

## Flavoured Tea:



Our creations not only impart a range of unique flavours that play with the taste buds but also tantalise the palate and introduces gourmands to a whole new world of flavours and sensations. We can provide a range of flavoured tea options ranging from the regular flavours such as Earl Grey and Jasmine to unusual blends such as chocolate or strawberry. These can be done in a variety of formats depending on the market category – from loose leaf to regular tea bags to pyramid bags. Packaging size can be tailor made according to client needs, or simple bulk packaging can be provided. White labelling and branding can also be provided. We have a whole range of flavours in the Iced tea, Instant tea and Flavoured Tea options. Apart from this list, any other flavour required can be customized as per client requirements.

### FLAVOURED TEAS

- Mint
- Jasmine
- Earl Grey
- Chamomile
- Lemon
- Masala
- English Breakfast

### INSTANT ICED TEAS

- Watermelon
- Lemon
- Pineapple
- Berry
- Lychee
- Green Apple
- Peach-passion fruit

### INSTANT HOT TEAS

- Masala
- Lemon
- Cardamom
- Ginger cardamom
- Lemongrass ginger



# OUR TEA PROCESSING UNITS



Our state of the art tea processing units are completely mechanized with the latest innovations in tea manufacture. We ensure highest standards of hygiene and quality at these units, which are conveniently located in the midst of our estates. The tea processing starts with the plucking of fresh tea leaves from the tea bushes, which are then transported to the factory for processing. The processing of tea involves several steps, including withering, rolling, oxidation, and drying, as pictured above.





I SAY LET THE WORLD  
GO TO HELL,  
BUT I SHOULD ALWAYS  
HAVE MY TEA.

- FYODOR DOSTOEVSKY  
(NOTES FROM THE UNDERGROUND)

**ELLENBARRIE**

Registered Office:  
Ellenbarrie Tea and Industries.  
3A Ripon Street. 2nd Floor  
Kolkata - 700016

Aradhita Agarwal  
Phone : +91 98311 98024  
E-mail : [aradhita.agarwal@ellenbarrie.com](mailto:aradhita.agarwal@ellenbarrie.com)