

Halmari Leads the Tea Market Ranking among the Top 10 Tea and Coffee Brands 2019

Halmari Tea Estate secures rank in the top 10 tea and coffee brands in 2019, owing to its assortment of tea that has led to a widespread clientele, surpassing geographical boundaries.



kolkata, May 15, 2020 (Issuewire.com) - The Tea Board of India, declared Halmari Tea Estates as one of the top 10 tea and coffee brands for 2019. Halmari surpassing several commercial giants is being looked at as a promising name in the global market.

[As a luxurious tea brand, Halmari has been dominating the beverage industry by extending premium quality products in the form of its hand-picked tea collection.](#) Their list of popular products that have been preferred by their world-spread clientele includes Halmari Gold Clonal, Halmari Gold white tea and Halmari Gold English Breakfast that has been acclaimed for their rich and smooth taste.

On receiving the news about the latest development, the company CEO stated: “We are beyond elated about being counted among top 10 tea and coffee brands. As a company, we have worked extremely hard to please our customer and to cater to their evolving palate. However, the goal is far from being achieved. Now we will be pushing ourselves to excel even further.”

Halmari’s offering of a varied collection of tea has as its signature focus both taste and Luxury

personified. Consequently, the award-winning brand is now all set to expand its territory in the beverage market in a wholesome manner.

As per company's Executive Vice President, Soham Daga, "Halmari as a brand has been largely associated with Assam's finest tea. However, now we intend to break our mould of a luxurious tea brand and emerge a name that appeals to the health-conscious and taste enthusiast alike."

Recently, the brand had added several new flavours like Halmari Gold Green Tea and Halmari Gold hand-rolled oolong tea into its already varied collection. Their primary aim was to cater to the changing taste-preferences sans compromising with the rich taste of orthodox tea.

Further, this success paves the way for the company to work on their product packaging that has already set the benchmark. Subsequently, this tea is often a preferred gift item, considering its occasion-specific packaging and luxurious, aromatic presence. The tea's diverse roles as a health-drink, a palate-pleaser, an anxiety-soother, sleep-inducer have brought them their recent repute wherein clients seem to find a tea that suits their customised taste-preference.

Additionally, when asked about the plan to expand their business venture globally, a board of director Sunil Kumar Daga retorted, "We intend to work solely on the digital aspect of our brand for the time being. Right now, our main concern is improving our delivery channels so that we can widen our reach globally."



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