

The New 'Exotic' Penetrates the Indian Tea Segment

New Delhi, Delhi Aug 12, 2022 ([Issuewire.com](https://www.issuewire.com)) - On a mission to deliver freshness in a cup of tea to global consumers. DOKO – The fresh Basket takes the Indian tea industry by storm with their new '**Exotic**' product range. As a proudly made-in-India flagship trademark brand of Otangata 7 Private Limited, they have pioneered in procuring and producing pocket-friendly tea blends for the masses. Looking at their massive growth in months, they have catered to niche income groups with high-end tea products.

What's new about the '**Exotic**' range is that the leaves are procured directly from the indigenous imperial tea gardens of India by expert tea masters and blended to perfection by renowned tea connoisseurs. Vacuum sealed with the highest quality food grade packaging system and timely delivered to the customers. Imbibed with multiple health ingredients, a sip of this exquisite tea gives a lively sensation that transcends your everyday tea drinking experience.

Being a vertically integrated company, their innovation in the tea segment has revolutionized the industry, and people are already coming forward in huge numbers to experience the exotic sip. As astonishingly as it may sound, their exquisite range of products caters to the young and upcoming new future of Indian tea lovers while giving them the "*taste*" they deserve.

In a brief discussion with the Procurement Head, Mr. Pinaki Paul, at their New Delhi head office, he said – ***"The tea industry is now changing with the customer now becoming more informed and curious, every day a new blend is created to quench the human thirst. And DOKO understands its customers and is committed to serving them with teas loved by millions"***.

He added, ***"DOKO is not just a tea brand; it is a healthy lifestyle blend that can be consumed anytime and anywhere"***.

The nutritious new teas that have penetrated the tea industry include product ranges from tropical indigenous Himalayan, Darjeeling, and Assam tea blends. These heavenly beverages are out for you now online with cash-on-delivery options. Namely, the new launches are as follows:

- **Exotic Elaichi Tea** - a refined blend of organic cardamom and [premium CTC black tea](#).
- **Exotic Black Tea** - a magical concoction of high-grade premium CTC Black tea from the elegant tea gardens of Himalaya, Assam, and Darjeeling.
- **Exotic Masala Tea** – a classic blend of Indian spices and herbs with premium CTC black tea.

With the addition of the new '**Exotic**' range to its already existing and trending plethora of tea blends, DOKO intends to target more audiences by the end of 2022. A point to be mentioned here is that the company has not looked down on quality. It has always maintained a top-notch quality and promises to provide the same with the new range of exotic teas withstanding competition in an aggressive market segment. They are committed to reaching the masses and beyond by delivering service quality at par with convenient delivery options at standard timelines.

Nurturing health and life. The company has successfully become a prominent brand while expanding operations in West Bengal, Bihar, Jharkhand, Orissa, Maharashtra, Gujrat, Madhya Pradesh, Uttar Pradesh, Punjab, and Jammu Kashmir. You may find all information related to DOKO on its official website www.dokonatural.com.

So, if you are bored of your everyday chai ki chuski and want to try some new tea blends, then go right ahead and try one of DOKO's Exotic Tea Blends to add more flavour to your taste buds and life.

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