

VAHDAM<sup>®</sup>  
INDIA

2021 DIWALI CATALOGUE



## About Us

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An award-winning, wellness brand taking India's finest teas, spices & superfoods to consumers across the globe, VAHDAM® India strives to build one of India's most loved brands globally. We infuse pioneering technology, unmatched quality, and a sense of convenience to our catalogue of products and strive to revolutionise the way the world discerns Indian teas & spices. Our radical supply chain, devoid of unnecessary middlemen, ensures that we not only make available the world's freshest teas and spices to our consumers but also help empower farmers in India who are able to fetch a deserving price for their efforts. Sourced from the most esteemed tea gardens & spice farms in India, our blends are a symphony of unparalleled flavor, impeccable freshness and good health! Take your pick from a connoisseur selection of our single origin teas to our gratifying in-house blends, expertly curated by our master blenders. Harvested and handpicked with great care and passion.

## Loved Globally by

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“I’m in love, I’m in love, I’m in love, I’m in love with a wonderful chai! Shipped directly from India.”

**Oprah Winfrey**



“Repeat after me: BEST. TEA. EVER. They provide the best tea in the business. Can’t beat that”

**Ellen DeGeneres**



“If you know me, you know how much I love good tea! Find your tea, dahhlings!”

**Mariah Carey**



“Black, green, herbal, or masala? Suit someone’s fancy with these boxed sets of farmer-direct Indian blends.”

**Martha Stewart**



“It’s such a nice gift for you and your friend”

**Wendy Williams**



## In the News

THE  TIMES

### Tea entrepreneur brews a revolution in Indian export market



A former head of Lipton Teas is among the investors backing Bala Sarda  
THE ART ARCHIVE/REX/SHUTTERSTOCK

Forbes

### Vahdam Teas: Can the online tea empire replicate its success at home?

How Vahdam Teas cracked the code by pitching the India story abroad. Will this work back in India?

BY RAJIV SINGH

For almost a year after starting an online tea venture in 2015, Bala Sarda lived with a sinking feeling. "I was embarrassed to even talk about it," he confesses. The 23-year-old nursed an ambition of creating a premium brand and taking it abroad. Tea was a logical foray for the fourth-generation entrepreneur whose family was in the business of retailing and exporting tea since 1931, when a small store, Nathimullis Tea, was opened in Darjeeling.

Saddled with a rich legacy, young Sarda started an online-only premium tea brand Vahdam, which was the reverse anagram of his father's name, Madhav. One year into the business, the fledgling startup posted decent revenue numbers: ₹1.5 crore. In fact, 95 percent of its sales came from abroad, including the biggest market, the US. Yet, the founder was not ecstatic.

#### Related stories



Mamaearth: A baby care brand grows up



Rebel Foods: On cloud nine



How Sarda disrupted the men's grooming market

Sarda was battling mental demons on multiple fronts. First, most of his friends in college had either joined MBA courses in the US or landed consulting jobs at the likes of McKinsey and Bain. "My business was still not glamorous; tea was looked upon as a commodity back home, and I was struggling to sell it on the internet," he recounts. The feeling of 'missing out' was profound.

Second, in spite of clocking reasonable sales in the first

 TechCrunch

### India's Vahdam Teas raises \$11M to grow its tea-commerce business in the US and Europe

Manish Singh @refsrc · 6:58 pm IST · October 10, 2019

 Comment

Vahdam Teas, an India-based e-commerce startup that sells fresh tea in international markets, has closed a new financing round as it looks to expand its presence in the U.S. and Europe.

The three-year-old startup said it has raised \$11 million in its Series C financing round. The round, which according to a person familiar with the matter valued the startup at about \$40 million, was led by Sixth Sense Ventures. Existing investor Fireside Ventures, which has put money in a number of consumer-facing brands, also participated in the round.

 THE OPRAH  
MAGAZINE

POPSUGAR.

BuzzFeed

BUSTLE

BUSINESS  
INSIDER

Reader's  
Digest

INSIDER

## Globally Awarded Brand



- 2018 Winner in 'Best New Product' for Turmeric Spiced Herbal Tea Tisane.
- 2019 Bronze Winner in the Hot Beverages Category.
- 2020 Bronze Winner in the Tea Category.
- 2020 Winner in 'Best New Product' for Turmeric Saffron Herbal Tea Tisane.



- 12 Great Taste Awards by the Guild of Fine Foods in 2019.
- 7 Great Taste Awards by the Guild of Fine Foods in 2020.



- 5 Awards at both the 2018 World Tea Championships including the prestigious JUDGES CHOICE AWARD.
- 3 Awards in 2019.



- Featured in the inaugural list of FORBES Asia 100 To Watch' - 2021

## Certifications

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### **BRC (British Retail Consortium)**

BRC is an international Food Safety Management Systems standard and is one of the GFSI recognized certification schemes.



### **ORGANIC USDA**

Organic is a labeling term that indicates that the food or any other agricultural product has been produced through approved methods.



### **HACCP (Hazard Analysis Critical Control Points)**

A preventative food safety system that takes stock of the hazards in food.



### **NON-GMO**

Non-GMO means non-genetically modified organisms.

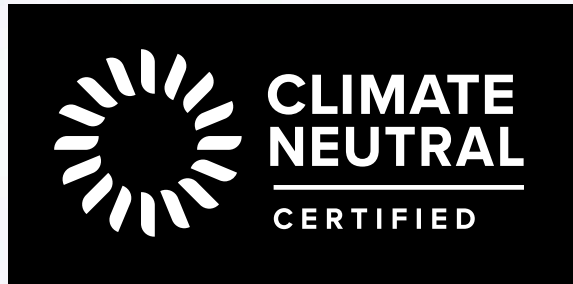
All VAHDAM® India products are manufactured at our company-owned state-of-the-art manufacturing facility in the National Capital Region of India.

# **TEAch Me**<sup>TM</sup> 1% for Education

1% of our revenue is directed towards the education of our tea farmers' children in India.  
Every parent wishes for their progeny to have a better life than theirs.  
VAHDAM® India simply wishes to honor this aspiration.







We offset our entire carbon footprint via investments in renewable energy.



We recover & recycle an amount of plastic equivalent to our packaging.





## Signature Private Reserve Collection

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Enjoy the opulence of an imperial tea experience with this impressive range of gifts in our signature gift boxes which will leave a lasting impression on your loved ones.







VAHDAM<sup>®</sup>  
TEAS

LOOSE LEAF TEA BLACK TEA  
ESTD. 1954  
SINGLE ORIGIN  
INDIA  
VAHDAM  
BLOOMING ROSE

LOOSE LEAF TEA  
VAHDAM<sup>®</sup>  
BLOOMING ROSE

Almonds

Tea Spoon

Bangles





## Black Tea Private Reserve

.....

**Contents:** Blooming Rose Black Tea

**Net Weight:** 50 g

**MRP:** ₹ 749



## Chai Tea Private Reserve Trio

.....

**Contents:** Ginger Masala Chai, Maharani Spice Oolong Tea, Sweet Cinnamon Spice Masala Chai

**Net Weight:** 150 g

**MRP:** ₹ 1999





## Green Tea Private Reserve

.....

**Content:** Himalayan Green Tea, Chamomile Mint Citrus Green Tea, Kashmiri Kahwa Green Tea, Sweet Himalayan Detox Green Tea, Ginger Mint Green Tea, Lemon Ginger Green Tea

**Net Weight:** 300 g

**MRP:** ₹ 3499

## Classic Collection

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Explore our bespoke collection of luxury Tea Gift Sets that are an assortment of beautifully curated teas. And an ideal gift truly admired by connoisseurs and tea lovers around the globe!





VAHDAM<sup>®</sup>  
TEAS





## Blush Assorted Teas

.....

**Contents:** Sweet Himalayan Detox Green Tea, Saffron Premium Masala Chai, Earl Grey Spice Masala Chai

**Net Weight:** 75 g

**MRP:** ₹ 999



## Glow Assorted Teas

.....

**Contents:** Hibiscus Rush Black Tea, India's Original Masala Chai, Sweet Cinnamon Spice Masala Chai, English Breakfast Black Tea, Vanilla Spice Masala Chai, Turmeric Spice Herbal Tea Tisane

**Net Weight:** 150 g

**MRP:** ₹ 1799



## Bloom Assorted Teas

.....

**Contents:** Cardamom Masala Chai Tea, Fennel Spice Masala Chai, Ginger Masala Chai Tea, Double Spiced Chai Tea, Himalayan Green Tea, Lemon Ginger Green Tea, Turmeric Ginger Herbal Tea, Turmeric Tulsi Herbal Tea, Classic English Breakfast, Rosted Darjeeling Black Tea, Assam Exotic Black Tea, High Mountain Oolong Tea

**Net Weight:** 250 g

**MRP:** ₹ 3499

# Tea Carnival Collection

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Indulge in our flavorful best-selling blends and exclusively curated gift set and together brew the tales of love, laughter, and wellness sip by sip.





'Chai, the essence of India'

HOW TO BREW THE PERFECT CUP OF CHAI?

The Traditional Indian Method

Boil 500-750ml of fresh water in a saucepan.  
Add 1 teaspoon of Chai Leaves.  
A bit more if you prefer a stronger cup.  
Boil for 2-3 mins and add 400-600ml of milk.  
Let it simmer for 2-3 mins. Add sugar as per taste.  
Strain the leaves & enjoy.

The Modern Way to Brew

Boil 70% amount of fresh water.  
Add 1 Teaspoon of Chai leaves.  
Brew for 3-5 mins and strain the leaves.  
Add milk & sweetener as per your taste.  
Enjoy.

VAHDAM  
CHAI TEA  
ASSORTMENT







## Turmeric Tea Tales

.....

**Contents:** Turmeric Spice Herbal Tea Tisane, Turmeric Moringa Herbal Tea Tisane, Turmeric Saffron Herbal Tea Tisane, Turmeric Fennel Herbal Tea Tisane, Turmeric Ginger Herbal Tea Tisane, Turmeric Ashwagandha Herbal Tea Tisane

**Net Weight:** 150 g

**MRP:** ₹ 1399



## India Tea Carnival

.....

**Contents:** Roasted Darjeeling Black Tea, Assam Exotic Black Tea, Double Spice Masala Chai, Turmeric Ashwagandha Herbal Tea, Earl Grey Masala Chai, High Mountain Oolong Tea

**Net Weight:** 125 g

**MRP:** ₹ 1799



## India Tea Trilogy

.....

**Contents:** Darjeeling Summer Black Tea, India's Original Chai Tea, Himalayan Green Tea

**Net Weight:** 150 g

**MRP:** ₹ 1999

## Chai Tea Assortment

.....

**Contents:** India's Original Masala Chai, Cardamom Masala Chai, Sweet Cinnamon Masala Chai, Kashmiri Kahwa Chai, Tulsi Masala Chai, Fennel Spice Masala Chai, Double Spice Masala Chai, Maharani Oolong Chai, Earl Grey Masala Chai, Ginger Masala Chai, Vanilla Spiced Masala Chai, Turmeric Spiced Herbal Chai

**Net Weight:** 120 g

**MRP:** ₹ 2999



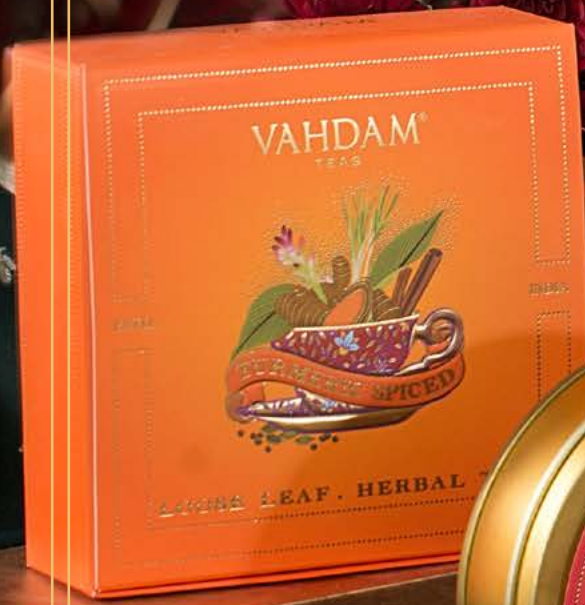


# Luxury Tea Collection



A extravagant collection of exquisite loose-leaf teas packed in regal tea caddies, with our best-selling blends, perfect for a grand gesture.









## Darjeeling Summer Black Tea

.....

**Contents:** Darjeeling Summer Black Tea

**Net Weight:** 50 g

**MRP:** ₹ 499



## English Breakfast Black Tea

.....

**Contents:** English Breakfast Black Tea

**Net Weight:** 50 g

**MRP:** ₹ 499





## Himalayan Green Tea

.....

**Contents:** Himalayan Green Tea

**Net Weight:** 50 g

**MRP:** ₹ 499



## India's Original Masala Chai

.....

**Contents:** India's Original Masala Chai

**Net Weight:** 50 g

**MRP:** ₹ 499



## Turmeric Spiced Herbal Tea

.....

**Contents:** Turmeric Spiced Herbal Tea

**Net Weight:** 50 g

**MRP:** ₹ 499



## Assam Exotic Black Tea

.....

**Contents:** Assam Exotic Black Tea

**Net Weight:** 50 g

**MRP:** ₹ 499

# Travel Collection



Give your friends, family & colleagues the treasured gift of travel with these unique gift sets inspired by your favorite cities across the world. The perfect gift this year.







## Weekend in New York

.....

### Contents

Sweet Himalayan Detox, Turmeric Fennel Herbal Tea, Turmeric Saffron Herbal Tea, Turmeric Ashwagandha Herbal Tea, Citrus Ginger Herbal Tea, Blooming Rose black tea, Moringa Tulsi Green Tea, Lemon Ginger Green Tea, Chocolate Vanilla Herbal Tea

### Net Weight

100 g

### MRP

₹ 999



## Weekend in Paris

.....

### Contents

Hibiscus Rose Herbal Tea, Chocolate Vanilla Herbal Tea, Apple Cinnamon Herbal Tea, Hibiscus Rush Black Tea, Blooming Rose Black Tea, Turmeric Saffron Herbal Tea, Vanilla Spice Chai, Kashmiri Kahwa Chai, Turmeric Chamomile Herbal Tea Tisane

### Net Weight

100 g

### MRP

₹ 999



## Weekend in Singapore

.....

### Contents

Organic Himalayan Green Tea, Turmeric Ashwagandha Herbal Tea Tisane, Earl Grey Green Tea, Lemon Ginger Green Tea, Sweet Himalayan Detox Green Tea, Green Tea Chai, Turmeric Moringa Herbal Tea, Turmeric Fennel Herbal Tea Tisane

### Net Weight

100 g

### MRP

₹ 999





## Weekend in London

.....

### Contents

Classic English Breakfast Tea, Roasted Darjeeling  
Second Flush Black Tea, Darjeeling Premium First  
Flush Black Tea

Daily Assam Summer Black Tea, Earl Grey Citrus Black  
Tea, Appulse CTC Assam Summer Black Tea, India's  
Original Masala Chai, Asaam Spice Chai, Earl Grey  
Masala Chai

### Net Weight

100 g

### MRP

₹ 999



## Weekend in Taj Mahal

.....

### Contents

Sweet Cinnamon Masala Chai, Fennel Spice Masala Chai, Turmeric Spiced Herbal Tea, India's Original Masala Chai Saffron Masala Chai, Ginger Masala Chai, Assam Exotic Summer Black Tea, Daily Darjeeling Second Flush Black Tea

### Net Weight

100 g

### MRP

₹ 999

# Assorted Tea Bags Collection

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Our best selling collection of teas in single serve pyramid tea bags,  
opulently presented in delightful assorted gift boxes.







## Classic Sampler

40 Flavours | 1 Tea Bag Each

.....

### Contents

40 flavours

### Net Weight

80 g

### MRP

₹ 999



## Assorted Green Teas

8 Flavours | 10 Tea Bags Each

.....

### Contents

Himalayan Green Tea, Chamomile Mint Citrus Green Tea, Mint Melody Green Tea, Lemon Ginger Green Tea, Sweet Himalayan Green Tea, Chamomile Lavender Green Tea, Moringa Tulsi Green Tea, Turmeric Tulsi Green Tea

### Net Weight

160 g

### MRP

₹ 1499



## Assorted Herbal Teas

6 Flavours | 10 Tea Bags Each

.....

### Contents

Turmeric Spiced Herbal Tea Tisane, Turmeric Ginger Herbal Tea Tisane, Vedic Kadha Herbal Tea Tisane, Pure Mint Herbal Tea Tisane, Classic Chamomile Herbal Tea Tisane, Hibiscus Rose Herbal Tea Tisane

### Net Weight

120 g

### MRP

₹ 1199





## Assorted Chai Teas

6 Flavours | 10 Tea Bags Each

.....

### Contents

Original Masala Chai, Cardamom Masala Chai,  
Vanilla Spice Chai, Turmeric Spice Herbal Tea, Sweet  
Cinnamon Chai, Earl Grey Masala Chai

### Net Weight

120 g

### MRP

₹ 1199

## Custom VAHDAM® India Personalised Box

.....



4 Tea Bag Flavours | 15 Tea Bags Each  
Total 60 Tea Bags

Choose from over 40+ Flavours of Herbal, Green, Black, Oolong & Chai Teas  
Refer to the Index Below

## Index

Green Tea  
.....



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 225



Herbal Tea  
.....



15 TEA BAGS  
₹ 199



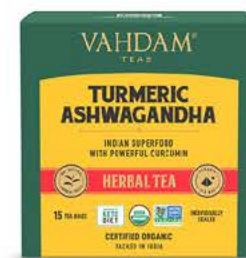
15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 199



15 TEA BAGS  
₹ 250



15 TEA BAGS  
₹ 225



15 TEA BAGS  
₹ 250

Chai Tea  
.....



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200



15 TEA BAGS  
₹ 200

Black Tea .....



15 TEA BAGS  
₹ 200

15 TEA BAGS  
₹ 250

15 TEA BAGS  
₹ 200

15 TEA BAGS  
₹ 300

15 TEA BAGS  
₹ 200

Limited Edition .....



15 TEA BAGS  
₹ 249

15 TEA BAGS  
₹ 249

15 TEA BAGS  
₹ 249

15 TEA BAGS  
₹ 249

Others .....



15 TEA BAGS  
₹ 250

15 TEA BAGS  
₹ 595

## Drinkware Collection

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Our best selling collection of modern & versatile tea accessories. Makes for a great gift for everyone. Choose from a collection of vacuum insulated, 18/8 Stainless Steel, Ceramic, BPA free plastic & Glass accessories.







## Caper Tumbler

Available in 5 colors



Coral



Green



Black



Mint Green



White Marble

**Capacity : 270 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 999**

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )

## Drift Mug

Available in 4 colors



Coral



Green



Black



White Marble

**Capacity : 300 ml**  
**Double Wall Vacuum (18/8 Stainless Steel)**  
**MRP: ₹ 1299**

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )



## Ardour Tumbler

Available in 4 colors



Yellow



Green



Black



Mint Green

**Capacity : 350 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1199**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )

## Vitality Flip Bottle

Available in 4 colors



Coral



Green



Yellow



Black

**Capacity : 260 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 999**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )

## Cruise Tumbler

Available in 3 colors



Mint Green



Coral



Black

**Capacity : 590 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1399**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )



## Rover Bottle

Available in 3 colors



Green



Mint Green



Yellow

**Capacity : 500 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1499**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )

## Hustle Tumbler

Available in 2 colors



Pink



Green

**Capacity : 300 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1199**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )

## Verve Bottle

Available in 3 colors



Black



Pink



Green

**Capacity : 300 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1199**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )



## Spirit Tumbler

Available in 2 colors



Green



White Marble

**Capacity : 350 ml**

**Double Wall Vacuum (18/8 Stainless Steel)**

**MRP: ₹ 1199**

Spill-Proof Technology

Beverage remains HOT for 4 hours ( $>42^{\circ}\text{C}$ ) & COLD for 10 hours ( $<10^{\circ}\text{C}$ )



VAHDAM  
TEAS



## Glitter, Set of 2 Tea Cups & Saucers

.....

### Capacity

250 ml | 100% Lead-free Borosilicate glass

### MRP

₹ 1199



## Shimmer Cup

.....

### Capacity

Double-Walled | Capacity - 200 ml |  
100% Lead-free Borosilicate glass

### MRP

₹ 699





## Imperial Tea Maker

.....

### Capacity

475 ml | FDA Approved BPA Free Titan Plastic | Drain Tap Technology | Comes with a 18/8 Stainless steel infuser.

### MRP

₹ 1699



## Radiance - Glass Tea Pot with Infuser

.....

### Capacity

975 ml | Lead-free, Heat-resistant, Borosilicate glass teapot | Comes with a 18/8 Stainless steel infuser

### MRP

₹ 1499



## Sparkle - Glass Mug with Infuser

.....

### **Capacity**

Capacity - 500 ml | Lead-free, BPA -free and Heat-resistant, Borosilicate glass | Comes with a 18/8 Stainless steel infuser

### **MRP**

₹ 1499



## Iced Tea Pitcher

.....

### **Capacity**

1500 ml | Lead-free, BPA -free Borosilicate glass | Comes with a detachable 18/8 Stainless steel infuser

### **MRP**

₹ 1999



## Cosmos

.....

### Capacity

250 ml | Double-walled with zero condensation  
| Lead-free, BPA -free and Heat-resistant,  
Borosilicate glass

### MRP

₹ 599



## Cosmos

.....

### Capacity

350 ml | Double-walled with zero condensation | Lead-  
free, BPA -free and Heat-resistant, Borosilicate glass

### MRP

₹ 649



## Square Tea Infuser

.....

Made of high-grade stainless steel | Allows sufficient room for loose tea leaves to unfurl | Offers bolder, better infusions

**MRP**

₹ 249



## Pyramid Tea Infuser

.....

Made of high-grade stainless steel | Allows sufficient room for loose tea leaves to unfurl | Offers bolder, better infusions

**MRP**

₹ 249



## Perfect Serve Tea Spoon

.....

Made of high-grade stainless steel | Allows sufficient room for loose tea leaves to unfurl | Offers bolder, better infusions

**MRP**

₹ 249



## Classic Tea Maker

.....

Made of high-grade stainless steel | Allows sufficient room for loose tea leaves to unfurl | Offers bolder, better infusions

**MRP**

₹ 699





## Gleam Porcelain Teapot

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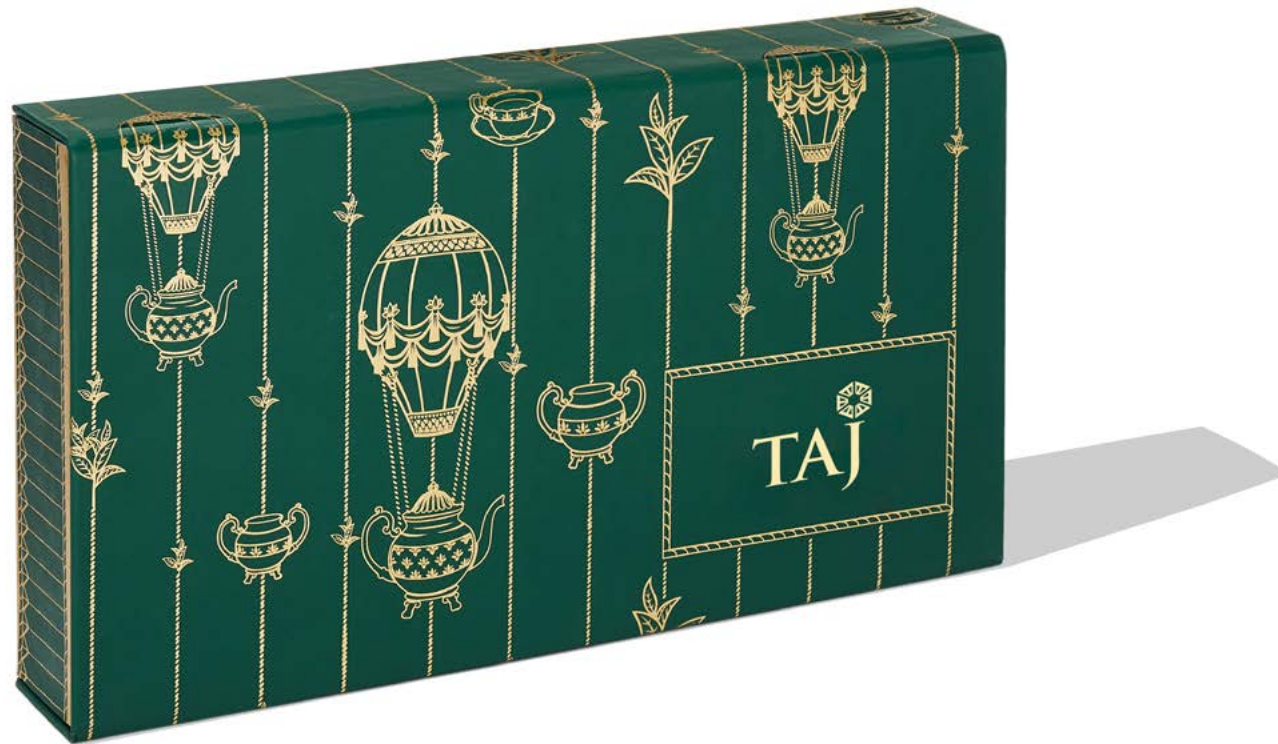
Capacity - 500 ml / 16.9 oz | Inbuilt 18/8 Stainless steel infuser | Drip-less technology

**MRP**

₹ 1599

## Logo Customisation

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For all the boxes in this catalogue, we offer the option of customizing the front logo with your company name.

MOQ - 1000 Pcs

## India HQ Packaging Unit

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Vahdam Teas (P) Ltd.  
C-12/3, Sector 85, Noida  
U.P, 201305, India

## US

.....

Vahdam Teas Global Inc.  
340 S Lemon Ave, No. 2812  
Walnut, California, 91789

## UK

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Forsyth House  
Cromac Street  
Belfast BT2 8LA

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### **Bala Sarda**

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[www.vahdamteas.in](http://www.vahdamteas.in)



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VAHDAM®  
INDIA