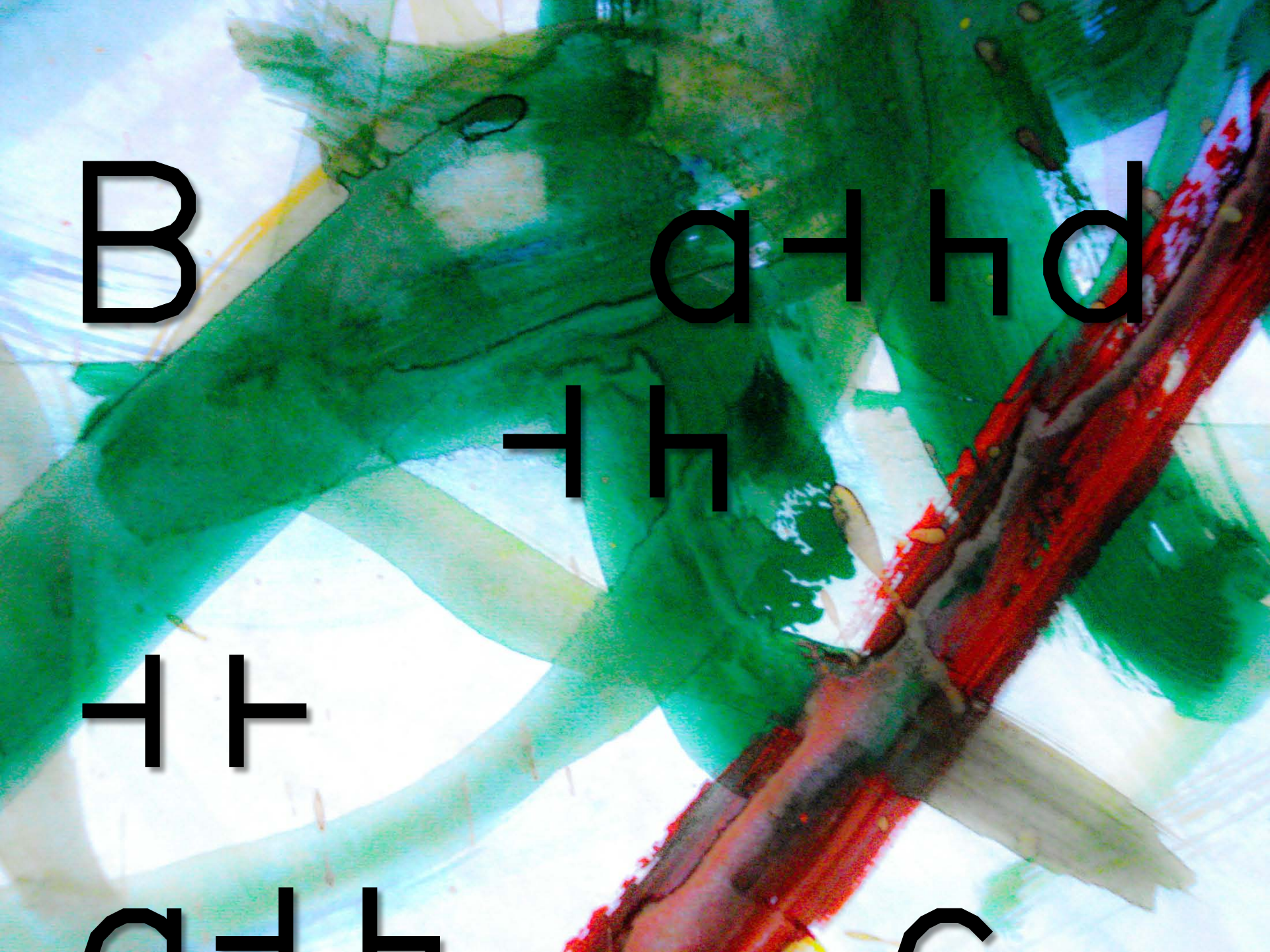


B a h d  
h  
h



B

a-th-d

-h

-h

a-th

c

B

a+h d

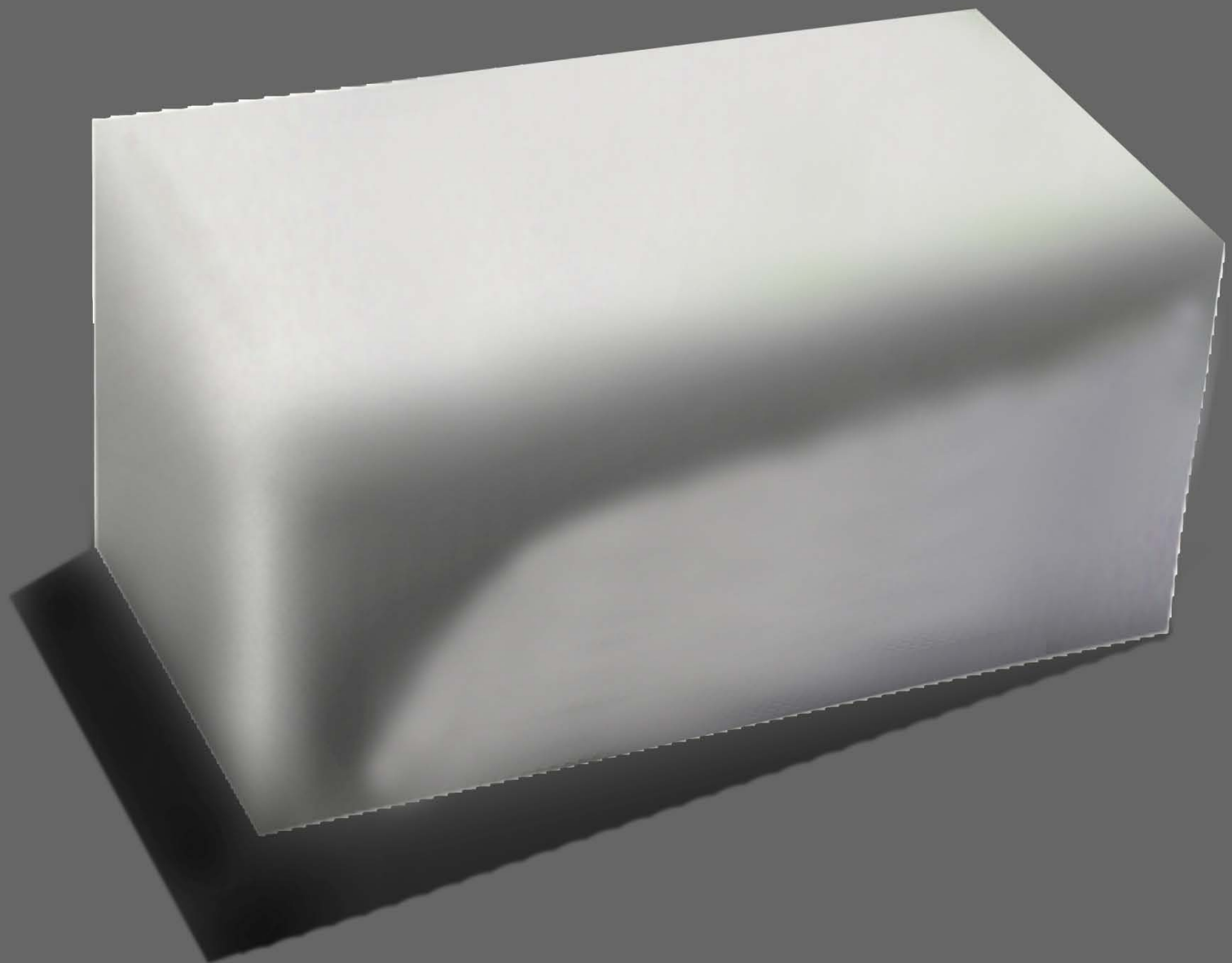
+h

+h

a+h

d







**BRANDING  
ORGANIC TEA**













# Organic tea





Barcode sticker on the Red Label tea box.

NET WEIGHT: 245 g  
MRP Rs. 100.00  
Country of Origin: India

NET WEIGHT: 245 g  
MRP Rs. 100.00  
Country of Origin: India

*Celebrating 100 crore customers*  
A Golden Cup  
**Brooke Bond**  
Chuskiyan Zindagi Ki  
**TAJ MAHAL**  
ASSURED GET IN EVERY PACK.

**Lipton**  
DARJEELING TEA  
Premium Quality

Chuskiyan zindagi ki

Chuskiyan zindagi ki

Chuskiyan zindagi ki

Brooke Bond

Brooke Bond

W LABEL

Tetley  
Green

Brook Bond  
TAJ  
MAHAL

CLASSIC  
ASSAM TEA

Green Tea  
& Lemon


TWININGS  
ORIGIN'S  
SWEETING  
TEA

Brook Bond  
TAJ  
MAHAL

KORANGANI  
CORANGANI  
KORANGANI®  
TEA  
100% Pure Garden Fresh  
Assam Orthodox Tea

TWININGS  
LEMON  
FLAVOURED TEA



 **GGV** Products  
**GREEN GOLD**  
**(ASSAM) PVT. LTD.**  
Jain Complex, G. S. Road, Dispur,  
Guwahati-781008, Assam, India  
Ph. +91-4381-2340830, 2595385  
E-mail : [greengold@bsni.in](mailto:greengold@bsni.in)

  
VARIANTS: BLACK  
SS WT: 1.1KG  
E WT: 0.1KG  
WT : 1 KG  
JUICE OF THE



BENNETT, COLEMAN & CO LTD

# THE ECONOMIC TIMES

## ECONOMY & CORPORATE

### Placements end on a high note at Future Institute

Our Bureau  
KOLKATA

**FUTURE** Institute of Engineering and Management has just wrapped up its placements for its 2007 batch of engineering students. The highest salary for the 300-strong batch was Rs 4.6 lakh, up from Rs 3.25 lakh last year.

Companies from the core sector turned up in large numbers. Sandvik Asia gave the overall highest offer at Rs 4.6 lakh, while ACC Cement offered a Rs 4.5 lakh package as its highest. The minimum salary offered by Subex was Rs 3.5 lakh and that by TVS was Rs 3.25 lakh. Companies like Tata Motors, Tata Con-



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Future Institute of Engineering and Management offers degree courses in electronics and communications, applied electronics and instrumentation, computer science, electrical engineering, mechanical engineering. It as well as MCA and MBA.

# Market research

# ORGANIC TEA IS MOSTLY EXPORTED

| EXPORT COUNTRIES         | AMT ( KGS)        |
|--------------------------|-------------------|
| CANADA                   | 400               |
| US                       | 150               |
| THAILAND                 | 120               |
| UK                       | 90                |
| HONGKONG                 | 2000 (IN ORDER)   |
| OTHER EUROPEAN COUNTRIES | INCREASING DEMAND |

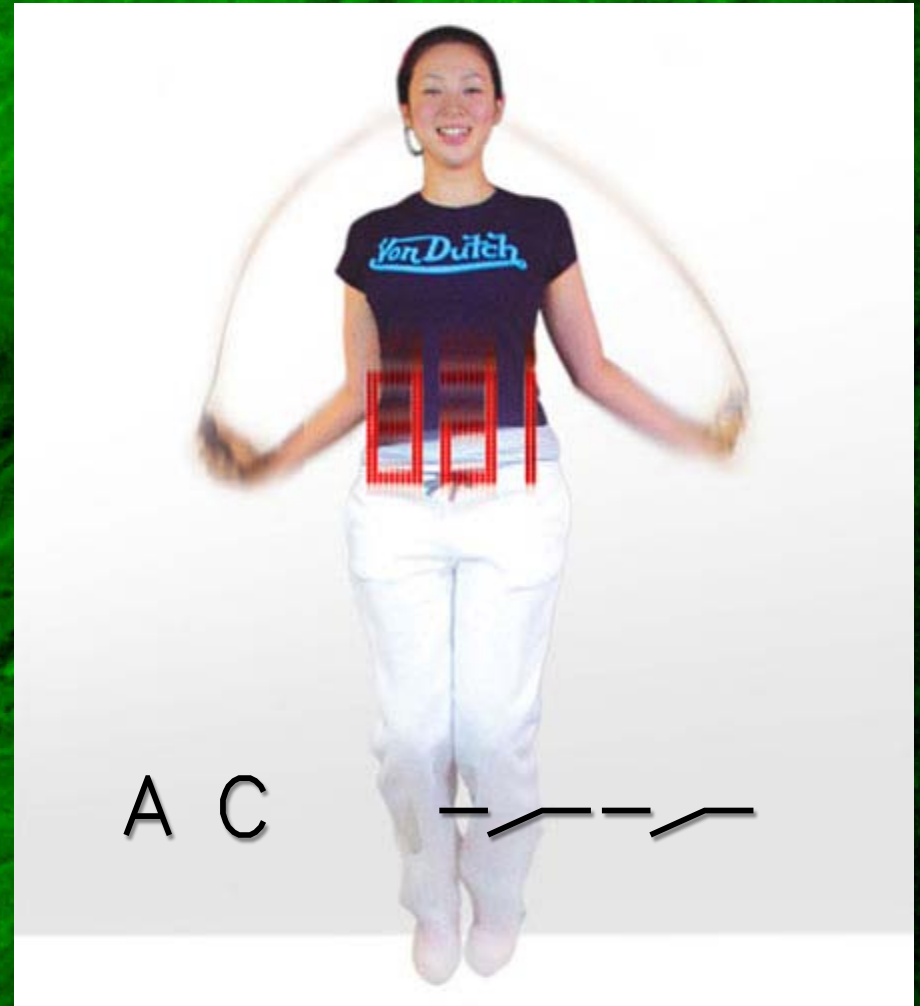
|       |      |         |
|-------|------|---------|
| PRICE | 1 KG | 1000 RS |
|-------|------|---------|



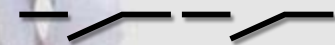
# ORGANIC TEA FOR ??.....



CASUAL USER



A C



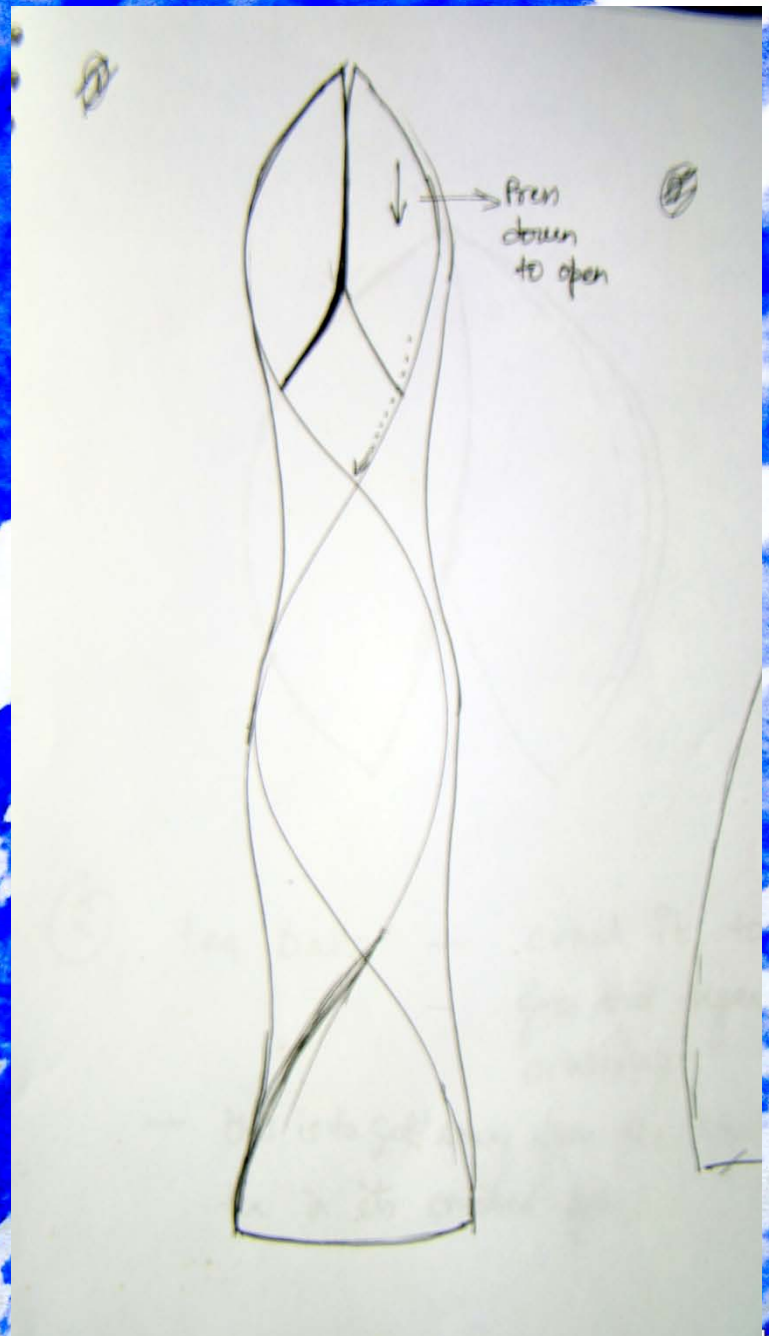
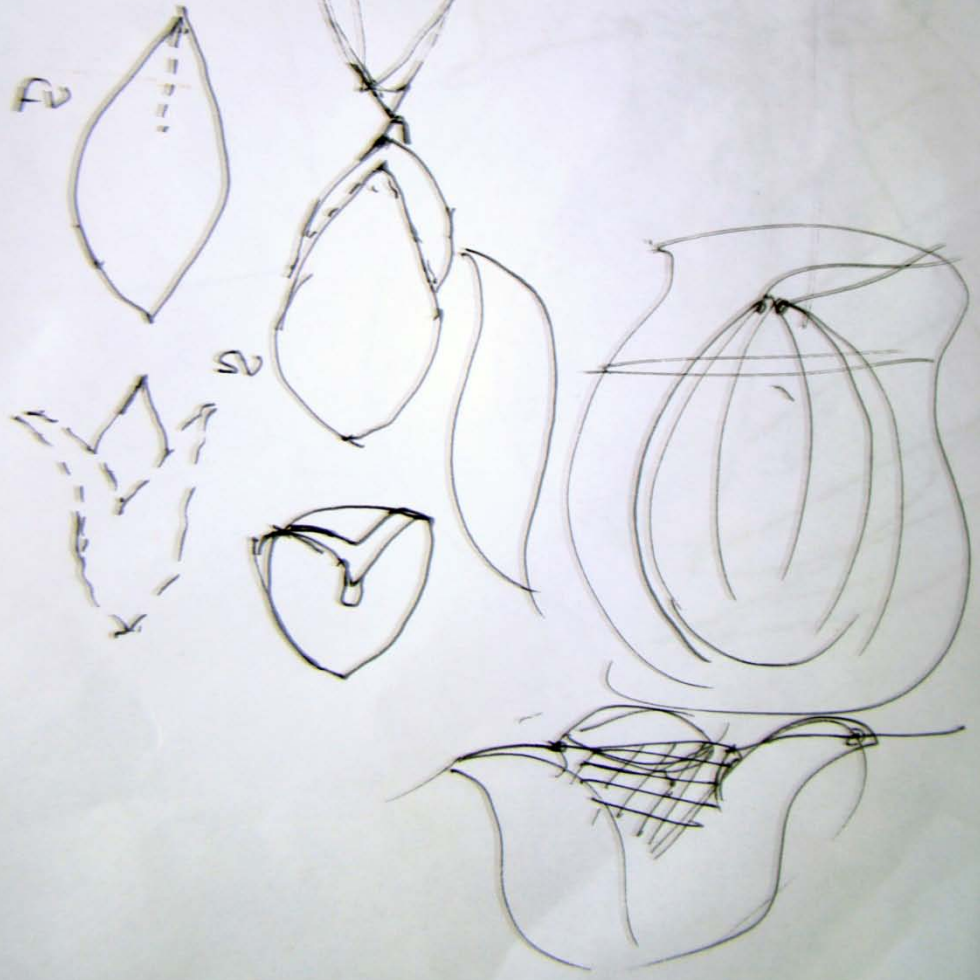
# CONCEPT GENERATOR





ic shape,

creasing  
design



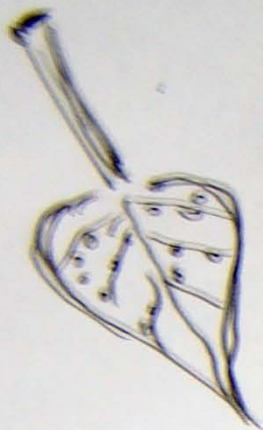
... of tea and sugar  
... the spoon  
... the water  
... the water  
... the water



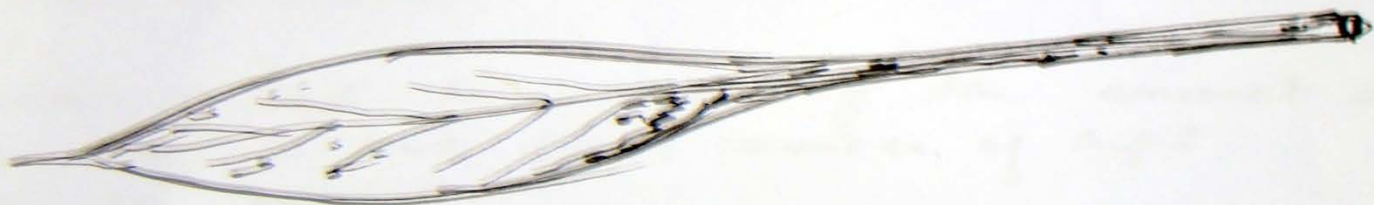
↳ organic tea & sugar make leaf  
- break and put in water to use



A TEA BALL - Sugar coated outer cover mixed with tea of flavonoid and organic tea inside.

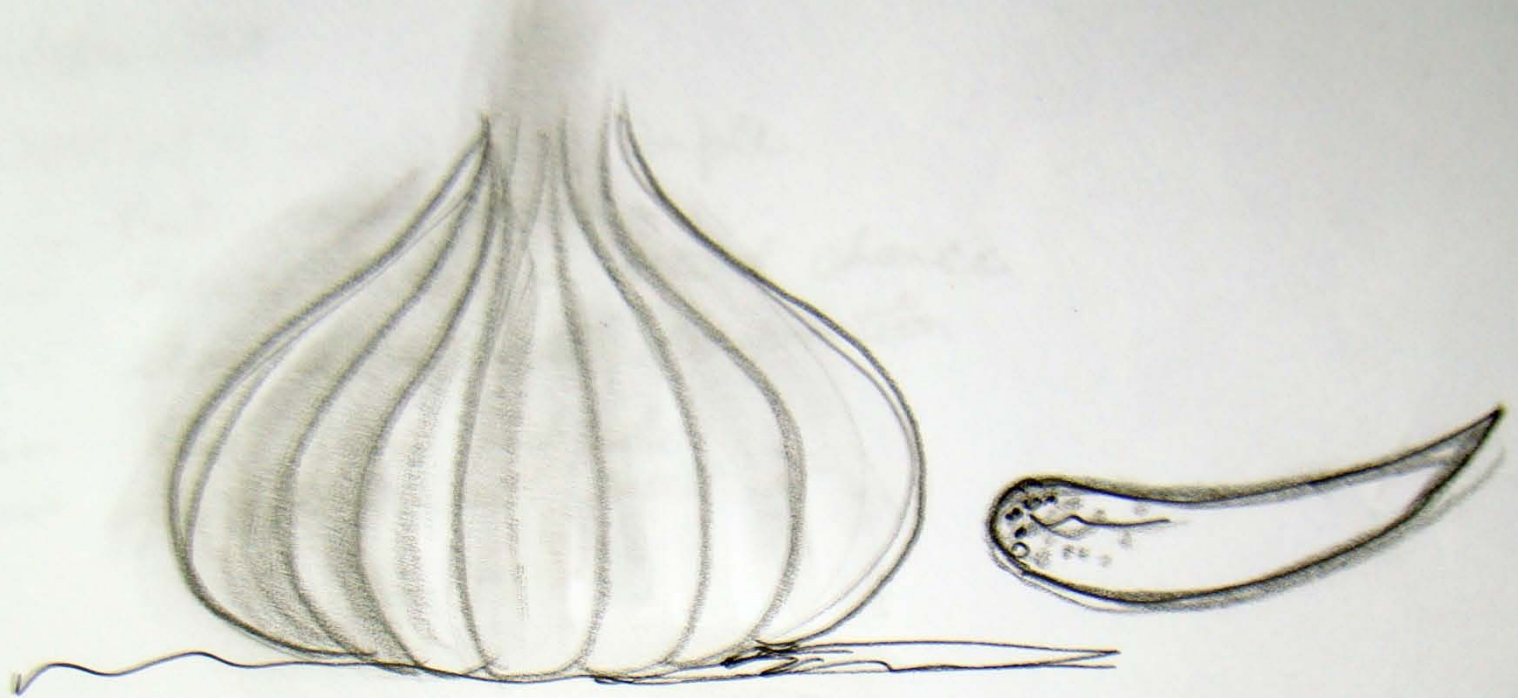


- Leaf and spoon integrated
- a mixture of tea and sugar coated on the spoon
- when dipped in the water the / sugar mixture dissolves and u can still hold the spoon.



baguette = clean and pure

- every time u get a new spoon
- so clean
- getting away from the regular and traditional way of making tea and serving tea.



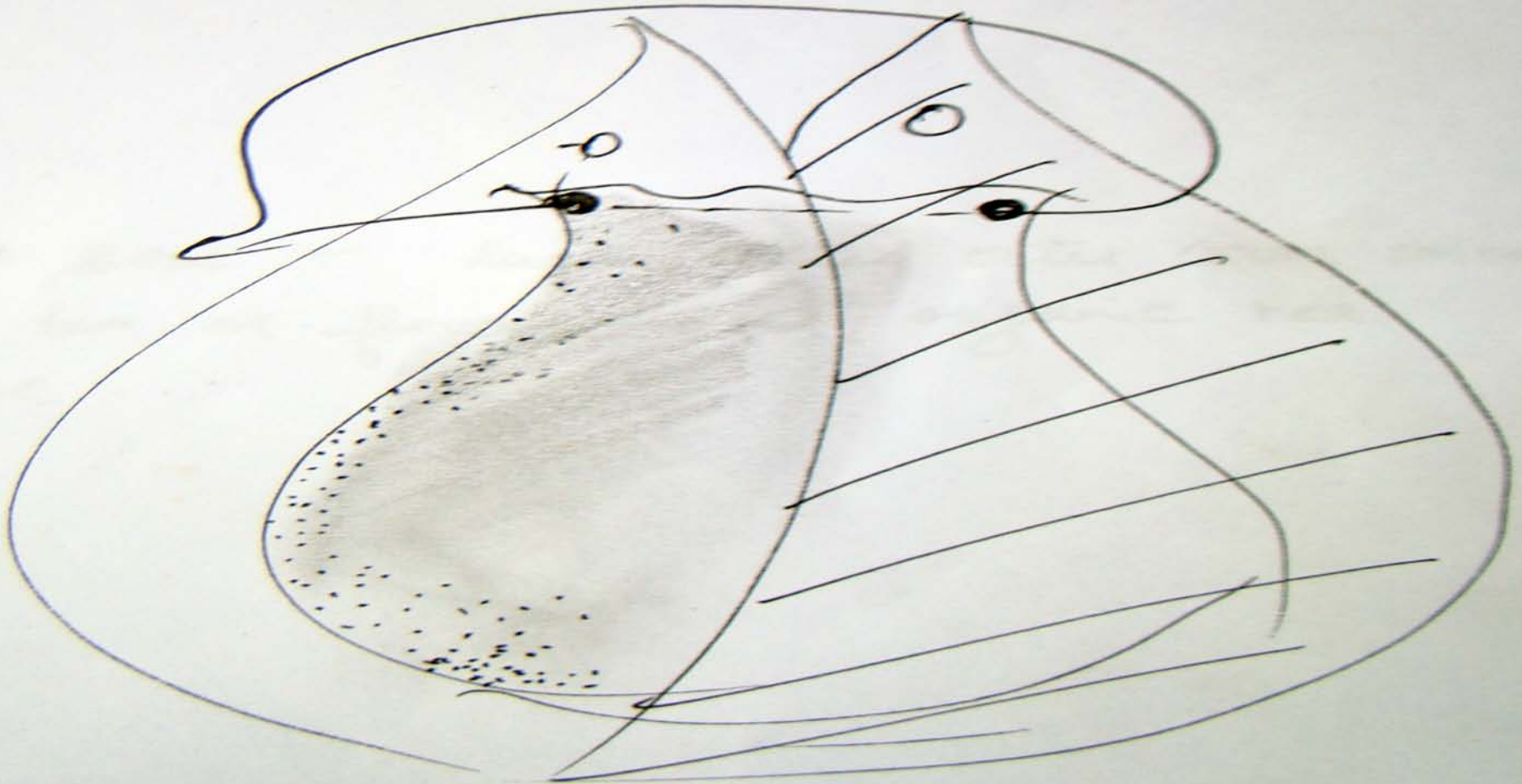
### INSPIRED LHM GARLIC

- each
- problem of each time deciding the amount of tea leaf to put for  $n$  number of cups can be avoided,
- the number of \_\_\_\_\_ gives the number of cups to be prepared.



## concept ①

- Lotus blooming with a cloth bag inside to keep the tea
- cloth bag allows for the freshness of the tea



# BRAND NAMES

IDENTI-TEA

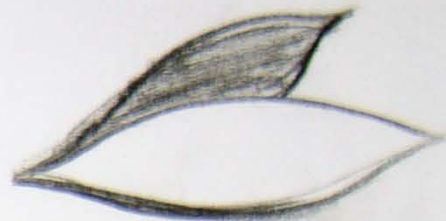
BOON-TEA

CHASTITY — pure, simple

- ... But tempting
- ... there's always a second chance
- ... struggle against temptation
- ... the blow depends
- ... if you still can't resist it.



Chastitea

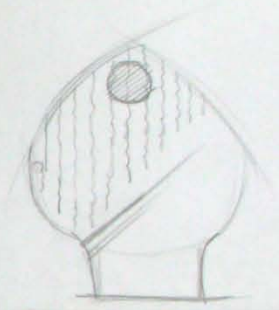
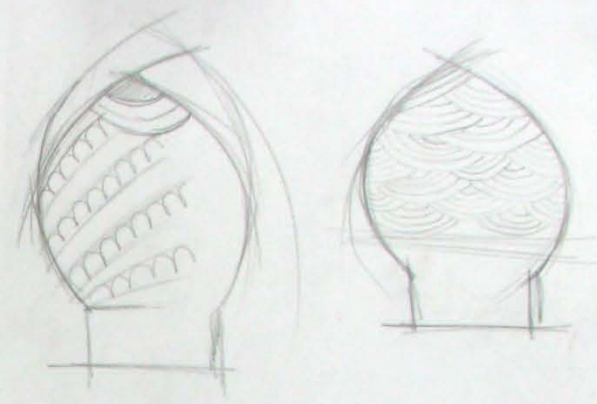
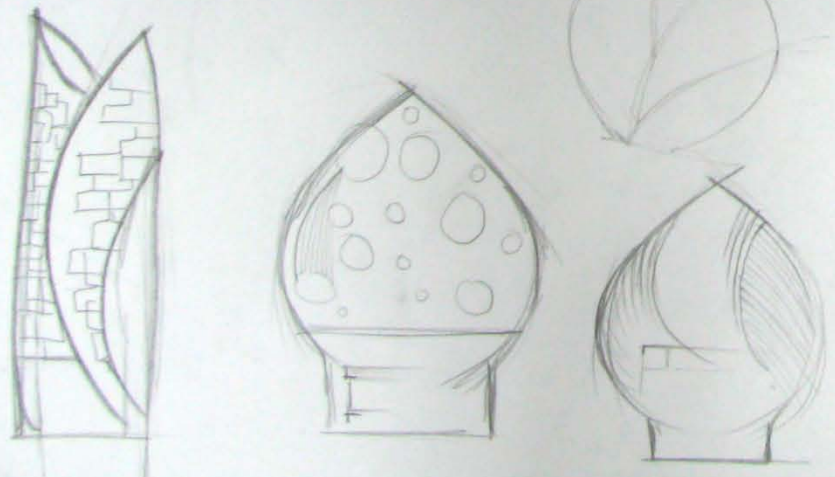
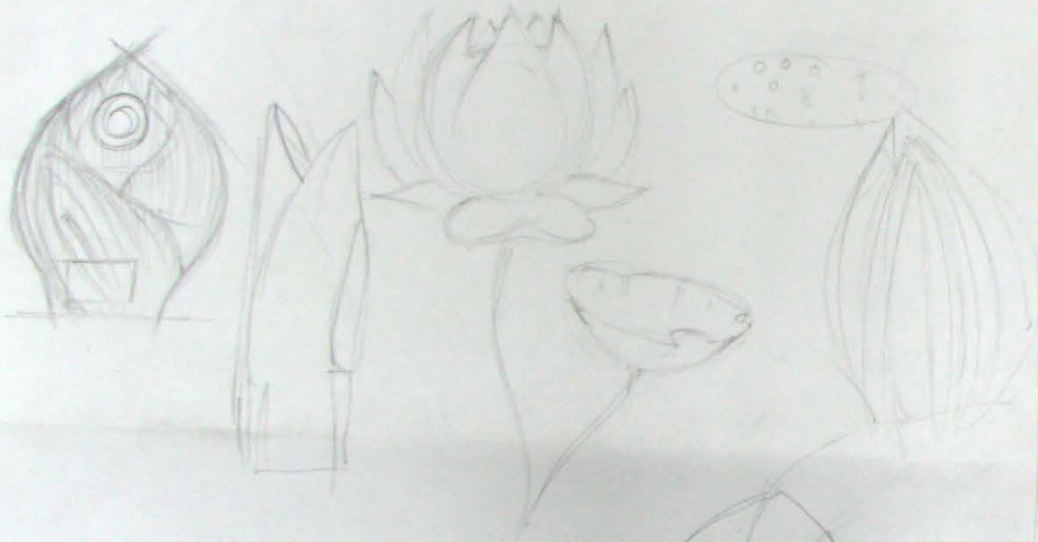


























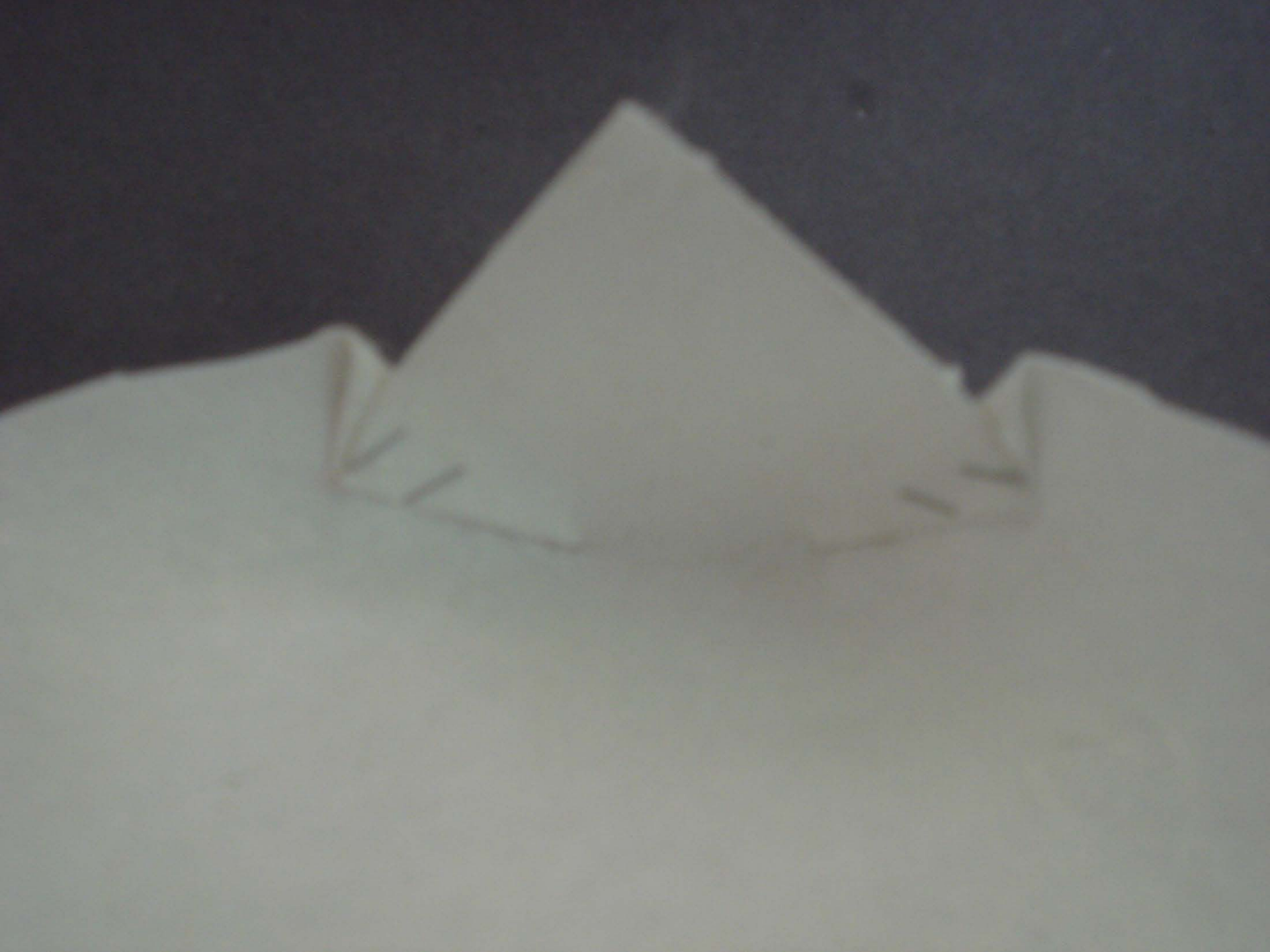


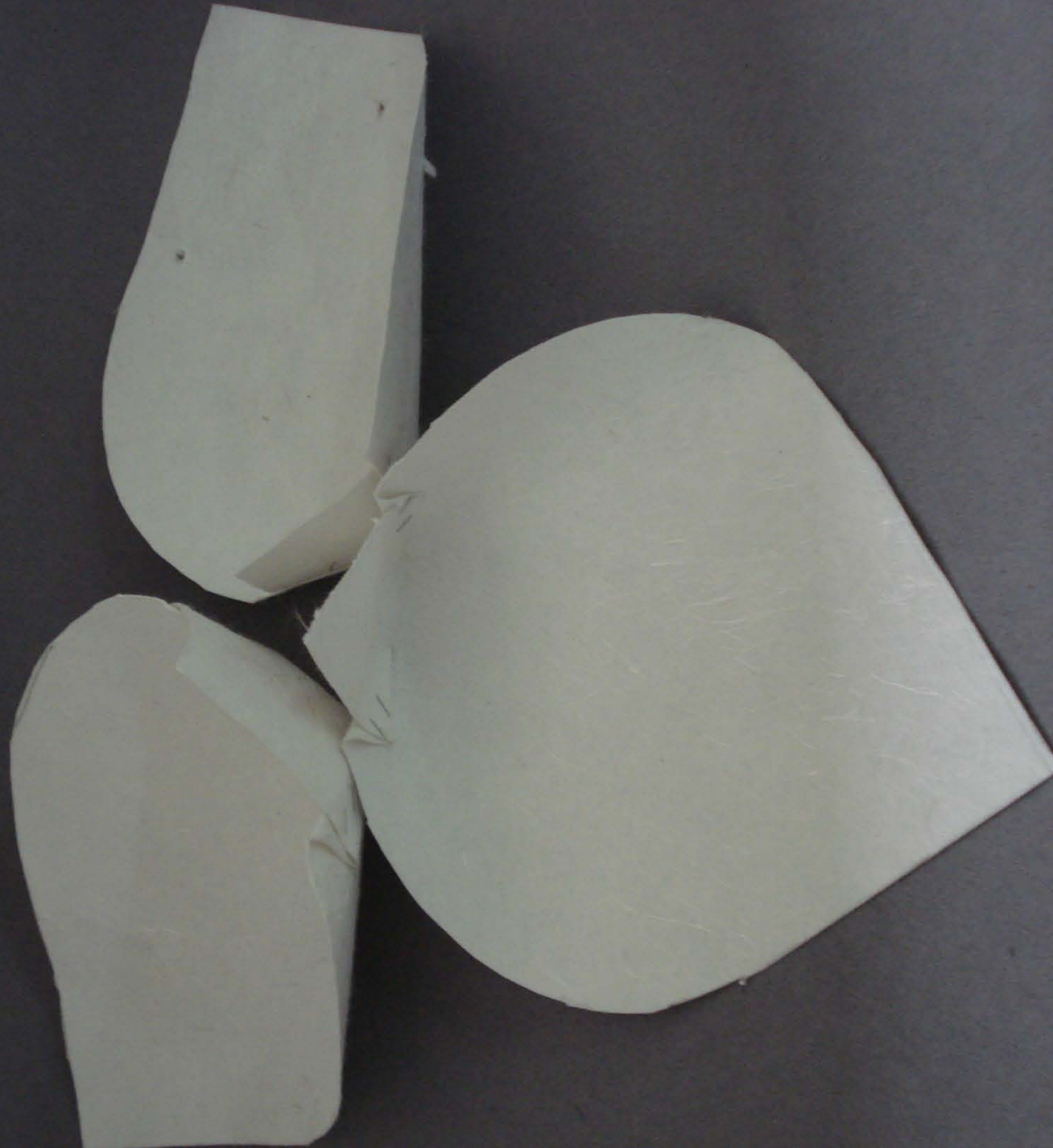


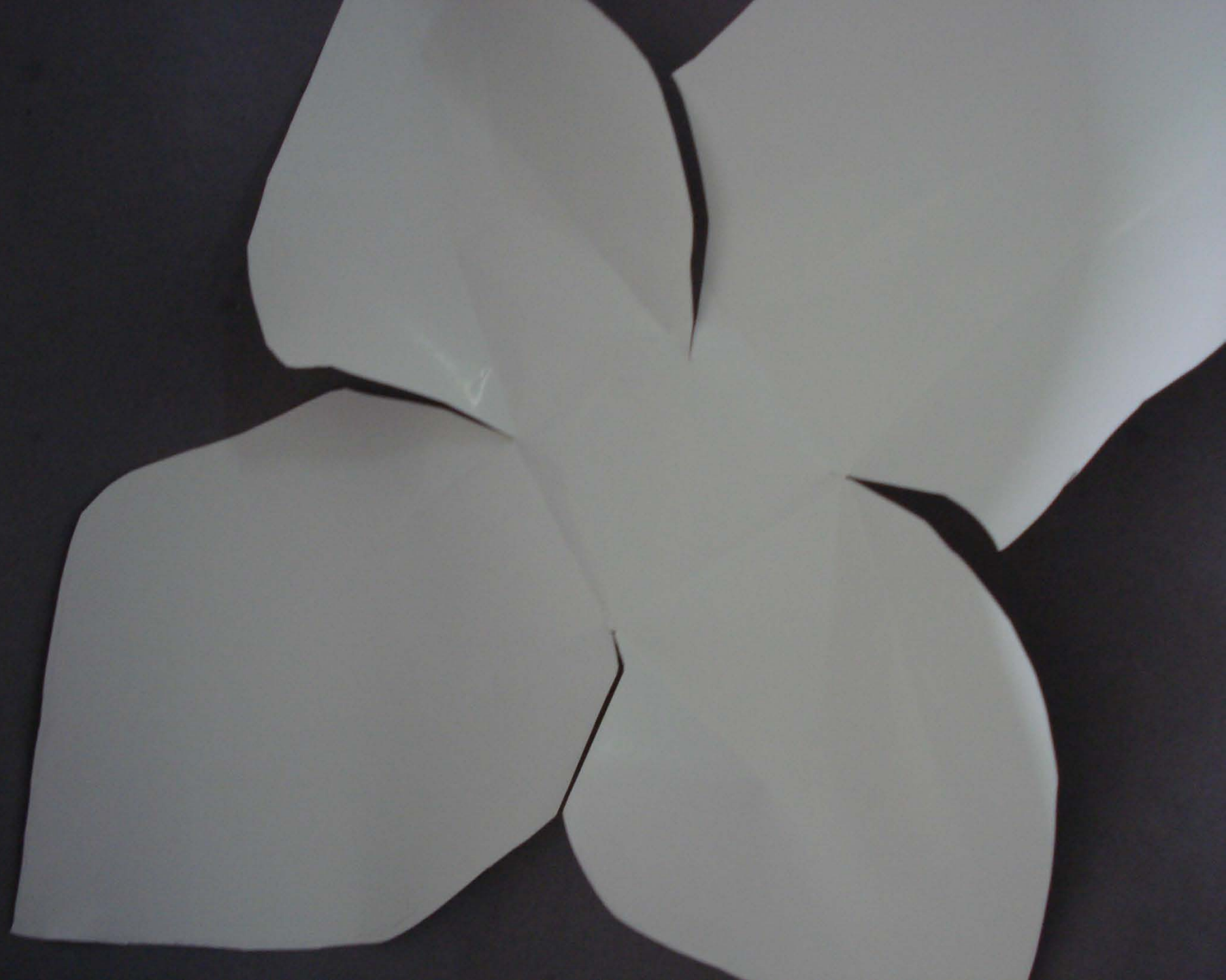
























Mode: Normal Opacity: 100% Reverse Dither Transparency

final graphic.psd @ 25% (Layer 2, CMYK/16) \* x



COLOR SWATCHES STYLES

R 248  
G 182  
B 182

ADJUSTMENTS MASKS

Add an adjustment

- Levels Presets
- Curves Presets
- Exposure Presets
- Hue/Saturation Presets
- Black & White Presets
- Channel Mixer Presets
- Selective Color Presets

LAYERS CHANNELS PATHS

Normal Opacity: 100%

Lock: Fill: 100%

- Layer 2 copy
- Layer 1
- Vector Smart Object copy
- Layer 2**
- Vector Smart Object
- Background



COLOR SWATCHES STYLES

K  %

ADJUSTMENTS MASKS

Hue/Saturation Custom

Master

Hue: -36

Saturation: 0

Lightness: 0

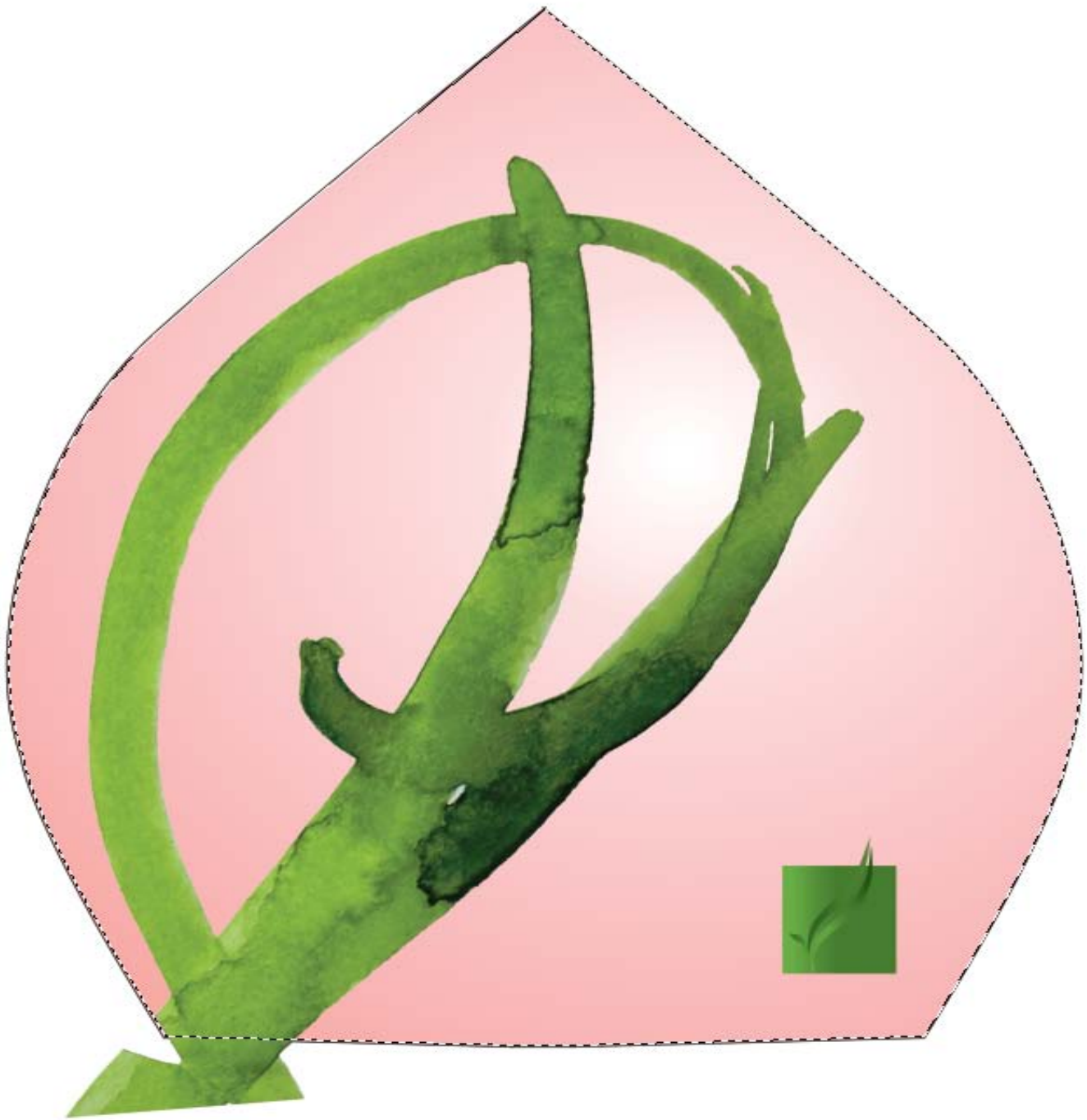
Colorize

LAYERS CHANNELS PATHS

Normal Opacity: 100%

Lock: Fill: 100%

- Layer 1
- Layer 4
- Vector Smart Object
- Vector Smart Object
- Vector Smart Object copy
- Hue/Saturation 1**
- Layer 7
- Layer 6
- Layer 3
- Layer 2 copy 2
- Layer 2 copy 3





DELIGHT

ORGANIC TEA





DELIGHT

ORGANIC TEA

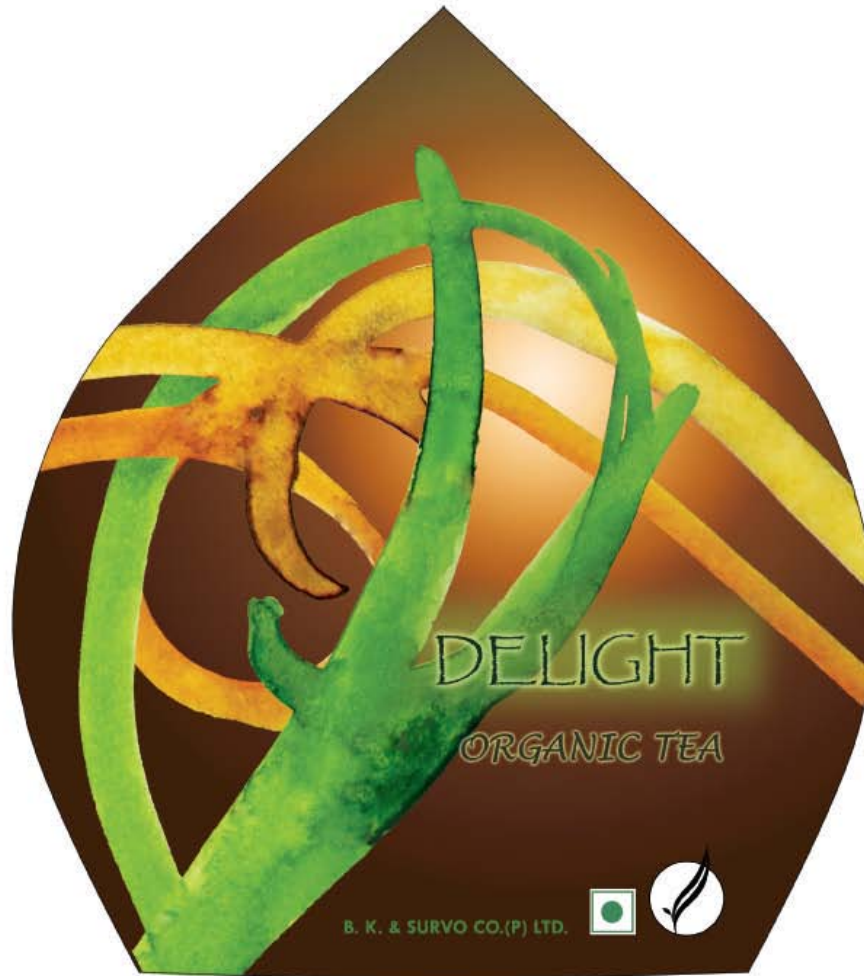




DELIGHT

ORGANIC TEA





DELIGHT

ORGANIC TEA

B. K. & SURVO CO.(P) LTD.







CONTENT  
Fresh Tea  
Natural Flavour  
Biological Value  
All Together

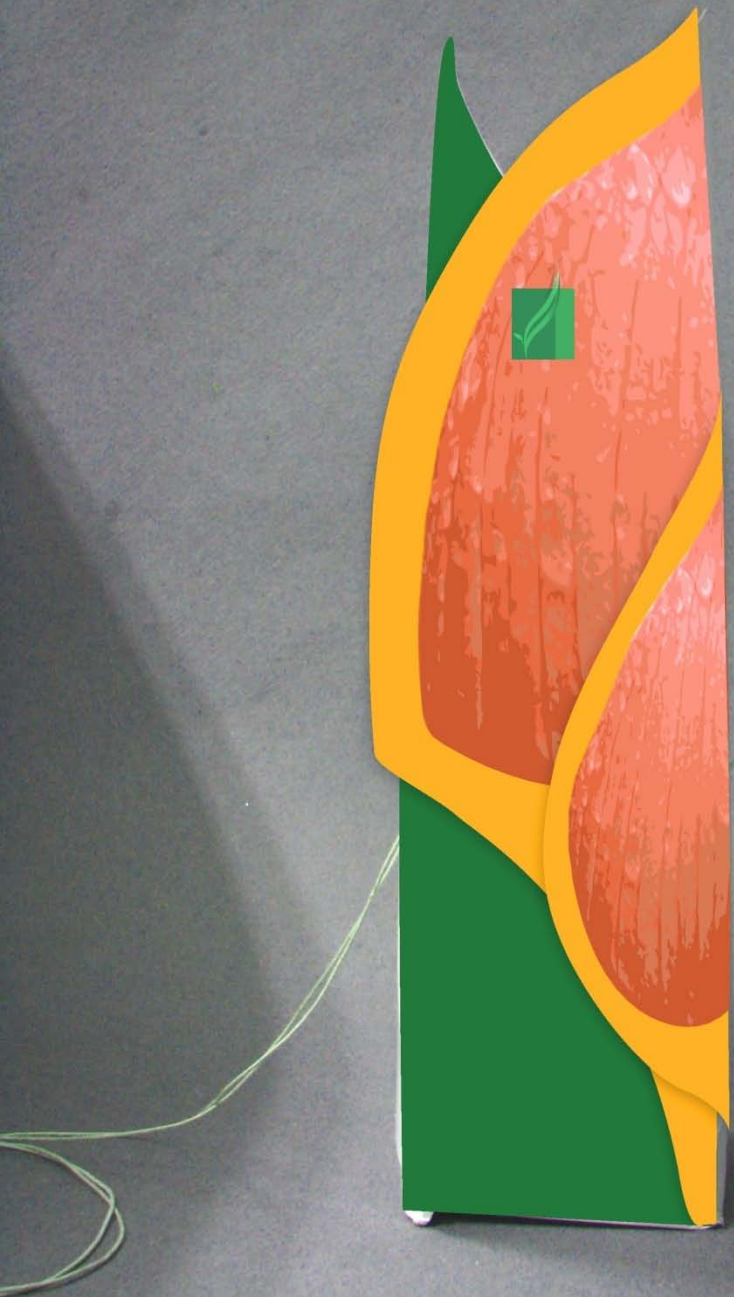
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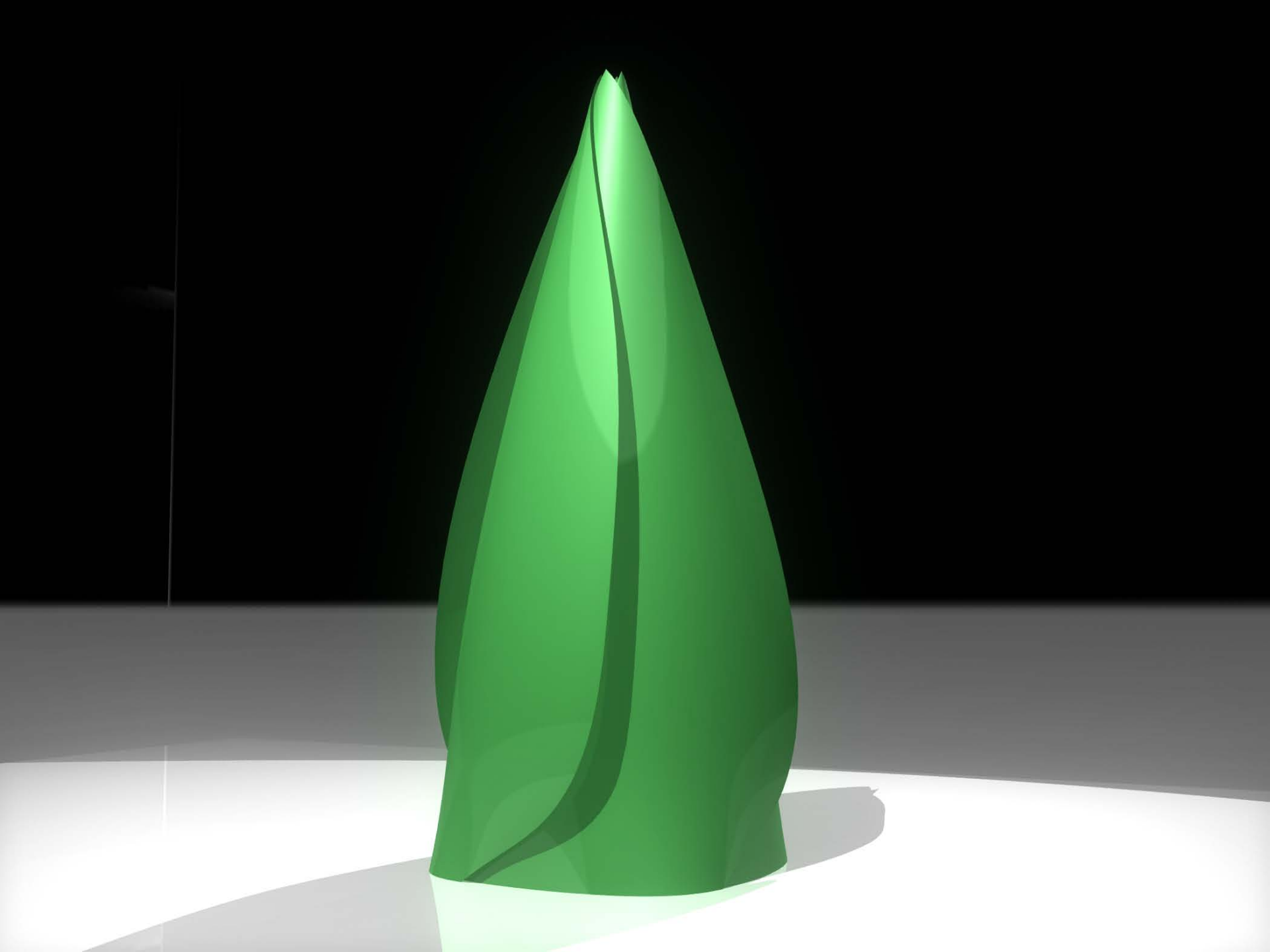
BEST BEFORE WITHIN 12 MONTHS  
FROM THE DATE OF PACKAGING

CONTENTS : ORGANIC TEA  
Max. Retail Price Rs. :  
PACKED ON :  
BATCH NO :

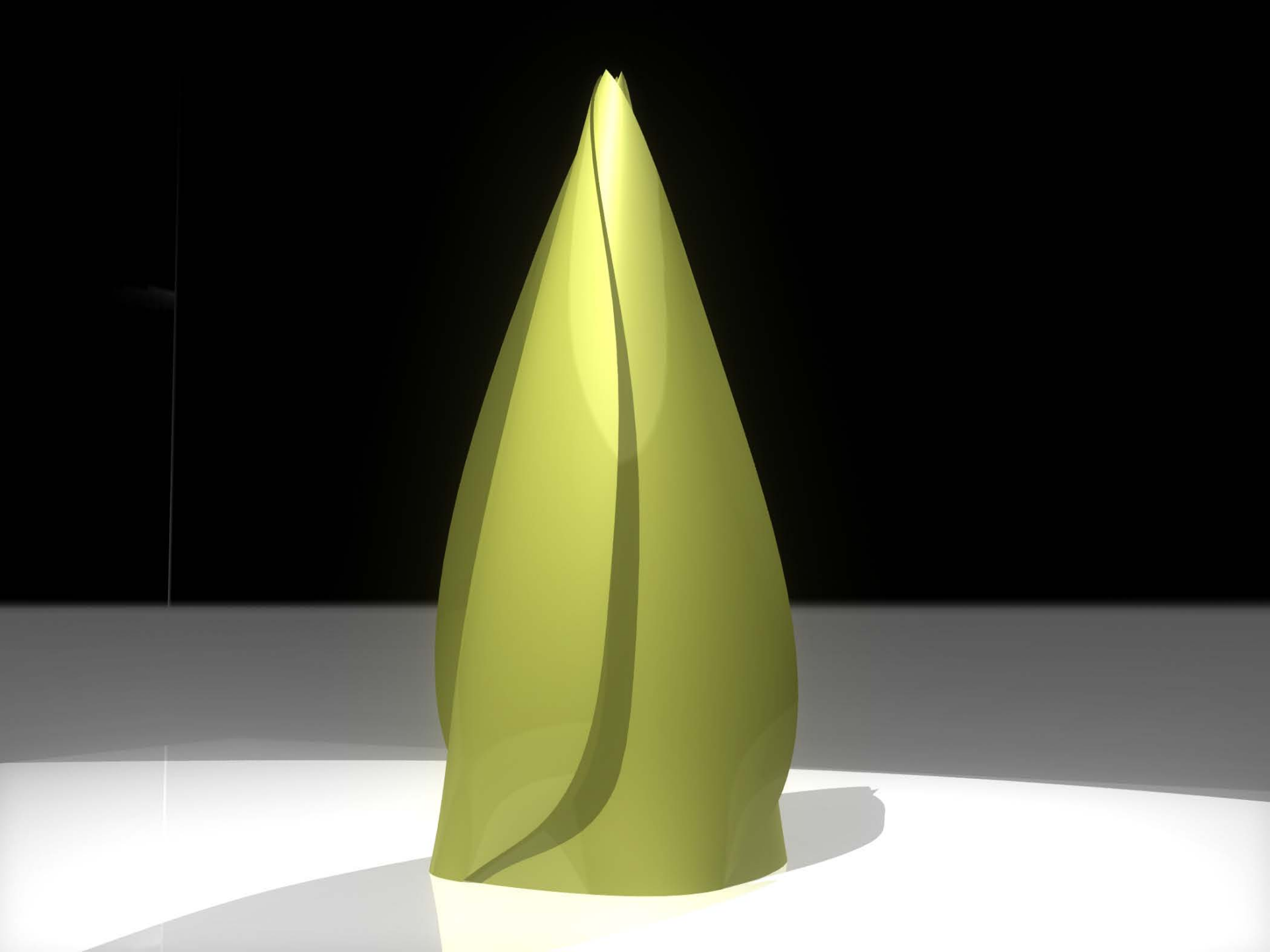


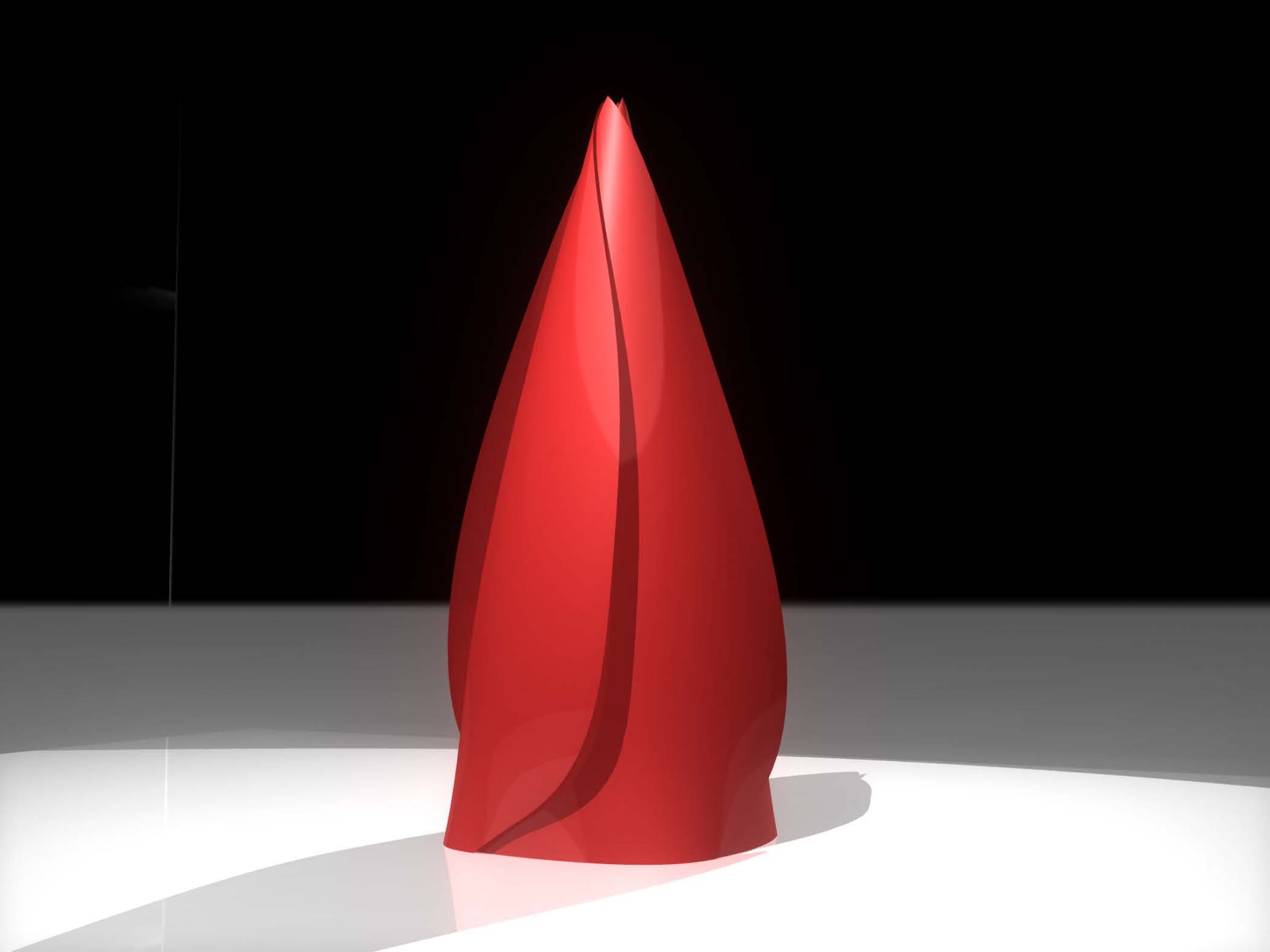
DELIGHT  
ORGANIC TEA

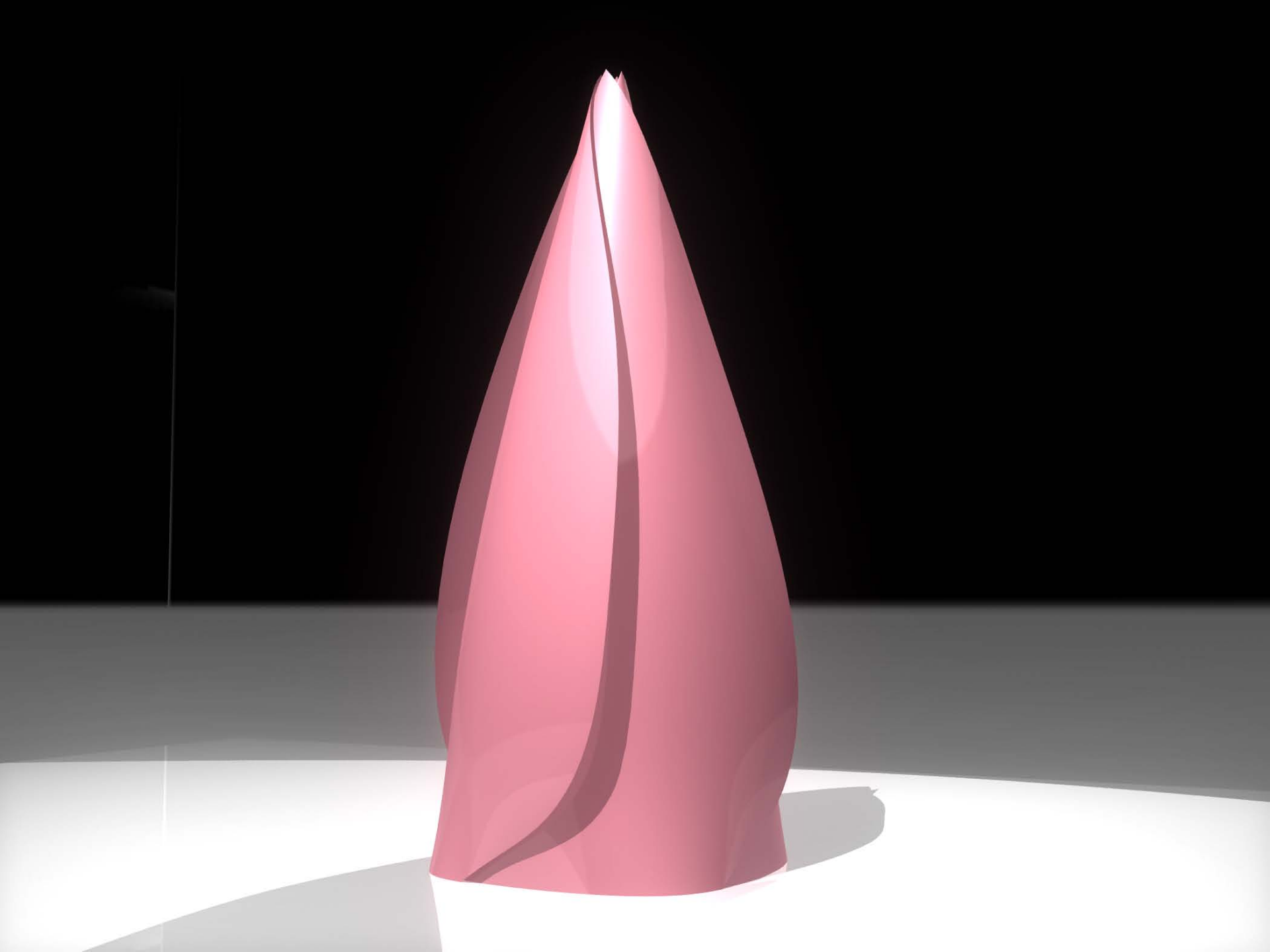


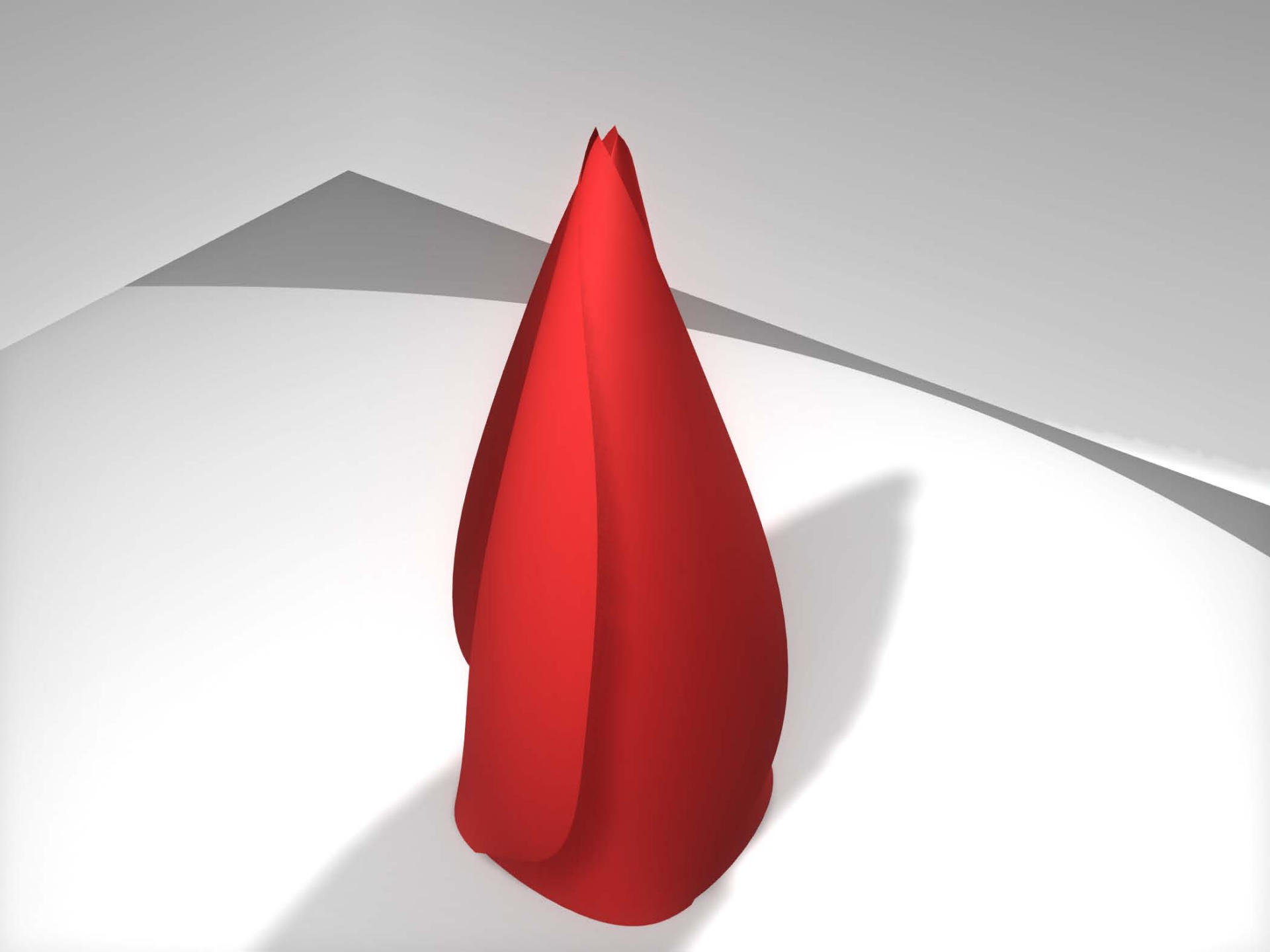
















**IT WAS FUN WORKING WITH YOU**

**THANK YOU**

Bala, Sarvesh