



TEA GROUP

An illustration of a blue cup of tea on a saucer, with a tea plant branch to the left. A golden teardrop is falling from a leaf into the cup, with steam rising from the tea. The background is a dark green gradient with a bamboo mat texture at the bottom.

JIVRAJ TEA LIMITED

SANGHARSH KA SAATHI!

A tasty hot beverage, one of the most consumed drinks in the world and the national drink of India - **Chai**.

Chai is the beginning, the beginning of the day, the beginning of work, the beginning of a relationship and a good beginning guarantees successful milestones. **Jivraj9 Tea Group** understand this and hence begin every day with a commitment to make your every beginning better to the best.

Jivraj9 Tea Group was founded by the late Shri Suresh Jivraj Shah, since then the brand has come a long way with a vision to travel much further in the future.



Jivraj9 Tea Group – Chai – Management





A scrupulous man with strong business acumen leads the group with his intrinsic decision-making ability which is a result of his substantial experience and incredible dedication. He was also the *chairman* of **Federation of All India tea Traders Association**.

VIREN SHAH
Chairman & Managing Director





PATHIK SHAH
Executive Director

With master's in international business from Regent Business College London, **Pathik Shah** is an *Executive Director* of the group. He oversees the business domestically as well as internationally and plays a vital role in expanding *business strategies* for the group globally. Apart from strategic business, he plays a prominent role in testing a varieties of tea blends. Mastering on this, he has maintained the consistency in *high product quality*.





Acquiring master's degree and family business management from globally accredited SP Jain Institute of Management and Research Mumbai, **Rushabh Shah** is also an *Executive Director* of the group with his sharp business insights and outstanding marketing adeptness he looks after sales and marketing of the business.

RUSHABH
Executive Director



Jivraj9 Tea Group – Chai – Vision, Mission & Values



VISION

To create and sustain Jivraj Tea Limited's position as one of India's most valuable tea brand through unprecedented & world class business performance. We aim to cultivate an unbreakable bond between our tea and consumers, by delighting them with the best quality and promising innovation in line with Global Trends.

MISSION

To offer the supreme Taste, Quality & Freshness of Tea to our consumers incessantly round the year. To strive towards excellence when it comes to sustaining Hygienic production standards, adapting latest & emerging technologies on time, retaining the trust in our brand through continuous consumer satisfaction & maintaining unwavering principles while we grow.



VALUES

- **TRUSTEESHIP:** We will achieve our objectives through honesty, transparency and honoring our commitments to both customers and business associates.
- **CUSTOMER FOCUS:** To provide our customers high quality products and services with true value for their money and to earn our customers' loyalty by providing maximum satisfaction.
- **PARTNERSHIP:** To establish long lasting business partnerships with all our associates.
- **PEOPLE:** To always support and develop our greatest asset, our employees.
- **NATION ORIENTATION:** We are aware of our responsibility to generate economic value for the Nation. In pursuit of our goals, we will make no compromise in complying with applicable laws and regulations at all levels.



[Viren Shah]



Jivraj9 Tea Group – Chai – Production



Jivraj9 Tea Group boasts of a state-of-the-art manufacturing facility at Surat, equipped with automated tea blending machines and packaging machines.

With a production capacity of 12 million kilograms per annum, the manufacturing plant also has an in-house quality control laboratory.



Jivraj9 Tea Group – Chai – Quality Control



Best selected blends are regularly tested for physical, chemical and microbiological consistency.

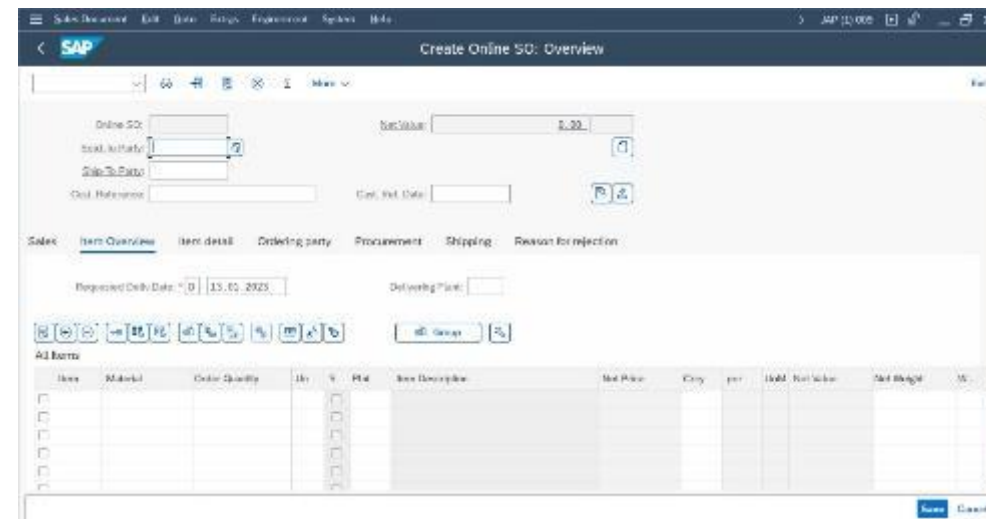
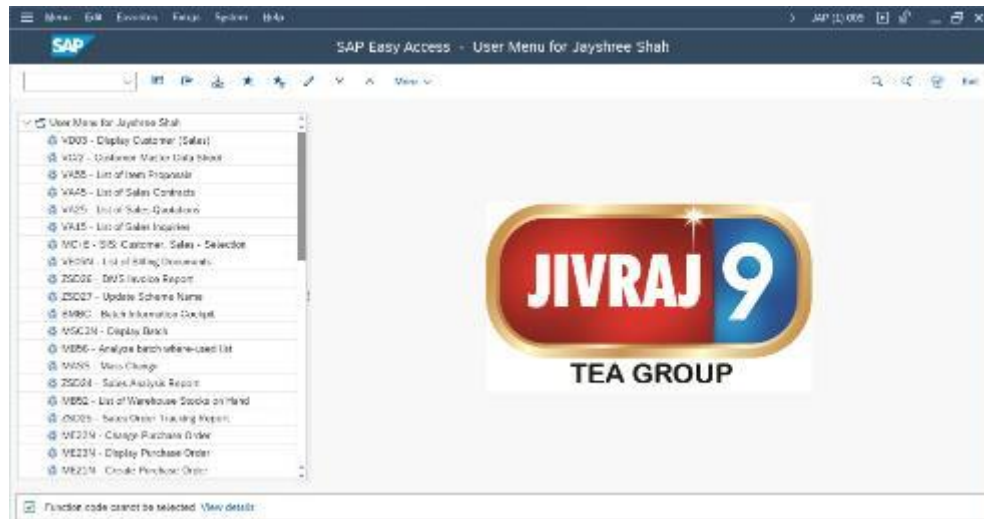


Jivraj9 Tea Group – Chai – Certifications



The entire production facility is *certified* under **FSSAI, US FDA standard, BRC Global Standard for Food Safety, ISO 22000:2018, HACCP & Halal**. Hence, we maintain extreme levels of *hygiene, cleanliness* and *purity* on a daily basis and then show mandatory practice for each employee who enters this plant has to follow strict protocols.

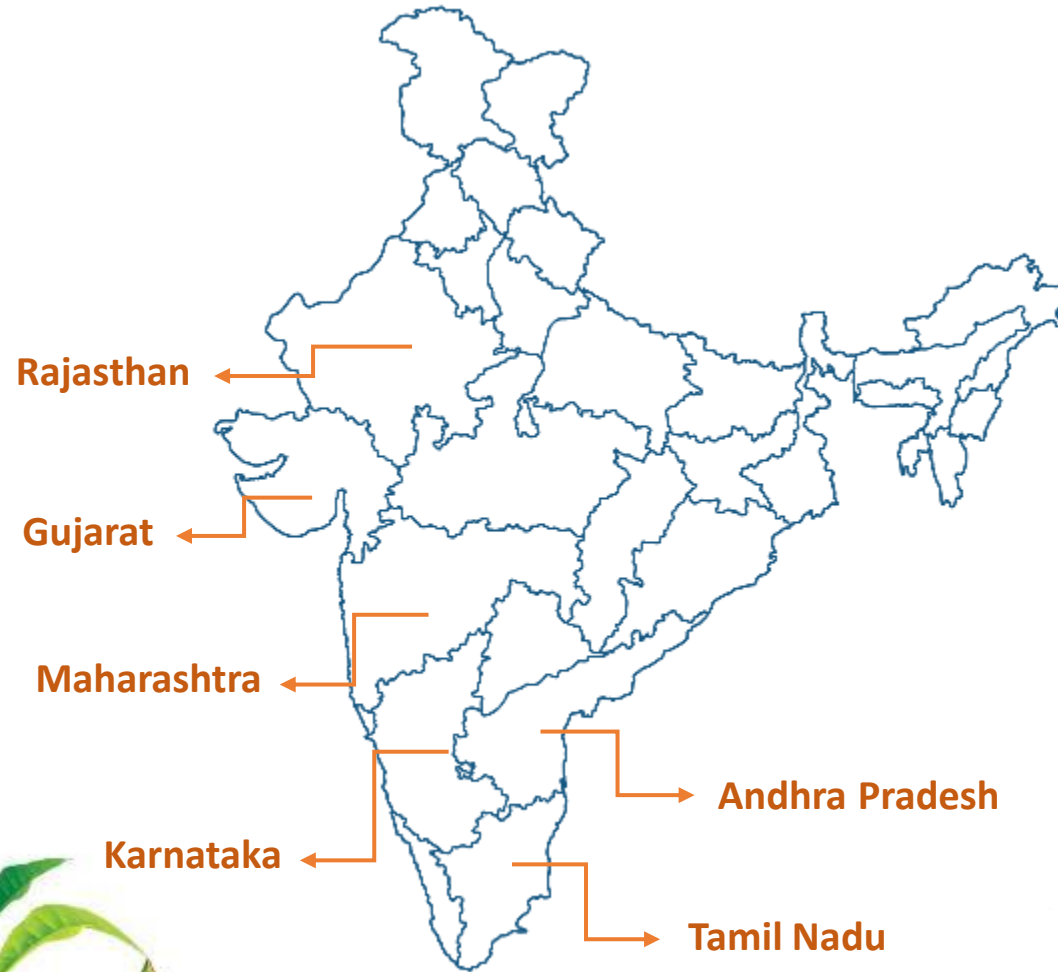




To improve the efficiency of company's operations & traceability of all the raw material and finished products, it is documented through SAP.



Jivraj9 Tea Group – Chai – Domestic Presence



Jivraj9, which is reimagining the landscape through best-in-class quality, commitment to customer service and a spirit of innovation. The brand currently holds a robust presence in Gujarat with **275+** authorized distributors, servicing over **50,000** outlets directly across the state.

Along with Gujarat, Jivraj9 is also strengthening its foothold in the states of Maharashtra, Rajasthan, Karnataka, Tamil Nadu & Andhra Pradesh



Jivraj9 Tea Group – Chai – Global Presence



Jivraj9 Tea Group – Chai – International Product Portfolio



The name synonymous with quality & supreme taste for the tea connoisseurs! Meticulously chosen leaves from the finest garden of Upper Assam Tea Estates are blended to perfection to give freshness & energy to the tea lovers. Hygienic packaging protects the tea's wholesomeness and conserves its effervescent fresh flavor.

Jivraj9 **CTC Leaf Tea**



Jivraj9 Tea Group – Chai – International Product Portfolio



Jivraj9 celebrates the *spirit of Tea*; *spirit of life*; by starting each day with special **double chambered** Tea bags, that make every cup filled with enchanting aroma and entrancing taste.

Truly, a cup of life!

Jivraj9 CTC Leaf Tea Bag



www.jivraj9tea.com



Spice your life with Jivraj9 special **Masala Tea**. Plucked from choicest Tea Gardens of Assam makes it *Authentic Tea*. Masala Tea is a blend of 5 spices (cardamom, cinnamon, ginger, clove, black pepper) gives your life health & well-being!

Jivraj9 Masala Tea





J9 Premium Tea

J9 is the *premium* CTC Leaf Tea, that is carefully plucked and rolled using the traditional 'orthodox' method, with exquisite tea leaves, rich with flavour. When steeped, the leaves transform into tea that offers distinct color, taste, and aroma.



Jivraj9 Tea Group – Chai – International Product Portfolio



Jivraj9 **Premium Green Tea** is just the thing for health conscious people looking for effective & refreshing way to stay fit. it contains high level of *Anti-oxidents*, offers Healthy life.

**Jivraj9 Premium Green Tea
& Tea Bag**



www.jivraj9tea.com

Jivraj9 Tea Group – Chai – International Product Portfolio



The *exotic* single-serving sachets of Jivraj9 **Tea Premixes** feels your senses with *authentic taste & soothing aroma*. Perfect flavours for *frequent travellers & instant tea lovers*.

Jivraj9 Instant Tea Premix



www.jivraj9tea.com

Jivraj9 Tea Group – Chai – Domestic Product Portfolio



The name synonymous with quality & supreme taste for the tea connoisseurs! Meticulously chosen leaves from the finest garden of Upper Assam Tea Estates are blended to perfection to give freshness & energy to the tea lovers. Hygienic packaging protects the tea's wholesomeness and conserves its effervescent fresh flavor.

Jivraj9 CTC Leaf Tea



Jivraj9 Tea Group – Chai – Domestic Product Portfolio



Jivraj9 Dust Tea is an ideal choice for bulk use, as they are fine particles of tea and when brewed in water, they release **dark colour and strong aroma** very quickly and easily. An unprecedented taste from the house of Jivraj which has been luring tea lovers with its consistent taste, quality and aroma ever since its origin.

Jivraj9 CTC Dust Tea





Jivraj9 Fanning Tea comprises of medium sized granules of tea and can be ranked between CTC tea and Dust tea. Fanning Tea is a perfect choice for those who prefer **dark colour, less sweetness and strong flavour** after brewing their tea. An unprecedented taste from the house of JIVRAJ which has been luring tea lovers with its consistent taste, quality and aroma ever since its origin.

Jivraj9 CTC Fanning Tea





Add some spice to your life. Specially blended **Masala Tea**, made from best quality tea leaves, plucked from choicest Tea Gardens of Assam making it an authentic **100% Assam** tea. Jivraj9 Masala Tea is a **blend of 5 spices (Cardamom, Cinnamon, Ginger, Clove & Black Pepper)** that offer you good health and well-being! These spices are processed using **cold-pressed technology** which helps to retain aroma and freshness.

Jivraj9 Masala Tea





J9 Premium Tea is the finest **Assam Premium Original Jivraj CTC Leaf Tea** which gives you the best aroma and taste. Each Tea is carefully plucked from Assam Tea Gardens making it **100% Assam** tea. Its rich deep golden yellow colour gives you the finest way to relax and unwind.

J9 Premium Tea





J9 Premium Tea Bag is the finest ***Assam Premium Original Jivraj CTC Leaf Tea*** which gives you the best aroma and taste. Each Tea is carefully plucked from Assam Tea Gardens making it **100% Assam** tea. Its rich deep golden yellow colour gives you the finest way to relax and unwind.

Jivraj9 Premium Tea Bags





Jivraj9 Premium Green Tea
& Green Tea Bags

Jivraj9 Premium Green Tea & Green Tea Bag is just the thing for those health conscious people who are looking for an effective and refreshing way to stay fit. Every leaf of Jivraj9 Premium Green Tea has been thoughtfully plucked making it an authenticated **100% Assam tea**. It has high level of **Antioxidants**, offering you **Health, Beauty, Fitness, Freshness, Energy and much more**.





A cup of molten gold tea laced with supernatural *Indian spices* that are beneficial for health like *cinnamon, clove, nutmeg, ginger, black pepper, and cardamom*, our **Jivraj9 Green Tea Cava** is an exotic blend that tantalizes your senses with its indulgent union of delightful spices and the finest green tea with every sip.

Jivraj9 Green Tea **CAVA**



Jivraj9 Tea Group – Chai – Domestic Product Portfolio



For people who are always on the go, still like to relish their favourite cup of Tea, Jivraj9 presents a special range of **Instant Tea Premix**. These are exotic *single serving sachets* that will fill your senses with authentic *100% Assam* taste and soothing aroma. Flavours available are **Cardamom, Ginger, Lemon Grass & Masala**.

Jivraj9 Instant Tea Premix





Jivraj9 Instant Coffee Premix is a treat for every '*Coffee Lover*', these amazingly blended premixes cater to the fast-paced individuals who want their cuppa at their convenient time and place. Smartly packed as '*Single-serve*' sachets, ***Vanilla & Cappuccino*** flavours are here to lighten up your senses.

Jivraj9 Instant Coffee Premix





Soak in summer sun with the '*lemony delight*' and '*Peachy Twist*'!

The **Lemon & Peach flavour** beats the heat in the best manner and gives you the 'much-required' cool environment.

Instant Premixes are available in single serving sachets as well as pack. So waste no time and take a chill pill.

Jivraj9 **Instant Iced Tea Premix**



Jivraj9 Tea Group – Chai – Domestic Product Portfolio



Anokhi is the *economy ranged* quality products brand from the house of **Jivraj9 Tea Group**.

We strive to serve you a consistent quality and unmatched taste without burdening your budget.

This black tea is available in all the required different variants namely Leaf tea, Fanning tea and Dust tea.

**Anokhi Leaf Tea, Dust Tea
& Fanning Tea**



Jivraj9 Tea Group – Chai – Domestic Product Portfolio



The *fine-tasting* Assam tea from the house of Jivraj9 Tea is luring the one and all across the nation.

For those who want to buy bulk tea for commercial purpose, **Suryakiran Tea** is an ideal option. This *high and fine quality* tea finds a large clientele across the nation as it comes with reliability from the house of Jivraj9 Tea. It is available as Leaf Tea and Dust Tea.

**Suryakiran Leaf Tea, Dust Tea
& Fanning Tea**



Building a strong brand has always been a motto for **Jivraj9**.

Jivraj9 is not just a name. it's a brand that believes in delivering its promise with consistent product quality & hygienic packaging.

To promote the above Jivraj9 plans & executes various marketing campaigns every year. These campaigns are being done domestically & Internationally at consumer level & trade level.



Jivraj9 Tea Group – Chai – Marketing Campaigns

Events & Exhibitions – Indus Food 2023, Hyderabad



Jivraj9 Tea Group – Chai – Marketing Campaigns

Events & Exhibitions – Khadhya Khurak, Gandhinagar



Jivraj9 Tea Group – Chai – Marketing Campaigns

Events & Exhibitions – Anufood 2022, Mumbai



Jivraj9 Tea Group – Chai – Marketing Campaigns

Print Ad – Festive Campaign – Diwali, 2022

SUNDAY TIMES

JIVRAJ9
TEA GROUP
Standard of Quality

Let the festi-teas begin!

This festive season, Jivraj9 celebrates the brightness of smiles and tastiness of tea cups that always fill your heart with warmth.

Available at selected stocking stores in Gujarat.
For Trade Inquiry: +91 261 2502999
www.j9tea.com

JIVRAJ9
TEA GROUP
Standard of Quality

REVOLUTIONIZING TEA
With every cup

CAVA

- Brewed with 100% pure, organic tea leaves
- Contains 25% Cava & 75% Jivraj9
- Premium quality tea leaves
- A new generation of tea lovers

MASALA

- Premium quality
- A new generation of tea lovers
- A new generation of tea lovers

PREMIX

- A new generation of tea lovers
- A new generation of tea lovers
- A new generation of tea lovers

J9

- A new generation of tea lovers
- A new generation of tea lovers
- A new generation of tea lovers

The table has been set, the sun has set.
What are you waiting for?

For more info, Jivraj9 has a new website. And yes, it's time you experience the new world.

Let's begin, shall we?

www.j9tea.com

22-10-2022

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Gujarat Mitra

Jivraj9 Tea Group – Chai – Marketing Campaigns

OOH – Festive Campaign – Diwali, 2021



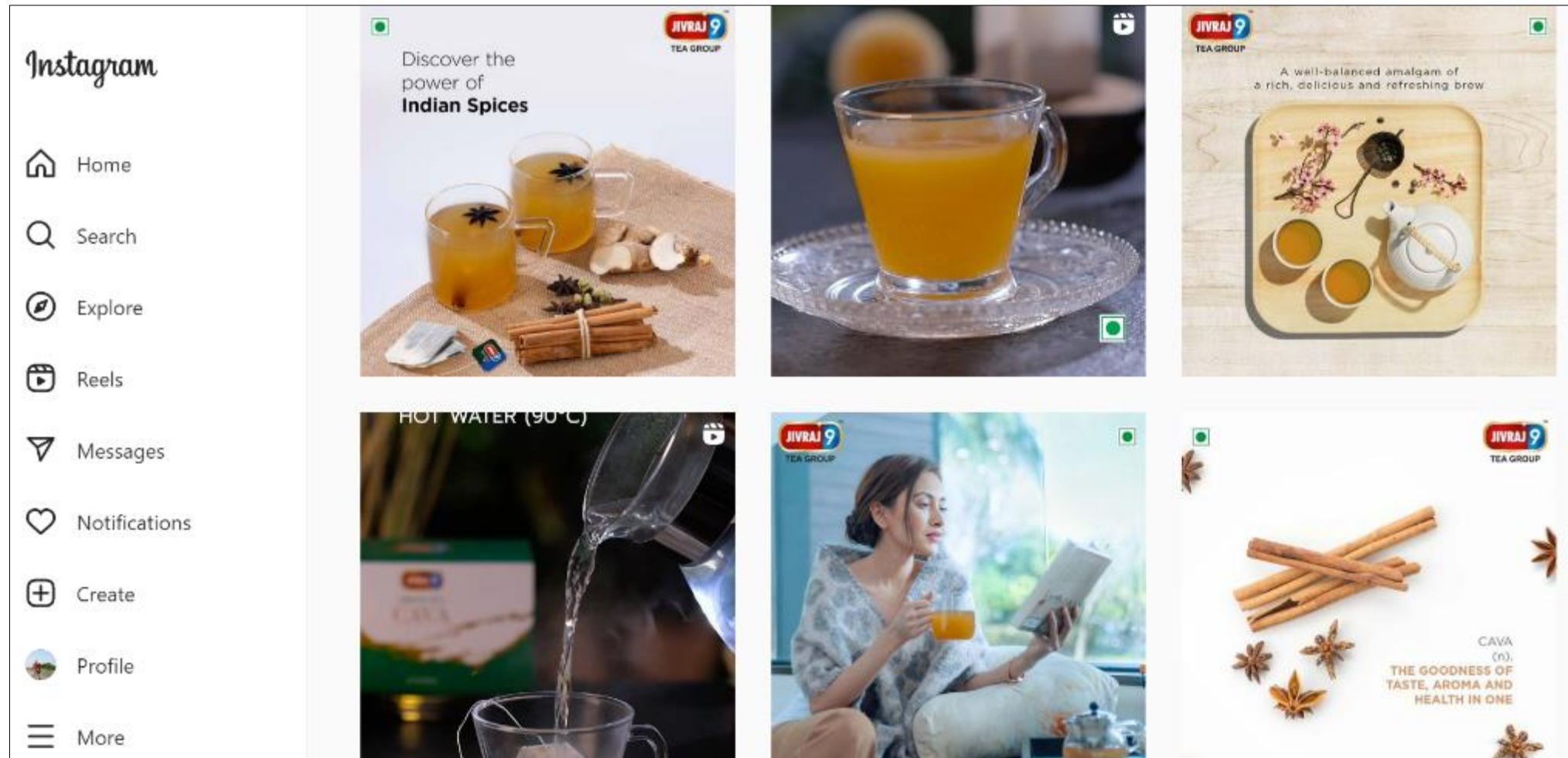
Jivraj9 Tea Group – Chai – Marketing Campaigns

OOH – Festive Campaign – Diwali, 2021



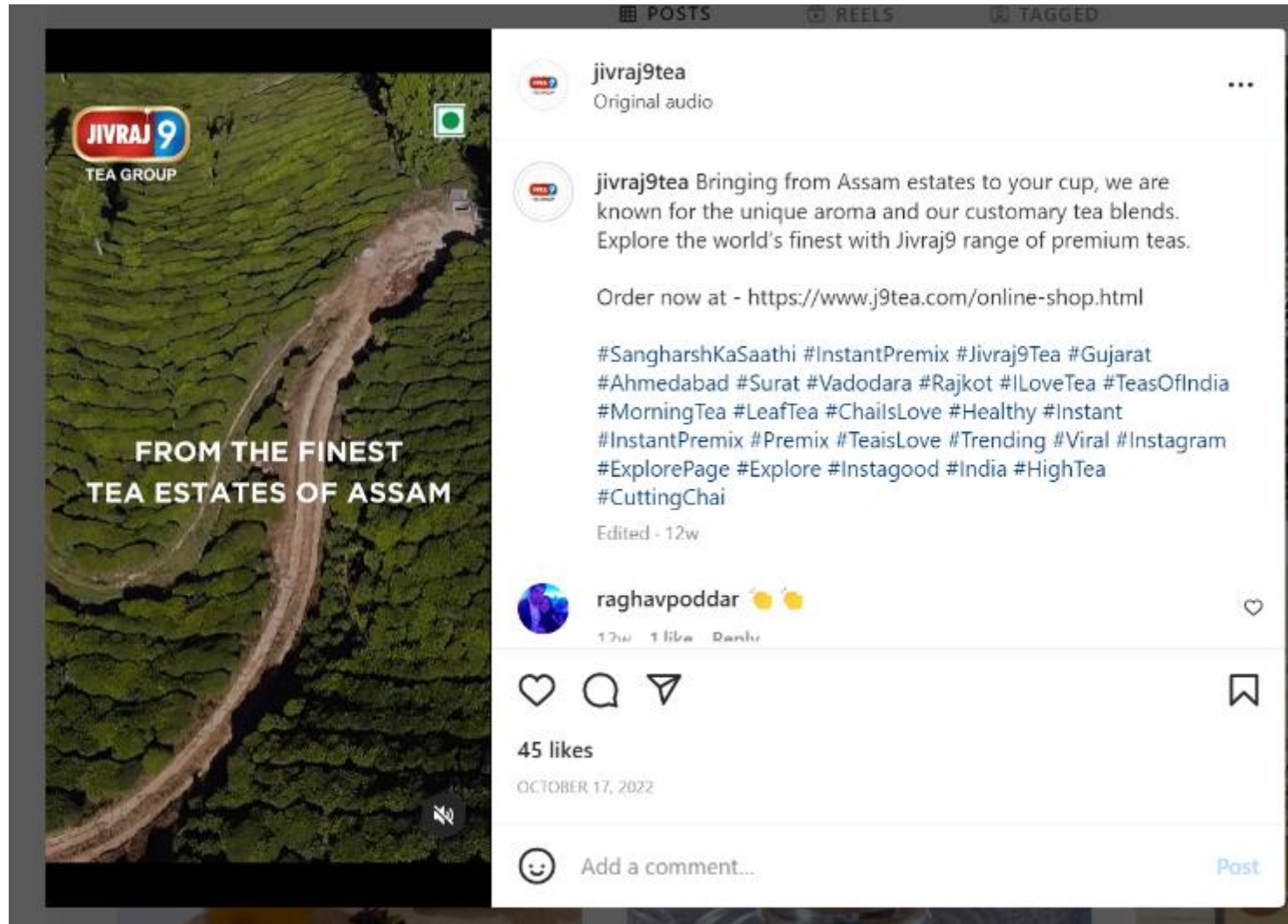
Jivraj9 Tea Group – Chai – Marketing Campaigns

Social Media – Instagram - @jivraj9tea



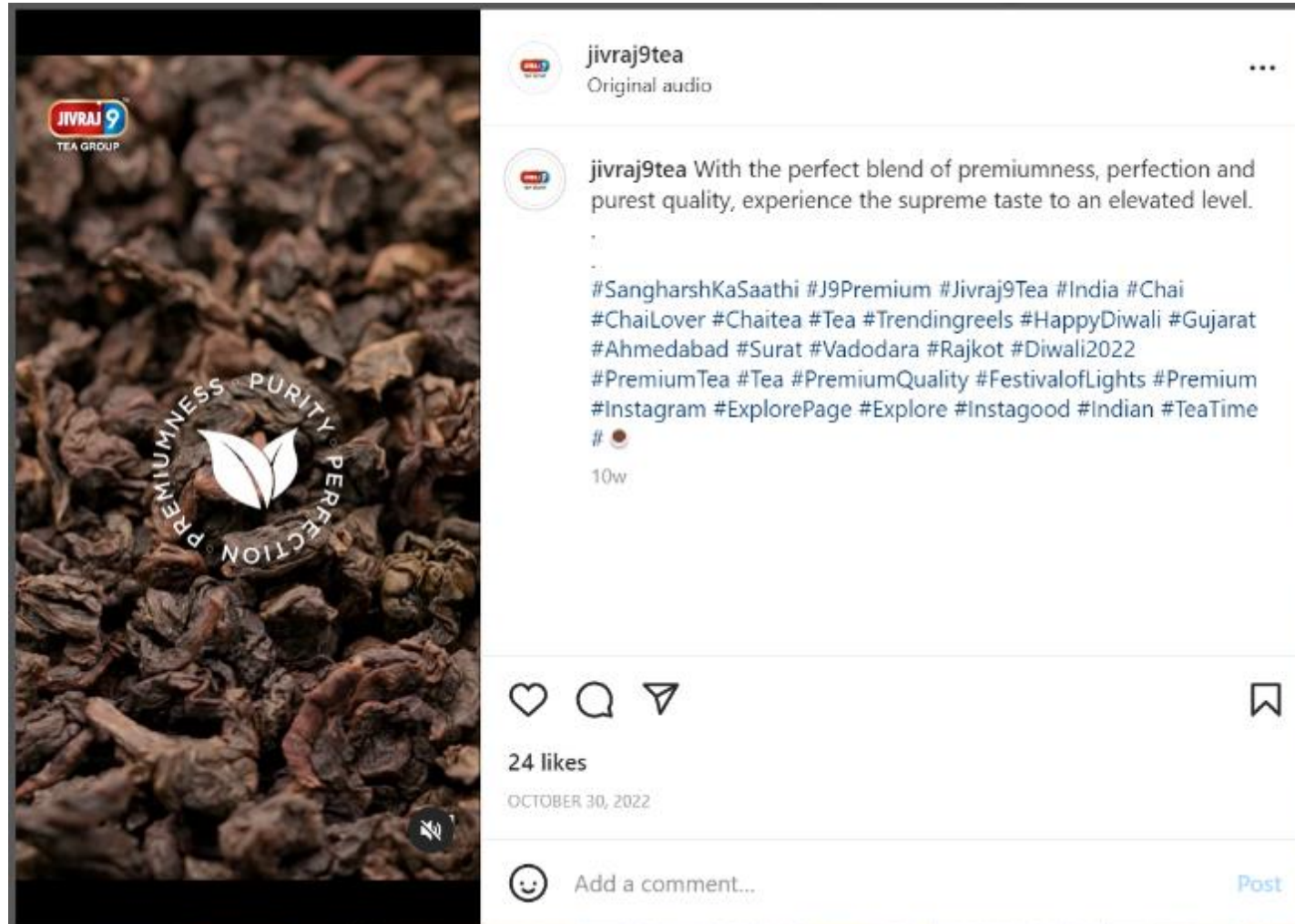
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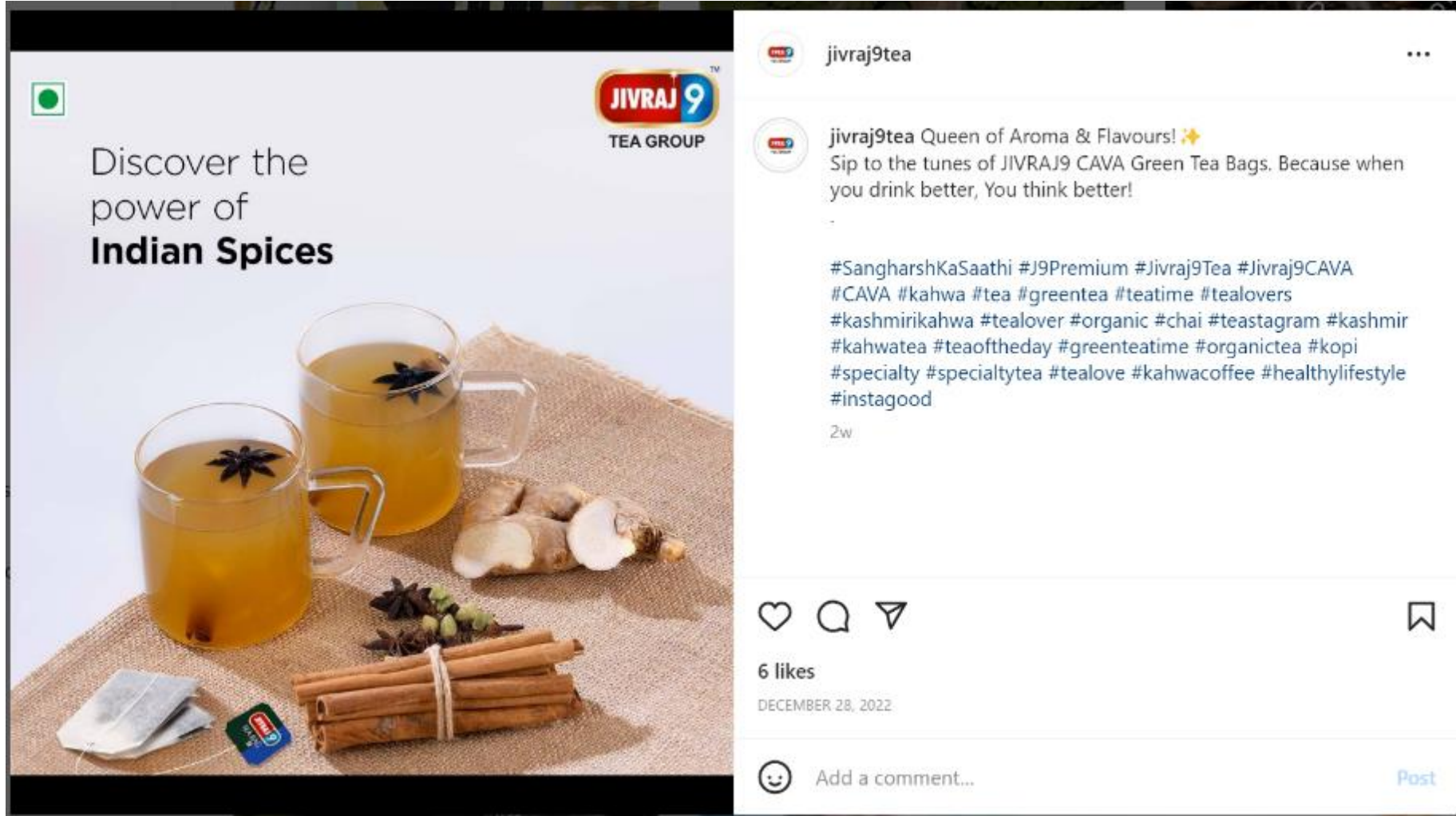
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Jivraj9 Tea Group – Chai – Marketing Campaigns

Social Media – Facebook - @jivraj9tea



Jivraj9 Tea


Shop on Website

Liked


Message

Search


More




Jivraj 9 Premium Leaf T...
₹290.00




Jivraj 9 CTC Leaf Tea 25...
₹135.00




Jivraj 9 Instant Lemon ...
₹150.00




Jivraj 9 Lemon Iced Tea...
₹300.00




Jivraj 9 CTC Leaf Tea 1kg
₹520.00




Jivraj 9 Instant Masala ...
₹150.00



Jivraj 9 Premium Cava ...
₹225.00



Jivraj 9 Premium Green...
₹130.00




Jivraj 9 Instant Ginger ...
₹150.00

Page transparency

See all

Facebook is showing information to help you better understand the




Jivraj9 Tea

December 24, 2022 at 11:15 AM · 🌐


It's easy, it's quick, it's beneficial. Introducing you to an exotic blend. When the temperatures drop in the winter, Jivraj9 Cava Green Tea bag is your absolute saviour. Order from the link in our Bio!

#SangharshKaSaathi #J9Premium #Jivraj9Tea #Jivraj9CAVA #CAVA #kahwa #tea #greentea #teatime #tealovers #kashmirkahwa #tealover #organic #chai #teastagram #kashmir #kahwatea #teaoftheday #greenteatime #organictea #kopi #specialty #specialtytea #tealove #kahwacoffee #health... See more



Jivraj9 Tea Group – Chai – Marketing Campaigns

Social Media – Facebook - @jivraj9tea




Jivraj9 Tea


Shop on Website

Liked


Message




Jivraj 9 Lemon Iced Tea...
₹300.00




Jivraj 9 CTC Leaf Tea 1kg
₹520.00




Jivraj 9 Instant Masala ...
₹150.00




Jivraj 9 Premium Cava ...
₹225.00



Jivraj 9 Premium Green...
₹130.00




Jivraj 9 Instant Ginger ...
₹150.00

Page transparency

See all


Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - July 30, 2013

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page




Jivraj9 Tea


December 18, 2022 at 4:17 PM · 🌐

Aroma and flavour that takes you around the world! Indulge with the heavenly Indian spices that are beneficial for your health like cinnamon, clove, nutmeg, ginger, black pepper, & cardamom. Order from the link in our Bio!

#SangharshKaSaathi #J9Premium #Jivraj9Tea #Jivraj9CAVA #CAVA #kahwa #tea #greentea #teatime #tealovers #kashmirkahwa #tealover #organic #chai #teastagram #kashmir #kahwatea #teaoftheday #greenteatime #organicttea #kopi #specialty #specialtytea #tealove ... See more




TEA GROUP




Jivraj9 Tea Group – Chai – Marketing Campaigns

Social Media – Facebook - @jivraj9tea


Jivraj9 Tea


[Shop on Website](#)
[Liked](#)
[Message](#)



Jivraj9 Tea

December 4, 2022 · 🌐


Experience premiumness, experience the finest J9 premium. 100% Assam Tea blend from the house of Jivraj 9 Tea that fulfills the cravings of premium tea for true tea connoisseurs. Available in Leaf and CTC variants, J9 Premium Tea take the tea-drinking experience to an elevated level

[#SangharshKaSaathi](#)
[#InstantPremix](#)
[#Jivraj9Tea](#)
[#AssamTea](#)
[#Chai](#)
[#ChaiLover](#)
[#Chaitea](#)
[#Tea](#)
[#winteriscoming](#)
[#Breakfast](#)
[#Gujarat](#)
[#Ahmedabad](#)
[#Surat](#)
[#Vadodara](#)
[#Rajkot](#)
[#ILoveTea](#)
[#TeasOfIndia](#)
[#PremiumTea...](#)
[See more](#)




Page transparency
[See all](#)

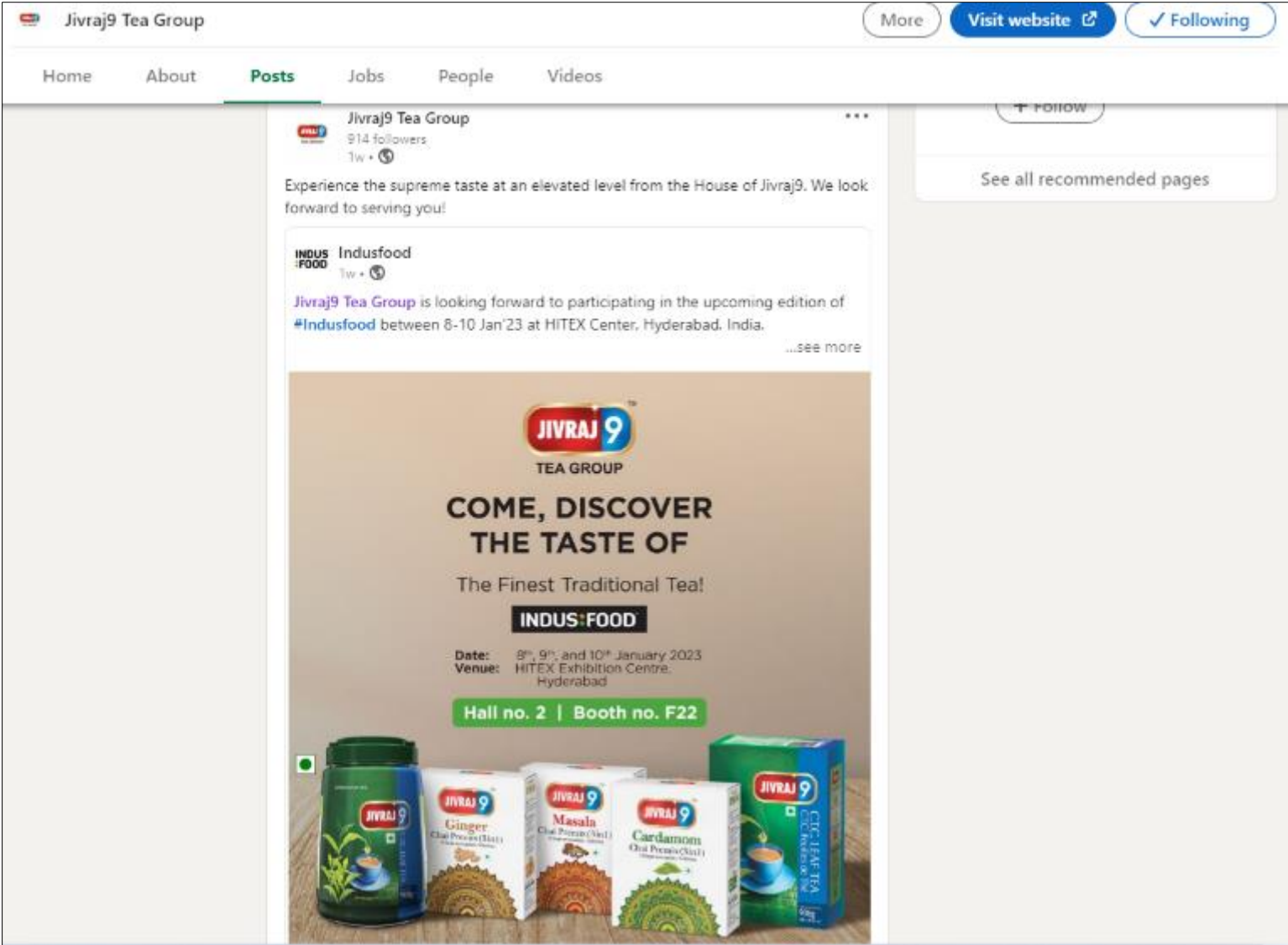
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 Page created · July 30, 2013

Add your business to Facebook

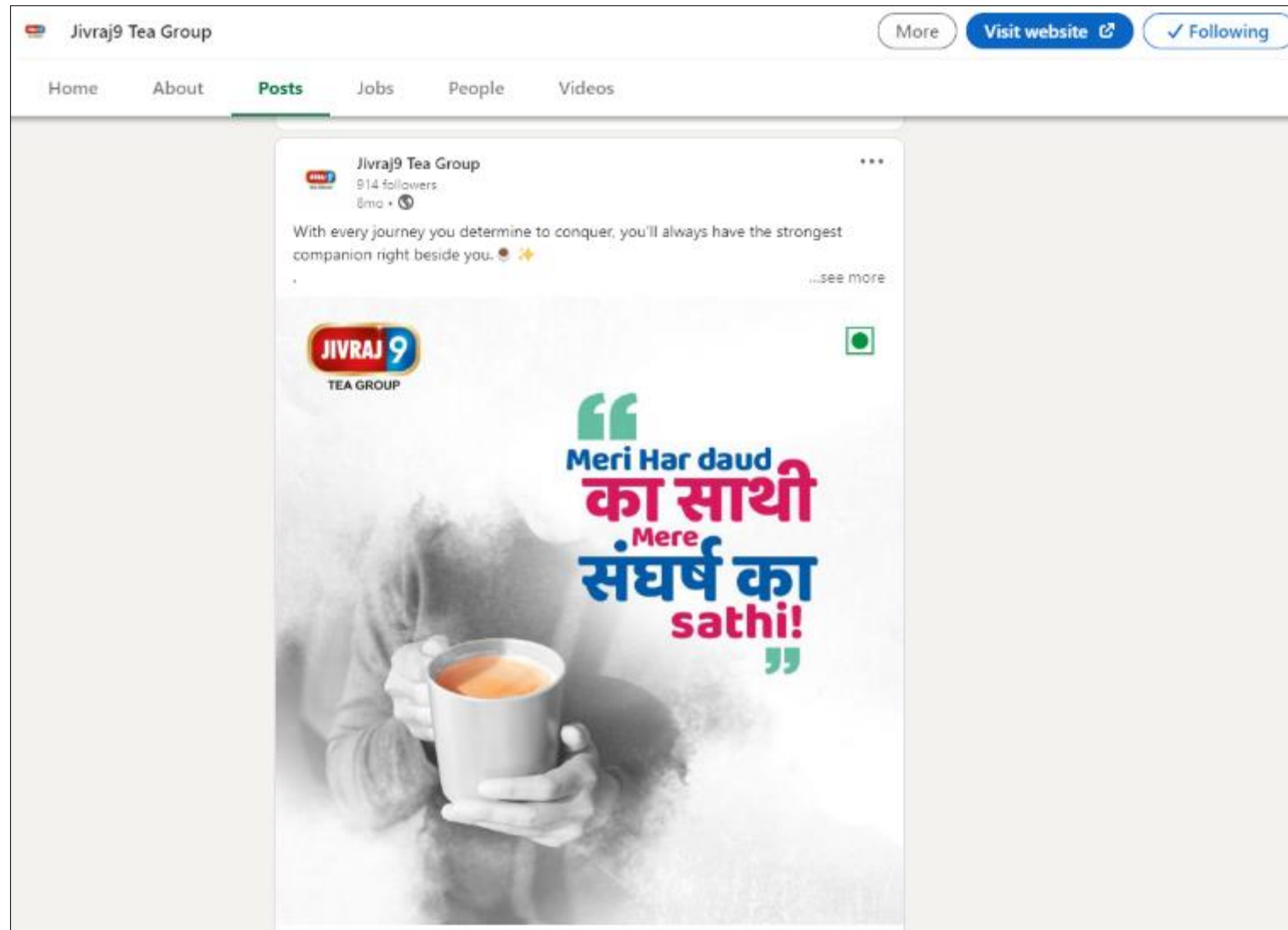
Jivraj9 Tea Group – Chai – Marketing Campaigns

Social Media – **Linkedin** – Jivraj9 Tea Group



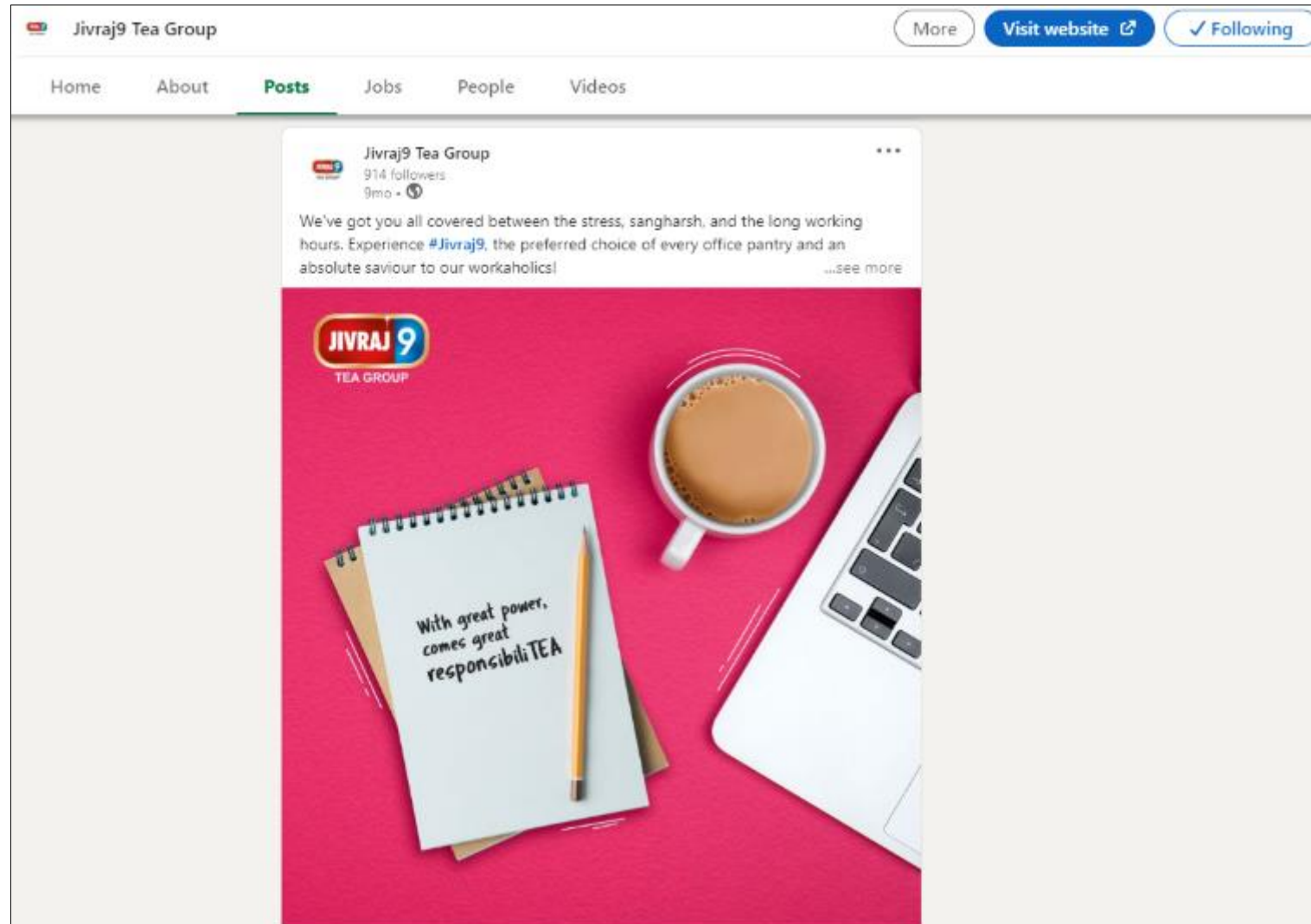
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Social Media – **Linkedin** – Jivraj9 Tea Group





TEA GROUP



Thank you

SANGHARSH KA SAATHI!