

OWN AN ASSAM HERITAGE TEA EXCLUSIVE STORE IN YOUR CITY

Build your business with Northeast India's trusted

Garden-To-Cup specialty tea brand.

Authentic.

Award-Winning.

Global Reach. (21 countries)

Profitable.

Assam Heritage Tea (Heritage Tea Company Pvt. Ltd.) brings the richness of Assam's finest gardens to your storefront. Founded by master blender Rajen Baruah — with over 45 years in the industry — the brand exports specialty teas to customers worldwide and now invites passionate partners to bring its authentic flavors to more cities across India.

BRAND STORY

The Heritage Behind Every Cup

The Assam Heritage Tea Mission

Assam Heritage Tea is a state of the art of speciality tea manufacturing unit and was built on a singular belief: that every cup deserves the honest, uncompromised taste of real Assam tea — grown right, crafted and blended, and delivered with transparency.

Founded by Rajen Baruah, a front-line industry veteran with over 45 years of experience in planting and manufacturing, Heritage Tea Company Pvt. Ltd. has built one of Northeast India's most respected specialty tea ecosystems:

- Garden-direct sourcing from Assam's finest small tea farms
- Handcrafted specialty blending by expert artisans
- ISTA award-winning quality standards
- International exports to multiple countries
- Four running retail shops serving connoisseurs
- Ready-to-gift, loose-leaf & specialty packed formats

Assam Heritage Tea delivers what tea lovers always deserved — authentic, traceable, handcrafted tea with the spirit of Assam in every sip.

Recognition & Trust

- ISTA (Intl. Speciality Tea Association) Award
- Tea Epicure Award recipient
- Exported to USA, Japan, Middle East & Europe.
- Retail shops serving tea connoisseurs since founding (Speciality Orthodox, Oolong, White Tea, Golden Teas Speciality green teas,herbal blends and premium CTC)

Led by the Baruah family — Rajen, June, Ishan and Ronnie — a team that brings multi-generational expertise from nursery to packing.

WHY ASSAM HERITAGE TEA IS DIFFERENT

A brand that solves real gaps in India's specialty tea market

01

Award-Winning Quality & Craft

Recognized by the International Speciality Tea Association U.S.A. and Tea Epicure — rigorous handcrafting and expert blending deliver consistent, premium-grade specialty teas.

02

Garden-to-Cup Traceability

Besides own manufacture, direct sourcing from trusted small Tea farms in Assam with full transparency — every blend is traceable from leaf to packaging.

03

30 Unique Specialty Blends

From Spring White Tea to Heritage Jade Green, Oriental Beauty to CTC Madhumol — a diverse range covering premium, gifting, everyday, and herbal categories.

04

Global Credibility, Local Roots

Exported to customers across the world yet deeply rooted in Assam's heritage — an internationally respected brand with the story and soul of Northeast India.

06

Proven Retail Experience

Four operational retail shops and a decades-strong direct customer base — a model tested and refined over 45+ years in the industry.

05 ISO 22000 and HACCP Certified.

THE FRANCHISE OPPORTUNITY

A proven model you can confidently invest in

4+

Retail Stores
Operating

45+

Years Industry
Experience

30

Specialty Tea Blends

Global

Export Presence

Assam Heritage Tea gives you everything you need to launch and run a profitable specialty tea store — you focus on daily customer experience, and the brand handles the product, blending, and supply chain.

Franchise Highlights

- Established brand with 45+ years of credibility
- Award-winning specialty teas with global recognition
- Estimated margins of 25% on specialty range
- Full supply chain & product support
- No prior tea experience needed — training provided
- Low footprint store: 150–200 sq. ft. sufficient

Product Basket You Can Sell

- Specialty long-leaf teas (30 signature blends)
- Premium gift boxes & curated hampers
- CTC everyday teas — Madhumol range
- Herbal & wellness teas (Hibiscus, Spring White)
- Heritage Gold & Heritage Jade Green premium lines
- Branded merchandise & accessories

INVESTMENT & RETURNS

A simple, low-risk, high-trust franchise model

Total Estimated Investment: ₹8 – 10 Lakhs* (single outlet)

Security Deposit	₹1,00,000 (Refundable)
Franchise Fee (One-time)	₹1,50,000
Interior, Display & Signage	₹1,00,000
Equipment (Tea dispensers, POS)	₹1,00,000
Initial Stock (credit)	₹75,000
Working Capital	₹1,50,000
Local Launch & Marketing	₹50,000
Miscellaneous & Inauguration	₹ 50,000
Royalty Fee	NIL

22-25%

Blended Margin
(Speciality)

18 mo

Estimated ROI Period

NIL

Royalty Fee

₹4-5L

Est. Monthly Revenue

*Investment figures are indicative. Final amounts may vary based on location, vendor rates, and store size.

STORE REQUIREMENTS & OPERATIONS

A streamlined, experience-first retail outlet

Store Requirements

- 150–200 sq. ft. of commercial space
- High-footfall area — markets, malls, cafés, tourist zones
- Good visibility and street-level access
- Power supply (no heavy load required)
- Suitable for tier-1 to tier-3 cities

Setup & Logistics

- Company-provided store layout and design guide
- Mandatory branded signage, tasting counter & display
- Equipment sourced via discounted vendor partners
- Monthly stock replenishment with 2-week credit cycle
- Quality-packed, shelf-stable specialty teas

Staff & Operating Requirements

Staffing

- 1–2 staff or owner-operator model
- Minimum 12th pass; customer-facing communication skills
- Staff recruited by franchisee, trained by Assam Heritage Tea team

Store Operating Hours

- Open 6 days a week, 10–12 hours daily
- Sunday hours as per local market norms
- Tea tasting sessions encouraged for footfall

TRAINING, SUPPORT & MARKETING

Everything you need to launch and grow

Training (by Rajen Baruah & team)

- Duration: 3 days at factory/retail location
- Tea varieties, origin stories & tasting techniques
- Customer engagement & up-selling specialty teas
- Inventory, stock rotation & freshness management
- POS, billing & MIS handling
- Hygiene, storage & packaging standards

Note: POS software provided free for first year. Renewal from Year 2 borne by franchisee.

Support System

- Complete store setup & layout guidance
- Branded fixtures and display design templates
- Periodic quality & operational audits
- Ongoing training & performance support visits
- Detailed SOP manual for smooth daily operations
- Ready branding & marketing toolkit: banners, packaging inserts, social reels

Marketing

- Central social media content provided
- Launch support & inauguration assistance
- Local marketing permitted under brand guidelines
- Co-branded gifting and festive campaign assets

WHO CAN APPLY

Find your place in the world of specialty tea

Ideal Franchise Partner would be someone who is:

- Passionate about quality food & beverage retail
- Strong on customer experience and presentation
- Willing to manage store or oversee trained staff
- Able to invest approx. ₹8 - 10 Lakhs
- Business-minded with community connections
- Respectful of brand standards and quality discipline

Prior tea knowledge is NOT required
— our training program covers everything.

Legal Terms

3-Year Agreement

Franchise valid for an initial term of 3 years.

Renewal Fee

₹50,000 for renewal after completion of 3-year term.

3-Month Exit Notice

All dues must be cleared; 3-month advance notice required.

No Outlet Transfer

Franchise outlet cannot be sold or transferred to a third party.

Non-Compete Clause

No competing tea/beverage brand may be operated during tenure.

Legal Jurisdiction

Dibrugarh / Guwahati, Assam.

Ready to Brew Your Business?

Bring Assam Heritage Tea to your city. Build a profitable, authentic specialty tea retail business with a brand the world trusts.

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