

OWN A ASSAM HERITAGE TEA EXCLUSIVE STORE IN YOUR CITY

Build your business with Northeast India's trusted

Garden-To-Cup speciality tea brand

Authentic | Award-Winning | Profitable | Global Reach (21 countries)



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 speciality 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

We are 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 speciality tea ecosystems:

- Garden-direct sourcing from Assam's finest small tea farms
- Handcrafted speciality 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 & speciality 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
- Exports 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 speciality tea market



01

Award-Winning Quality & Craft: Recognized by the International Speciality Tea Association U.S.A. and Tea Epicure — rigorous handcrafting and expert bending deliver consistent, premium-grade speciality 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 Speciality 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.

05

ISO 22000 and HACCP Certified

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.

THE FRANCHISE OPPORTUNITY

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

4+

Retail Store Operating

45+ Years

Industry Experience

30

Speciality Tea Blends

Global

Export Presence

Franchise Highlights

- Established brand with 45+ years of credibility
- Award-winning speciality teas with global recognition
- Estimated margins of 25% on speciality 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

- Speciality 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



OOLONG TEAS



ORTHODOX TEA



SPRING WHITE TEA



ORIENTAL BEAUTY



CTC MADHUMOL



HERITAGE JADE GREEN



ASSAM GOLDEN TEA



HERITAGE GOLD

INVESTMENT & RETURNS

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

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

Security Deposit	₹1,50,000 (Refundable)
Franchise Fee (One-time)	₹2,50,000
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

Note: Only the Security Deposit and Franchise fee is fixed; all other investment components are tentative and may vary slightly based on actual site conditions, vendor rates and final set-up requirements.

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 speciality 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 speciality teas
- Inventory, stock rotation & freshness management
- Hygiene, storage & packaging standards

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

Ideal Franchise Partner 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, Assam. Any disputes will be handled under Dibrugarh court jurisdiction.



Ready to Brew Your Business? Contact Us

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