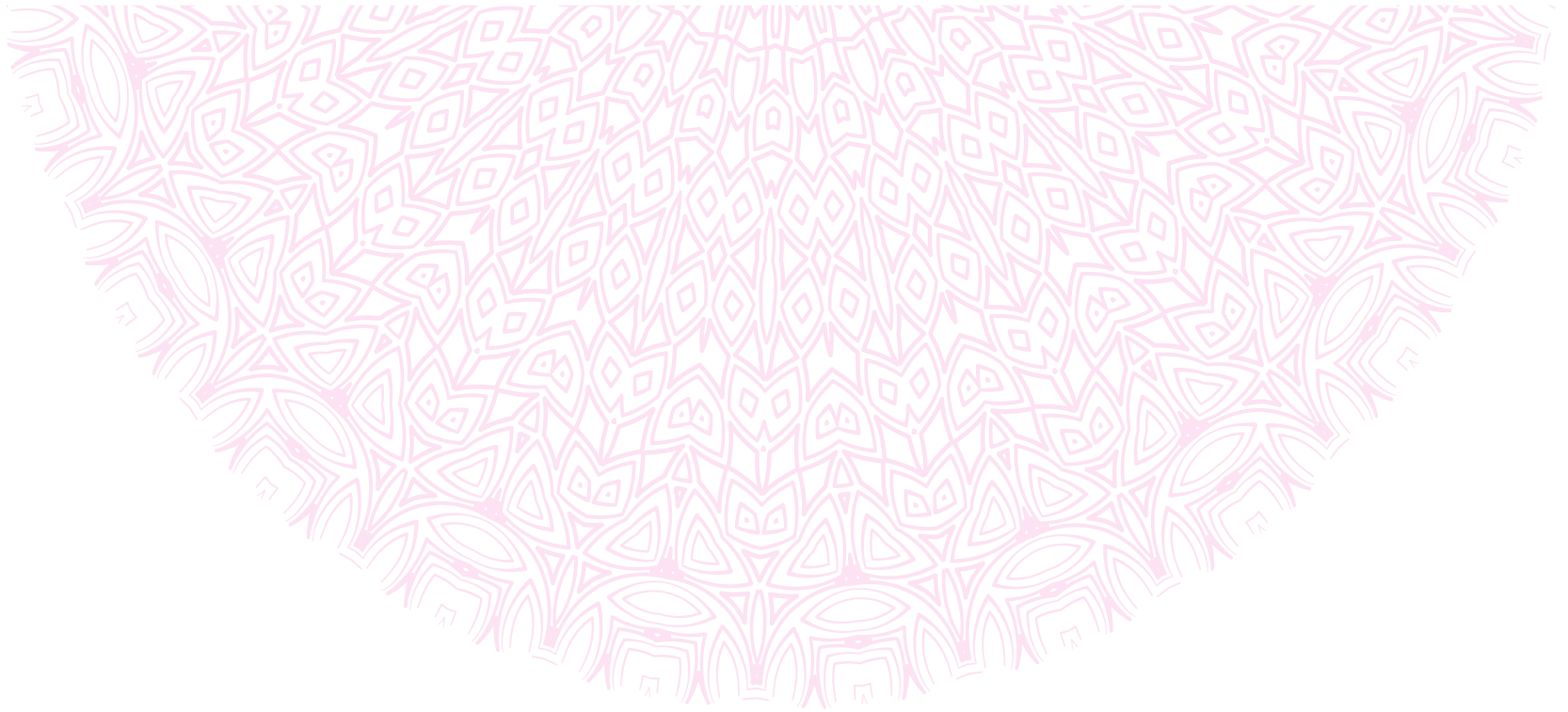




THE DIWALI COLLECTION

by

DHARMSALA TEA COMPANY



**Come, let us have some tea and continue to talk
about happy things.**

Contents

A word from our Chairman	// 4
Tea at Dharmsala	// 7
The Five Days of Diwali Collection	// 10
<i>Dhanteras, The Day of Fortune</i>	
<i>Narak Chaturdashi, The Day of Knowledge</i>	
<i>Diwali, The Festival of Lights</i>	
<i>Govardhan Puja, The New Year</i>	
<i>Bhai Dooj, The Day of Sibling Love</i>	
<i>The Bonus Holiday, The Post-Diwali Detox</i>	
Our Diwali Packaging Range	//24



A word from our Chairman

Dharmsala evokes a genuine love for nature, the mountains, flowers, trees, birds, wild animals, art, spirituality, wellness and of course, tea. For over 150 years, the tea planters of Kangra Valley have left an indelible imprint on tea-making history, starting from the European planters in the 1850s to today when the young generation, often the 5th or 6th generation of Indian planters, is brimming with ideas on how to innovate in the field of tea-making.

Even as we constantly innovate and invent, our philosophy in tea making has remained the same, however: retain the beauty of fine, hand-crafted teas by understanding, loving and respecting the tea bushes where it all starts. Blending the knowledge of tea planting and making our family has accumulated over the generations with a deep understanding of the role tea can play in the lives of tea drinkers is at the heart of what we do.

We are excited about what the future holds for tea, and what tea holds for our future.

Gurmit S. Mann
5th Generation Tea Planter
Dharmsala Tea Company



Tea at Dharmsala

In 1882, our great-great grandparents came to Dharmsala and immediately fell in love with the beautiful, lush green tea slopes and the majestic, snow-capped Himalayan peaks. That year, when they founded The Dharmsala Tea Company, the Kangra District Gazette described the tea as 'superior to that produced in any other part of India'.

Kangra Valley is as lush, beautiful and naturally endowed today as it was when George Barnes wrote in his *Report on Settlements in the District of Kangra* in 1855:

I know no spot in the Himalayah which, for beauty or grandeur, can be compared with the Kangra Valley and these overshadowing hills. No scenery, in my opinion, presents such sublime and delightful contrasts. Below lies the plain, a picture of rural loveliness and repose. The surface is covered with the richest cultivation, irrigated by streams which descend from perennial snows, and interspersed with homesteads buried in the midst of groves and fruit trees. Turning from this scene of peaceful beauty, the stern and majestic hills confront us. Their sides are furrowed with precipitous water-courses; forests of oaks clothe their flanks, and higher up, give place to gloomy and funereal pines. Above all, are wastes of snow, or pyramidal masses of granite, too perpendicular for the snow to rest on.





With such subliminal beauty and peace surrounding our tea gardens in Dharmsala, we have worked hard to ensure that over the decades, our tea remains evocative of our core values of simplicity, naturalness, purity, love, and sustainability.

Today, Dharmsala tea is about so much more than just tea. It's advocating a way of life. Culture, philosophy, art, health, friends and nature intersect in Dharmsala, a place that inspires and moulds our values, a place with which our family has been associated for over 135 years. We want to embrace modernity, but not lose what's precious from our past. We want to advance, but not at a pace that adversely affects our health. We want to evolve, but not lose sight of the values that keep us grounded. Its balance that we seek.

In all the rushed madness of today's world, we want our teas to transport you to Dharmsala, a place of peace, calm, and tranquility. So come, take this journey with us.



The *Five Days of Diwali* Collection.

A celebration of the legendary stories of Diwali.

The *Five Days of Diwali* Collection celebrates the the legendary traditions of Diwali – the largest and most widely celebrated festival in India – by unwrapping many of the layers of history, mythology, legends, values and ceremonies it represents.

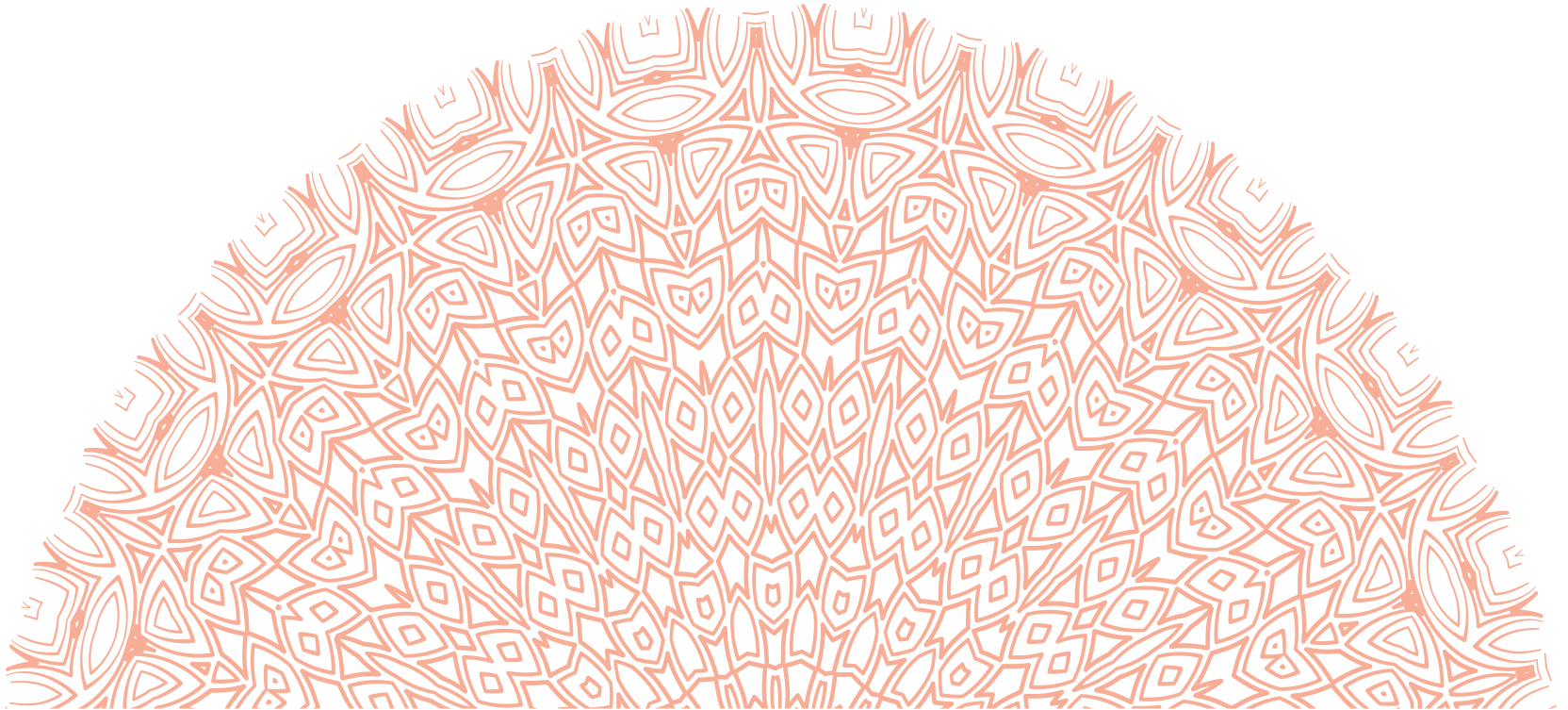
From the return of Rama to Ayodhya to the Govardhan hill being lifted by Krishna to Mahavira attaining nirvana, Diwali brings together Indians practicing different faiths to celebrate the diverse stories, the powerful legends and unshakeable beliefs and values that they hold dear. Each layer is so rich with colorful stories that showcase timeless values - the victory of good over evil, light over darkness and knowledge over ignorance.

Each of the teas in our *Five Days of Diwali* Collection therefore celebrates those simple yet incredibly powerful stories. The collection revolves around elements that represent Diwali and the warmth, togetherness, color, vibrancy, and light associated with Diwali celebrations starting from *Dhanteras* and ending with *Bhai Dooj*.

Our tea blends with rose (*gulab*), marigold (*genda*), saffron (*kesar*), cardamom (*elaichi*), almonds (*badam*) will evoke the nostalgia of the festive flavors and aromas emanating from boxes of mithai and dry fruits heaped around us amidst the prayers and ceremonies of Diwali.

Diwali, much like Indian weddings, is a celebration and coming together of people, friends, and families. But more importantly, in an India where many of us live away from our families and closest friends for most of the year, the homecoming of our loved ones is cause for cheer all around. Everyone (we hope!) makes it home this Diwali to be with their families to celebrate the warmth and love that comes from togetherness, share our own stories over a cup of Dharmasala tea, and mark the beginning of a new year.

*If happiness could be stored, I would store
it like my mother's precious saffron.*



DAY 1: DHANTERAS "THE DAY OF FORTUNE"

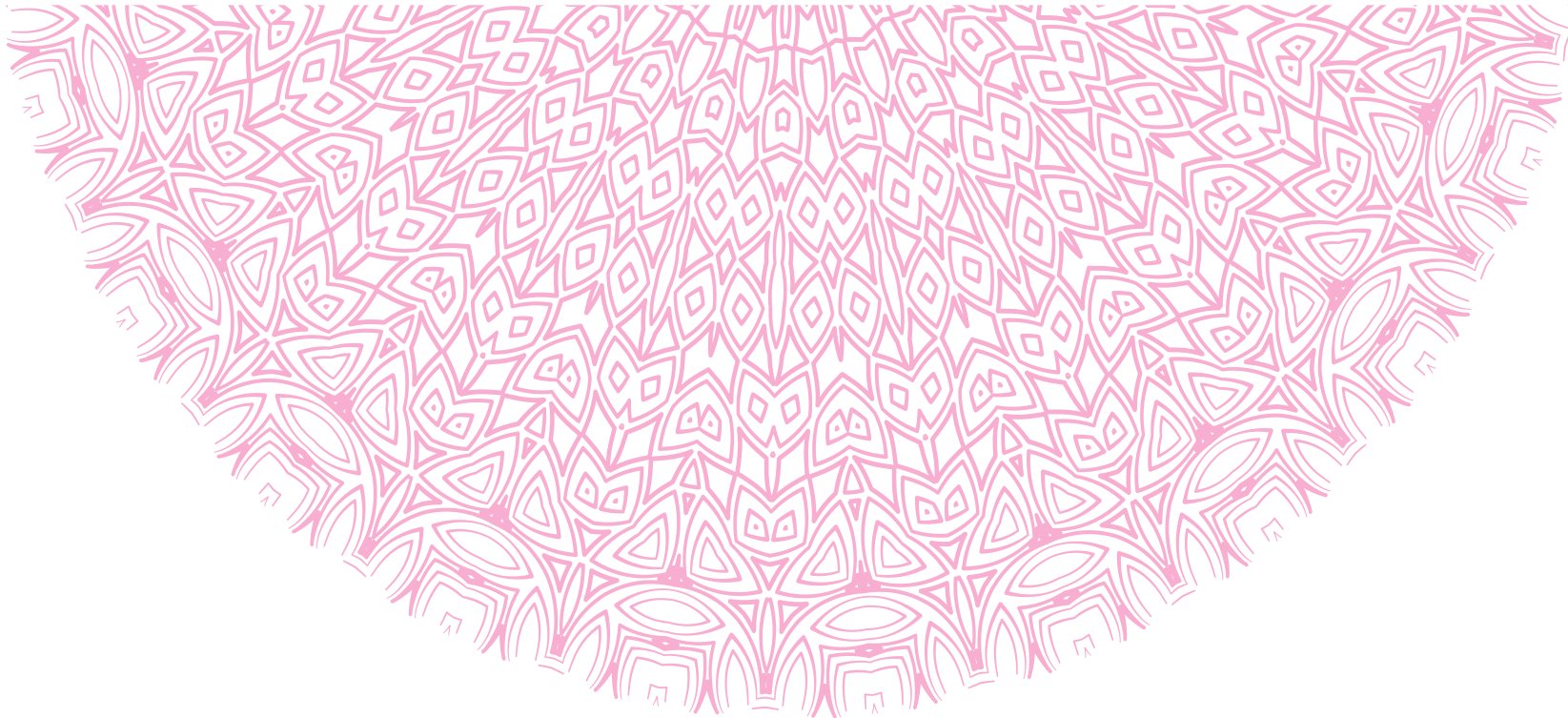


SAFFRON CARDAMOM TEA

Our saffron cardamom tea is a rich, auspicious blend of saffron (a spice also known as red gold), pods of green cardamom and green tea. The fragrance of *elaichi*, the highly prized *kesar* and health-inducing green tea makes for an intricately balanced blend that can only portend good fortune. This blend is sacred, it is good, and it is delicious.

Ingredients: Kashmiri saffron, Kangra green tea, green cardamom

Available in tins of 25g and 50g, and pyramid tea bags



*When true wisdom dawns, it gives rise to
celebration.*

DAY 2: NARAK CHATURDASHI "THE DAY OF KNOWLEDGE"



WHITE TEA WITH ROSE PETALS

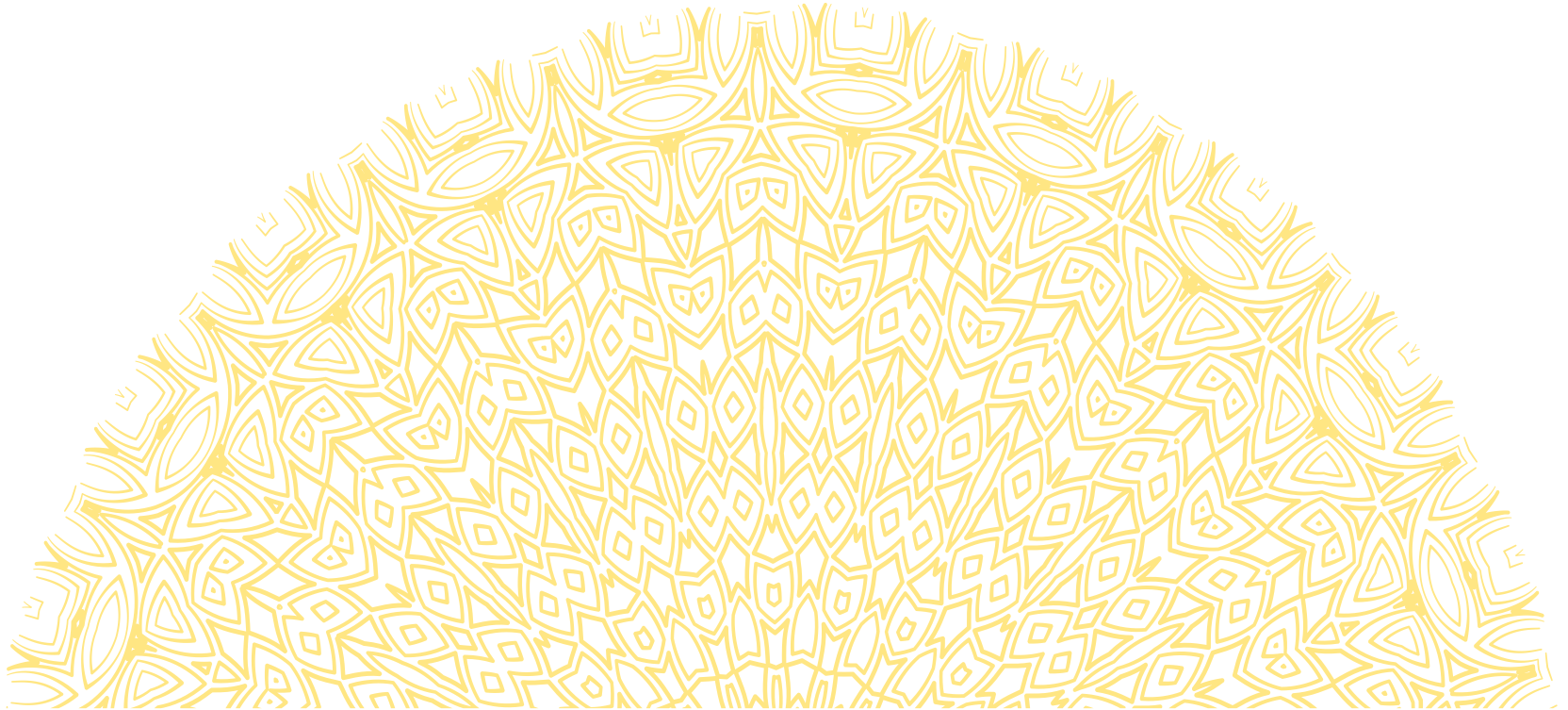
A magnificent, floral blend, our silver needle white tea with organic rose petals will cleanse you and boost you with anti-oxidants while transporting you into a state of serenity that accompanies knowledge and wisdom. Fragrant and gentle, this tea is simply divine.

Ingredients: Rose Petals, Silver needle white tea

Available in tins of 25g and 50g

HAPPY DIWALI

FESTIVAL OF LIGHTS



DAY 3: DIWALI
"THE FESTIVAL OF LIGHTS"



MARIGOLD TEA

Our marigold tea is a bright, celebratory blend of marigold flowers and our hand-rolled oolong tea. Marigold, also known as *genda phool* in India, is emblematic of Indian festivities. Fragrant, festive and vibrant, the golden color of this tea makes for the perfect Diwali blend.

Ingredients: Marigold flowers, hand-rolled oolong tea

Available in tins of 25g and 50g



*And now we welcome the new year, full of
things that have never been.*

DAY 4: GOVARDHAN POOJA "THE NEW YEAR"



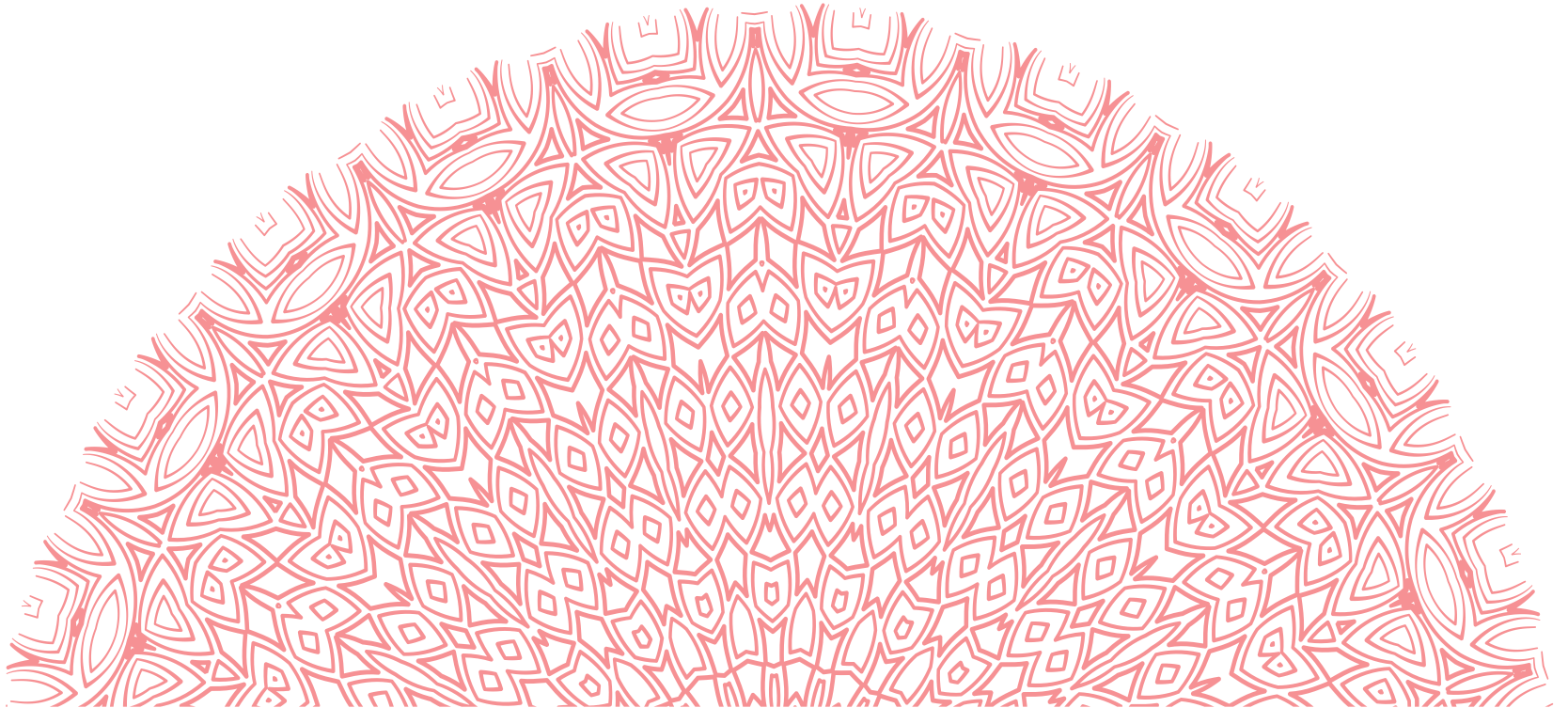
THE MASALA THUNDERSTORM

Our Masala Thunderstorm tea, with its explosion of flavours and spices, is just the right way to start the New Year with a bang. Its a strong tea with a balance of truly Indian flavours - and seems fitting for a day that celebrates Lord Krishna's exploits of lifting a hill to save villagers from an impending flood.

Ingredients: Cinnamon, Cardamom, Cloves, Black Pepper, Ginger and Black orthodox tea

Available in tins of 25g, 50g and 100g, and pyramid tea bags

*Our paths may change as life goes along,
but the bond between us remains ever strong.*



DAY 5: BHAI DOOJ
"THE DAY OF SIBLING LOVE"



THE SIBLING BLEND

The flavour combination of dried raisins, cinnamon and apple is all about the kind of love that exists between siblings: sweet, warm and always there for each other. This blend of classic flavours celebrates sibling love, and the sweet comfort we draw from having a sibling or two, always looking out for us. Perfect for a day when brothers and sisters renew their bond.

Ingredients: Dried raisins, Cinnamon, Apple, and Kangra Green tea

Available in tins of 25g, 50g and 100g, and pyramid tea bags



DAY 6: THE BONUS HOLIDAY "THE POST-DIWALI DETOX"

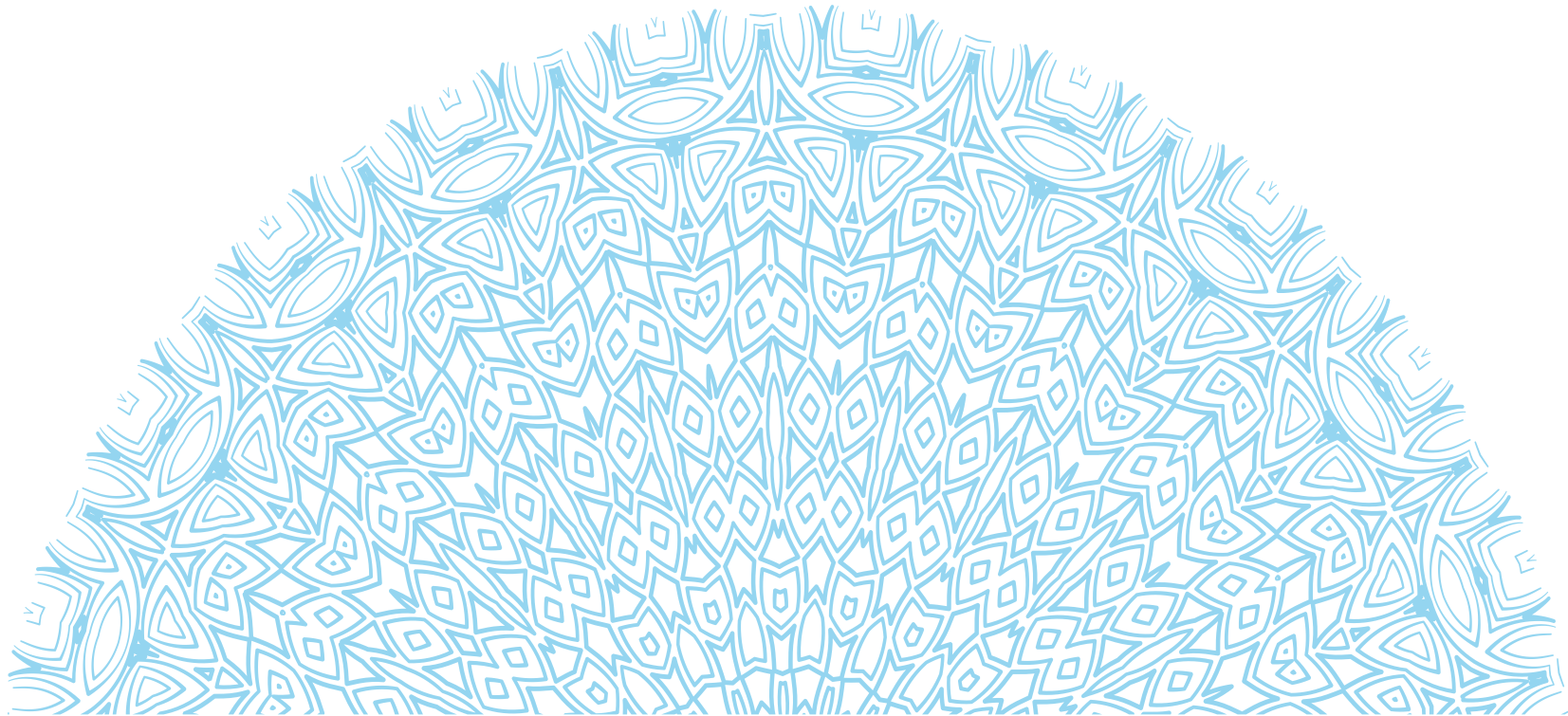


THE POST-FESTIVITIES BLEND

After a calorie-laden festive week (we know you didn't just have the teas each day!), our Post-Festivities Blend is the perfect post-Diwali detox for Day 6. This green tea, with ginger, fennel and cardamom, is as helpful for digesting all the *ladoos* and *kaju katlis* as it is for cleansing and rejuvenating your body and mind after a week of festivities. Until the next festive occasion, of course!

Ingredients: Ginger, Fennel, Cardamom, and Kangra Green tea

Available in tins of 25g, 50g and 100g, and pyramid tea bags



OUR DIWALI PACKAGING RANGE: TINS / CADDIES



TINS / CADDIES

Our beautiful tins or caddies come printed with a hand-painted illustration of the snow-capped mountains of the Himalayas, our Towa tea estate, and the vibrant colours of the fall foliage in our tea gardens that represent the vibrancy of the colours and celebrations at Diwali.

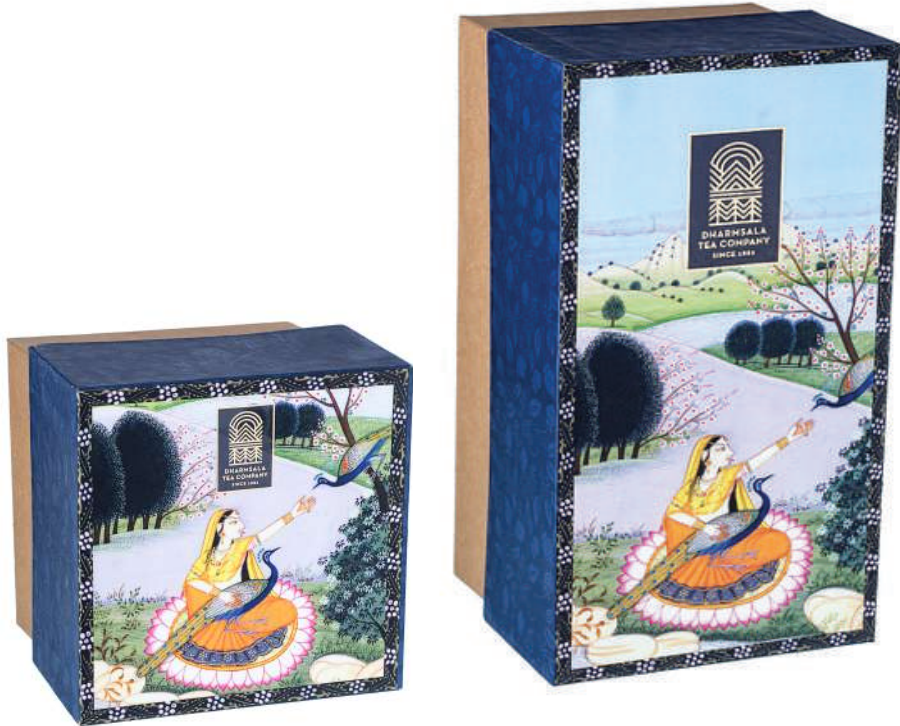
Contains 25g, 50g or 100g loose tea of your selected blend

Available in blue, pink, lavender, saffron, green and black colors

Each tin or caddy be re-used to store the teas or other products in the future.



OUR DIWALI PACKAGING RANGE: KANGRA MINIATURE ART BOXES



KANGRA MINIATURE ART BOXES

Our Samriddhi gift boxes are illustrated by a sixth generation Kangra artist, whose family has specialized in Kangra miniature art for over two centuries. Kangra Art is a traditional Pahadi art form that specializes in highlighting the themes of love and devotion in the midst of beautiful natural settings.

Contains tins / caddies with loose teas or tea bags

Available in two sizes, either as a single tin box or double tin box

Each box can be re-used as a jewellery box.



OUR DIWALI PACKAGING RANGE : SIGNATURE WOODEN TEA CHESTS



SIGNATURE WOODEN TEA CHESTS

Our limited-edition handcrafted wooden tea chest of 6 signature tea blends is a memorable and timeless gifting option. With a luxurious walnut stained finish embellished with intricate gold accents, the chest contains an assortment of premium handcrafted Himalayan teas from Dharmasala, packed in pyramid tea bags.

Contains up to 6 variants of pyramid tea bags

Available in one size only, with 24 assorted tea bags.

Can be re-used at home or in the office to keep an assortment of tea bags to serve to guests.

THE DIWALI COLLECTION

by

DHARMSALA TEA COMPANY

W: www.dharmsala.com | E: team@dharmsala.com |
P: +91-97174-94290 | Instagram: [@dharmalateaco](https://www.instagram.com/dharmalateaco)