



MYSTIC FOREST

UNBREW YOUR WORLD

100% SOLUBLE PREMIX TEA

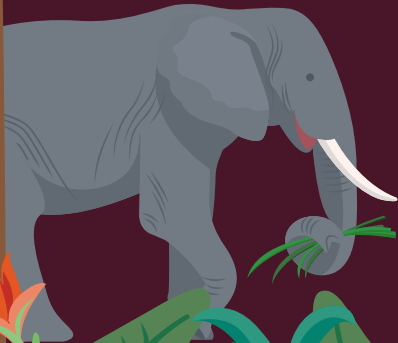




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A MAGICAL & INSTANT ADVENTURE

Hello,
I am Rory.

Come with me for a stroll through this enchanting forest, as I tell you the wonders of a magical elixir, the **“Mystic Forest”** tea.

You see, this Mystic Forest tea tastes like magic that drips down from the heavens. Take one sip and in an instant, you are teleported to nature’s lap to experience the wonder of authentic flavours and aromas! It is an escape from the hustle & bustle of your daily routine whenever the craving strikes for that pure blissful taste of tea! It’s a royal brew, fit for a king like me..

..now, picture this: We have taken the very best tea leaves from the sun-kissed gardens of Upper Assam. We turn those leaves into a luxury experience for tea lovers around the world by crafting a unique **(Patent Pending)** premix formulation containing soluble black tea. It is as easy to use as a lion cub taking a nap. Just dissolve the mixture in hot water and its ready to sip on the go.

No fuss, no mess, just pure, rich flavour.

And the best part? You can enjoy this magical and soluble brew anytime, anywhere.

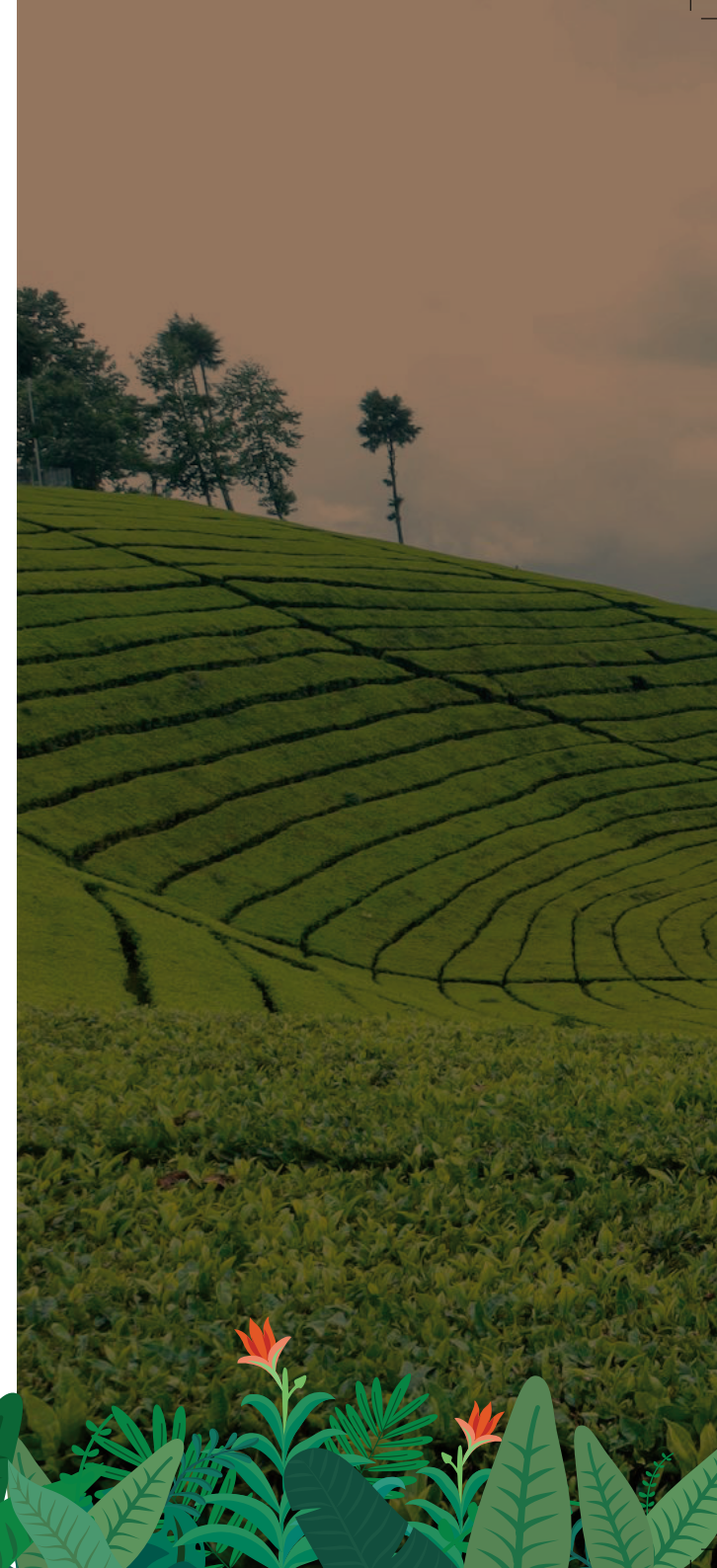




FEEL THE FOREST ON YOUR TASTE BUDS IN AN *Instant*

Every sip of Mystic Forest tea is like a little safari for your taste buds. You'll taste the sun-kissed leaves and feel the fresh morning air as you take a delightful sip. It's like being right there in the heart of the forest.

The great part is, it doesn't take any time now to make that perfect cup of tea. Because of an innovative extraction process **(Patent Pending)** made from actual green leaves that are instantly soluble, you can slurp away a delicious cup of tea whenever the mood strikes and feel the pure essence enchant you. Our **Unique Extraction Process** squeezes every drop of magical bliss out of the tea leaves to give you tea that tastes like it's trickled down from a wildflower.





It is the only premix soluble tea on the market made using an innovative process (Patent Pending), free from artificial additives and chemicals. The Soluble Tea is sourced from our factory in Upper Assam, while the remaining all-natural ingredients are carefully selected from across India.

*We are talking
real tea* WITH A
TASTE SO AUTHENTIC
THAT IT'LL MAKE YOU
DANCE IN DELIGHT!



WHERE MYSTIC FOREST COMES TO LIFE

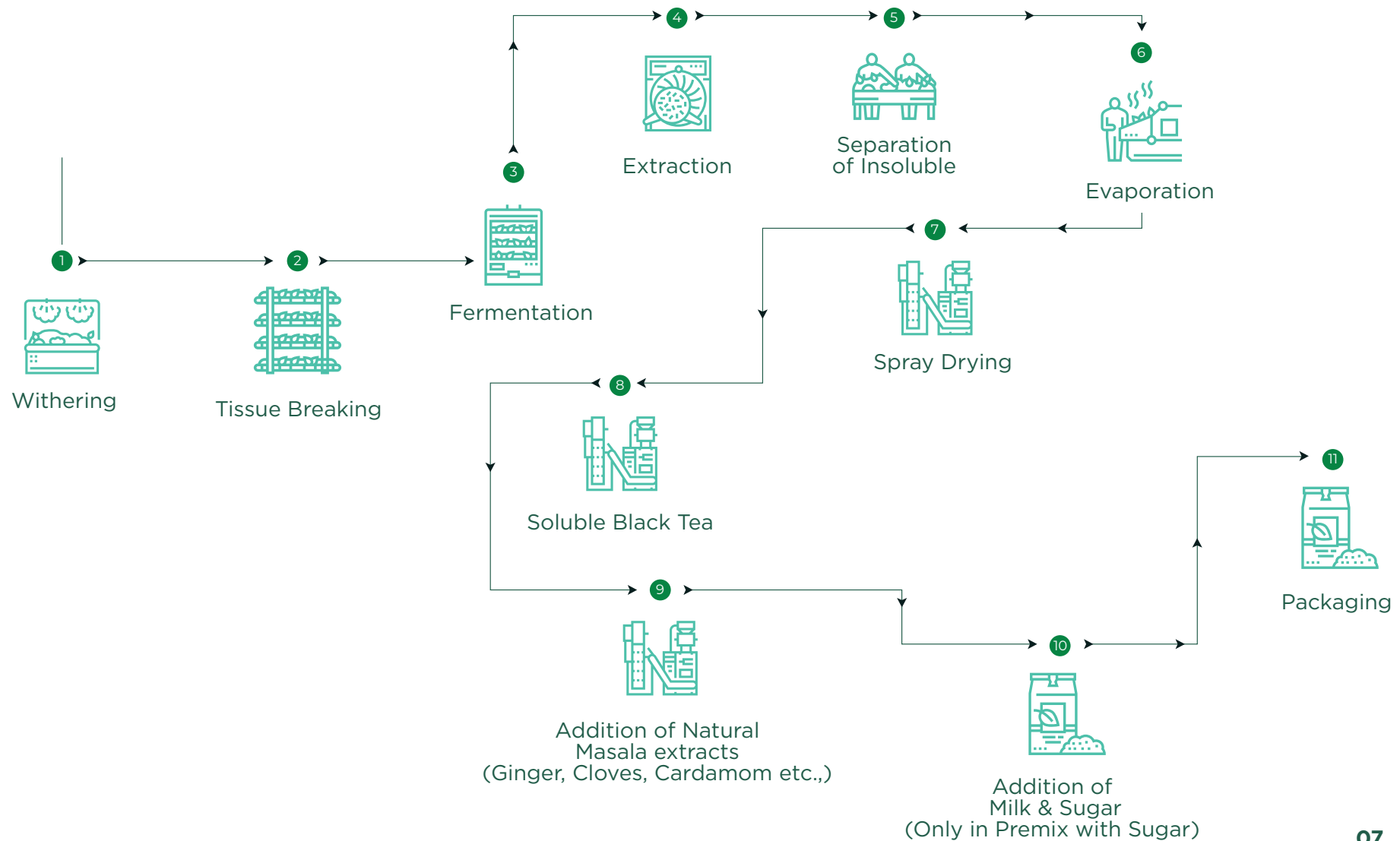
Our state-of-the-art facility
AT BUDHA TEA ESTATE PVT. LTD.

Our state-of-the-art facility Budha Tea Estate Pvt. Ltd. in the heart of the Upper Assam Tea District at Dibrugarh, Assam is what lies at the core of our Premix Soluble Tea Innovation (Patent Pending).

It has taken years of toil to perfect this delicate process laced with our customized & tailor made machinery and plant, that is now set to revolutionize the way Premix Soluble tea has been perceived due to the inferior alternatives made from tea waste in the market at present.



HOW MYSTIC FOREST OBTAINS ITS POWERFUL FLAVOUR



HOW IS *Mystic Forest* DIFFERENT FROM OTHER PREMIX TEAS?

- Most Instant Teas today use tea waste generated during the Regular Tea manufacturing process, as a base ingredient that lacks flavour or aroma, resulting in a compromised taste and overall experience.
- To mask poor quality, these Instant Teas add artificial colours, edible chemicals and additives to enhance the taste and aroma.
- Since Instant Tea is a developing market in India, it is often seen as a subpar-quality product due to these constraints as opposed to Regular Tea.
- While Loose Tea and Tea Bags offer better taste than the existing Premix Teas, they lack the convenience of Instantly Soluble - Premix Tea.
- Traditional Tea brewing methods discard valuable flavour components and tea solids that are kept intact with Mystic Forest Premix Soluble Tea!



WHY IS MYSTIC FOREST THE ULTIMATE *Royal Brew?*

- Unique Extraction Process (Patent Pending)
- Extraction of Pure Tea from green tea leaves (rather than using Tea Waste that existing Premix Tea manufacturers use) with an enhanced richness in flavour, aroma & colour.
- No artificial colours, flavours or chemicals involved.
- Reduces manufacturing cost but increases overall quality & user experience.
- Introduction of high-quality soluble black tea from green tea leaves.





MYSTIC FOREST V/S OTHER INSTANT PREMIX TEAS

	PARAMETERS	INSTANT PREMIX TEA (CURRENTLY AVAILABLE IN THE MARKET)	MYSTIC FOREST PREMIX TEA
	ORIGIN	Made from tea waste/ black tea	Made from fresh garden tea leaves
	FLAVOUR	Added tea flavour	Natural flavour retained
	AROMA	Added tea aroma	Natural aroma retained
	OTHER INGREDIENTS	Added chemicals & colours	Pure and natural. No added chemicals and colours.
	NDC (NON-DAIRY CREAMER)	Yes	No
	POLYPHENOLS/ FLAVONOIDS/ ANTI-OXIDANTS	Less	More



FLAVOURS FIT FOR A KING OF THE *Jungle*

The Mystic Forest
Difference





UNMATCHED *Flavour*

The secret is in the Innovative Extraction process
(*Patent Pending*) involved.

Mystic Forest's unique extraction method draws
out the tea's essence directly, preserving the
natural depth and richness of flavour that
traditional Instant Teas simply cannot match.





PURITY YOU CAN *Taste*

No more artificial additives and colours in your
premix tea!

With a unique process, Mystic Forest plucks
the magic straight from the heart of the tea
plant and turns it into something magical.





BEYOND *Convenience*

You want it fast? We've got you covered!

Mystic Forest tea is as quick as a cheetah on the hunt. It is instantly soluble, giving you a perfect cup of tea every time.



The background of the entire image is a lush jungle scene. A large, dark tree trunk is on the right side. In the lower left, a bright yellow cheetah with black spots is walking towards the right. The foreground is filled with various green plants and leaves. The sky is a mix of purple and blue, suggesting a sunset or sunrise. The text is overlaid on this background.

Immuni - Tea IN A PACKET

DITCH THE DUST & EMBRACE OUR ZEST!

A sip of Mystic Forest is enough for you to forget the old-fashioned premix teas packed with artificial flavours and additives. Our tea, bursting with antioxidants and authentic flavours, can help soothe digestion, ease nausea, boost circulation and give an energising lift for a perfect start to your day.

BE CALM AS A *Sloth* OR STORMY AS A *Cheetah*





ROYAL *Masala*

(With & Without Sugar options)

Embrace the regal sense of a tiger's confidence with Mystic Forest's Royal Masala tea.

This rich blend of spices (cardamom, clove, ginger, cinnamon and black pepper) leaves you feeling centred and invigorated instantly.





CALMING *Cardamom*

(With & Without Sugar options)

Unwind and find the serenity of a blissful sloth with Mystic Forest's Calming Cardamom tea.

The calming aroma and flavour of cardamom gently soothe your mind, body & spirit, offering a much needed moment of calm in your day.





WARMING *Ginger*

(With & Without Sugar options)

Mystic Forest's Warming Ginger tea offers a gentle warmth that a cheetah feels while waking up with sunrise.

Savour the invigorating Ginger Root that awakens your senses with a balanced yet comforting warmth with every sip.





AROMATIC *Lemongrass*

(With & Without Sugar options)

Embark on a mystical yet sensory adventure of an elephant with Mystic Forest's Aromatic Lemongrass tea.

The fresh, citrusy notes of lemongrass awaken your senses, offering a vibrant and invigorating experience immediately.



BLACK *Tea*

Our new pure extract of Black Tea is the purest form of Black Tea extract in the market. Our Black Tea throws the senses in a tizzy and the mind into a euphoria with every sip of the brew.

Launching our innovative Black Tea extract soon in both powder as well as an innovative tablet form, for further convenience and carrying ease.

RIGHT TIME TO PARTNER WITH US?

Urban India Craves Great Tea

India is fuelled by tea: **4.19% CAGR** for the Indian tea market by 2033

Urban population shies away from brewing: **6.80% CAGR** for the instant tea market by 2031

India consumes approx. **120 Cr. Kgs** of tea at the moment:

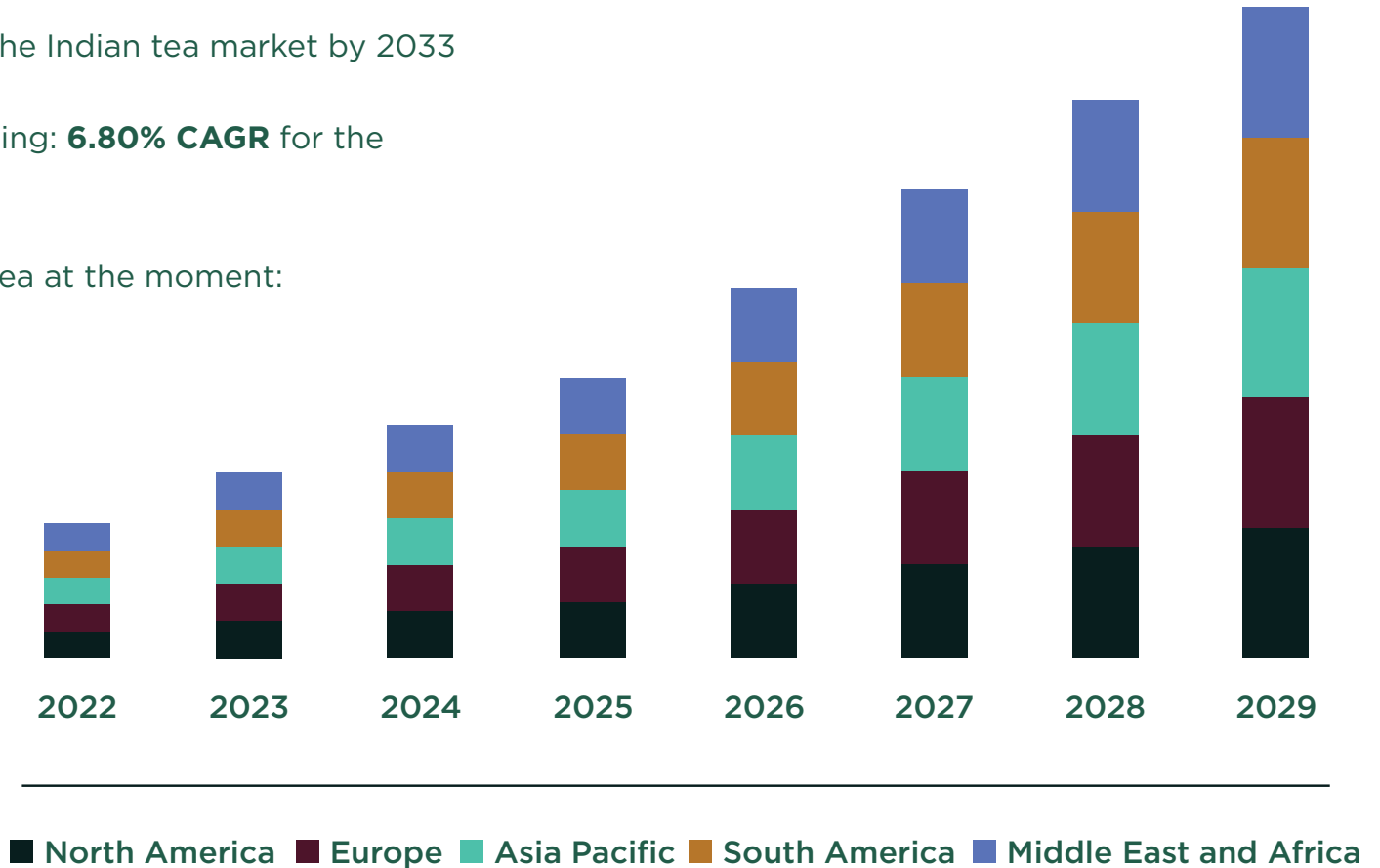
- 70% out of home consumption
- 30% is vendor/ stall consumption

\$65 Billion
Global tea market

\$12 Billion
Indian tea market

\$45 Billion
Global black tea market

\$10 Billion
Indian black tea market



Due to the varied pre-occupations of professionals, households and youth today, both the Indian & Global Instant tea markets are on an exponential rise.

Mystic Forest has great potential to grow and cement itself as a powerhouse in the Innovative Premix Tea Market by introducing a never before offering!

Sources: Business Marketing Insights, Fortune Business Insights, statistica.com, Allied Market Research

ABOUT THE *Team*



Anuj Sawhney, Director

Anuj Sawhney is a seasoned executive with 27 years of experience leading world-renowned brands. He holds a Master of Business Administration (MBA) from Owen Graduate School of Management at Vanderbilt University, USA, and is a graduate of the prestigious Shri Ram College of Commerce (SRCC) in Delhi. Anuj has always believed in exploring uncharted territories to reach new heights with innovative ventures undertaken. In the last two decades, Anuj has demonstrably excelled in managing all facets of the global brand "Swiss Military" as its Managing Director Worldwide.



Gaurav Choukhany, Director

Gaurav Choukhany comes from a long line of Indian Tea plantation pioneers in Assam. He boasts of nearly 20 years of experience in global sourcing, supply chain management and marketing & sales. For the past 16 years, he has also been running a leading corporate and promotional gifting company.



Varun Choukhany, Director

Varun Choukhany brings over 22 years of rich and diverse business experience across the tea, hospitality, and paper industries. A third-generation entrepreneur from a renowned Assam tea planter family, Varun combines deep-rooted industry knowledge with a forward-looking approach to innovation and branding. He holds a Bachelor's degree from the prestigious Shri Ram College of Commerce (SRCC), Delhi University, and a Master of Science in Finance from Lancaster University, UK. Varun is passionate about building future-ready businesses and driving value through strategic thinking, product innovation, and meaningful customer engagement.

CONTACT *Us*

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