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Vahdam Teas joins hands with Blue Tokai Coffee Roasters

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By **Manbeena Chawla** | June 18, 2020



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Delhi based Blue Tokai Coffee Roasters will be selling Vahdam’s array of artisanal teas at its outlets and on its flagship portal.

Consumers will be able to order the teas online and get it delivered to their homes. Many international celebrities including Oprah Winfrey and Mariah Carey are self professed fans of Direct-to-Consumer tea brand Vahdam’s teas.

Bala Sarda, founder of Delhi based Vahdam Teas believes that Blue Tokai and Vahdam Teas share the same values which was a crucial factor of this partnership. At the same time, co-founder of Blue Tokai, Matt Chitharanjan was drawn to Vahdam’s practice of sourcing its teas directly from the tea estates of the country .

Vahdam Teas has raised about Rs 120 crore from venture capitalists such as Fireside Ventures, Mankind Pharma and Infosys’ Kris Gopalakrishnan. Blue Tokai is backed by the ecommerce firm Shopify , a Canadian multinational company.

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