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India's first travel-based
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Glenburn x Masters' Union

About Glenburn

Glenburn was started by a Scottish tea company in 1859 and later passed into the hands of the Prakash family, now in its third and fourth generation. Unlike Mayukh Tea, which you studied as an asset-light aggregator sourcing from 35-40 independent gardens, Glenburn is the opposite model: a single, family-owned estate that has held the same land for over 150 years.

The business today - two businesses under one roof

Glenburn now runs as both a working tea estate and a boutique hotel. The tea-tourism idea came from Ms. Husna-Tara Prakash, who, inspired by European vineyard tourism on a visit to the estate, saw an opportunity to open Glenburn up to guests rather than keep it a purely commercial plantation. The estate today employs roughly 1,000 workers across 1,000 acres, and guests stay in restored heritage bungalows (the Burra Bungalow, restored in 2002, and the Water Lily Bungalow, added in 2008). Tea is sold both retail and wholesale through its sister brand, Glenburn Fine Tea, direct from the estate.

What the day actually involves

The Tea Experience at Glenburn includes a full factory walkthrough (withering, rolling, fermenting, drying, sorting), tastings across black, green, oolong, and white teas, and guided walks through the tea fields with the pluckers themselves - which is exactly the format of your Day 4 garden walk and plucking activity, led by Factory Manager Mr. Mahesh Lama.

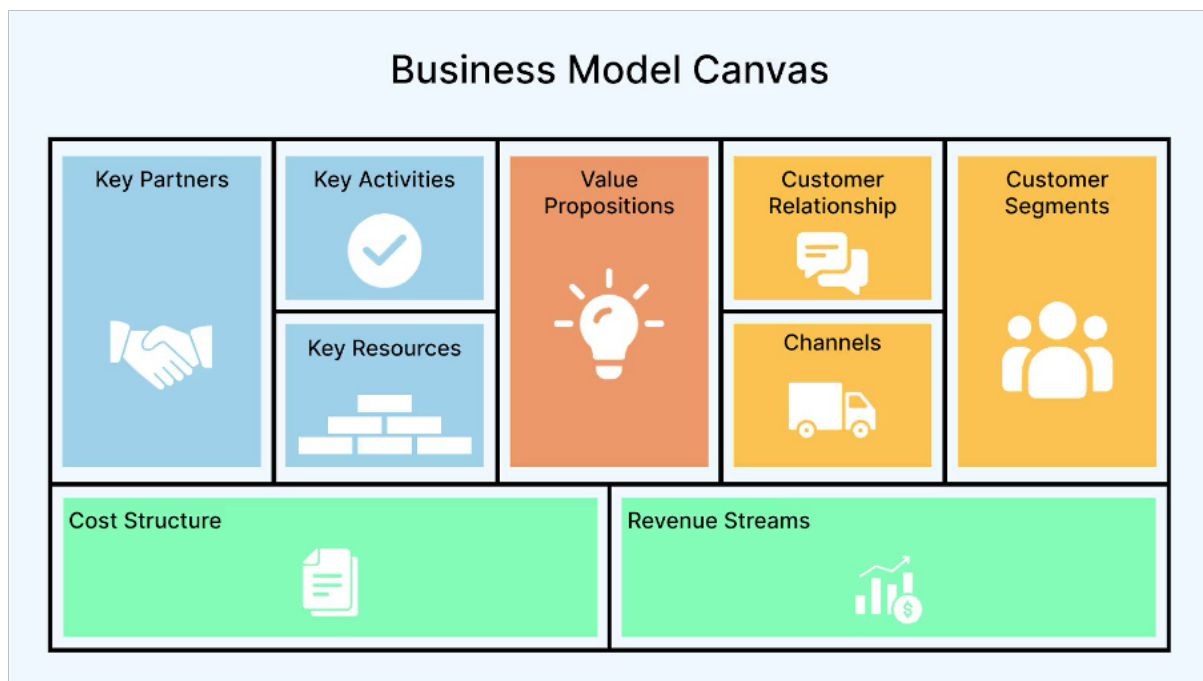


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Business Model Canvas breakdown - Glenburn



Value Propositions - Heritage and multi-generational authenticity; direct-from-garden freshness; an immersive, luxury tea-tourism experience rather than just a product.

Customer Segments - Retail and wholesale tea buyers; luxury travellers and tourists seeking an experiential boutique stay; likely also international press and travel media given its Conde Nast Traveller coverage.

Channels - The boutique hotel's own booking site; the Glenburn Fine Tea e-commerce and wholesale site; word-of-mouth and press features.

Customer Relationships - High-touch, family-hosted hospitality; guided, personal experiences (factory tours, garden walks, interactions with pickers); an emotional, philanthropic bond with returning guests through the estate's guest-funded welfare programs.

Key Activities - Tea cultivation and processing; boutique hotel operations (stays, dining, activities); tea retail and wholesale; running community welfare programs.

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Key Resources - 1,000 acres of estate and private forest; the heritage bungalows; a resident workforce of about 1,000; multi-generational family expertise; the scenic location beneath the Kanchenjunga range.

Key Partners - Local schools supported through the Glenburn Workers' Welfare Trust (Cluny Sisters' school, Green Shield Academy); wholesale tea buyers; likely travel and tourism partners.

Cost Structure - Land and estate upkeep, wages for around 1,000 workers, hospitality operations and heritage-building maintenance, and funding for the welfare trust's schools and libraries.

Revenue Streams - Tea sales (retail and wholesale), premium boutique hotel stays, and guided estate experiences.

Why this matters for the session

This is a deliberate contrast to Mayukh Tea. Mayukh doesn't own land, so questions of plucker welfare sit with its 35-40 partner estates. Glenburn owns the land and employs the workers directly - so it carries that responsibility itself, visible in its Workers' Welfare Trust, which funds teachers, libraries, and school infrastructure in the surrounding villages. This directly maps to the day's SDG focus: SDG #10 (Reduced Inequalities) and SDG #8 (Decent Work & Economic Growth).

There's also a second thread worth watching for in Ms. Prakash's talk: Glenburn's move into tea tourism and hospitality is a hedge against the volatility of commodity tea pricing - diversifying revenue away from the tea leaf itself and into an experience people will pay a premium for.

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Glossary

Term	Meaning
Withering / rolling / fermenting / drying / sorting	The five core stages of processing plucked tea leaves into finished tea, which you'll see during the factory tour.
Tea tourism	A business model where a working tea estate opens itself to paying guests for immersive, experiential stays - Glenburn's core innovation beyond selling tea.
Estate bungalow	A heritage colonial-era residence on the estate, restored and converted into guest accommodation (e.g., the Burra Bungalow).
Welfare trust	A fund, often guest-supported, that channels estate or hospitality revenue into community projects like schools and libraries for plantation worker families.
Vertically integrated	A business that owns and controls multiple stages of its value chain itself (here, land, cultivation, processing, and hospitality) rather than outsourcing them.

Sources

- [Glenburn Tea Estate - homepage](#)
- [Glenburn Tea Estate - History](#)
- [Glenburn Tea Estate - The Tea Experience](#)
- [Glenburn Tea Estate - Welfare Programme](#)
- [Glenburn Tea Estate - The Glenburn Family](#)
- [Glenburn Fine Tea](#)