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Darjeeling

Consulting Challenge

Mayukh Tea: Scaling Heritage, Driving Growth

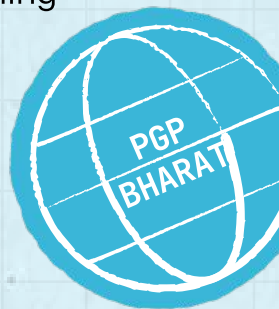
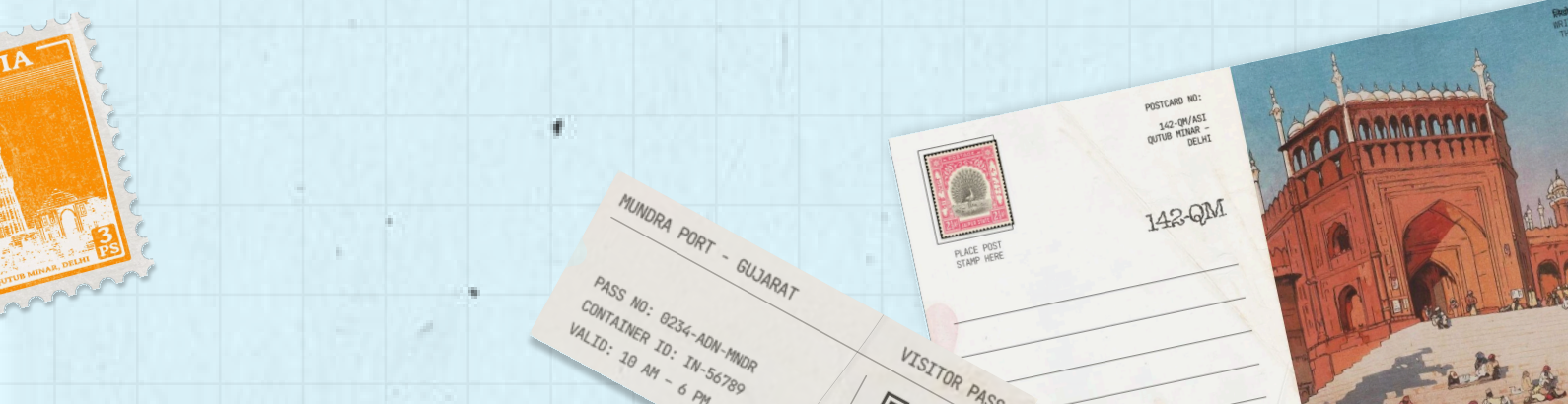
Reimagining a legacy tea brand for the next generation through digital innovation, AI-led growth, and expansion into India's metros.

Mayukh Tea Company Introduction

Mayukh Tea is a **Darjeeling-based premium tea brand founded in 2007 by Mr Rupesh Pradhan**, with a focus on bringing authentic, high-quality Darjeeling tea directly from the gardens to consumers. The brand was born from Rupesh's personal connection with the tea industry, having grown up around the **Singtom Tea Estate in Darjeeling**.

Mayukh's core proposition is **authenticity, traceability and freshness**. The company sources tea directly from **35+ reputed Darjeeling estates** and offers teas identified by their specific garden, harvest/flush and year. Its portfolio spans **First Flush, Second Flush and Autumn Flush teas**, along with black, green, oolong, white and herbal/wellness teas.

What makes Mayukh particularly interesting is that it is not positioned simply as a tea seller. It aims to **help consumers understand and experience Darjeeling tea**, including its history, culture, varieties and the differences between harvests. The brand operates through its stores in **Darjeeling and Gangtok**, while also selling online with shipping across India and internationally.



Problem Statements – Mayukh Tea

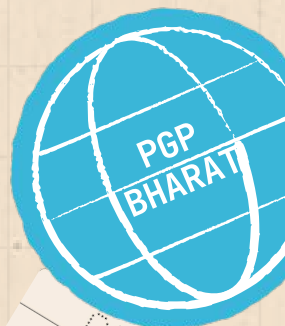
Teams are requested to choose problem statement and prepare their solutions

1. AI-Driven Digital Growth & Online Profitability

How can Mayukh Tea strategically leverage AI and emerging technologies to optimise digital marketing, social media, and online sales, improving brand visibility, customer acquisition cost, conversion rates, and profitability while making more efficient use of its existing team, resources, and budget?

2. Scaling Mayukh Tea's Heritage Experience: Taking Mayukh Tea from the Hills to the Metros

How can Mayukh Tea extend its Tea Experience Centre model from Darjeeling and Gangtok to key metro markets, building a scalable retail format that carries the brand's authenticity, heritage, and tasting-led experience to customers beyond the hills?



Submission Guidelines

Presentation Format	Submit your deck as a PDF presentation.
Slide Limit	Not to exceed 5 slides, excluding the annexure.
Evidence-Based Recommendations	Support recommendations with relevant data, research, assumptions or frameworks.
Practicality	Solutions must be realistic, implementable and create measurable business impact.
Clear Communication	Concise, structured, visually clean slides. Avoid excessive text.
Original Work	All submissions are original team work. Cite any external sources or data used.
Naming Convention	TeamName_Mayukh Team_ODC
Submission & Communication	Submission forms will be shared separately. All communication related to submissions will be conducted via WhatsApp groups.



PGP
BHARAT

