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Mayukh Tea x Masters' Union

About Mayukh Tea

Mayukh Tea was founded in 2007 by Mr. Rupesh Pradhan in Darjeeling. He grew up on the Singtom Tea Estate, watching his community pluck and process tea for others' brands - and started Mayukh with the idea of building a business that could put a local, working-class name behind Darjeeling tea rather than staying invisible labour in someone else's supply chain. The name "Mayukh" is Sanskrit for "the first ray of light" - the founder has described the company as his attempt to be "a new ray of light" for his community.

The business model, in brief

Mayukh does not own a single tea garden. Instead, it sources from roughly 35-40 independent Darjeeling estates - names like Poobong, Giddapahar, Arya, Castleton, Ringtong, Turzum, Singbulli, Mim, and Badamtam show up across its product range. This "aggregator" model is a deliberate choice: rather than taking on the capital risk of owning land, Mayukh positions itself as a curator that can offer variety while keeping asset-heavy risk off its books. It sells through physical stores in Darjeeling and Gangtok, its own D2C website, marketplaces like Amazon, and ships to over 40 countries.

What it actually sells

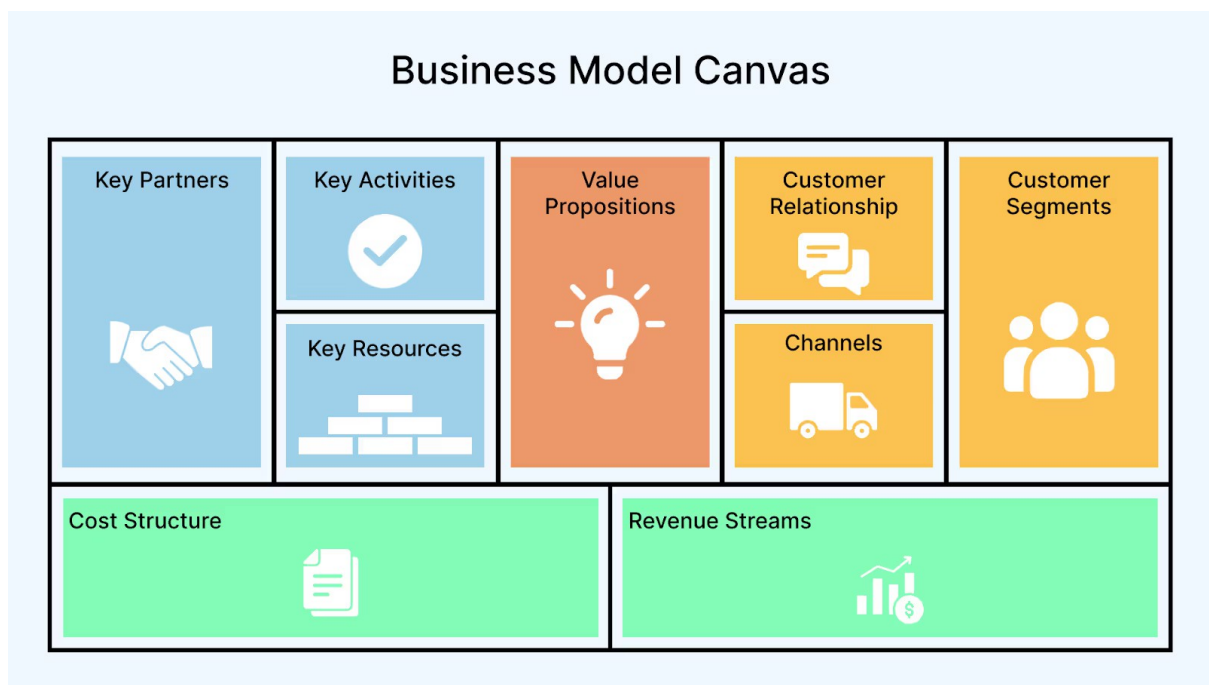
Darjeeling tea across three harvest windows or "flushes": First Flush (spring, light and floral), Second Flush (summer, the prized "muscatel" note Darjeeling is famous for), and Autumn Flush (later in the year, deeper and mellower). Beyond black tea, the range includes Darjeeling green, white, and oolong teas, wellness blends (Kashmiri Kahwa, Ashwagandha, Masala Chai, and similar), and single-estate "collector" lots sold as distinct, traceable products - the pack tells you which garden, which flush, which year.

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Business Model Canvas breakdown - Mayukh Tea



This is the same 9-block framework you'll map live in the session. Use this as a first pass to walk in already oriented.

Value Propositions - Authenticity through single-origin, multi-estate traceability; sensory storytelling (in-store sampling, terroir profiling); culturally anchored heritage packaging (aluminum-sealed pouches inside hand-stitched cotton sacks).

Customer Segments - Connoisseurs and tourists visiting Darjeeling; high-intent global D2C buyers ordering online; institutional and wholesale bulk distributors.

Channels - Experiential physical retail stores (Darjeeling and Gangtok); direct phone and courier orders; its own e-commerce site and marketplaces (Amazon, Blinkit); cross-border shipping to 40+ countries.

Customer Relationships - In-store, staff-led experiences (tastings, terroir walkthroughs) for tourists and connoisseurs; self-service direct reordering for D2C customers, designed to bypass marketplace commissions and build repeat buyers; account-managed relationships for wholesale and institutional buyers.

Key Activities - Sourcing and curating lots across 35-40 gardens; quality testing, cupping, and grading; packaging and branding; retail operations; online order fulfillment and logistics; marketing built around the founder's story and terroir education.

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Key Resources - Relationships and sourcing agreements with independent estate managers; the traceability and labeling system (estate, flush, year on every pack); physical retail locations; tasting and quality-testing expertise; the brand and founder narrative itself.

Key Partners - Independent plantation managers across the 35-40 estates; local artisans crafting sustainable packaging; logistics and courier partners.

Cost Structure - Dehumidified warehousing, artisanal packaging materials, premium retail rentals, quality-testing protocols.

Revenue Streams - Tiered loose-leaf retail margins, bespoke tea accessories, international export volumes.

Why this matters for the session

Value proposition and GI: Mayukh's authenticity claim ("when a brand names the estate on the pack, it has nowhere to hide") only carries legal weight because of Darjeeling's Geographical Indication (GI) protection - which is exactly what Day 6's session will unpack in more depth.

Key partners and sourcing risk: since Mayukh doesn't own land, its whole model rests on relationships with 35-40 independent estates. What happens to quality control or pricing power when you don't control the supply?

Segments and channels: a tourist in a Darjeeling store, a global online buyer, and a wholesale distributor are three very different customers under one roof - each needing a different cost and margin logic.

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Glossary

Term	Meaning
Flush	The harvest season/window a tea was plucked in (First, Second/muscatel, Autumn).
Single-estate lot	Tea sold from one specific garden rather than blended across gardens.
Terroir	How a tea's taste reflects the specific soil, altitude, and climate of the garden it came from.
Muscatel	The distinctive fruity, wine-like note found in prized Second Flush Darjeeling teas.
Business Model Canvas (BMC)	The 9-block framework (value propositions, customer segments, channels, customer relationships, key activities, key resources, key partners, cost structure, revenue streams) used to map a business model on one page.
Geographical Indication (GI) tag	A legal designation that protects a product name (like "Darjeeling tea") tied to its specific region of origin, preventing outside producers from using the name.
Tea auction	The institutional price-discovery system for Darjeeling tea, where brokers, estates, and buying houses trade lots; you'll simulate this hands-on later in Day 3.
D2C	Direct-to-consumer; selling straight to the end customer rather than through a retailer or wholesaler.

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Asset-light
model

A business model, like Mayukh's, that avoids owning capital-heavy assets (here, tea gardens) and instead earns through curation, branding, and distribution.

Sources

- [Mayukh Tea - homepage](#)
- [Mayukh Tea - About Us](#)