

Tetley adds health and zing to tea - introduces tulsi & lemon flavored tea bags!

Ties-up with Parampara with an aim to reconnect tulsi with urban India

Mumbai, Maharashtra, November 16, 2009 /[India PRwire](#)/ -- Who doesn't remember the morning cup of tulsi tea brewed at home on a cold winter morning? The healing touch of tulsi was a great start to the day! Well, since not all are that lucky to have tulsi plants at their homes these days...Tetley brings tulsi to you in a convenient tea bag format!

Tetley introduces 'Tulsi & Lemon' flavoured tea bags ... a perfect blend of health and flavor!

This uniquely Indian combination has all the health benefits of tulsi, while the lemon brings in the refreshing twist. Tulsi - the queen of all herbs is known for its powerful antioxidants, which promotes a healthy heart. Renowned for its calming effect on the body, it also helps balance metabolism and strengthen the immune system. A little tulsi a day would sure help us in our rather hectic and stressful lifestyle. But unfortunately this very hectic lifestyle and the increasing concretization of the urban landscape is driving tulsi out of our homes. While Tulsi continues to hold a unique place in our hearts that it did for eons, the lack of space in urban India and the fast paced lifestyle is slowly taking a toll on it.

In an effort to bring back tulsi in our homes and hearts Tetley has tied-up with Parampara, the Chennai based NGO working towards re-connecting urban India with its traditions and heritage. **As part of this tie-up, Tetley will forward Re.1 from the sale of every pack of tulsi & lemon flavored tea bags to Parampara. They will in turn plant and distribute Tulsi saplings.**

So go ahead and bring home Tetley tulsi & lemon tea bags for a refreshing new way to healthy living. You will also be helping the queen of herbs re-enter our homes. This flavour is initially available in packs of 12 tea bags priced at Rs.33/-.

With the launch of the new flavour, Tetley has refreshed the packaging for its existing range of flavoured teas - Ginger, Masala, Elaichi, Lemon and Earl Grey

Last but not the least to experience some life mein twist visit www.chaimeintwist.com.

Notes to Editor

About Tetley

Tetley is a leading global tea brand and is a market leader in countries like UK & Canada. Tetley the world over has a vast range of black, green, and fruit and herbal tea bags. Tetley entered the Indian tea market in 2001 and introduced flavoured tea bags in 2004. Today it is one of the leading players in the tea bags segment in India. Tetley offers a wide range of premium tea including black tea, flavoured black tea, green tea, flavoured green tea and packet tea.

About Parampara

Parampara is a movement to preserve and propagate various aspects of the Indian Culture. The motivating thrust behind this is the conviction that there is much that is valuable in our culture and that there is an urgent need to preserve and propagate it. Preservation of our values and culture is possible only when there is an awareness of these among the various segments of our society. One of PARAMAPARA's initiatives in this direction is to reconnect the modern society to the plant tulsi and its traditional and cultural significance and its role in Health & Environment.

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