

Domestic Promotion of Tea at Kotagiri

Darmona Tea Company and Homemade group came together with a vision to make their dream come true. They have been promoting Nilgiri Tea at Kotagiri, one of the major tourist attractions in the Nilgiris. Darmona Tea Company is one of the leading companies in the 'bought leaf' sector and has a fine reputation of producing the best quality tea in the industry. The management is committed towards quality, finest flavour and everlasting taste. The company was awarded the prestigious Golden Leaf Award by Tea Board many times for its 100 % natural color, aroma and original flavour. The company has made a breakthrough in 'bought leaf' sector by fetching the highest price in Coonoor Tea auctions thus maintaining the top position in Tea Industry. Mr. R. Dinesh is a tea connoisseur and is an enthusiastic youth. Under his leadership the company marked its vision to lead the industry through quality, hygiene and good management to provide the best product to the customers by adding value to the system in a sustained manner.

Mr. Miju. C. Moidu, proprietor of Home made group, having completed his schooling from Good Shepherd School, Ooty developed an affinity to the Nilgiris, the land of tea flavours. Mr. Moidu entered in a joint venture with Darmona Tea Company to open Tea Outlets across the hills. Major ones are being established at Kotagiri. These outlets have gone on to become major tourist attractions. A traveller can sip a finest cup of tea made with the best leaves of Darmona, while enjoying the delicacies from God's own country, Kerala. Banana fritters, Kerala Payasam, Cutlets, and flavourful snacks. One can even see the many accolades received by these Darmona visionaries from Tea Board and be sure of the genuine quality. Dr.R.Uma Maheswari, Development Officer, Kotagiri has been passionately working towards achieving this dream and constantly inspires the team to spread its wing to promote Nilgiri Tea in a big way in the domestic market.



Seen in the picture are Mr.Miju, Dr.R.Uma Maheswari, and Mr.Dinesh (left to right)





