

Wagh Bakri Ltd in Hot Drinks (India)

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Abstracts

Wagh Bakri is expected to continue to open new tea lounges in the forecast period, with these doing much to enhance its brand image, while also planning to spin off the operation of these lounges to a new subsidiary. The company will also continue to steadily shift its focus to higher-margin products in tea and is likely to continue to develop products in line with consumer research. In July 2016, it announced plans to launch 10 new variants over the next two years. The company also plans to acq...

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