



The ₹50 Tea Club

A CULTURAL REPOSITIONING FOR TAVASYAM LUXURY WELLNESS TEAS

DURATION:
3 MONTHS

BUDGET:
₹1 CRORE

POSITIONING: LUXURY WELLNESS
& MODERN RITUAL

₹50 is not the price of tea. It is the price of intention, awareness, and modern wellness.



CURRENT PERCEPTION:
HABIT & COMMODITY



The Friction is *Legitimacy*, Not Price

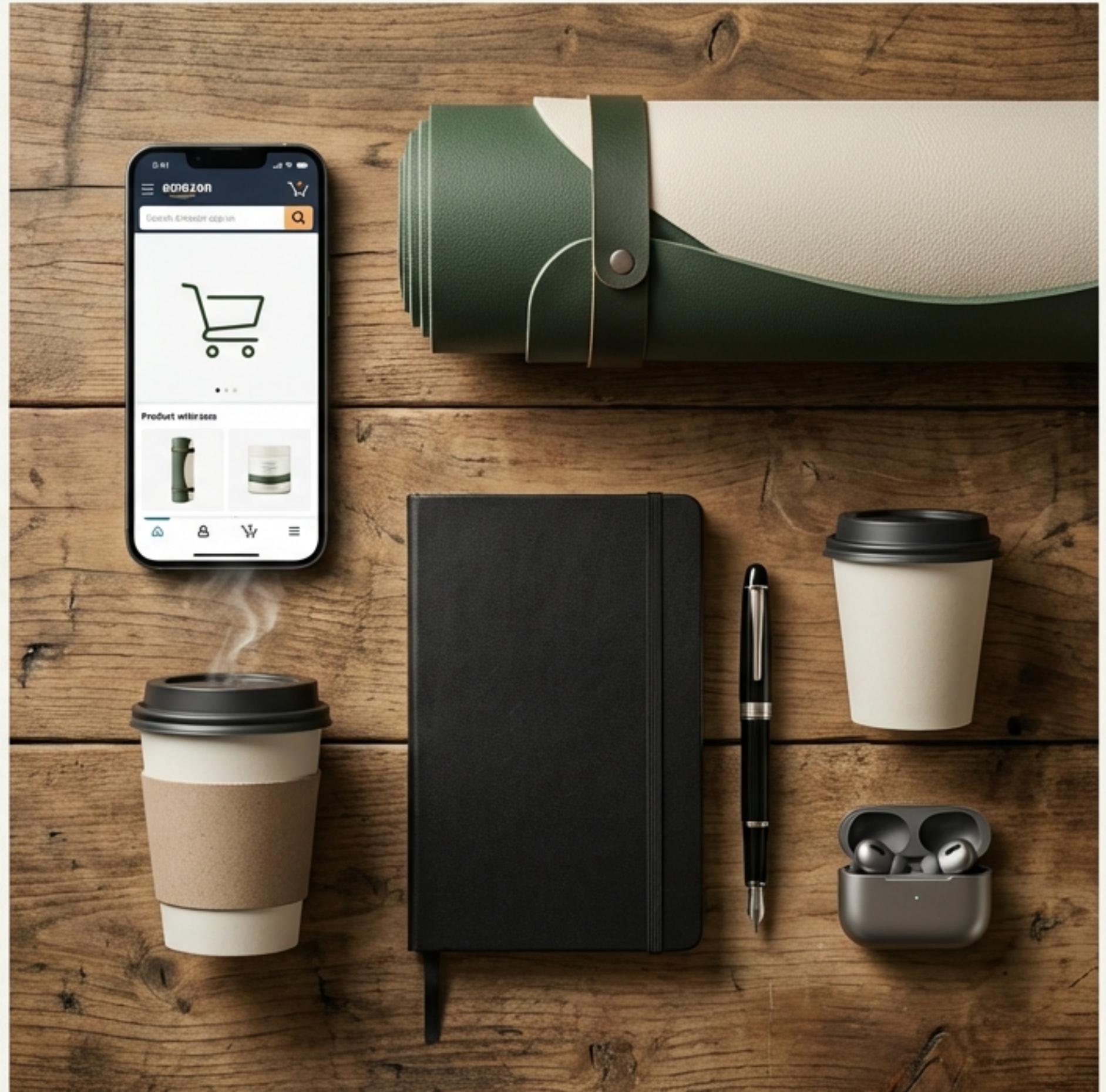
- Context
Premium tea pricing triggers skepticism because the category lacks the “social capital” of coffee culture.
- Insight
Urban Indians (21–30) seek signals of taste and validation.
- The Key Truth
The resistance is not about affordability. It is about legitimacy.

The Identity-Driven Consumer

Primary Audience: Urban 21–30

- **Income:** ₹25k+ Monthly Disposable
- **Behavior:** Amazon-First Buyer
- **Psychographic:** Wellness-Curious & Identity-Driven

“I don’t just buy products. I buy signals of who I am and who I aspire to be.”



Validating the Premium Choice



PRIMARY OBJECTIVE

Drive purchase by establishing Tavasyam as a culturally aspirational choice.



SUPPORTING GOALS

Reframe ₹50 as a ritual.
Position as the Indian alternative to Matcha.
Build awareness through conversation, not ads.



SUCCESS DEFINITION

When choosing Tavasyam feels natural, confident, and socially validated—without explanation.

Narrative Framework: Confidence over Comparison



Wellness as Awareness

Conscious daily choices,
not just trends.



Sourcing as Intention

Signals of responsibility
and purity.

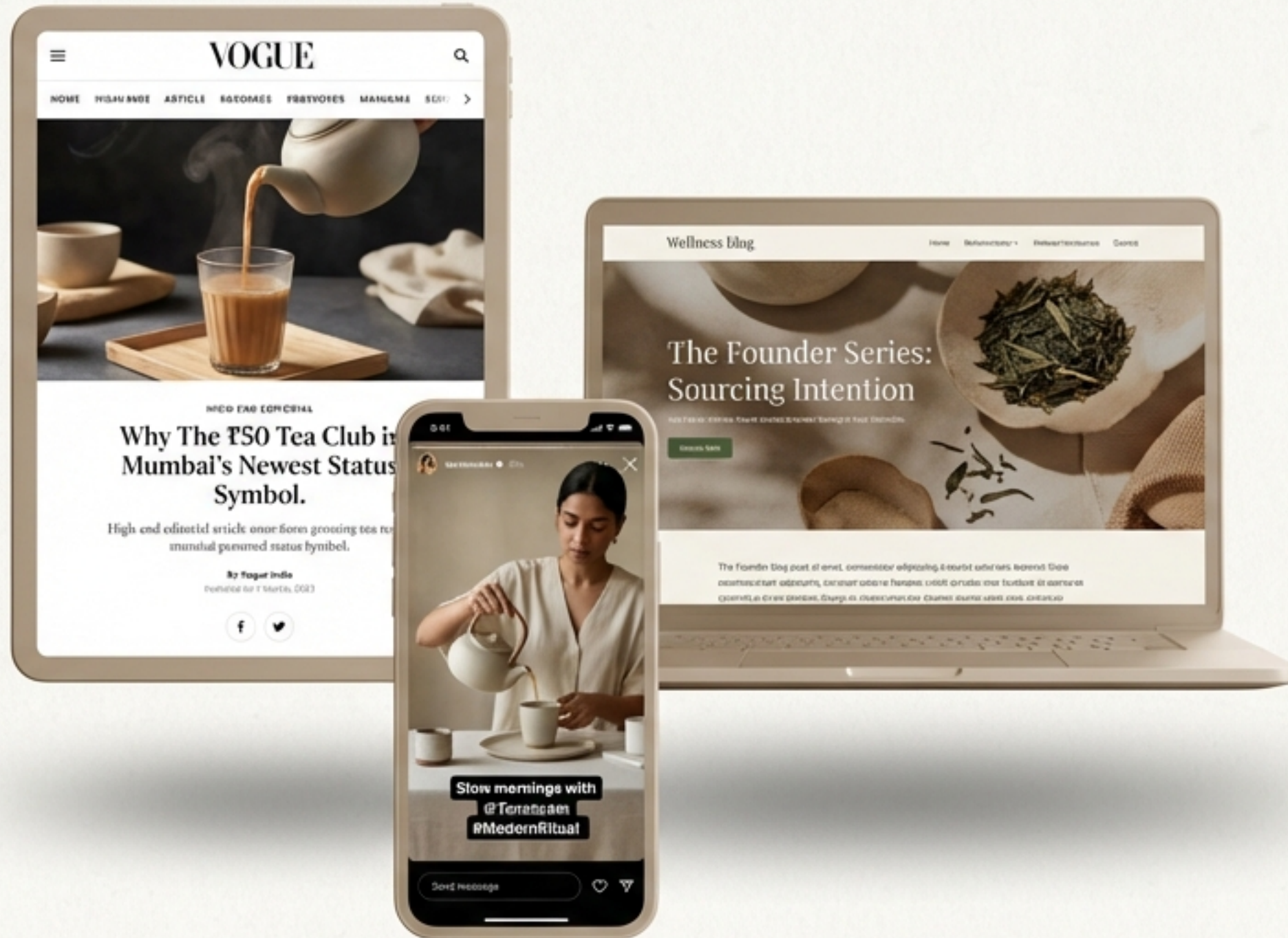


Tea as Modern Ritual

A refined, contemporary
lifestyle.

BRAND DISCIPLINE: NO price comparisons. NO discount language. NO defensive justification.
Tagline: Price stays understated. Meaning stays central.

Strategy: Discovered, Not Advertised

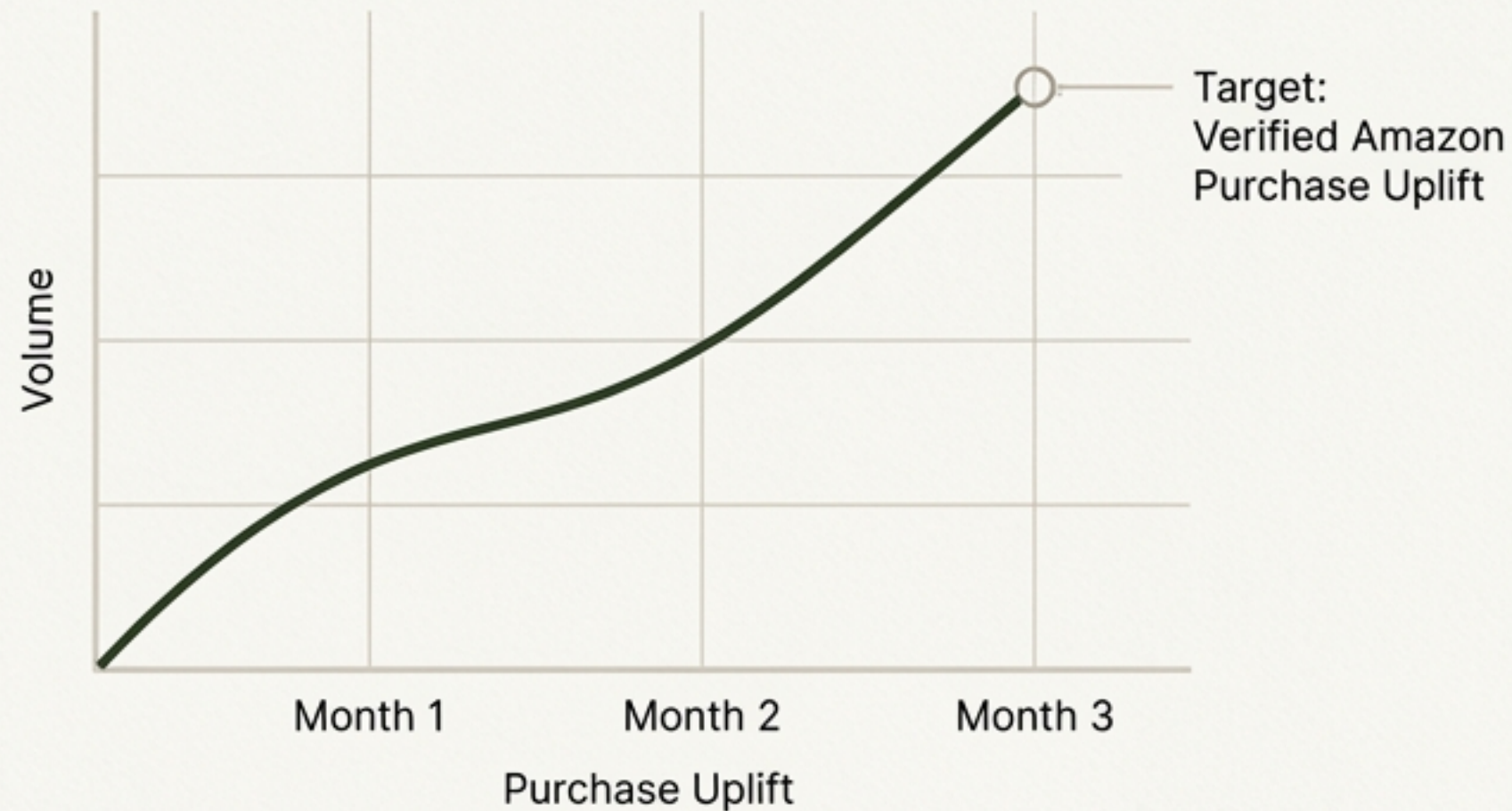


The Approach: ₹1 Cr budget deployed on PR retainers and storytelling—**zero paid ads.**

Key Activations:

- The ₹50 Tea Club: Branding the community.
- Founder Stories: Business & Lifestyle pitches.
- Cultural Seeding: 'Slow Living' narratives.

Measurement & Control



Primary KPI: Purchase Uplift (Packs ₹399–₹599)

Secondary Metrics: Tone of coverage, Search interest, Sentiment analysis.

Review Cycle: Monthly narrative optimization.

**Every category-defining product first wins culture.
Sales follow trust, aspiration, and legitimacy.**