



Themantraonline.in

HIGH QUALITY TEA & HERBS

THE MANTRA

Modern Lifestyle × Ancient Solutions
Heal from Herbs, Say No to Pills

FOUNDERS
SHIKHA MALHOTRA
DIYA MALHOTRA





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BRAND STORY & MISSION

The Mantra is a premium herbal tea brand dedicated to crafting curated blends that nourish the body, mind, and spirit.

- **Mission:** Making ancient wellness wisdom accessible through contemporary, convenient formats, positioning herbal teas as daily wellness rituals rather than occasional beverages.
- **Vision:** Empowering urban lifestyles with functional herbal blends that promote better sleep, stress relief, gut health, and immunity.
- **USP:** Only brand combining targeted functional blends, biodegradable pyramid tea bags, FSSAI-certified manufacturing, and ritual positioning.





PRODUCT PORTFOLIO (UAE-RELEVANT)

Chai-e-Nawabi – Premium Assam Black Tea with Cardamom & Ginger

- Traditional Indian spiced chai for authentic home-style experience
- Benefits: Low acidity, gentle on the stomach, supports digestion

Instant Masala Chai Premix – Ready-to-Brew Convenience

- Ingredients: Milk, tea, sugar, cardamom, ginger, cinnamon, clove, black pepper, fennel seeds
- Benefits: Low acidity, creamy & spicy flavor
- Use Cases: Office chai, travel, hospitality sector

Premium Ceremonial Matcha – Shade-Grown Japanese Matcha

- Benefits: Enhanced energy without jitters, rich in antioxidants, supports focus and calmness

Stress Relief & Herbal Blends – Curated for Fast-Paced Lifestyles

- Ingredients: Chamomile, Ashwagandha, Lavender, Passionflower, Brahmi, Gotu Kola, etc.
- Benefits: Reduces stress, supports mental wellness
- Packaging: Biodegradable pyramid tea bags for premium infusion



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MANUFACTURING & QUALITY

- **FSSAI-Certified In-House Manufacturing** – Ensuring quality, hygiene, and consistency
- **Capacity:** 5,000 packs/month (expanding to 15,000–20,000 packs/month in 2 years)
- **Raw Material Sourcing:** Trusted farms, certified suppliers, exclusive herb sourcing planned
- **Packaging Innovation:** Biodegradable pyramid bags, whole-leaf herbs, plastic-free packaging





UAE EXPANSION STRATEGY

Phase 1 – Market Entry (0–6 months)

- Premium grocery chains: Carrefour, Spinneys, Waitrose, Organic Foods & Café
- E-commerce: noon.com, Amazon.ae
- Hotels & Cafes: Jumeirah, Four Seasons, Ritz-Carlton

Phase 2 – Brand Building (6–12 months)

- Collaborations with wellness influencers, yoga studios, and spas
- Corporate gifting programs for UAE businesses
- Pop-up experiences in premium malls

Phase 3 – Scaling (12–24 months)

- Expand to all Emirates
- Launch UAE-exclusive product variants
- Explore GCC regional distribution & partnerships





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POTENTIAL UAE PARTNERS

- **Retail Chains:** Carrefour, Spinneys, Waitrose, Organic Foods & Café
- **E-commerce:** noon.com, Amazon.ae
- **Hotels & Resorts:** Four Seasons, Jumeirah, Ritz-Carlton, Address Hotels & Resorts
- **Wellness Centers & Yoga Studios:** Talise Spa, Body & Soul, local premium yoga studios
- **Corporate Gifting / B2B:** UAE-based companies seeking premium wellness solutions, corporate wellness programs





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THANK YOU

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