



ITA's Business to Youth (B2Y) *Chai Ho Jaye*TM in 2015

After successful completion of the B2C Tea Carnival and considering the overwhelming response received, ITA decided to take forward the Tea Promotion Campaign to a more micro level & targeted the Youth Segment through a **B2Y Tea Carnival - CHAI HO JAYETM**.

During February to April 2015, ITA rolled out its B2Y campaign in 7 Colleges/Universities in **Noida, Delhi, Chandigarh and Kolkata**. The Events received an incredible response with large footfalls, sampling & queries from the students. The campaign covered interactions with the college students, showcasing various types of Indian teas, tea mocktails, and engaged the students with games, flash mobs, dances, etc. ITA engaged a renowned mixologist to prepare tea mocktail recipes which got remarkable appreciation from the visitors. Total consumption of Dhaba Chai (Masala Hot Tea) and Tea Mocktails (Iced Tea) during the activity was massive. An RJ from Radio Mirchi was also present in each day at the Tea Carnival and interacted with the students/visitors. Radio Mirchi in its FM channel played 20-second jingle on this B2Y Carnival for 2 days prior to & 3 days during event in local language.

Highlights of Chai Ho Jaye - India's First Ever Tea Carnival -

1. Free sampling of various tea mocktails as well as hot tea
2. Live demonstration of tea inspired and infused mocktails by well known mixologists
3. Flash mob dance performance
4. Fun interaction with students / visitors
5. Musical performances & games

Please visit our gallery & explore event photographs.