



ITA's Business to Youth (B2Y) - Chai Ho Jaye™ in 2016

Considering the past experiences and the remarkable responses received from the college students during the B2Y Tea Carnival (Phase I) in 2015 , the Association decided to replicate its' B2Y Campaign as Phase II initially in three colleges as follows :

Activity Duration: February – April 2016 (A total 9 days of activities at three colleges)

- 1) Amity Institute of Biotechnology, Noida Over 18th to 20th February
- 2) Shree Venkateshwara College , New Delhi Over 3rd to 5th March
- 3) Jadavpur University , Kolkata Over 26th to 28th April

The idea of was to reinforce the concept in earlier markets for stronger brand recall and assess feedback received.

The campaign was very successful and received fantastic response with large number of footfalls, sampling & queries from the students / visitors. Many visitors evinced interest on Tea drinking, health benefits of tea, etc.

Please visit our gallery & explore event photographs.