

100% natural







#### The Nilgiri

The Company is situated in the Nilgiris, South India. Nilgiris is known as the queen of the hill stations and also the Tea land of south India. The surrounding mountain range, which overlooks the Indian Ocean facing Africa, gradually became home to several hundred Tea estates at elevations of one thousand to six thousand feet, comparable with those of Darjeeling. The district has only about ten thousand more acres in tea than Darjeeling does, but it produces almost four times as much thanks to its more tropical location. Nilgiris best tea is produced between monsoons during the dry December/March Quality Season, when perhaps 35 percent of the years harvest is plucked. The high grown black teas from the Nilgiris ("Blue Mountains" in Tamil) are among the finest produced anywhere.

#### Why Darmona Tea

Darmona Tea, the fastest-growing brand in the natural foods, has an exclusive flavor, taste and appearance. Each blend is made with the finest tea leaves plucked exclusively from the home garden. Quality is maintained right from the stage of plucking to the final stage of manufacture. Great care is taken to provide a perfect blend of CTC teas handpicked from our own select tea gardens, blended to give you the exact combination of Strength, Flavor and Taste.

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### History of Tea

South India, with a total area of over 89,000 hectares under tea cultivation, produces 203 million kilograms of tea annually, which is nearly 24% of the national production. Of this, around 75 million kilograms is accounted for by the small sector, comprising over 65,000 small tea growers and 165 bought leaf factories, including those in the co-operative fold. Over a quarter million plantation workers are employed in tea gardens across the state on Tamil Nadu, Kerala and Karnataka. Exports of tea from this region are of the order of 100 million kilograms per annum, which constitutes more than half of the total tea exports from the country. Over the past two decades there has been a rapid expansion of the small sector in the tea industry, with a large number of farmers in the Nilgiris, which account for 95% of the small tea grower, converting from vegetable cultivation to this plantation crop. Unlike traditional annual crops, tea was found to be relatively free of pests and diseases, easier to maintain, excellent for soil conservation and regular source of income.





Darmona Tea
Darmona Estate Tea (Premium Quality)
Darmona Gold Premium

## Products





# Coming Soon





Mr. Dinesh Kumar MD of "DARMONA TEA COMPANY" For receiving "THE GOLDEN LEAF INDIA AWARD" from central union minister GRIRAJI SINGH and union minister PARSOTTAMBHAL RUPALA

### All-time high price auction record by Darmona Tea Factory

P S SUNDAR @ Coonoo

A NEW all-time high price record has been created at this week's auctions of Coonoor Tea Trade Association (CTTA) by Darmona Tea Industry, a small-scale tea factory in the tiny hamlet Aravenu of Kotagiri taluk.

Its Broken Orange Pekoe Small grade, auctioned by J Thomas and Co., topped not only the leaf auction but the entire Crush-Tear-Curl (CTC) market at ₹302 per kg.

This was the highest price fetched by this grade not only in all the auctions held so far in 2017 but in all the auctions held in all the 44 years of CTTA!

Besides, this was the highest price in this week's entire auction which meant that it surpassed the price fetched by any variety or grade from any factory, small or even companies which excel in producing ortho-

dox teas that are mostly exported.

Additionally, this became the highest price fetched by the leaf grades of CTC or orthodox in any regular auction of CTTA.

"This was the highest price this grade fetched ever since our factory started manufacture 33 years ago," Darmona Managing Partner Dinesh Raju told Express.

"This was also among the highest prices recorded in any auction centre for this grade in the entire South India. Such record prices add a new dimension to the contribution to India's tea industry by small-scale factories in The Nilgiris." he said.

This record is doubly significant considering that the average price at the auction was only 775.22 — the lowest of the last 10 weeks. This means, Darmona fetched more than four times the average price at the auction.

### Press Release

The New Indian Express
Saturday 9, 2003

The New Indian Express
by P.S.Sundar April 3, 2004

The Hindu September 22, 2005

The Hindu Business Line
Tuesday, May 31, 2005

The New Indian Express

by P.S.Sundar April 2017

The New Indian Express

by P.S.Sundar November 2017

Darmona, tea to enter premium market segment.

Darmona, the top ranker in Nilgiri teas.

the winner of Three Golden leaf India Awards.

Darmona Estate topped with the CTC teas of bought-leaf factories in Nilgiris.

Winner of Golden Leaf India Award for 3 Consecutive years

Darmona Tea Creates Record at Auction
Highest price fetched in all 54 years of CTTA



### Contact Us

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By Seeing this you can contact us for your various needs.