



B&A/KOL/DDC/003

1st April 2024

To,
The General Manager
Department of Corporate Affairs
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal street
Mumbai – 400001

Dear Sir,

Scrip Code No. 508136

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – New Product-Launch of Packaged Tea

Pursuant to Regulation 30 read with Clause 3.2 of Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has launched Packaged Tea under the brand 'Gatoonga' named after its coveted 'Gatoonga Tea Estate'.

The details of the said product as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are as follows:

<i>Serial No.</i>	<i>Particulars</i>	<i>Details</i>
a)	Name of the Product	Black Tea in packaged form under the brand name 'Gatoonga'
b)	Date of Launch	31 st March 2024
c)	Category of the Product	Tea
d)	Whether caters to domestic/international market	Domestic Market
e)	Name of the countries in which the product is launched (in case of international)	Not applicable

A copy of press release with regard to product launch is enclosed herewith.

This information is also made available at the website of the company www.barooahs.com.

Thanking you.

Yours faithfully,

For B & A Limited

D. Chowdhury
Company Secretary

Regd. Office : Indu Bhawan, M. G. Road, Jorhat-785 001, Email : contact@barooahs.in

Gardens : BARASALI • GATOONGA • KUHUM • MOKRUNG • NEW SAMAGURI • SALKATHONI • SAMAGURI • SANGSUA



B&A Ltd foray into retail tea market with Gatoonga Brand; Eyes Pan-India growth with the acquisition of Moheema Tea Estate

Jorhat I March 31: B&A Ltd, the flagship company of B&A Group- one of the leading black tea producers of India has acquired Moheema Tea Estate in Golaghat district, Assam. This new acquisition is in synchronization with the Group's Rs. 50 cr. Capex plan for a Pan-India growth strategy, including foray into the retail market with its leading Gatoonga brand black tea.

Speaking about the acquisition and venturing into retail segment, Mr. Somnath Chatterjee, MD, B&A Ltd said. "For the first time in sixty years with new acquisition and diversification into the branded retail tea market, the Group has set up a roadmap for a Pan-India growth strategy. We have been selling premium quality Assam tea to other companies in India for decades. Having acquired deep experience, B&A Ltd is now set to harness its intrinsic strengths and experience to diversify further in terms of new acquisitions and market expansion. The group has plan to invest around Rs. 50 cr. in the next seven years as part of its growth and expansion strategy."

Adding to this, Mr. Dhruba Joyti Dowerah, Dy. MD, B&A Ltd said, "The Company's retail foray would begin with launching of Gatoonga brand of black tea on 31st March 2024, commemorating the 98th birthday of its visionary founder Late Padma Shri Dr. Hemendra Prasad Barooah by tapping the Assam market and gradually expanding it across India, based on a phased demand-driven growth strategy. Our high quality black tea, sold through other companies and auctions, has been popular in the market for decades and now garden fresh non-blended tea would be available to the retail customers in attractive branded packages."

About B&A Ltd

B&A Ltd was descended from Barasali Tea Company Ltd, which was founded in 1915. The Company is operating 11 tea estates, including the latest acquisition in and around different locations of upper Assam, like Jorhat, Sibsagar and Golaghat. The Company produced around 5.5 million kgs. super quality tea and sold over 3 million kgs. through auctions during last fiscal, while selling directly 2.5 million kgs. The Gatoonga Tea Estate ranked as number 1, followed by Mokrun Tea Estate at number 3 and Salkathoni Tea Estate at number 6 in All India Bidding Order in terms of price fetched for CTC teas in the auctions. The highest auction price fetched by Gatoonga was Rs. 706 per kg. in 2023.