



Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

Connect 2 Community (C2C) Club, HPKV Business School

A Report on “Rana Tea Factory” Visit

The Connect 2 Community (C2C) Club, Himachal Pradesh Kendriya Vishwavidyalaya Business School, School of Commerce and Management Studies, Central University of Himachal Pradesh students organized a visit to “Rana Tea Factory”. “Rana Tea Factory” is located at Gopalpur, distt. Kangra, Himachal Pradesh. The tea factory was established in 2017 and involved in the processing of black tea, green tea, and other 20 plus variants of the product since its establishment.

- Nature of Business – Manufacturer
- Brand Name – Himalayan Heritage Tea



The team of C2C club of HPKV Business School was firstly given a tour of the factory by Mr. Akash Rana, son of Mr. Subhash Rana (The owner). Mr. Akash Rana then briefed the club members about the operational part of the business in the factory and the production process. He further briefed them about the different variants of product they manufacture, and what are the responses of the customers towards their products be it local or tourist.

The team was further informed about the sales figures of their products in Himachal Pradesh as well as in other markets.

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The packaging process and strategies were also presented before the team to understand the whole process as well as their future goals. This was followed by a visit to their Tea garden. Mr. Rana also highlighted the achievements of the business such as winning the first prize in tea tasting competition in 2018-19.



Mr. Rana also gave some samples of the different variants of the products for test marketing. The visit was concluded with the students' presentation about some of the activities they have planned in the future for the promotion of their business and the resource requirements.