



Incredible India

TEA LOUNGE

Photography by Dinesh Khanna

Chill, Promenade 64 / Cioccolino, Promenade 45 / Café Rätia, Promenade 40 / Davos 1/2008



www.ibef.org

India Brand Equity Foundation

Incredible India

We are pleased to offer you a special selection of teas that represent the unique flavours, aroma and hospitality of Incredible India.

MASALA TEA

Masala tea is based on Assam tea. This is more of a traditional India recipe which has been inspired by the winter chai which used a bit of "Cardamom for aroma, cloves for warmth in the chest and ginger for a clear nose and throat". Consequently it is consumed for its taste as well for its health benefits.

VINTAGE DARJEELING TEA

Is a truly rare quality tea from the premium Darjeeling summer harvest teas. It is characterized by a very rich aroma and an extremely delicious taste. The leaf has a very tippy appearance. The infused leaf is still so fragrant that the same leaf can be used to make a very decent second and sometimes a third cup.

MUSCATEL DARJEELING

A light tea, having a soft taste, and the most delicate aroma. Producing such teas is always a challenge for the planter. Only the right condition of geographical conditions like a heavy morning mist and careful processing in the factory could result in a small batch of tea qualifying to be called Muscatel.

GOLDEN TIPS ASSAM

Grows under a very favorable climate and geographical condition. Golden Tips Assam consisting of high percentage buds and long well twisted leaves is roasted under special conditions in selected factories to give Golden Brown a mixture of leaves and buds. This is a tea more sought after than the fabled Darjeeling is in some countries.

DARJEELING PEARLS

A master creation by skilled tea makers from the best Darjeeling leaf into a hand rolled pellet that yields a rare aroma. Similar to Chinese Oolong.

DARJEELING WHITE TEA

By its very processing (Completely Airdrying Technology) this is the most delicate tea and the richest source of anti-oxidants, which carefully selected with a completely intact bud provides a natural and complex flavour.

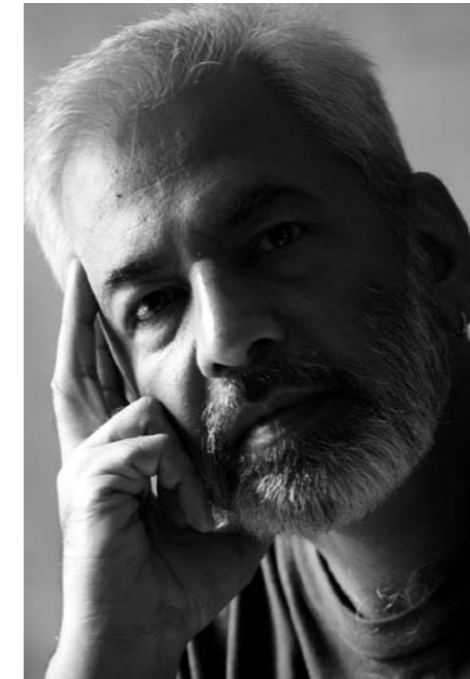
Dinesh Khanna

An introduction of an incredible Indian

Dinesh worked variously as a Calculator Salesman, Garments Quality Checker and a Busboy in an Upper Eastside Bar in New York in his early years. This rather confused career path was due to his teenage belief that if he followed in his Photographer Father's footsteps he would be yet another victim of the Indian caste system. This rebellion further led him to a 12 year long career as a Client Servicing Executive in Advertising where he finally achieved 'burn-out' at the ripe old age of 33 years and which left him with a burning desire to become a Professional Photographer.

So in 1990 he finally succumbed to what can probably be blamed on genetic coding – the desire to make images – both as a means of making a living and as a form of creative expression. The last 17 years have seen him involved in creating images for Advertising, Editorial and Corporate clients, specifically in the area of Food, Still-life, People and Interiors.

Also a body of Personal Work which has been exhibited in Delhi, Mumbai, Kolkata, Bangalore, London, Edinburgh, New York. His latest – a "Spiritual Journey" Delhi. Besides this he has – "Bazaar" and "Living result of over a decade the traditional markets India. 17 years into the not just a profession and of understanding and around him.



San Francisco and Exhibition was "Tirtha in December 07 in New done 2 Pictorial Books Faith" – which were a of traveling through and religious centres of journey Photography is a passion but his means feeling the world and life

Dinesh, now 50 years near Delhi, with wife, Advertising Executive and for the last 8 years Dancer. They have 2 12 years old and shares dance. And Mahi, who at Artist but in her wisdom feels that photography is only a 'half-art'.

old, lives in Gurgaon, Rachana, who is an turned Interior Designer a dedicated Kathak daughters, Myra, who is her mother's passion for 8 has decided to be an

Besides continuing to do commercial assignments for International Magazines, Advertising Agencies and Corporates, Dinesh is also currently working on Pictorial Books on "Benaras – Everyday in Eternity" and "London – Another view".

A small collection of Dinesh's work as artistic photographer and documentalist of the beauty of India is currently displayed at three locations on the main street of Davos, Switzerland.

A BrandsMission project sponsored by IBEF, the Indian Brand Equity Foundation, a public-private partnership between the Ministry of Commerce of the Government of India and the CII, Confederation of Indian Industry.

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