

**CORPORATE  
DETAILS**



TEA CONNEXIONS



# TEA CONNEXIONS CORPORATE DETAILS

**Ownership:** Tea Connexions is a trade name owned by Connexions Trading International Incorporated (CTI) and is a privately held corporation owned by Sanjay and Suruchi Gupta. Financing for the operations has come from the Gupta family and several banking partners. To date, several million dollars has been invested into the operations of Tea Connexions.

**Year Business Started:** November 1, 1994.

**Business Activities:** Prior to getting involved in the tea business CTI was primarily involved in import and export management, sales, and marketing. CTI began doing research on tea in 1998 and imported the first shipments in 1999. The idea of a worldwide tea buying group was conceived in a 200 square foot office in the year 2000. August, 2001, the Tea Connexions Buying Group was officially launched.

## Major Tea Connexions Accomplishments Since 2001:

- Expanded the tea line from 15 items to 209.
- Added Certified USDA Organic Chinese tea line, to satisfy the organic segment of the market.
- Expanded Head Quarters from 1000 square feet to 3000 square feet 12 months ahead of schedule to deal with the rapid growth of the buying group.
- Created an online ordering system for our Members to make the ordering process simpler and easier.
- Addressed border issues of 9/11 by working with Master Distributors in the United States.
- Eliminated minimum quantities that need to be ordered at one time. Now our Members are able to order just one item at a time if they want.
- Set up a joint venture in Australia, Tea Connexions Australia.
- Incorporated Shangers Teaopolis Ltd in 2003, a joint venture between UK based Shangers Ltd and Tea Connexions.
- Appointed to the Board of Directors of Shangers Ltd.

## Key Corporate Alliances and Business Partners:

- **Shangers Ltd.** This company's goal is to create teatime entertainment. Present projects include work on a TV series, building of the first Teaopolis Tea Store, materials for education, licensing proposals, and other activities. Shangers Ltd has a minority stake in several companies throughout Canada, USA, and UK. CTI is a minority shareholder in Shangers Ltd and serves on their Board of Directors. To learn more about Shangers, please visit [www.shangers.com](http://www.shangers.com)
- **Shangers Teaopolis Ltd.** CTI is the majority shareholder in this operation, with Shangers Ltd as a minority partner. The mandate of Shangers Teaopolis Ltd is to create a branded home party plan. Key product lines under development include branded foods and accessories to compliment Tea Connexions' teas.
- **Information Warehouse.** Our joint venture partner in Australia, that represents and manages operations for Tea Connexions Australia.
- **Master Distributor Partners:** Tea Connexions works with several Master Distributor partners that provide fulfillment services for Tea Connexions.



- **Customs Broker Partners:** Tea Connexions is the importer of record for all shipments entering the United States and has partnered with UPS Supply Chain Solutions to ensure that our shipments clear customs in a timely and effective manner. We have been shipping with UPS since 2001.
- **Other Business Alliances:** Tea Connexions supports our local business community and has partnered with a hosting company to co-locate the server we host our Members sites on; a print company that produces all of the marketing tools we offer; and a call centre that ensures that our phone is answered 24/7.

## Internet Assets

On average Tea Connexions Internet Assets receive more than 4 million hits per year from about 150,000 unique visitors. Not only is this significant from a pure hits perspective, but it shows that our websites are “sticky.” Web surfers are visiting our many websites and affiliated Member websites and spending time shopping for tea, reading tea information, and returning time and time again.

Tea Connexions manages or owns the following Internet Properties:

- [www.leaftea.com](http://www.leaftea.com) refers retail and wholesale traffic to our Distributors.
- [www.tea4free.com](http://www.tea4free.com) uses a contest to research tea drinking habits and create market exposure of *Gourmet Teas...beautifully packaged*. To date more than 60,000 people have entered the contest, and Tea Connexions has given away more than 90,000 cups of free tea and prizes worth thousands of dollars.
- [www.teaconnexions.com](http://www.teaconnexions.com) is the corporate website of Tea Connexions and where newsletters are posted.
- [www.leafteabiz.com](http://www.leafteabiz.com) – hundreds of thousands of dollars worth of print advertising has been used to send traffic to this site, which is used to provide preliminary information about the “Opportunity is Brewing” program to entrepreneurs interested in starting a tea business. Print advertising drives traffic to this website, which translates into traffic to all websites under the control of Tea Connexions.
- [www.ctiinc.org](http://www.ctiinc.org) is the corporate website for Connexions Trading International Incorporated, owner of the Tea Connexions trade name.
- [www.shangers.com](http://www.shangers.com) is the corporate website of Shangers Ltd.
- [www.princessteana.com](http://www.princessteana.com) is the website for one of the Shangers Brands under development. Presently the site is promoting Princess Teana products through a monthly contest.
- [www.teaopolis.com](http://www.teaopolis.com) will create the online presence for the home party and Teaopolis franchise concept currently under development.

## Business Organizations We Belong To:

- Saskatchewan Better Business Bureau
- Saskatoon Chamber of Commerce
- Canadian Federation of Independent Business
- Canadian Taxpayers Federation
- E Marketing Association
- Usadians Executive Association
- Canadian Association of Family Enterprises
- Specialty Tea Institute

**Business References:** Available upon request, please call Sanjay Gupta, President/CEO, at 306-244-4199.

