



CHIRAN<sup>®</sup>  
PREMIUM JAPANESE TEA

*Premium Imported Japanese Teas*  
Hamada Global Trading Pvt Ltd

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# HAMADA

## GLOBAL TRADING

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*To be the one stop solution for  
Premium Japanese brands in India*

### **Est. August 2022**

- 100% wholly owned subsidiary
- Indian Headquarters: Gurugram
- Japan Headquarters: Kagoshima
- Indian brand: Chiran
- Importing, Retailing & Bulk Suppliers

HAMADA SHUHEI  
Managing Director



# PRODUCTS

Sencha: JAPANESE GREEN TEA

Hojicha Tea: ROASTED GREEN TEA

Genmaicha: GREEN TEA BLEND

Gyokuro: SHADED GREEN TEA

Premixes: INSTANT TEA LATTES

Teabags: JAPANESE GREEN TEA BAGS

Matcha: 4 GRADES





# MATCHA

Organic/Regular

- 10x antioxidants
- Superfood
- Jitter-free caffeine
- Mental & physical wellness
- Boosts energy
- Versatile ingredient for cooking & beverages

Organic/Regular

**Ceremonial Grade A**



First flush - Spring Harvest  
Shade time: 20 days  
Emerald deep green

Regular

**Ceremonial Grade B**



Second flush - Summer Harvest  
Shade time: 14 days  
Dark Green

Regular

**Culinary Grade A**



Third flush - Autumn Harvest  
Shade time: 10 days  
Green with yellow hues





# Sencha Tea

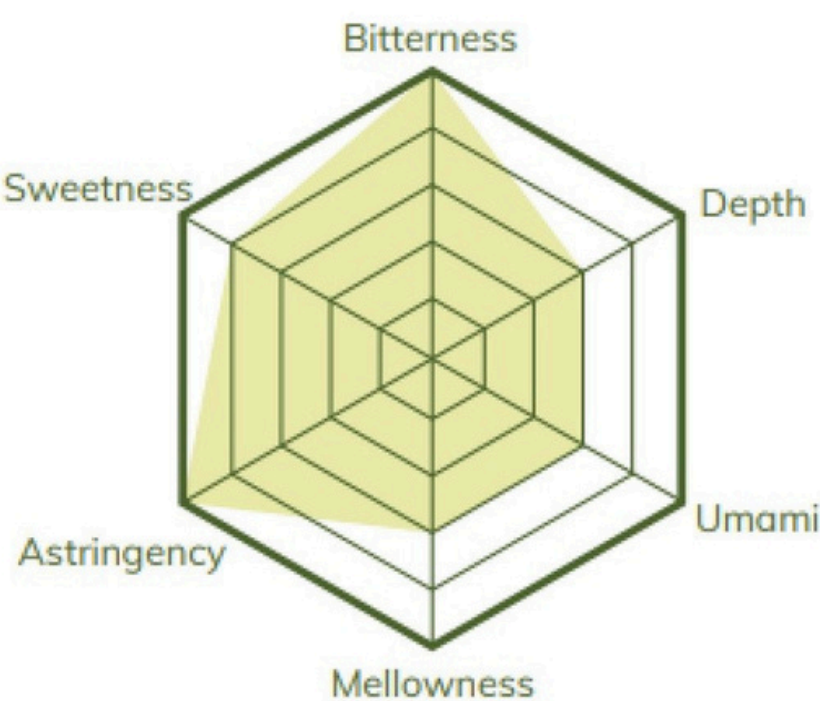
DEEP STEAMED  
Brewed Hot or Cold

## BEST FOR

Good for daily drinking, a light, refreshing tea

## BENEFITS

High in antioxidants  
Boosts metabolism  
Promotes relaxation  
Enhances mood



# Hojicha Tea

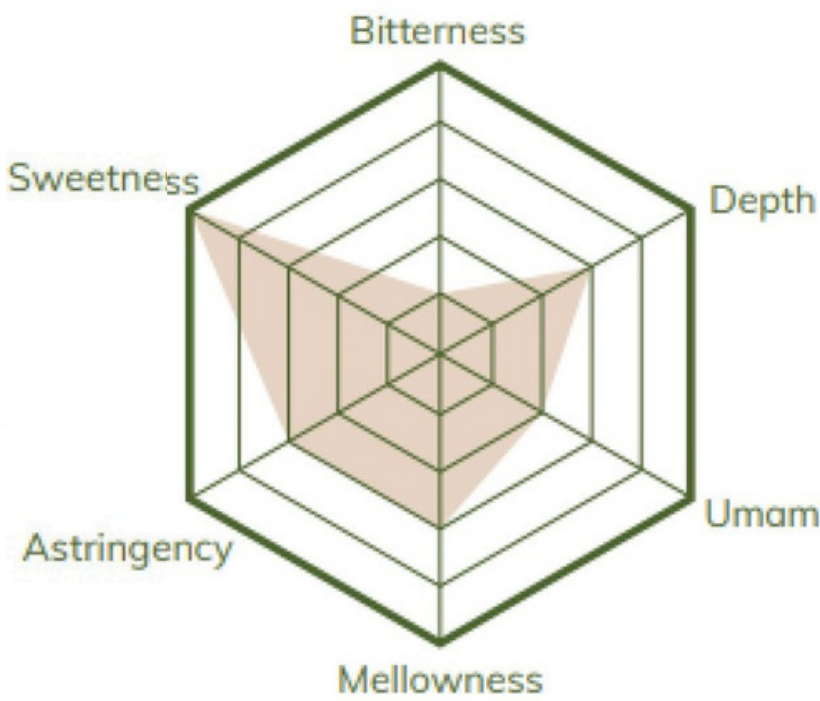
DEEP STEAMED + Roasted  
Brewed Hot or Cold

## BEST FOR

Evening tea (lower caffeine)  
or for those new to green tea

## BENEFITS

Low in caffeine  
Contains antioxidants  
Promotes relaxation



# Genmaicha Tea

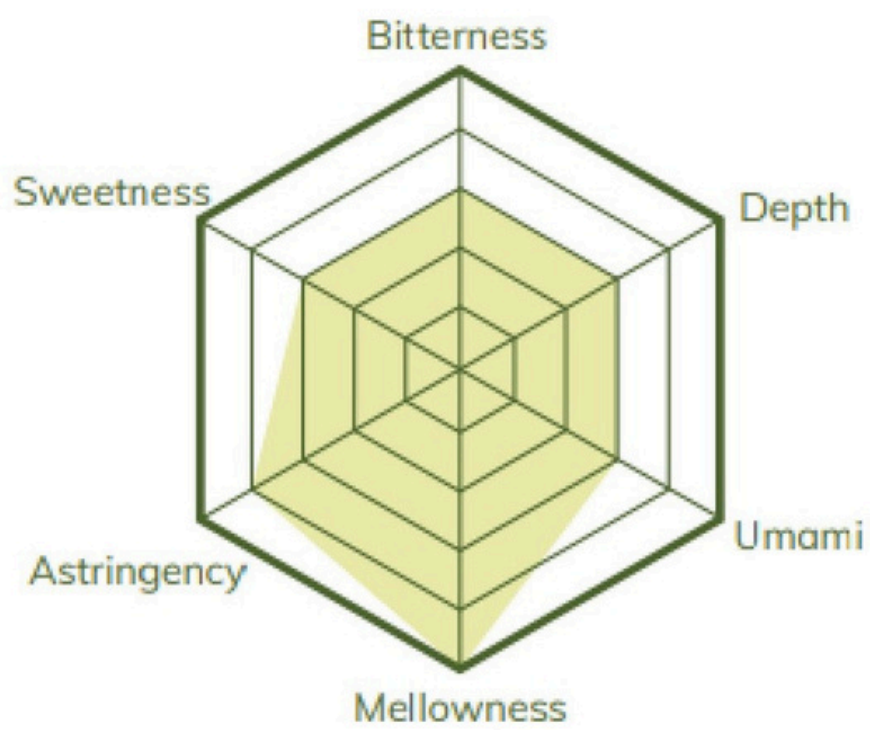
GREEN TEA BLEND  
Roasted brown rice + Sencha

## BEST FOR

Casual drinking  
pairs well with meals

## BENEFITS

Rich in antioxidants  
Boosts metabolism  
Aids digestion





## Instant Tea Latte Powder

MATCHA LATTE



HOJICHA LATTE



Ready to make lattes  
Contains milk powder, jaggery & tea powder  
Can be served HOT or ICED  
Bulk ziplock bags for easy storage & use

### PERFECT FOR

- Tea option for coffee shops: matcha is popular as a coffee alternative
- Cafés & dessert shops: pairs well with desserts
- Convenient, quick, make & serve for cafe staff
- Bubble tea flavouring
- Pan-Asian restaurants: beverage option

## Green Tea Bags

SENCHA



HOJICHA



Pyramid teabags with no added colours or flavours  
Customizable flavours  
Can be brewed HOT or ICED  
Bulk ziplock bags for easy storage and use

### PERFECT FOR

- Japanese restaurants: serve as a welcome drink to customers
- Pan-Asian restaurants: as a part of the beverage menu
- Japanese hotels and corporates: Japanese guests





# MATCHA & JAPANESE TEA TRENDS

## 1. Growing Health Consciousness

The health and wellness market in India is expected to reach \$12.5 billion by 2023 (Nielsen).

## 2. Rising Demand for Specialty Teas

The market for specialty teas in India grew by 15% in 2020 (Euromonitor International).

## 3. Increasing Interest in Green Tea

The green tea market in India was valued at approximately \$207 million in 2020 and is projected to grow at a CAR of 7.5% from 2021 to 2026 (Statista).

## 4. Emergence of Matcha as a Superfood

Google Trends data shows a steady increase in searches for matcha-related terms in India.

## 5. Shift towards Functional Beverages

Indian consumers are seeking functional beverages like matcha and green tea for their health benefits.

## 6. Adoption of Western Health Trends

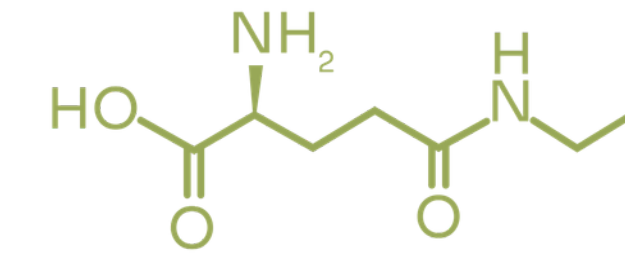
Indian consumers are adopting habits like green tea consumption as part of a healthier lifestyle influenced by global trends.

## 7. Expansion of Café Culture

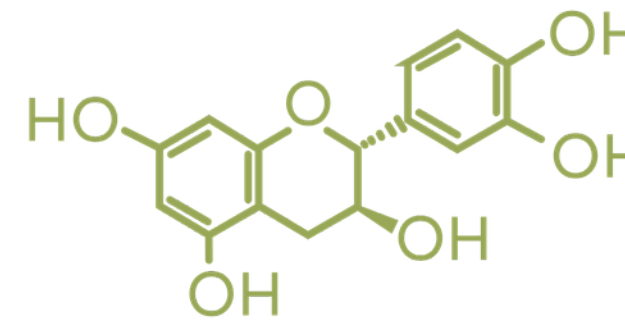
The thriving café culture in India presents opportunities for matcha and green tea-based beverages.

## 8. Preference for Premium and Exotic Products

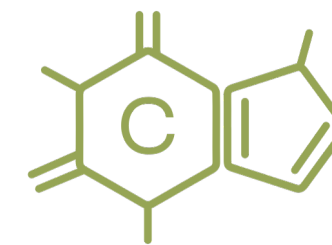
Indian consumers, particularly urban millennials and Gen Z, are willing to pay a premium for exotic and premium products like matcha.



L-THEANINE



CATECHINS



CAFFEINE



VITAMIN A, C, E

# BENEFITS OF GREEN TEA

Amino acid

Elevates dopamine and serotonin,  
**Promotes relaxation and reduces anxiety levels**

Anti-oxidants

Prevents starch being metabolized  
Restricts the absorption of glucose  
**Boosts metabolism**

Jitter free

**Less caffeine than coffee**  
**Energizing**

Helps flu and cold symptoms

Oral health

**Boosts immunity**





# WHY US AS YOUR SUPPLIERS?



SOURCED FROM  
KAGOSHIMA

Japan's largest producer  
of green tea

ZERO INTERMEDIARIES

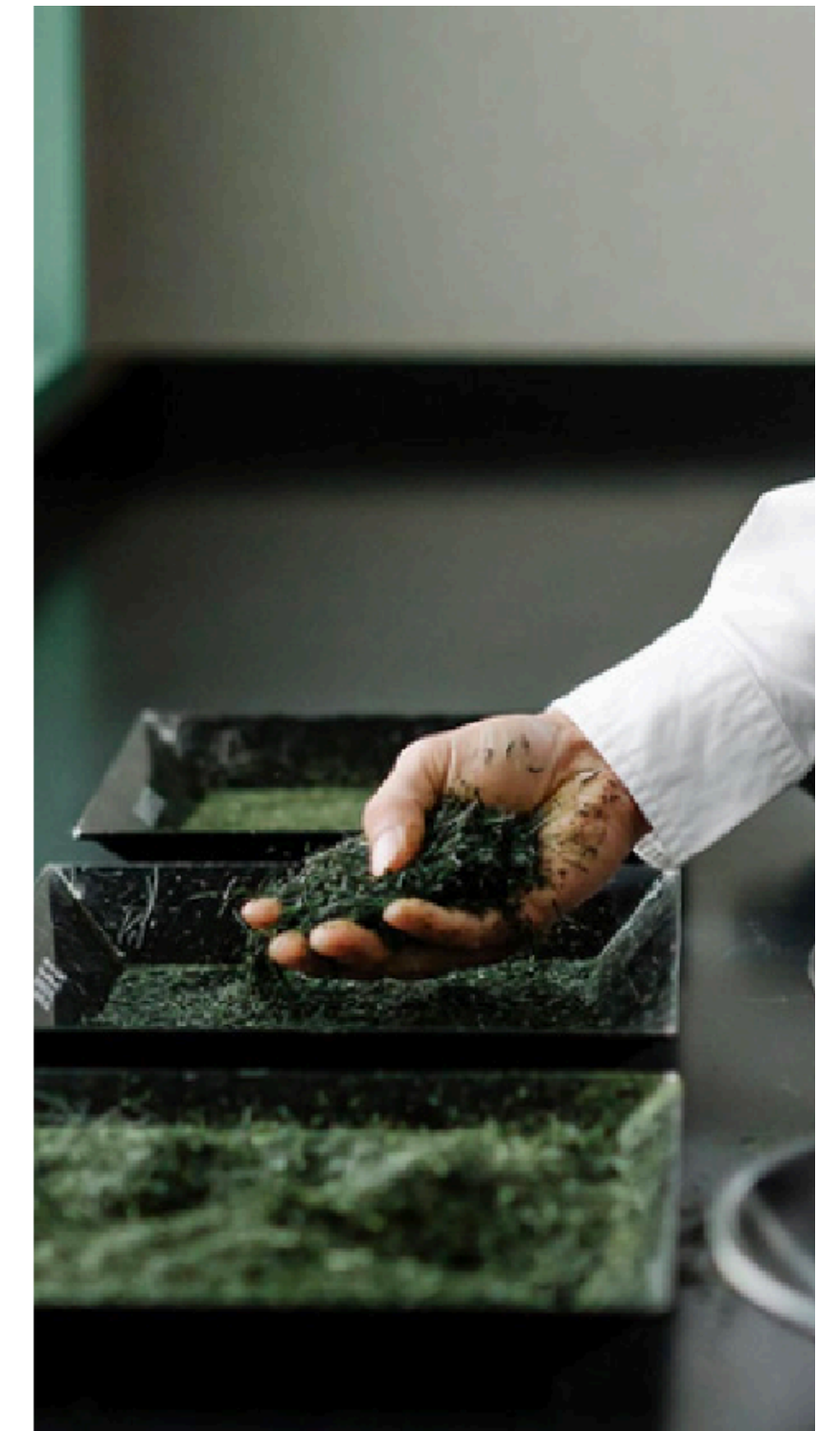
Between Japan and India

SMOOTH EXPORTS  
& IMPORTS

Highest quality for best prices



INHOUSE  
PROCESSING



QUALITY  
CHECK





# WHY CHIRAN TEA?



Deep  
Green



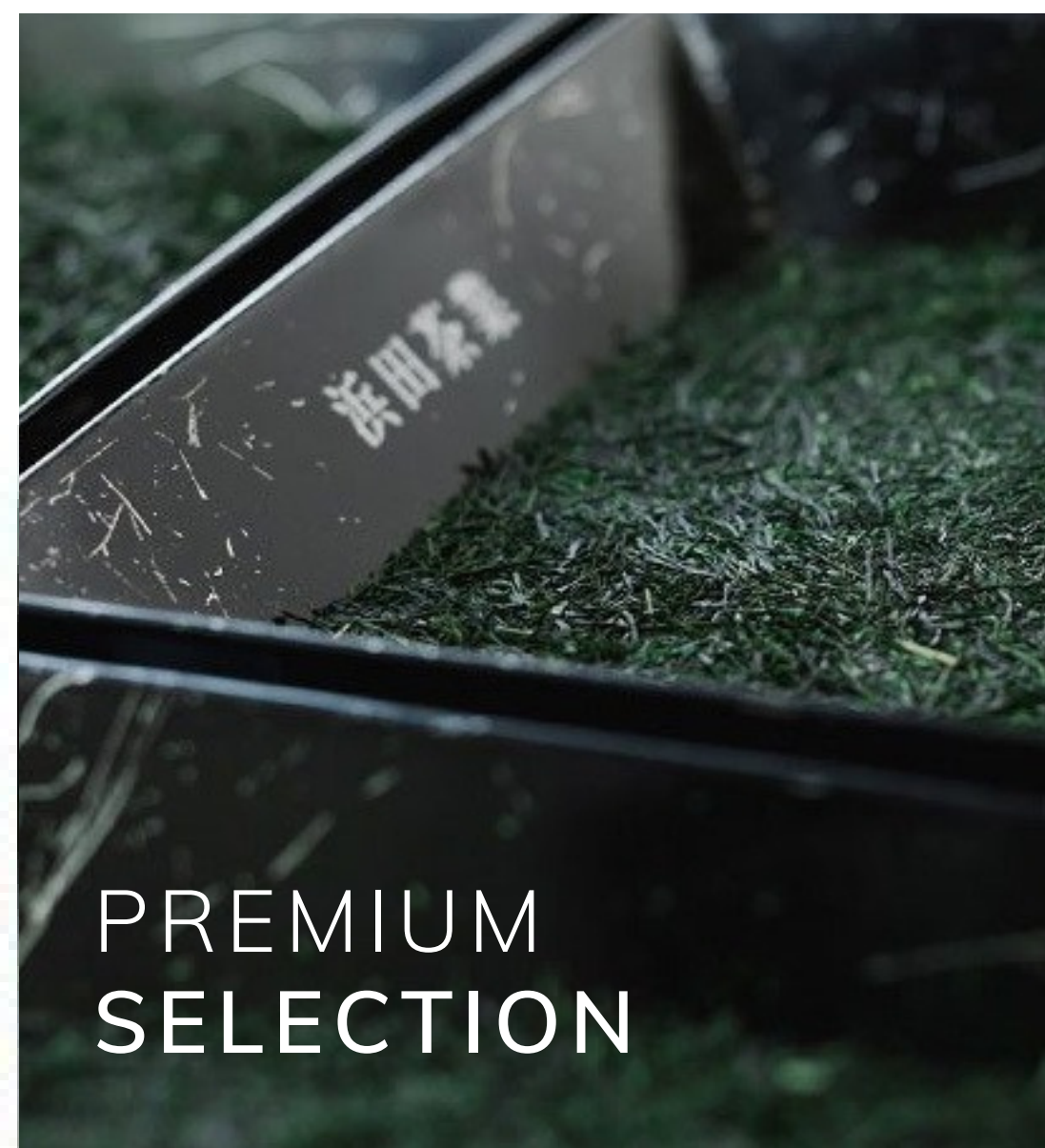
Deep  
Steamed



Internationally  
Recognized



PRODUCT OF  
JAPAN



PREMIUM  
SELECTION



AUTHENTIC



Crafted By  
Tea Masters





# STARTED IN 1975

- Green tea manufacturers and traders
- International presence: **Australia and USA**
- Domestic sales turnover: **90 crores Yen**
- Products: Green tea varieties:

**Sencha, Hojicha, Matcha, Genmaicha, Latte**

- Food safety and organic certifications



As a testament to our quality, we have won numerous awards on international platforms

*Hamada Tea Co It is more than a brand; it's a legacy steeped in tradition, quality, and innovation, creating memorable tea experiences, one cup at a time.*

WEBITE: [chiran\\_omoiire](http://chiran_omoiire)





# CONTACT US TODAY

Let's discuss how we can elevate your tea offerings and provide your customers with an experience they won't forget. Thank you for considering Chiran as your premium tea supplier. We look forward to a fruitful partnership

ありがとう

<https://chirantea.in/hamda-global-trading/>

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