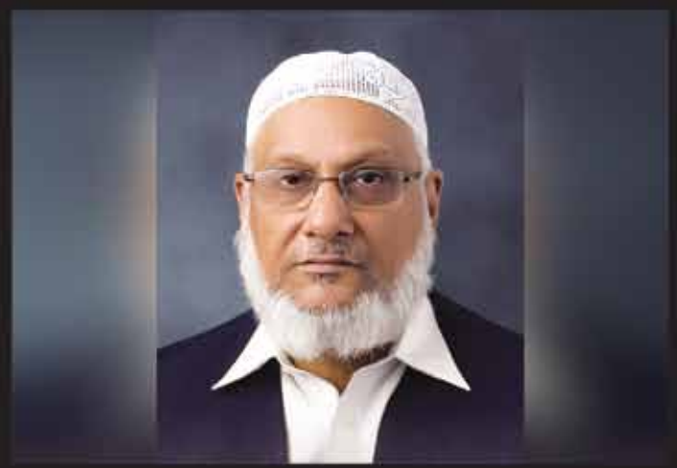
vital GROUP

Pakistan is truly a rare land, home to different civilizations and diverse cultures. It was here in the verdant plains of Punjab more than two decades ago, a small movement began to bring the wholesome purity of nature into the homes & hearts. A movement that lives by the spirit of Pakistan. "A movement that is VITAL GROUP".

Processing, packing and marketing of Tea specialties in Pakistan has not always been a standardized affair, but Vital changed that. A small tea factory that grew into a local giant on the basis of a single promise "Consistent Best Quality". At the core of the groups' success is the sincerity and dedication of its team of highly qualified technical, financial and marketing experts. The products management and its team members are also are undeniably our assets.

Vital group is committed to exceeding its own performance as reflected in the companies' exhaustive marketing network and sustained marketing activity with more than 250 stockiest and institutional suppliers and approximately 140,000 retail outlets dotting Pakistan's landscape, to say the company has penetrated the market deeply would be understatement.

Already opened doors to over 25 countries around the Globe.



Haji Muhammad Yasin
Chairman

CHAIRMAN MESSAGE

Vital Group had a very humble beginning as a small tea company that began its operations in 1991. Our value-oriented approach towards business has been very well received by the communities who we serve. Thus, within a short period, we have become one of the largest tea companies in the country.
We are one of the national companies that export tea to lands other than Pakistan!

As a business story, VG has been receiving attention of academics also. For instance, Vital Tea's electronic media campaign was presented by a known social scientist at a colloquium in Islamabad as an outstanding example of 'socially responsible advertisements'. I thank you for this academic attention.

As a Chairman of VG, I am both very happy and humbled by the progress that VG has made over the years. I, truly and sincerely, believe that our success is but a story of how passion and people can derive a small business to greater heights.

I Thank Allah Almighty for converting our efforts into outcomes!

Mian Ghulam Mustafa
Managing Director

M.D's MESSAGE

The Vital Group is one of the most dynamic business enterprises in Pakistan.

The management philosophy of VG is strongly people oriented and quality oriented – this fine balance, I believe is our real Competitive Advantage!

With a strong people orientation, we are able to develop a sustainable and reliable network of customers, suppliers, distributors, retailers and buyers. At the same time, our quality orientation has helped us to develop a culture of Professional Excellence. We try to excel in all processes from acquiring superior ingredients to innovative manufacturing and packaging. In terms of quality, we are our own competitors!

Although a very recent initiative, the response to our other products, Vital Beauty Soap, Vital Fruity Soap & Haji Soap has also turned out to be equally warm and encouraging as has been in the case of tea products.

Our commitment to excellence in serving is our real asset!

LUXURY TEA COLLECTION

GARDEN FRESH SUPERIOR QUALITY TEAS

The Blend Specialists

LUXURY TEA COLLECTION

GARDEN FRESH SUPERIOR QUALITY TEAS

Thanks for choosing VITAL TEA, A blend of quality teas for a full flavour and a naturally refreshing taste why not try Vital Tea, Specially selected by our master blenders for the perfect cup of tea.

English Breakfast Tea

A classical blend of fine teas which characterises the traditional English Cup of tea. Although usually served in the morning, it can be drunk at any time of the day for a refreshing experience, served with or without milk. Infuse 5-7 minutes.

TURKISH TEA

Quality Broken Orange Pekoe Tea chosen from the best areas of Ceylon to give you excellent taste, color and aroma

PREMIUM TEA

Is selection of teas from Kenya, Rawanda and Ceylon especially for those tea lovers who drink tea with milk.
Our Vital Premium Tea is balance Richness Strength and Aroma for the perfect cup of tea.

EARL GREY TEA

A Subtle blend of quality teas, scented with the elegant fragrance of bergamot. A favourite English beverage usually served without milk. Infuse 4-5 min.

PURE CEYLON TEA

A pure and natural handpicked garden fresh blend of teas. With balance Richness, Strength and Aroma for the perfect cup of tea. Quality Broken Orange Pekoe Tea chosen from the best areas of Ceylon.

SULEMANI TEA

A delicate blend of premium quality black tea leaves. Sulemani tea is perfectly balanced with the right amount of taste aroma and color, it gives you amazingly aromatic golden color with soothing and refreshing taste in a cup of tea.

Vital Luxury Tea Collection

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL ENGLISH BREAKFAST TEA	200g	24	4.800Kg
VITAL PREMIUM TEA	200g	24	4.800Kg
VITAL EARL GREY TEA	150g	24	3.600Kg
VITAL TURKISH TEA	150g	24	3.600Kg
VITAL SULEMANI TEA	150g	24	3.600Kg
VITAL PURE CEYLON TEA	100g	24	2.400Kg

The Finest Selection of Teas from the Best Tea Gardens
Around the World!
VITAL
TEA
MAX
HAND PICKED TEA
The Blend Specialists

Vital Tea Range

TEA BAG RANGE

Our Tea Bags have the most variety. It is also the most convenient way to enjoy a cup of tea, and it can also be customized for our customers.

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL 600 TEA BAG BOX (INSTITUTIONAL PACK)	50g	24	1.200Kg
VITAL 100+25 (SPECIAL) TEA BAG BOX	250g	20	5.000Kg
VITAL 100 TEA BAG BOX	200g	20	4.000Kg
VITAL 50 TEA BAG BOX	100g	40	4.000Kg
VITAL 25 TEA BAG BOX	50g	80	4.000Kg

LOOSE TEA SOFT - POUCH

One of the most economical ways to enjoy tea. This is our best selling item for small commercial shops.

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL ECO PACK - (INSTITUTIONAL PACK)	1900g	6	11.400Kg
VITAL ZIPPER POUCH - LARGE	950g	12	11.400Kg
VITAL ECO PACK - MEDIUM	475g	24	11.400Kg
VITAL ZIPPER POUCH	385g	30	11.550Kg

LOOSE TEA - JAR,TIN & SACHET

Our Jars have been popular in households due to its reusability in the kitchenettes. The Tin Packaging is exclusively introduced for tea lovers. A great value as a gift item.

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL JAR PACK	425g	24	10.200Kg
VITAL TIN PACK	375g	27	10.125Kg
VITAL SACHET	11g	350	3.850Kg

LOOSE TEA - HARD BOX

The acceptance of our loose tea is a long term tradition in the Subcontinent. These are designed for household and commercial use.

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL HARD PACK - LARGE	190g	60	11.400Kg
VITAL HARD PACK - MEDIUM	95g	120	11.400Kg
VITAL HARD PACK - ECONOMY	50g	20	6.000Kg
VITAL HARD PACK - SMALL	20g	200	4.000Kg

Vital Tea Premium Dane Family

Premium Dane Range	Our Premium Dane are Packed for freshness. So you get the taste and flavour that will keep you satisfied.		
Items	**Weight/Pack**	**Pcs/Carton**	**Weight/Carton**
VITAL - ZIPPER POUCH - LARGE	900g	12	10.800Kg
VITAL - ZIPPER POUCH - MEDIUM	475g	24	11.400Kg
VITAL - JAR - LARGE	900g	12	10.800Kg
VITAL - JAR - MEDIUM	450g	24	10.800Kg
VITAL - HARD BOX - LARGE	400g	24	9.600Kg
VITAL - HARD BOX - MEDIUM	200g	48	9.600Kg
VITAL - HARD BOX - ECONOMY	100g	48	4.800Kg

VITAL CAFE POUCH

5000gm x 2 Bags = 10.000Kgs

VITAL KARAK CHAI

100 Tea bag x 3gm x 20 Boxes = 6.000Kg

TRIANGLE TEA BAG

A unique blend of fine quality teas
selected by our master blenders.

VITAL TRIANGLE TEA BAGS

80 Tea bag x 200gm x 18 Boxes = 3.600Kg
40 Tea bag x 100gm x 36 Boxes = 3.600Kg

THE
CLASSICAL BLACK TEA
COLLECTION
EASTERN
VITAL
TEA
TURKISH
TEA
Masala
Tea
EARL GREY
TEA
Ginger
Tea
English
Breakfast Tea

Elegentally Taste Full...

Vital Classical Black Tea - Tea Bags Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL EARL GREY TEA BAGS - 25 PCS	50g	40	2.000Kg
VITAL ENGLISH BREAKFAST TEA - 25 PCS	50g	40	2.000Kg
VITAL MASALA TEA - 25 PCS	50g	40	2.000Kg
VITAL GINGER TEA - 25 PCS	50g	40	2.000Kg
VITAL TURKISH TEA - 25 PCS	50g	40	2.000Kg
VITAL MASALA TEA - 100 PCS	200g	20	4.000Kg

ROUND TEA BAGS

EASTERN

VITAL TEA

The Blend Specialist

Vital Round Tea Bags

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL ROUND TEA BAGS - 300 PCS	900g	08	7.200Kg
VITAL ROUND TEA BAGS - 216 PCS	648g	06	3.888Kg
VITAL ROUND TEA BAGS - 80 PCS	240g	24	5.760Kg
VITAL ROUND TEA BAGS - 40 PCS	120g	24	2.880Kg
VITAL ROUND TEA BAGS - 25 PCS	75g	60	4.500Kg

Green Tea
EASTERN
VITAL TEA
Chamomile
Cardamom
Green Tea
Lemon
Green Tea
Jasmine
Green Tea
Moroccan Mint
Green Tea

Vital Green Tea Bags Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL GREEN TEA BAGS - LEMON - 25 PCS	37.5g	40	1.500Kg
VITAL GREEN TEA BAGS - MOROCCAN MINT -25 PCS	37.5g	40	1.500Kg
VITAL GREEN TEA BAGS - JASMINE - 25 PCS	37.5g	40	1.500Kg
VITAL GREEN TEA BAGS - CARDAMOM - 25 PCS	37.5g	40	1.500Kg
VITAL GREEN TEA BAGS - PLAIN - 25 PCS	37.5g	40	1.500Kg
VITAL CHAMOMILE TEA - 25 PCS	25g	40	1.000Kg

Green Tea

Vital Green Tea Jar Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL GREEN TEA JAR - LEMON	100g	40	4.000Kg
VITAL GREEN TEA JAR - JASMINE	100g	40	4.000Kg
VITAL GREEN TEA JAR - PLAIN	100g / 250g	40 / 24	4.000Kg / 6.000Kg
VITAL GREEN TEA JAR - KASHMIRI TEA (PINK TEA)	100g / 250g	40 / 24	4.000Kg / 6.000Kg
VITAL LEMONGRASS TEA	170g	24	4.080Kg

Peshawari Kahwa

پیشاوری/افغانی قہوہ

Vital Peshawari Kahwa / Afghani Kahwa Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL PESHAWARI KAHWA - 1 KG POUCH	1000g	08	8.000Kg
VITAL PESHAWARI KAHWA - HARD BOX	500g	20	10.000Kg
VITAL PESHAWARI KAHWA - HALF KG JAR	500g	12	6.000Kg
VITAL PESHAWARI KAHWA - MEDIUM JAR	220g	24	5.280Kg
VITAL PESHAWARI KAHWA - SMALL JAR	100g	40	4.000Kg

A TEA WITH BENEFITS OF

GINGER & LEMON / HONEY

"TASTE & HEALTH COMBINED IN ONE"

Vital Ginger Tea

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL GINGER TEA - WITH LEMON - 10 PCS	80g	48	3.840Kg
VITAL GINGER TEA - WITH HONEY - 10 PCS	80g	48	3.840Kg

CHINA GREEN TEA RANGE

GunPowder | Extra-Chunmee | Moroccan Mint

Vital China Green Tea Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
GREEN TEA GUNPOWDER	200g	48	9.600Kgs
GREEN TEA EXTRA-CHUNMEE	200g	48	9.600Kgs
GREEN TEA GUNPOWDER - MOROCCAN MINT	200g	48	9.600Kgs

EASTERN
DAWN
MIXTURE
زندگی کی
نئی صُبح
EASTERN
DAWN
MIXTURE
TEA
EASTERN
DAWN
MIXTURE
TEA
DAWN
MIXTURE
TEA
DAWN
MIXTURE
TEA

Dawn Mixture Range

Our Mixture are Packed for freshness. So you get the taste and flavour that will keep you satisfied.

Items	Weight/Pack	Pcs/Carton	Weight/Carton
DAWN MIXTURE - ECO POUCH	950g	12	11.400Kg
DAWN MIXTURE - MEDIUM POUCH	475g	24	11.400Kg
DAWN MIXTURE HARD BOX - LARGE	190g	60	11.400Kg
DAWN MIXTURE HARD BOX - SMALL	95g	120	11.400Kg

Vital®

SOAP DIVISION

Vital Moisturising Beauty Soap			
Items	**Weight/Pack**	**Pcs/Carton**	**Weight/Carton**
VITAL BEAUTY SOAP – BATH SIZE	145g	72	10.440g
VITAL BEAUTY SOAP – ECO SIZE – LARGE	110g	72	7.920g
VITAL BEAUTY SOAP – ECO SIZE – MED	75g	72	5.400Kg

Chiffon Feel

Vital Chiffon Feel Beauty Soap

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL BEAUTY SOAP – BATH SIZE	145g	72	10.440g
VITAL BEAUTY SOAP – ECO SIZE – LARGE	110g	72	7.920g
VITAL BEAUTY SOAP – ECO SIZE – MED	75g	72	5.400Kg

Refreshing, going deep into your skin

FEELING - CLEAN

100% Vegetarian and Free From All Animal Fats

HALAL Research Council

Lemon & Tea Extract

Vital Lemon & Tea Beauty Soap

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL BEAUTY SOAP – BATH SIZE	145g	72	10.440g
VITAL BEAUTY SOAP – ECO SIZE – LARGE	110g	72	7.920g
VITAL BEAUTY SOAP – ECO SIZE – MED	75g	72	5.400Kg

OceanFresh

Vital Ocean Fresh Beauty Soap

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL BEAUTY SOAP – BATH SIZE	145g	72	10.440g
VITAL BEAUTY SOAP – ECO SIZE – LARGE	110g	72	7.920g
VITAL BEAUTY SOAP – ECO SIZE – MED	75g	72	5.400Kg

Haji Soap

A Certified by
Halal Research Council

Vital Haji Soap			
Items	**Weight/Pack**	**Pcs/Carton**	**Weight/Carton**
VITAL HAJI SOAP – ECO SIZE	75g	72	11.160Kg

A Soap without Fragrance, A Basic Neccesity of HAJJ. Specially Designed for HAJI's.

Vital®
Fruity Soap
Vital
Vital®
Fruity Soap
Tropical
Animal Fat Free
100%
Vegetarian
and Free From
All Animal Fats
HALAL
Research Council

Vital Fruity Soap Range

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL FRUITY SOAP - SMALL SIZE	70g	72	5.040Kg
VITAL FRUITY SOAP - LARGE SIZE	140g	48	6.720Kg

Corporate Social Responsibility

Today's successful businesses are those that act as a Social Enterprise. Vital Group is a leading and vital example of it! We take a holistic approach towards Corporate Social Responsibility (CSR). CSR is not an isolated function for the VG rather it is manifestation of the overall vision and mission of the VG.

The socially responsible advertisements that we place in the mainstream media are reflective of VG's approach and philosophy. The advertisements mainly reinforce the positive values of the society, such care for the weaker section of the society, love for family, hard work and national identity. Where it comes to the 'educative' role of media, we believe that VG has set the trend for others to follow.

CSR at VG is quite diverse and covers many social domains such as providing financial support for:

- Marriage arrangements of girls from poor families,
- Health care,
- Plantation and development of parks (Green Pakistan),
- Improving educational infrastructure in the vicinity,
  And many others.

OUR STRENGTH!

NOTES

THE FASTEST GROWING COMPANY

Our INTERNATIONAL Presence

vital GROUP

For General Inquiries

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UAN: +92-63-111-037-037 Email: info@vitaltea.com.pk Web: www.vitaltea.com.pk

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