



 **vital**GROUP 

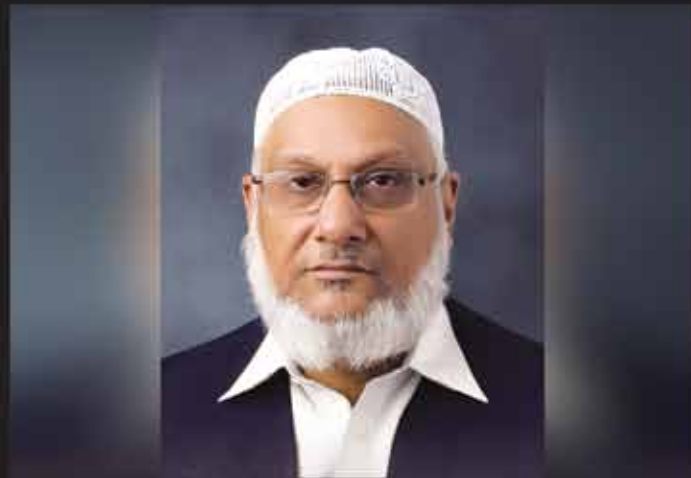
Pakistan is truly a rare land, home to different civilizations and diverse cultures. It was here in the verdant plains of Punjab more than two decades ago, a small movement began to bring the wholesome purity of nature into the homes & hearts. A movement that lives by the spirit of Pakistan. "A movement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

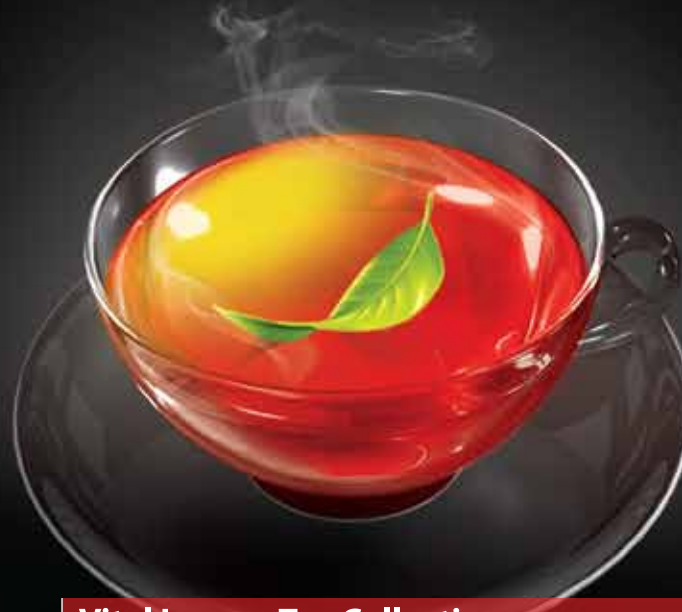
A classical blend of fine teas which characterises the traditional English Cup of tea. Although usually served in the morning, it can be drunk at any time of the day for a refreshing experience - served with or without milk. Infuse 5-7 minutes.

**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!**



*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



*Elegantly 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



*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







### 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



# زندگی کی نئی صبح





### 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



Himalayan

— PINK SALT —





**Vital Himalayan Pink Salt**

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL HIMALAYAN PINK SALT - FINE - POUCH	800g	18	14.400Kg
VITAL HIMALAYAN PINK SALT - COARSE - POUCH	800g	18	14.400Kg
VITAL HIMALAYAN PINK SALT - FINE - BOTTLE	500g	20	10.400Kg
VITAL HIMALAYAN PINK SALT - COARSE - BOTTLE	500g	20	10.400Kg

# VITAL HIMALAYAN PINK SALT

100% Natural, Organic & Healthy

## Why choose Vital Himalayan Pink Salt?

100% free from all impurities and pollutants.

Hand mined and Ethically Sourced from the Khewra Salt Mines.

Naturally enriched with iodine and 80+ minerals.

100%  
Lead Free

100%  
Metal Free

99.9%  
Impurity Free

## Grain Sizes

Vital Himalayn Pink Salt is available in 3 standard grain sizes.

### Super Fine

This is the ideal grain size to use in salt shakers and in soups & sauces for quick dissolution and even flavor distribution.

( Grain Size 0.0 - 0.2mm)

### Fine

Slightly more granular than the extra fine grain. This size is perfect for everyday use in kitchens for cooking and baking as it gives a visible salt look on the dishes. (Grain Size 0.2 - 0.6mm)

### Coarse

A crystalline form of rock salt. This is the best suited grain size for table salt grinders. It also works well for roasting & grilling meat. (Grain Size 2.0 - 3.0mm)



دھرتی کا نمک

## Himalayan Flakes Salt

Our exquisite eye-catching pink salt flakes have the satisfying soft crunch to put a delicate finishing touch in your dishes. The salt has been produced exclusively for being the ideal seasoning choice for your gourmet dishes.

Pink salt flakes are designed to melt and dissolve as soon as it comes in contact with food to deliver the even, unique, and soft touch to your taste palate. Being crafted from 100% Pure Pink Himalayan Salt, this product carries all of the benefits of the pink rock salt.

- Our pink salt flakes have flaky texture and delicate flavor.
- Ideal seasoning choice for preparation for exotic gourmet foods.
- Contains all trace minerals from Pink Rock Salt



## Animal Lick Salt

Salt is considered to be the most important mineral required for cattles and all other land animals. As it helps improve their immune system and ensures that they do not suffer from malnutrition.

Animal Salt Licks are 100% natural and additives-free form of salt for domestic and farm animals. Lick Salt helps in the development of bones, circulatory and nervous systems of animals.

Lick Salts are complete chemical free health supplement for animals and cattle such as cows, sheep, camels and horses.



## Benefits of Animal Lick Salt

Strengthens the immune and nervous system of animals.

Increases the milk yields by 5-15%.

Helps increase the weight and food intake of the animal.

Increases farm efficiency and productivity.

Helps reduce the nervous behaviors of animals such as chewing and licking the fences.

دھرتی کا نمک

# Vital

Basmati Rice





### Vital Basmati Rice

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL STEAMED BASMATI - BAG	10 Lbs (4.5Kgs)	04	18.000Kg
VITAL SELLA (PARBOILED) BASMATI - BAG	10 Lbs (4.5Kgs)	04	18.000Kg
VITAL STEAMED BASMATI - POUCH	1 Kg	18	18.000Kg
VITAL SELLA (PARBOILED) BASMATI - POUCH	1 Kg	18	18.000Kg



**Vital<sup>®</sup>**

SOAP DIVISION

SMOOTH & SHINY SIDE OF LIFE



**100%**  
Vegetarian  
and Free From  
All Animal Fats



Revitalizing  
Beauty Soap

**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

*Luxury is Fragrance  
that Feels Clean..*



**100%**  
Vegetarian  
and Free From  
All Animal Fats



# 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



*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

Enhancing  
Freshness  
to Life



**100%**  
Vegetarian  
and Free From  
All Animal Fats



### 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

**OceanFresh**



# 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 Necessity of HAJJ. Specially Designed for HAJI's.

**Vital**<sup>®</sup>  
Fruity Soap



Animal Fat Free

**100%**  
Vegetarian  
and Free From  
All Animal Fats

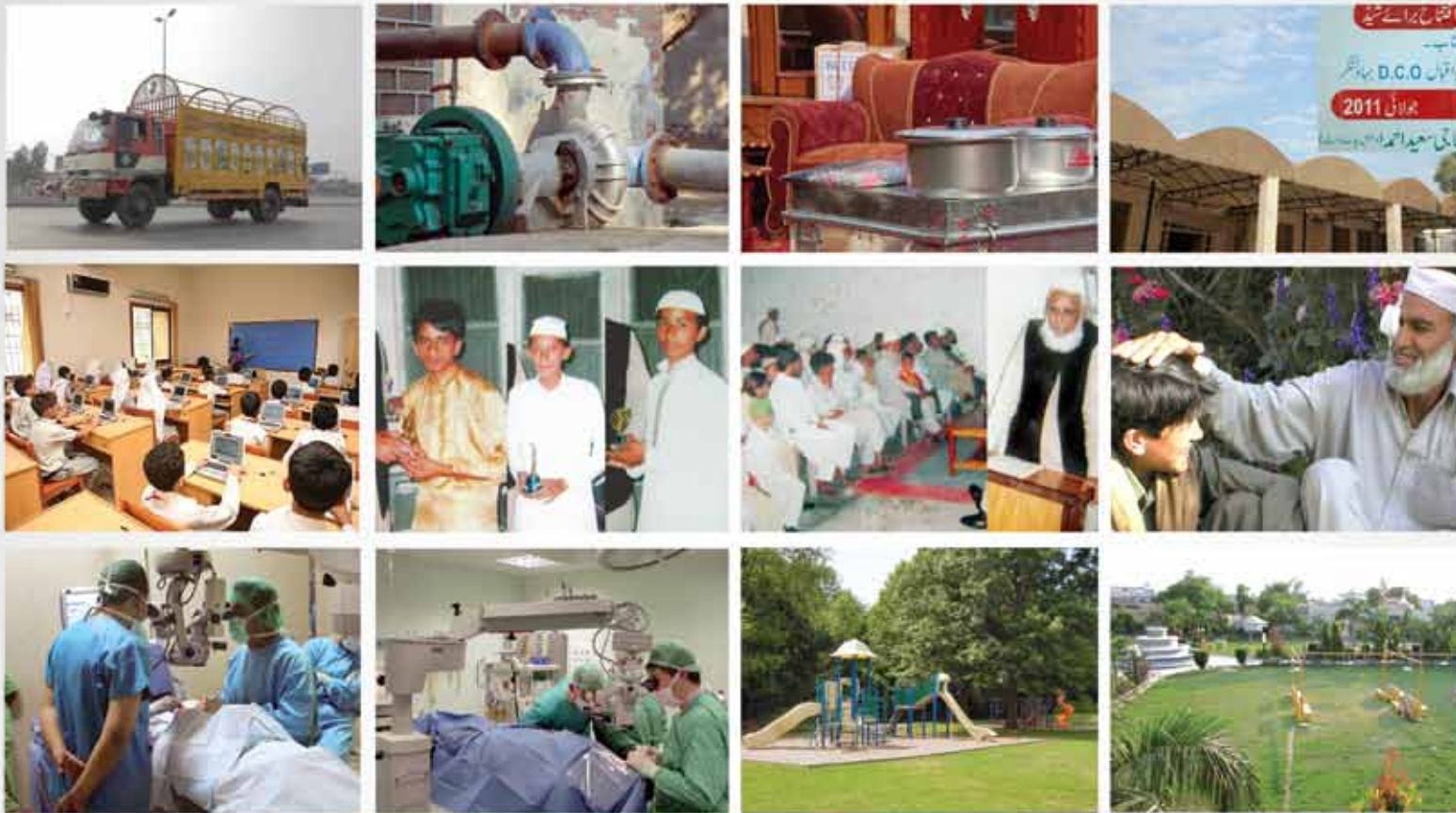




### Vital Fruity Soap Range

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!





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# THE FASTEST GROWING COMPANY



Our  
**INTERNATIONAL**  
Presence



## For General Inquiries

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UAN: +92-63-111-037-037 Email: [info@vitaltea.com.pk](mailto:info@vitaltea.com.pk) Web: [www.vitaltea.com.pk](http://www.vitaltea.com.pk)

## For Import/Export Inquiries

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Tel: +92-21-111-037-037 Email: [export@vitaltea.com.pk](mailto:export@vitaltea.com.pk) , [import@vitaltea.com.pk](mailto:import@vitaltea.com.pk)