



GATANGA INDUSTRIES LIMITED – Pioneering industry for Purple tea development in Kenya

TRANSFORMING CLINICAL OUTCOMES ON CRITICAL ELEMENTS – THE PURPLE TEA ADVANTAGE

The clinical trials are delineated for designing the transformation of clinical outcomes with the Purple Tea derivatives

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NAIROBI

Dr. Debasish Banerjee – PhD – Strategy and Chartered Engineer
CEO and Executive Director at Blackstone Synergy

Clinical Expert and Lead on the supervision and assessment fidelity of the clinical trials with Purple Tea derivatives

Dr. Aditi Bishnu – MS – Obstetrics and Gynecology with cutting edge surgical experiences on cancerous procedures

Chairman of the Board at Gatanga Industries and Tea Factory Ltd, Gatanga – for spearheading the business proposition for the Purple Tea derivatives and Innovations therein

Dr. Kinyanjui

Creating the turnaround algorithm

BRAND STRATEGY FOR THE PURPLE TEA DERIVATIVES OF THE GATANGA INNOVATIONS

BRAND ELEMENT	CRITICAL STEPS	ACTION PLANS	BUDGET
TEA PROPERTIES - Flavors / taste / aroma	Validation by tea tasters - Mombasa Auction	Engineer withering solutions on a lab scale prototype	Ksh 1.5 M for prototype commissioning, creating market samples and validating the findings through AMR - local and auction markets as well as publishing the findings through technical reports
	Validation by the local tea cohorts	AMR - advanced market research - local market and Mombasa auction	
	Structural sales support at the pricing coordinates determined by the user markets - local and Auction	Publish newsletters / technical flyers / promotional material with the AMR findings and patented processes to derive niche value for the product in the tea tasting community	
TEA PROPERTIES - Flavors / taste / aroma for MEDICINAL BEVERAGES	Clinical trials for cancer - India, Kenya, USA with at least 1 EU validation	Closely supervised trials with a leading surgeon -physician at the helm and with Dr. Debasish as an assistant for evaluating the mathematical interpretation of clinical data for conclusions through peer reviewed articles and booklets for the consuming public.	Initial promotion leading to acceptance for clinical trials - Ksh 300,000
	Clinical trials for diabetes - India, Kenya, USA and 1 EU entity		Clinical trials across 4-5 major medical entities - Ksh 3,000,000 leading to clinical conclusions with world-wide acceptability of the findings
	Clinical trials for cardiac and cardio-pulmonary interventions - India, Kenya, USA and 1 EU entity		

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KEY NOTES ON THE BRAND STRATEGY:

1. Segment -1 is a stand-alone approach of establishing the superiority of Purple Tea as a replacement for regular beverages on the bedrock of innovations in withering.
2. Segment -2 is a detailed roadmap for positioning the Purple Tea derivatives for medicinal beverages around the globe with credible medicinal acceptance.
3. Segment -1 and 2 are both founded on the bedrock of better properties of the tea with the augmented withering approaches on a prototype model.

The strategies shall be driven by Dr. Debasish Banerjee as guided by the Board at Gatanga Industries Tea Factory Limited.

The onus on deriving the sustainable solutions for the business and the related accountability aspects are shouldered by Dr. Debasish Banerjee without any reservations thereof.

Adhering to the given out budget is also an important element of accountability of Dr. Debasish Banerjee

Purple Tea innovations of Gatanga Industries Tea Factory Limited are directed for sustainable changes in the treatment of cancer, diabetes and cardio-pulmonary complications for posterity.

This is an initiative to reach out to the humanity.