



PRESS RELEASE
TYPHOO BOOSTS INTERNATIONAL SALES EFFORT

Typhoo Tea Ltd is expanding its international business with the appointment of a dedicated role to grow overseas sales for the brand.

Rahul Kale, joins Typhoo as Head of International Sales and will play a key part in delivering the group's growth and expansion programme in overseas markets. He will be responsible for strengthening the company's existing sales operation across 40 countries as well as expanding the Typhoo business into new territories such as CIS, Africa and the Middle East.

Kale joins from Tata Group, which includes Tata Tea and UK-based Tetley, where he managed the retail sales operations and e-commerce strategy for TATA communication. Prior to that, he has worked internationally across FMCG, telecommunications and commodities industries, gaining over 15 years of sales and business development experience in a number of territories.

Keith Packer, Typhoo CEO comments "We have some exciting developments for the Typhoo brand in the coming months. Developing our international business is an important and significant part of our plans to grow the Typhoo business both at home and abroad. Rahul's experience in developing strategic growth opportunities across a number of markets and business sectors will help us realise the growth potential that exists for our brands overseas".

Rahul has an MBA in strategy and marketing from Henley Management College and can speak seven different languages. He is an active cricketer and a member of the Marylebone Cricket Club.