



Spectrum Marketing

MARKETING & MAINTENANCE OF HOT BEVERAGE VENDING MACHINE

Company Profile

Established in the year **1998** at Kolkata (West Bengal, India). we "**Spectrum Marketing**" are one of the leading traders and suppliers of a qualitative range of **Kolkata, Coffee Vending machine, Tea Vending Machine, Vending Machine, Hot Beverages Vending Machine, Coffee and Tea Premixes** including lemon tea premix, **Tea Bags, Sugar Cubes, Disposable Tea/Coffee cups, Coffee sachets etc for use in Vending machines operations.** The major consumables are procured from the internationally acclaimed **TATA group companies like Tata Coffee Ltd and Tata Global Beverages Ltd.**

Tata Coffee Ltd has one of the **world's largest integrated coffee businesses.** It has a hand in every aspect of the coffee making process, starting with the growing and curing of coffee and tea to the manufacturing and marketing of its premium coffee brands. It is a significant contributor towards the growth and development of Indian coffee. Its plantations are spread over 12800 hectares and produce 10000 mt of green coffee, 6500 mt of tea and 1000 mt of pepper. Tata Coffee's Instant Coffee Division is India's first export-oriented soluble coffee manufacturer to produce a freeze dried, spray dried and agglomerated instant coffee using the modern technologies.

Tata Global Beverages Ltd (formerly - Tata Tea Ltd) is one of the **world's leading tea manufacturing and marketing companies** with brands like Tetley, Tata Tea Premium, Good Earth tea, 8 O'clock Coffee, Himalayan Water etc .Tata Global Beverages is today an integrated beverage business that has set out on a journey to become a global leader in branded 'good for you' beverages through innovation, strategic acquisition and organic growth The group's annual turnover is US\$1.5 billion (FY 2009-10) and it is the second-largest player in tea in the world. Its global expansion is highlighted by the fact that over 65 per cent of the consolidated revenue originates from markets outside of India.

Our products are acclaimed in the market for features such as purity, natural fragrance & flavor, delectable taste and freshness. Besides the quality of products, we also adopt and practice customer-centric approaches toward machine maintenance and supplies of consumables to ensure their satisfaction. Our management policies are delicately framed and business operations are undertaken within the ambit of astute work ethics and principles. We promptly respond the customers' queries and deliver their consignment within the stipulated time. Flexible modes of payment in cash, cheque and demand draft are provided for the convenience of the customers.

Product Portfolio

- Automatic Vending machines for dispensing Hot Beverages
- Coffee premixes – Regular (Pure Coffee Blend), Strong (Chikory Blend)
- Tea premix – Plain, Cardamom, Lemon
- Dairy whitener Premix



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- Tea Bags – Regular Assam tea Bags of Tetley, Tata Tea Premium and Twinings Brands, Green tea, Ginger tea, Masala tea, Earl Grey Flavoured tea etc are also available in Tea Bags
- Disposable tea/ coffee Cups – Paper and Plastic
- Coffee Sachets – Tata Café Brand with 1.5 gms in each sachet for making black coffee
- Sugar Cubes

Vending Machines



Vending Machine for your office or commercial establishment. Vending Machine offered by Spectrum Marketing are highest selling and best coffee machines available in the country. These automatic vending machines are very good, convenient and ideal for places like small medium and large offices, educational institutes, industrial canteens, hospitals, software companies, hotels, restaurants, malls, cinema theaters and many other places.

On just press of button, these fully automatic vending machines can dispense hot and cold beverages like coffee, cardamom tea, lemon tea, chocolate drink, tomato soup, plain tea, green tea, ginger tea, diet coffee, diet tea, low sugar coffee and low sugar tea.

No need of milk, sugar, tea or coffee powder- just load our instant coffee premix or instant tea premix in our vending machine and press a button, your great tasting coffee and tea is ready to drink. These best in class vending machines for coffee and tea are user friendly, you don't need an exclusive operator to run this coffee & tea vending machines.



Vending Products

Coffee Premix

We supply Coffee Premix from the Tata stable for use in our Vending Machines. These are available in two blends. One is a Regular blend of pure Coffee, Dairy whitener and sugar and the other is a Stronger Chikory blend. Our reliable vendors M/s Tata Coffee Ltd, use carefully selected coffee beans picked from their finest plantations, blend and roast them to perfection and hygienically process and pack these coffee premixes as per defined standards, using the selected and carefully chosen ingredients.

Tata Coffee's soluble coffee plants use modern technologies for producing freeze dried, spray dried and agglomerated instant coffee to give its consumers the best





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product their money could buy.

These products are widely appreciated by the customers for features like natural aroma and delectable taste that will leave you with a unique & delightful experience.

Further as Tata Coffee owns 19 coffee estates in Coorg, Chikmagalur, Hassan districts of Karnataka and Coimbatore in the district of Tamil Nadu the products are economically priced at industry leading rates.

Dairy Whitener Premix

Our principals, M/S Tata Coffee Ltd produce high quality dairy whitener premix from high grade of partially skimmed milk and the whitener comes in two variants - with & without sugar. Our dairy whitener premix is available in moisture free packs, as result of which its taste, freshness and dryness remain intact.



Tea Bags (Tetley, Tata Premium and Twinings)

We offer tea bags of renowned brands with international repute like Tetley, Tata Tea Premium and Twinings of London. These products are renowned for their quality, exquisite aroma and taste and are therefore wide demand for domestic and commercial applications. Tetley is enjoyed in 70 countries worldwide and is the second largest tea brand globally thanks to its commitment to innovating and being relevant to the consumer. It is available with us in the regular Assam Tea Blend and in different flavours like Ginger, Masala, Green Tea etc.



Tata Tea Premium is currently the largest packet tea brand in the country, accounting for an all-India value share of 8 per cent (source: Nielsen September MAT 2010).

Twinings has been at the heart of London life for 300 years. Its master blenders source tea from many estates and plantations around the world, from India to Brazil. An advantage which Twinings enjoys over competition is that it does not own tea gardens, which in turn allows us to select the very best tea every time.

Tomato Soup

To break the monotony of Tea & Coffee, one may try our delicious, tasty, mouthwatering tomato clear soup at lunch breaks. Instant, as well as easy to prepare, these soup premixes not only save time but also provide the users a delectable and unforgettable taste. do not contain any harmful additive.





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Disposable Cups (Plastic and Paper)

Our Disposable Cups are sourced from reliable vendors of the market, who manufacture these using automatic machines under hygienic conditions. Our cups are not printed and hence are free from hazards of chemicals used in paints.



The product range available with us are:

- Paper cups – Clear white (unprinted) in 150 ml and 100 ml capacities.
- Plastic cups – Clear white (unprinted) in 130 ml capacity.

Lemon Tea Premix



We are offering Lemon Tea premixes from the Tata stable which is high in vitamin content. These are readily soluble in both hot and cold water. The premixes are prepared from pure extracts of citrus, Instant tea, sugar, antioxidants etc. and is properly processed as per the set industrial norms.

Lemon tea dissolved in chilled water is also a popular summer drink popularly called iced tea.

Tea Premix (Plain & Cardamom Flavours)

Prepare hot piping and delicious tea without any delay by using our instant tea premix. Available with us is comprehensive range of tea premix with plain and cardamom flavours that yields an amazing aroma when brewed. This combination is extensively preferred and favored among our huge client base, owing to its original taste, the pleasant aroma and easy handling. Just push a button on the vending machine and enjoy the sizzling tea...no tea bags required.





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Sugar Cubes



We take pride in selling sugar cubes of a leading manufacturer M/S MB Sugars & Pharmaceuticals Limited. MB Sugars is registered under Bulk Drug License to manufacture Sucrose, an Excipient to pharmaceutical industries and manufactures sugar cubes for you at the most technically strong & eco- friendly unit under perfect quality control. It is available in packs of 500 gms with 135 cubes.

Contact @

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