

TEARA

A Prototype Created to Illustrate the Impact
of Minimalist Packaging on Tea Branding





Prototype Overview

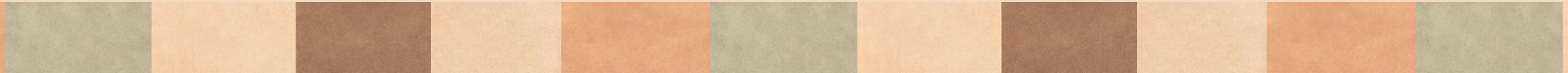
Business Name: T E A R A

Industry: Premium FMCG – Innovative Milk Dip Tea Brand

The name “T E A R A” represents “Tea + Era,” symbolizing a new era of tea consumption that blends tradition with modern lifestyle needs.

Vision

To reimagine the traditional 4PM Indian tea ritual as a modern, portable, and emotionally meaningful experience that blends cultural heritage with lifestyle convenience.



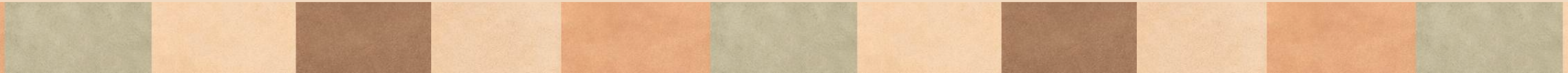


Target Audience

Urban professionals, students, and young consumers who value tradition, comfort, and premium minimal design. The brand resonates strongly with Indian tea culture while appealing to modern, mobility-driven lifestyles.

Packaging Philosophy

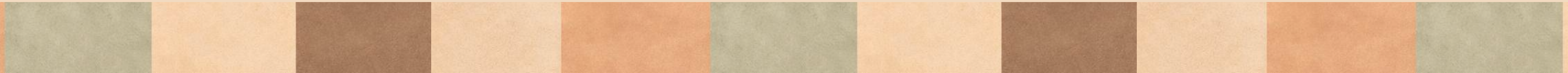
Minimal yet culturally expressive. The design avoids loud commercial elements and instead communicates comfort, authenticity, and premium quality through balanced composition and storytelling.





Design Concept

The packaging combines Indian heritage with minimalist aesthetics.

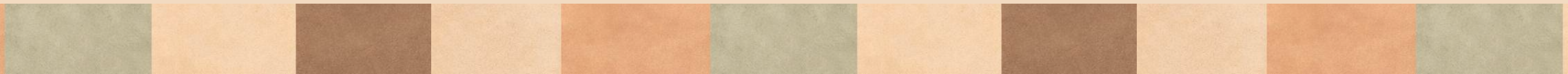
- The design combines Indian heritage with minimalist aesthetics.
 - A soft 4PM countryside scene symbolizing warmth and shared moments.
 - Steel tumbler and steam element reinforcing tea identity.
 - Spacious typography “T E A R A” to create premium balance.
 - Strong use of negative space to maintain a clean, modern look.
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Color & Typography Direction

- Sand Beige – warmth and comfort.
- Cocoa Brown – authenticity and trust.
- Soft Terracotta – evening warmth.
- Muted Sage – connection to tea landscapes.

An elegant serif font is used for the brand name to convey heritage, while a clean sans-serif supports clarity and modern appeal.



Moodboard



TEARA

MILK DIP TEA



Your 4PM, Anywhere.



Product Layout



Front view

Product Layout



Back view

TOP SEAL AREA



TEARA



MILK DIP TEA



Your 4PM, Anywhere.

BOTTOM FOLD AREA

TOP SEAL AREA

About TEARA

TEARA reimagines the Indian tea ritual for modern life. Our milk dip sachets bring your 4PM comfort wherever you are. Simple. Warm. Anywhere.

How to Prepare



1. Heat Milk



2. Dip Sachet



3. Stir & Sip

↩ Net Weight 100 gms

🍵 Ingredients: Black Tea (CTC)

📦 Storage Instructions

MRP ₹ 150.00

Batch No. —

Ingredients:
Black Tea 410TC)

Store: in a cool, dry place
away from sunlight.



1234 5678

Batch No. —

BOTTOM FOLD AREA



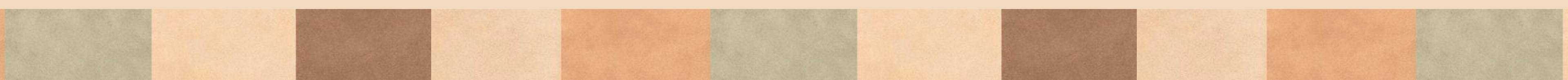
Estimated Cost Structure (Prototype Level)

The estimated production cost per unit is approximately ₹80–₹90, which includes:

- Tea blend and sachet material cost – ₹40
- Packaging pouch and printing – ₹20
- Manufacturing and filling – ₹10
- Logistics and distribution – ₹10–₹15

By setting the MRP at ₹150, the brand maintains a reasonable gross margin of around 35–40%, which supports marketing, brand development, and retail margins while keeping the product competitively positioned in the premium tea segment.

*This pricing ensures that T E A R A remains accessible to young urban consumers while reinforcing its premium, convenience-driven value proposition.**



Final View



Final View



Thank you