

Tata Tea celebrates cultural diversity through #DeshKaKulhad campaign

The video showcases the art of making and decorating kulhads, the quintessential Indian vessel to drink tea...

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Tata Tea celebrates diversity through #DeshKaKulhad campaign. The thought of sipping tea will almost always conjure up images of the *kulhad* (an Indian earthenware item used for beverages, but mostly associated with tea) for most Indians. [Tata Tea Premium's Independence Day](#) campaign this year marries this insight with the diversity in the country.

The one and a half minute long ad film pays tribute to the artisans that create the myriad forms of art in the country. Part of the [#DeshKaKulhad](#) campaign, the ad film shows the making of the quintessential *kulhad*, followed by creation of state specific art on each piece. In the background, one can hear a song with a distinct folksy beat to it, while the lyrics describe the different regions of the country. The song has been sung by [Rituraj Mohanty](#).

Watch the ad film here – <https://youtu.be/VIKZgxB53r0>

An extension of the campaign includes the launch of the *DeshKaKulhad* collection in partnership with Rare Planet - a startup that promotes the work of local Indian artisans. These special *kulhads* have been hand-crafted with region specific artforms like *Madhubani* folk art from Bihar, *Warli* art form from Maharashtra, *Phulkari* patterns from Punjab, *Patachitra* from Odisha, *Sanjhi Art* from UP, etc. The *DeshKaKulhad* collection comprises of 26 distinct *kulhad* designs, each representing different regions of India. Themed around popular motifs and landmarks from each region, each *kulhad* celebrates a specific artform of that region. These special hand painted *kulhads* thus serve as a unique canvas showcasing India's diverse culture and rich heritage.

The concept of region/state themed earthenware is not new as such. Those frequenting coffee chain [Starbucks](#) would know that the quick service retailer (who is present in India through a partnership with the Tata group incidentally), is famous for its state themed mugs, especially in the United States. These are sold as collectibles and are usually available in their native states only. In India one may find a few outlets selling such state themed collectible mugs, though Starbucks' footprint in India is not so robust as it is in the United States of America.

[Puneet Das](#), president - packaged beverages (India and South Asia), [Tata Consumer Products](#) states, "*Kulhads* are an intricate part of Indian culture across the country and most of us would have enjoyed an occasional *kulhad waali* chai. [Tata Tea](#) Premium- *Desh Ki Chai* has always evoked regional pride through its state customized packaging that captures symbols of pride of each state and communication rooted in regional insights. Hence, as an extension from last year, we again used *kulhads* as a unique canvas for showcasing India's regional diversity and to continue our support towards India's artisan community."

<https://brandequity.economictimes.indiatimes.com/news/advertising/tata-tea-celebrates-diversity-through-deshkakulhad-campaign/85177186>