

Three Generations of Tea and Tobacco Expertise

For three generations, the Choudhury family has been deeply immersed in the world of tea and tobacco cultivation. Their passion and expertise have been passed down, leading to the establishment of PRIYOBANDHU, a new venture dedicated to empowering local tobacco farmers and promoting sustainability.

 by **Susmita Choudhury**



Family Legacy in Tea and Tobacco

Tea Expertise

The Choudhury family's deep understanding of tea cultivation and processing has been honed over decades, ensuring the highest quality tea products.

Tobacco Cultivation

Generations of experience in Motihari tobacco farming have equipped the family with the knowledge to support local growers and promote sustainable practices.

Passion for Innovation

The family's commitment to innovation has led them to establish PRIYOBANDHU, a new venture that aims to redefine the tea and tobacco industries.



Introducing PRIYOBANDHU: A New Venture



HS CODE 24011090.



MEMBER OF TOBACCO BOARD OF INDIA
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UN MANUFACTURED SUN/ AIR CURED TOBACCO

1 Empowering Local Farmers

PRIYOBANDHU is dedicated to supporting and empowering local tobacco farmers, providing them with resources, training, and fair market access.

2 Sustainable Practices

The company's commitment to sustainability is at the heart of its operations, ensuring a positive impact on both the environment and the community.

3 Innovative Approaches

PRIYOBANDHU is driven by a passion for innovation, constantly exploring new ways to improve the tea and tobacco industries.



Empowering Local Tobacco Farmers

1 Training and Education

PRIYOBANDHU's team of experts provides comprehensive training and education to local tobacco farmers, empowering them with the latest agricultural techniques and sustainable practices.

2 Fair Market Access

The company ensures that local farmers have direct access to lucrative markets, enabling them to earn a fair and sustainable income for their hard work.

3 Technological Support

PRIYOBANDHU leverages cutting-edge technology to help farmers optimize their operations, improve productivity, and stay ahead of industry trends.





Commitment to Sustainability

Eco-Friendly Practices

PRIYOBANDHU prioritizes the implementation of eco-friendly farming practices, minimizing the environmental impact of tobacco cultivation.

Responsible Waste Management

The company has developed innovative systems to effectively manage and dispose of agricultural waste, promoting a circular economy.

Community Engagement

PRIYOBANDHU actively engages with local communities, supporting initiatives that address social and environmental challenges.

Sustainable Sourcing

The company sources its raw materials from responsible and ethical suppliers, ensuring the traceability and sustainability of its supply chain.



Promoting Gender Diversification



Women in Leadership

PRIYOBANDHU actively promotes the inclusion of women in key decision-making roles, fostering gender diversity and empowerment.



Targeted Skill Development

The company provides specialized training and mentorship programs to support the professional growth of women in the industry.



Community Outreach

PRIYOBANDHU collaborates with local organizations to encourage and empower women in the community to participate in the tea and tobacco sectors.





Expanding to International Export Markets

1

Global Reach

PRIYOBANDHU is strategically expanding its operations to reach international markets, leveraging its expertise and sustainable practices to drive global growth.

2

Enhanced Partnerships

The company is forging strong partnerships with reputable international buyers and distributors, ensuring the seamless export of its premium tea and tobacco products.

3

Competitive Advantage

By embracing a global mindset, PRIYOBANDHU is positioning itself as a leader in the industry, recognized for its quality, sustainability, and commitment to social impact.



The Future of PRIYOBANDHU

Continuous Innovation

PRIYOBANDHU is dedicated to staying at the forefront of industry advancements, investing in research and development to drive transformative changes.

Global Expansion

The company's strategic expansion into international markets will solidify its position as a trusted global player in the tea and tobacco sectors.

Social Impact

PRIYOBANDHU's unwavering commitment to empowering local communities, promoting sustainability, and fostering gender diversity will continue to shape its positive social impact.

Sustainable Legacy

Building upon the Choudhury family's multi-generational expertise, PRIYOBANDHU aims to create a lasting legacy of excellence, innovation, and environmental stewardship.





LET'S GET IN
TOUCH



TRUTH, DUTY, HONOUR

PRIYOBANDHU ENTERPRISES

ON TO TOBACCO BUSINESS SINCE THREE
GENERATIONS
NOW ON TO THE GLOBAL MARKET

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