

SNAP PROFILE

by: Donna Messer



Neeta Khanna – turns tea from a beverage to an affordable luxury!

Neeta Khanna is a woman who can comfortably wear many hats, she is a wife and mother and a successful entrepreneur. She is a woman who has carved out financial independence while enriching the lives of others. She does this through memorable experiences with tea, not just any tea, but with carefully selected blends that turn tea from a beverage to an affordable luxury.

Neeta's tea experience began when she and her husband traveled to India to visit a relative who was a master tea blender; blending for companies like Fortnum & Mason and Twinings. During their trip they stayed in the top three Darjeeling tea-producing gardens. Going to exotic Darjeeling was a return to simplicity for Neeta. She witnessed the way tea was crafted, from the time it's plucked from the lush green plants to the point where the leaves are fired. The four stages for tea are; withering, rolling, oxidation and drying (or firing). In the tea gardens, Neeta tasted endless batches of tea while being given detailed lessons on how to 'cup' tea. This means tasting the liquor, and assessing both dry and 'wet' leaf.

After this incredible experience, Neeta was "hooked" – tea became an important part of her life! She used her entrepreneurial skills to turn what she learned into a thriving and profitable business. Language of the Leaf a company dedicated to enjoyment of fine tea. The company elevates tea from that everyday cup to an affordable luxury. The packaging, the blending and the accessories make Language of the Leaf a winner!

Neeta knew that for her business to succeed, she needed visibility, credibility, and sales. She quickly developed an action plan that has generated measurable results. Joint ventures and strategic alliances are an integral part of that plan. The company is open to alliances with not for profit organizations, an example would be working with children's literacy programs, where a percentage of sales for "Fruit Monkey Tea" goes to a children's charity.

Incredibly creative, Neeta designed a unique package for that perfect wedding guest gift. Since the launch, brides from across the country are purchasing their personalized "Wedding Tea" gifts. Wedding Tea is beautifully packaged, with the names of the Bride & Groom inscribed. The blend is white tea infused with peach nectar and adorned with pink rosebuds.

Persistent, Resourceful, Adaptable, Objective, Achiever. These are the five words that best describe and reflect Neeta's reasons for success.

She is persistent, she doesn't give up, even when discouraged; she keeps pushing ahead, always improving her results. She is resourceful, and maximizes the Internet; constantly checking resources, researching and finding respected vendors. She's adaptable; change doesn't scare her. She can be flexible and change direction based on clients needs. She can be objective, and can work with constructive criticism knowing she has created a better product. She delivers. She prides herself on achieving her goals.

The best advice she ever received was "Focus, Focus, Focus", recognizing the importance of timelines. She's focused, flexible and adaptable!

Success and balance are part of her plan, and both are key to living a happy and fulfilled life. Neeta takes time to relax, enjoying a memorable experience with tea, not just any tea, but with a carefully selected blend that turns tea from a beverage to an affordable luxury.

Learn more about The Language of the Leaf – www.languageoftheleaf.com call Neeta at 905-369-0024.

Donna Messer is an author, speaker and entrepreneur. She is a journalist who takes pleasure in writing profiles on men and women within the community. To contact Donna – 905-337-9578 or www.connectuscanada.com



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