Tea India: Authentic Masala Chai for UK Homes

From the teas.co.uk wiki

> **Tea India, in summary:** Tea India is the UK-Indian-diaspora-trusted chai specialist; authentic masala chai in bags, loose-leaf, ready-mixed; accessible mass-market.

Tea India is the brand to know if you want chai closer to an Indian street stall than a Western coffee shop syrup. Buy it on the Tea India shop page; this is the story, paired with our chai guide and how to make masala chai.

Last reviewed by the teas.co.uk team in February 2026.

What the brand is for

Tea India positions itself around authentic Indian chai: spiced black tea blends, masala and ginger, intended to be brewed strong, traditionally simmered with milk, rather than the lighter, sweeter Western chai latte interpretation. It is one of the more genuinely authentic chai options on the mainstream British shelf.

Masala chai versus chai latte

The distinction matters and is covered fully in chai vs chai latte and how to make masala chai. Tea India sits firmly on the masala side: a real spiced black tea to be made properly, decocted with milk and spice, rather than a powder stirred into hot milk.

What they make

Principally Masala Chai and Ginger Chai in everyday formats, plus an Assam-style black, all on the Tea India shop page. The range is broad: Masala Chai bags (36 or 80 per pack), loose-leaf Masala Chai (200g) for traditional pan-brewing, single-spice Cardamom and Ginger bags, a ready-mixed latte powder with milk and sugar, an unsweetened Strong Black for DIY chai or a regular builder's brew, and a liquid Chai Concentrate for quick lattes. For the Assam character underneath good chai, see Assam tea and black tea by origin.

How to brew it the proper way

Authentic chai is not steeped like a teabag; it is simmered. The pan method: combine 2 Tea India bags (or 2 teaspoons loose-leaf) with 250ml water in a small pan, bring to a rolling boil, add 250ml whole milk, simmer five to seven minutes, sweeten with two teaspoons of sugar or jaggery, then strain, the full method is in how to make masala chai. Two common UK mistakes: brewing in the mug only (you miss the milk-and-spice

boil), and over-sweetening. The bag already carries its spice, so it needs no extra. Treated as a quick bag it is wasted; given the simmer it is excellent and far cheaper than a cafe.

Tea India versus Wagh Bakri

Tea India is one of the two big UK Indian-diaspora chai brands, the other being Wagh Bakri. Tea India is UK-focused with wider mainstream distribution (Tesco, Sainsbury's), an accessible mass-market price and a masala chai signature tuned slightly to the UK palate with balanced spice. Wagh Bakri is an Indian heritage brand (Ahmedabad, since 1892) with a more traditional, stronger and more bracing profile, built on a Mamri-grade dust black tea base that diaspora purists favour, and distributed mainly through ethnic-food retailers.

Prices are similar (around £3 to £5 a pack). Some households prefer Wagh Bakri for the taste-of-home, others Tea India for availability and balance, and plenty keep both: Wagh Bakri for the slow Sunday chai, Tea India for daily convenience. Trying both is the only real way to settle your own preference, see our Indian tea culture coverage.

Quick reference: Tea India brand

Aspect	Note
Brand	Tea India; UK-Indian-diaspora chai specialist
Specialism	Masala chai bags and loose-leaf; authentic Indian recipe
UK distribution	Ethnic-foods aisle, Asian supermarkets, online
Format	Tea bags, loose-leaf, ready-mixed chai latte powders
Price tier	Mass-market accessible; £2-£4 per pack
Cultural authority	Diaspora-trusted brand; authentic recipe
Use case	Daily UK Indian-tradition chai; staple-of-the-cupboard
Overall	Authentic accessible chai brand; meaningful UK presence

Who it is for

Tea India is for the drinker who wants real, robust, spice forward Indian chai to make properly at home, not a sweet milky shortcut. It pushes the chai pillar of the wiki and the chai recipes, and sits among the authenticity led brands in the best UK tea brands guide.

The bottom line on Tea India

Tea India is the accessible, diaspora-trusted chai specialist on the UK shelf: authentic masala chai in bags, loose-leaf and ready-mixed formats, widely stocked in mainstream and Asian supermarkets at a mass-market price. For a UK household that wants real Indian-tradition chai to make properly at home, rather than a sweet milky shortcut, it is the easy first choice. Source it from the Tea India brand page, the chai range or the full tea shop.

FROM THE CURATOR

teas · The infusion is more important than the shop. A short careful brew can lift a budget bag past a careless premium one.

Tea reading

Continue with masala chai, chai tea, Wagh Bakri, chai latte, chai spices and masala chai recipe.

More from the tea wiki

- Green tea
- Black tea
- Oolong tea
- White tea
- Herbal tea
- Caffeine in tea
- How to make tea properly
- Loose leaf vs teabag

New chai buying guide

These practical comparisons use current products from the teas.co.uk shop and record the catalogue review date.

- Best Chai Tea Bags UK

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