



Fresh from farms to your cup!



Management Profile

PREMIUM.
Quality

The Legacy

“A Fusion of a *Farmer’s* Soul & an *Engineer’s* Art”

We are associated with the MK Jokai Group, one of the largest Tea Farmers’ in the World, with over 14,000 acres of farm land in Assam & West-Bengal (Eastern India).





Fresh from Farms, to your Cup!

Cherise is India's most Advanced & Hygienic Farm to Cup Eco-system! We specialise in manufacture of IoT based, fully-contact-less, smart Vending kiosks. We also research and manufacture Instant formulations, Teas, Coffees, Milks, Soups and a host of healthy, Farm-Fresh, 100% natural beverages, which are available via our Smart Vending Kiosks and also via several retail and whole-sale platforms, online and offline.

Our parent organisation - MK Jokai Group - is one of the largest Tea Farmers' in the world, with over 14,000 acres of farm land in Assam & West-Bengal (Eastern India).

Cherise is therefore, a fusion of a Farmer's Soul and an Engineer's Art! We have combined 6 decades of farming and ingredient expertise along-with state-of-the-art IoT technology to become India's most advanced & hygienic Farm to Cup Eco-system.

Our Farm Fresh Brands



Our VISION:

***"To be the world's largest,
farm-to-cup beverage
eco-system."***

CHERISE (INDIA) PRIVATE LIMITED



Parimal K Shah

Parimal Shah is the Founder and Managing Director of CIPL as well as a professional Tea Sommelier and a Coffee Sensory Analyst and his strengths lie largely in blend formulations, tasting & brand building.

Parimal's vision is to build the World's largest "Farm to Cup" beverage & food eco-system and with that in mind, he has founded Cherise, which is currently India's most advanced & hygienic, IoT enabled, android based vending eco system!

Apart from Tea and Coffee, Parimal loves to network and appreciates neo-classical art. He is a member of YPO Moscow chapter, a member of EO Pune chapter, and a member of The Argonauts - Orpheus Circle.

Kalpesh M Shah

Mr. Kalpesh M Shah is the Chairman and Managing Director of MK Jokai Agri Plantations Pvt. Ltd. Mr. Shah has over 45 years of experience in the Tea farming sector and is a master Tea taster and blender himself.

MK Jokai owns and manages 7 high quality Plantations in Assam and West Bengal covering an area of over 14,000 acres and employs a permanent work force of 6,156 people.



Our Vision

“To become the World’s largest
Farm-to-Cup eco-system!”

We have combined over six decades of farming & ingredient expertise along-with state-of-the-art, IoT technology to become India's most advanced and hygienic *Farm-to-Cup* eco-system.





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