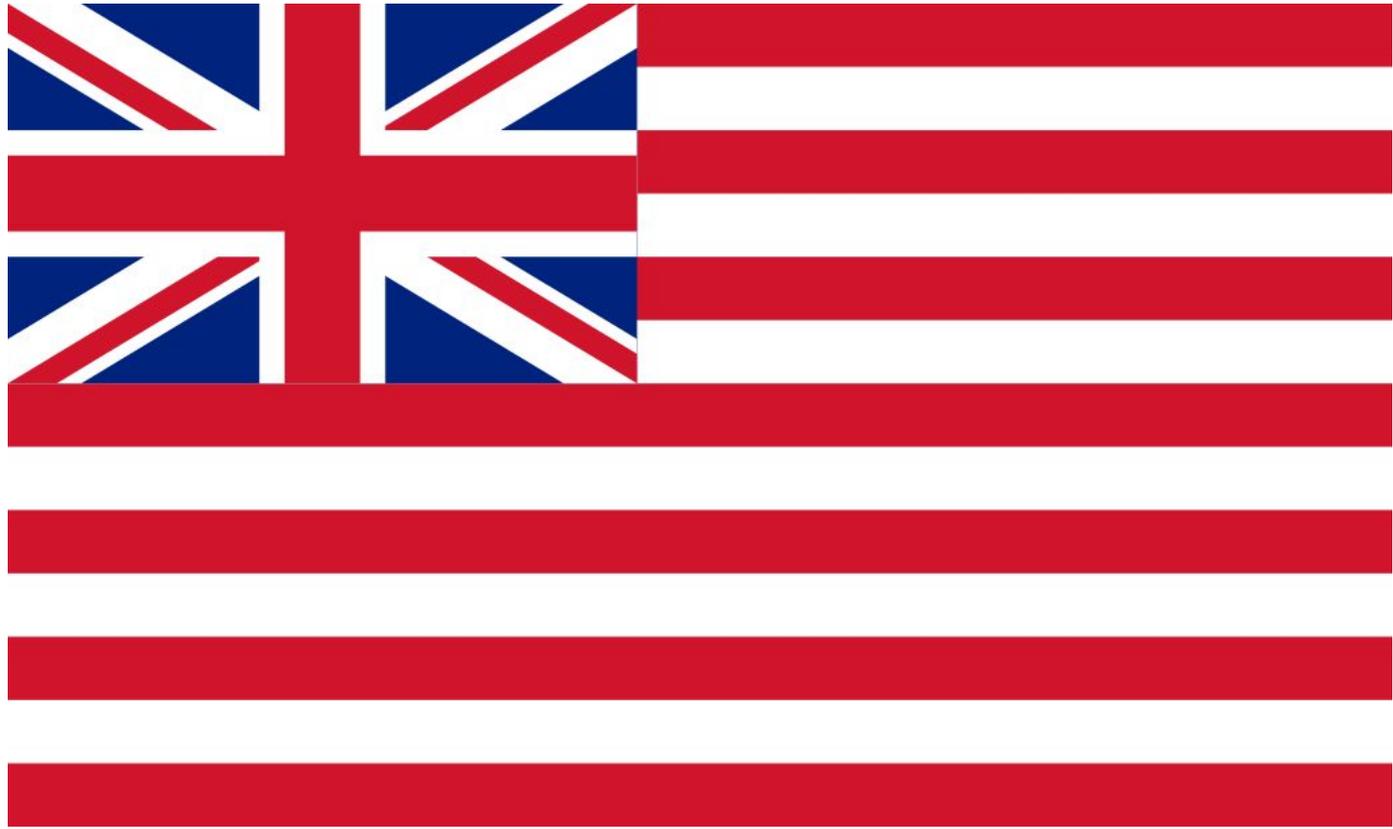




East India Company

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The flag of the British East India Company

History

- “The most powerful corporation in history” (National Trust)
- Monopolized global trade between Europe and Asia
- Had its own army and navy
- Colonized India, Pakistan, Bangladesh, and Burma
- Traded cotton, silk, indigo, porcelain, tea, and other luxury items



James Lancaster, commander
of the first East India Company
voyage in 1601



British East India
factory at
Cossimbazar in
India



Coin of the East
India Company



Mughal emperor Shah Alam II fought with his allies against the East India Company in the 1760s, only succumbing to their power after being blinded and deserted by his subjects.



The Coat of Arms of the British East India Company. The slogan translates to “By the authority of the King and Parliament of England.”



An officer of the British East India company depicted smoking hookah in India.

East India Company and Curry

- East India Company officers, known as nabobs (an English mispronunciation of the Indian word “nawab,” meaning governors) coming home from India wanted to eat the food they were used to eating in India
- Some of the wealthy officers had Indian chefs, but other didn't have the same luxury
 - Coffee shops started selling curry in the mid-1700s
- Indian curry dishes became popular because they were much more flavorful than British cooking



CAPTURE OF THE FEIHO FORTS.

A depiction of the Battle of Taku Forts in the second Opium War. In the 1700s, the East India Company started smuggling opium into China and trading it for large quantities of silver. The trade resulted in millions of Chinese addicts and destroyed the Chinese economy. When the Chinese government started to restrict the opium trade, the British government intervened

Reinvention

- Reopened in August 2010 by Indian businessman Sanjiv Mehta
 - “Mr Mehta dismissed fears that the reappearance of a company long associated with colonialism would open old wounds, insisting he had been inundated with messages of support from his compatriots.”
 - Under Indian ownership the company still acts in accordance with luxury status and Britishness
- Luxury brand
- “Chakra” tea line, focusing on health and wellbeing
- Uses language of triumph to talk about company history on official website
 - “Remarkable connections”
 - “Pioneering spirit”
- Strong sense of pride in history

GIFTING FOOD & BEVERAGES GOLD & SILVER COINS SILVERWARE



TEA & WELLBEING

The journey begins with a single sip.

With well-being in mind our range of teas and infusions will help to reset, revive and restore your inner balance. Made with all-natural ingredients each delicious cup creates a moment when time stops for tea.

EXPLORE NOW

The company website shows the luxurious products, including expensive coins and silverware.

Filter by price



FILTER

Price: £84 — £4,295

Home / Gold & Silver Coins / Company Coins

COMPANY COINS

Without The East India Company, our world would not be what it is today. It changed the world's tastes, shaped commerce, built cities and trade routes and minted its own coins. Today we continue the tradition of minting our own coins.



2016 Guinea 5oz Silver Proof Coin
£395.00

+ ADD TO CART



2016 Five Guinea Gold Proof Coin
£2,895.00

+ ADD TO CART



Guinea and Sovereign Bicentennial Proof Set
£2,195.00

+ ADD TO CART



2016 Guinea Gold Proof Three Coin Set
£1,695.00

+ ADD TO CART



New stores have been opening under Mehta, focusing on luxury and gifts.



Reinvention

The official statement on “The company today”

“We believe the world needs vibrancy, indulgence and inspiration. We believe people should never stop discovering, never stop being surprised. We see our role as bringing together the best the world has to offer; to create unique goods that help people to explore and experience what’s out there. Products that help people see their world in a different and better light. Products that have the power to amaze and astonish.”

“When you hear our name you will probably already have a sense of who we are. Deep within the world’s sub-consciousness is an awareness of The East India Company, powerful pictures of who we are. You’ll feel something for us; you’ll have a connection to us, even if you don’t know us.”

“The East India Company made a wide range of elusive, exclusive and exotic ingredients familiar, affordable and available to the world; ingredients which today form part of our daily and national cuisines.”

Conclusion

The East India Company has had a significant impact on British and Global History. The magnitude of power the company had made it a colonial power, not just a trading company. It's presence defined the British empire and their desires for luxurious and "exotic" products.

Today, the East India Company retains many of these qualities. The reopening secured their position as a luxury brand, with focus on their bold history. In addition to selling tea and coins, they also sell national pride, and the narrative that England would not be the same history without their colonial past.

Sources

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