

TEA



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List of Contents

S.No	Title	Page No.
1	Agricultural and Botanical details	3
2	Uses	3
3	Production	4
4	Framework	7
5	Varieties of Commodity	9
6	Consumption	11
7	Exports: Quantity and value	12
8	Major Production Organisations in India	13
9	Major Domestic sales organisations in India	14
10	Major Export organisations in India	15
11	Major importing countries of Indian Coffee	19
12	Network of origin countries and importing countries other than India	19
13	Apex bodies/Associations	20
14	Commodity Exchanges	21
15	Major Challenges in the domestic trade	22
16	Major Challenges in the Export trade	23
17	Govt Policies and Incentives to promote the production and export	23
18	Conclusion	24
19	Bibliography	24

1. Agricultural and Botanical Details

Tea plants are native to East Asia and probably originated in the borderlands of north Burma and southwestern China. Chinese (small-leaf) type tea (*C. sinensis* var. *sinensis*) may have originated in southern China possibly with hybridization of unknown wild tea relatives. However, since there are no known wild populations of this tea, its origin is speculative. Given their genetic differences forming distinct clades, Chinese Assam-type tea (*C. sinensis* var. *assamica*) may have two different parentages – one being found in southern Yunnan (Xishuangbanna, Pu'er City) and the other in western Yunnan (Lincang, Baoshan). Many types of Southern Yunnan Assam tea have been hybridized with the closely related species *Camellia taliensis*. Unlike Southern Yunnan Assam tea, Western Yunnan Assam tea shares many genetic similarities with Indian Assam-type tea (also *C. sinensis* var. *assamica*). Thus, Western Yunnan Assam tea and Indian Assam tea both may have originated from the same parent plant in the area where southwestern China, Indo-Burma, and Tibet meet. However, as the Indian Assam tea shares no haplotypes with Western Yunnan Assam tea, Indian Assam tea is likely to have originated from an independent domestication. Some Indian Assam tea appears to have hybridized with the species *Camellia pubicosta*. Assuming a generation of 12 years, Chinese small-leaf tea is estimated to have diverged from Assam tea around 22,000 years ago, while Chinese Assam tea and Indian Assam tea diverged 2,800 years ago. The divergence of Chinese small-leaf tea and Assam tea would correspond to the last glacial maximum.

Tea is exacting in its climatic requirements. The temperature may vary from 16 to 32°C and annual rainfall should be 125 to 150 cm, which is well distributed over 8-9 months in a year. The atmospheric humidity should be always around 80% during most of the time. Very dry atmosphere is not congenial for tea. It is grown in plains in North Eastern States but in South India, it is grown in hill ranges from 600 to 2200 m above M.S.L

2. Uses

Tea is mainly used as a **drink**, making an excellent drink that has attractive color, fragrance and taste. However, In addition to being used to drink, tea has many other special uses that could be described as having practical value in daily life. Tea has been part of life for thousands of years and over the years, naturally, many special uses have been developed. Some notable uses of tea are introduced below:

Eliminating bad breath : By gargling with strong tea infusion can eliminate bad breath.

Making tea eggs : To make the eggs, first boil eggs until they are done, then break the shell gently and add tea leaves and other ingredients to the water and continue to simmer, this way the tea flavor will be better absorbed by the eggs.

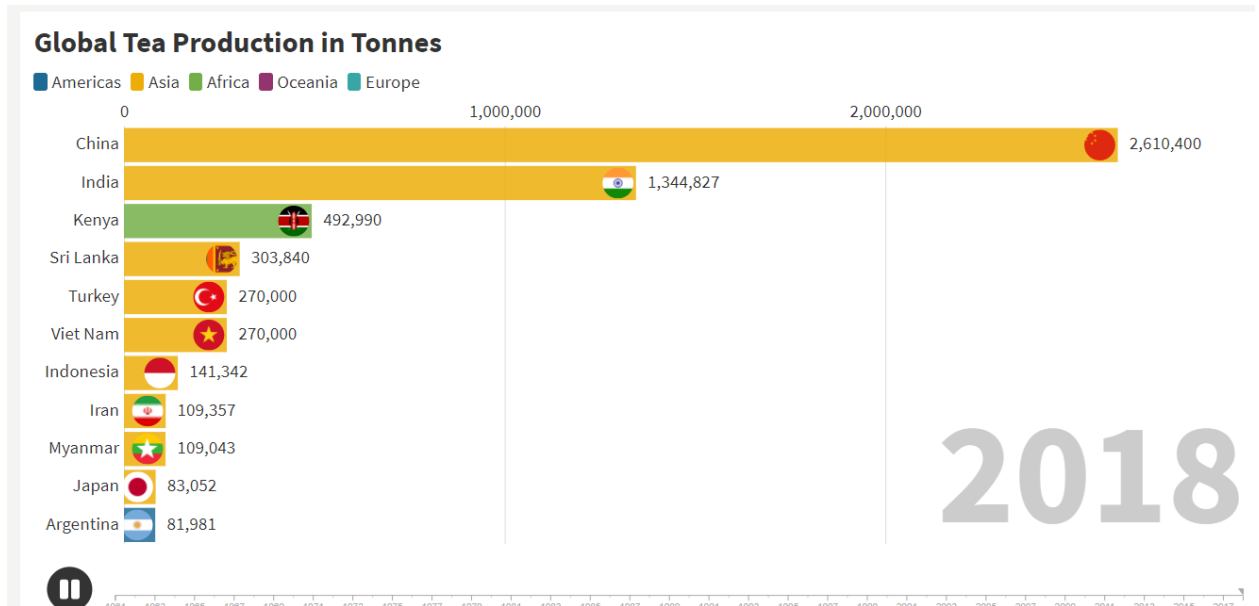
Tea pillow : Don't throw away used tea leaves, dry them on a wooden board and accumulate over a period of time and they can be used as the filling for a pillow. It is said that tea pillows help refresh the brain and improve thinking ability. Seeing as tea is "cool" the idea that tea refreshes the brain isn't without foundation.

Cooking Ingredients : Using tea as food seasoning can make the dishes more delicious and unique.

Plant Fertilizer : Used tea leaves still contain organic salts, carbohydrates and other nutrients and if buried in the garden or in a plant pot they will help plants grow and reproduce

3. Production

3.1 Worldwide



China is the largest producer of tea in the world, at 2,610,400 tonnes, and has been since 2005. China also has the most land devoted to tea growing, at 2,336,066 hectares. China is the birthplace of tea and the diversity of tea styles produced there is unparalleled. The top 5 growing regions, ranked by tea production, are:

1. Yunnan Province
2. Fujian Province
3. Hubei Province
4. Sichuan Province
5. Hunan Province

India is the No. 2 producer of tea in the world at 1,344,827 tonnes and also the second in terms of land devoted to tea growing as well, with 628,193 hectares. India was the largest producer of tea for much of the 20th Century, since at least 1961 (much likely earlier, but could not find data on this) until 2005 when China took the top spot. Much of India's tea production is concentrated in the areas of Darjeeling, Nilgiri, Dooars, and Assam, which is the single largest tea growing region in the world. The top 5 growing states in India, ranked by production, are:

1. Assam
2. West Bengal
3. Tamil Nadu
4. Kerala
5. Karnataka

Kenya is in the top five, being the 3rd largest producer of tea in the world at 492,990 tonnes, and also No.3 in area, with 236,200 hectares of tea land. They host the Mombasa Auction, the second largest tea auction in the world.

Sri Lanka is the 4th largest producer of tea in the world at 303,840 tonnes, and also 4th in terms of area, with 202,540 hectares of tea land. They grow tea all over the island, but mostly around the Southern mountain ranges. The Sri Lanka Tea Board holds trademarks for the following growing regions: Sabaragamuwa, Nuwara-Eliya, Dimbula, Ruhuna, Uva, Uda Pussellawa, and Kandy.

Turkey is now in the top 5 producers of tea in the world, as 5th largest producer of tea at 270,000 tonnes. They are 8th in area, with 83,611 hectares of tea land. Turkey's tea production is entirely concentrated on the eastern coast of the Black Sea in the north. The Kaçkar Mountains and the proximity to the Black Sea create a climate here that is quite wet and protected from the dry lands in the rest of Turkey. As a result, this region has a 'rainy season' much like the other East Asian producing countries (except opposite months). Rize produces over 66% of the tea in Turkey. The top 5 producing regions, by production, are: Rize Province, Trabzon Province, Artvin Province, Giresun Province and Ordu Province.

Vietnam is the #6 (but only alphabetically, they actually reported the same output as Turkey in 2018) largest producer of tea in the world at 270,000 tonnes, and #5 in terms of area, with 116,633 hectares of tea land.

Indonesia is the 7th largest producer of tea in the world at 141,342 tonnes, and the 6th in terms of area, with 113,215 hectares of tea farms. Notably, Wonosari in East Java is the top producing region.

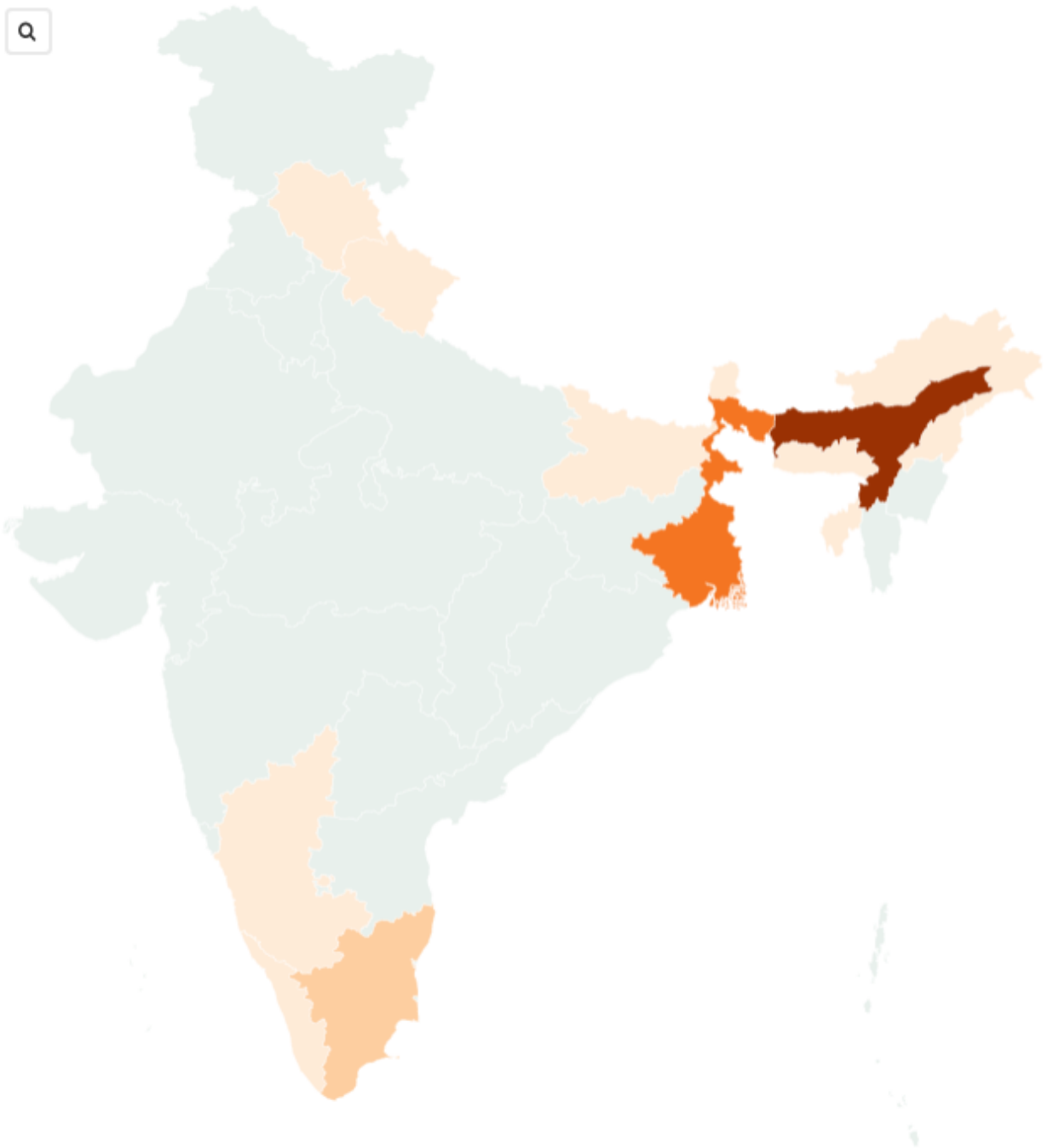
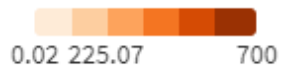
Iran is the 8th largest producer of tea in the world, with 109,357 tonnes, and the 16th in terms of area, with 18,493 hectares of tea farms. Currently, due to US sanctions, it's not possible to buy Iranian tea in the United States.

Myanmar is the 9th largest producer of tea in the world at 109,043 tonnes, and 7th in area, with 89,127 hectares of tea land.

Japan is the 10th largest producer of tea in the world at 83,052 tonnes, and 10th in the world in terms of area, with 42,858 hectares of tea land. Much of Japan's production is green tea and machine-harvested and uniform in appearance. The top 5 growing Prefectures, ranked by tea production, are: Shizuoka Prefecture, Kagoshima Prefecture, Mie Prefecture, Miyazaki Prefecture and Kyoto Urban Prefecture.

3.2 In India

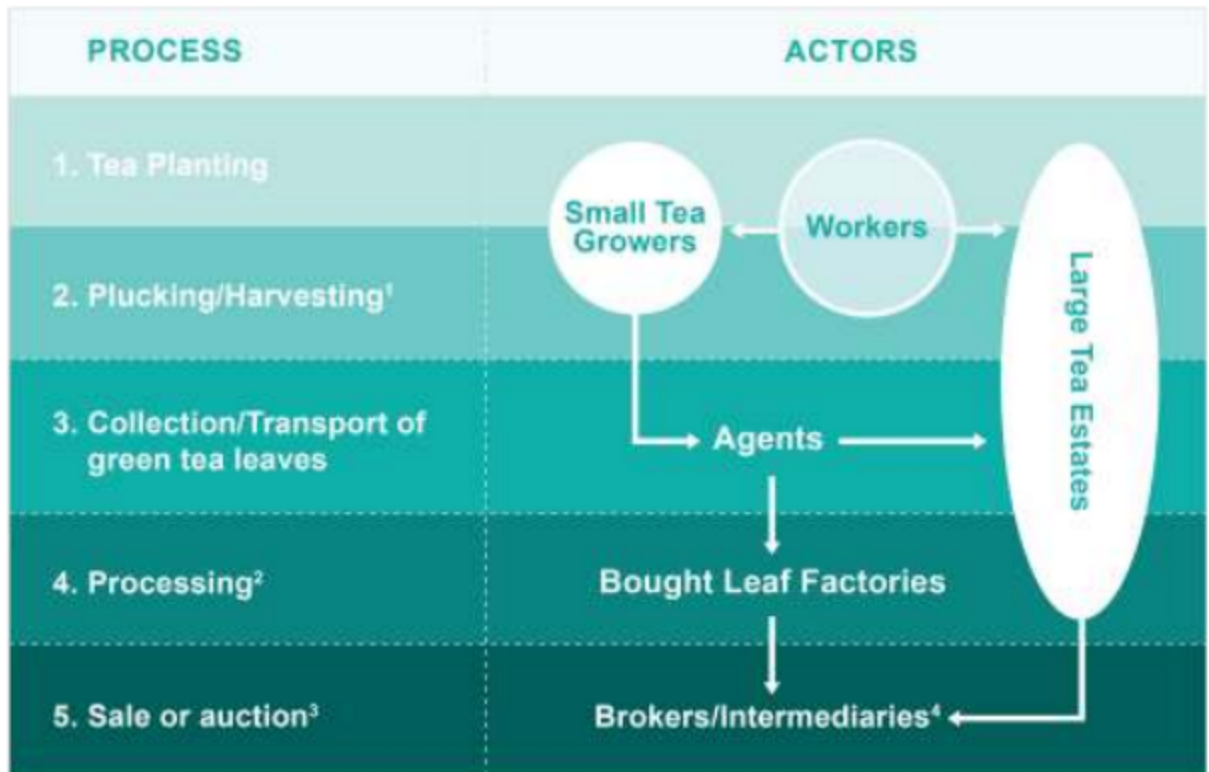
per 1,000 tonnes



Source: [Indian Tea Board](#)

District / state	During October		Upto October		(+ / (-) 2020 ~ 2019		% (+) / (-)		Jan to Dec		
	2020	2019	2020	2019	During Oct	Upto Oct	During Oct	Upto Oct	2019	2018	2017
Assam Valley	92.40	92.85	483.24	585.12	-0.45	-	-0.48	-	671.44	645.14	627.98
Cachar	5.43	6.05	31.3	37.99	-0.62	-6.69	-10.25	-	45.05	46.77	47.19
Total Assam	97.83	98.90	514.54	623.11	-1.07	-	-1.08	-	716.49	691.91	675.17
Dooars	0.60	0.61	6.01	7.56	-0.01	-1.55	-1.64	-	240.25	226.11	219.58
Terai	32.10	27.78	181.53	202.18	4.32	-20.65	15.55	-	176.08	160.2	161.72
Darjeeling	21.13	20.79	127.37	146.21	0.34	-18.84	1.64	-	7.96	7.69	3.21
Total West Bengal	53.83	49.18	314.91	355.95	4.65	-41.04	9.46	-	424.29	394.00	384.51
Others	3.96	3.73	23.47	26.10	0.23	-2.63	6.17	-	30.31	27.85	27.43
Total North India	155.62	151.81	852.92	1005.16	3.81	-	2.51	-	1171.09	1113.76	1087.11
Tamilnadu	14.56	17.75	125.89	127.03	-3.19	-1.14	-17.97	-0.90	155.31	158.86	166.90
Kerala	5.18	6.91	49.79	48.35	-1.73	1.44	-25.04	2.98	59.05	60.82	62.35
Karnataka	0.42	0.59	4.08	3.74	-0.17	0.34	-28.81	9.09	4.63	5.19	5.40
Total South India	20.16	25.25	179.76	179.12	-5.09	0.64	-20.16	0.36	218.99	224.87	234.65
All India	175.78	177.06	1032.68	1184.28	-1.28	-	-0.72	-	1390.08	1338.63	1321.76

4. Framework



¹ Apart from plucking and harvesting, workers perform tasks related to tea cultivation, including the application of fertilizers and pesticides.

² Depending on the type of tea produced (black, green, yellow, white and oolong), green leaves may or may not go through a number of processing steps: wilting, bruising, oxidation, fixation, yellowing, shaping, drying, and curing.

³ Tea may be blended after sale at auction houses. It may also be sold directly to domestic and international buyers. This process can either be facilitated by a broker/intermediary or sold directly to the buyer.

⁴ In some cases, Large Tea Estates directly sell to buyers without going through agents or auctions.

5. Varieties of commodity grown in india - location and qty .Metrics of Quality Parameters and Indian produce range of parameters

Fresh leaf: Fresh tea leaf is rich in water soluble polyphenols, particularly flavanols, flavanol gallate and flavanol glycosides. The major tea catechins: α -epigallocatechin-3-gallate (EGCG), α -epigallocatechin (EGC), α -epicatechin-3-gallate (ECG), α -epicatechin (EC), α -epicatechin-3-gallate (ECG), α -epicatechin (EC), α -gallocatechin and β -catechin; constitutes 30 to 42% of the green tea solids by weight. Caffeine accounts for 3 to 6%. The composition however varies with the cultivation conditions and subsequent processing of the tea.

Green Tea: Main objective to manufacture green tea is the preservation of natural polyphenols in the tea leaf in such a way that the maximum amount of tea polyphenols is valuable in a cup of tea for good health. Farm green tea manufacturing fresh leaf from garden subjected to steaming or pan roasting as soon as possible to avail polyphenols (antioxidant). During steaming/roasting, polyphenol oxidizing enzymes are deactivated due to high temperature and leaves become biologically inactive. Different steps involve: Plucking, Steaming, Rolling, Drying, Grading and Packing. In making green tea, the tea leaves are steamed or pan roasted to inactivate the enzymes and dried. Thus, the constituents of the tea leaves are preserved in the dried tea leaves. When the tea leaves are brewed, for example 2.5 g in 250 ml of hot water for 3 minutes, about 30% of the solid materials are extracted into water. The spray-dried powder of the water extract, known as green tea solids, has been used for animal experiments. All teas are rich in polyphenolic compounds which are also present in red wine, fruit and vegetables. Green tea is a less fermented tea and has the highest quantity of tea catechins. The tea leaves are immediately heated with rolling after harvest to inactivate the enzyme, polyphenol oxidase, which is capable of oxidizing the tea catechins to oligomeric and polymeric derivatives, e.g., theaflavins and thearubigins. The main chemical constituents of Green tea leaves are given below:

Constituent	Percentage (% of dried leaf)
Polyphenols	37
Carbohydrates	25
Caffeine	15
Protein	4
Aminoacids	6.5
Lignin	1.5
Organic acids	2
Lipids	5
Ash	0.5

Black Tea: Black tea manufacture involves crushing the tea leaves to promote enzymatic oxidation and subsequent condensation of tea polyphenols in a process known as fermentation, which leads to the formation of theaflavins and thearubigins. The catechins and theaflavins (in black tea) are the microbiologically active molecules.

There are three manufactured forms of black tea in today's world market. They are stick-shaped black tea, granular black tea and black tea bags. Although they are made by similar processing techniques, the appearance of the final products is different. Stick-shaped black tea still keeps the original shape of tea leaves, which can be easily recognized which is made up of tender buds and leaves. Granular black tea comes from small bits ground mechanically, which makes the product lose the original shape of the leaves. Black tea bags are granular black tea enclosed in a filter paper bag with or without added flavors. Difference between green tea and black tea: The main chemical difference between green and black tea is that the former contains simple catechins (polyphenols with mol. wt < 450 Da) whereas in the latter, many of these have been oxidized and condensed, during the manufacture process, to larger, dark-colored molecules including the flavanols (500-1000Da) and thearubigins (> 1 kDa). It is now noted that 50% of unreacted precursors is composed of theaflavins (bisflavonols) formed by oxidative coupling of EGC or EGCG (Haslam 2003). However, black tea still contains simple catechins, examples of which are epicatechin (EC), epicatechin gallate (ECG) and epigallocatechin gallate (EGCG). A cup of green tea prepared in the normal way contains 0.5-1 g of catechins/L and black tea contains about one third of 0.5-1 g of catechins/L.

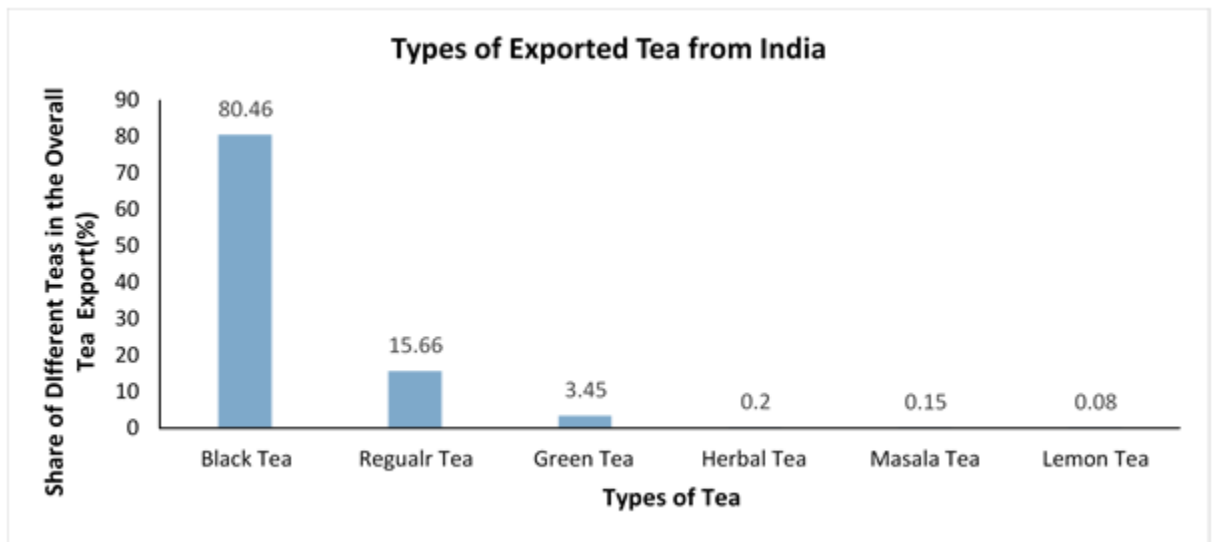
	Green tea	Black Tea
Process	Short, no fermentation	Longer Fermentation
Colour	Green or yellow	Red or black
Taste	Sweet after bitter	Distinct flavour, added in sugar and/or milk
Antioxidant	In general, more Polyphenols	More Flavonoids
Caffeine	Less	More
Quality	Better in fresh	Depend on produced location
Health benefits	More in general: may irritate to empty stomach	Cardiovascular system

White Tea: Another form of tea which is made from new growth buds and young leaves that have been steamed to inactivate polyphenol oxidation and then, dried. White tea is considered one of the most expensive tea for consumers and more remunerative to the producers. Since white tea is made from unfolded tea buds having pubescence which give silvery appearance to final products hence called as white tea. Polyphenols percentage is highest in the bud and gradually declines with age of leaves so due to the highest percentage of polyphenols in bud. White tea is considered to have high therapeutic value. Due to characteristics, white tea is very famous amongst the health conscious people especially in America and Europe.

Oolong Tea: Oolong tea is 'semi-fermented' and also known as a hybrid of black and green tea. Oolong tea possesses characteristics of both black and green tea.

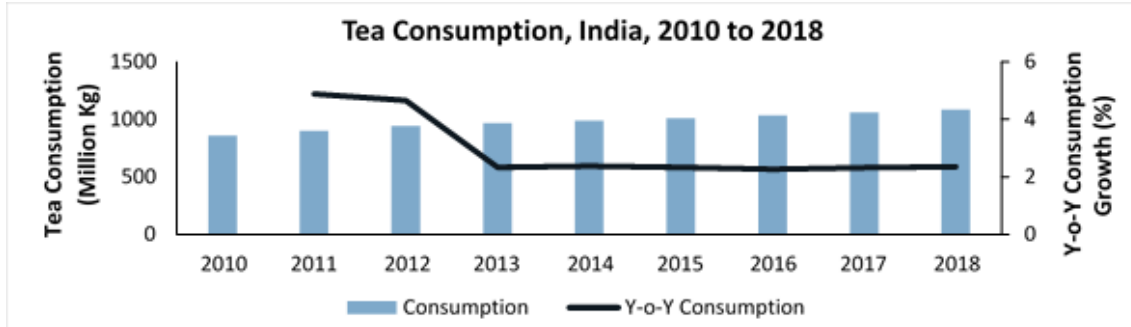
Brick Tea: Brick tea is made from fallen and old leaves, which is fermented and compressed into bricks and is not considered as a quality tea. Nothing goes without commercial values in tea gardens. During dormancy when tea plantation is put under maintenance through different kinds of cleaning and pruning operation as a result of which old leaves or leaf from pruning tier is used to black or green tea and compressed to bricks. Though brick tea is not comparable in terms of quality, appearance and market value with normal black/ green tea. But this tea is palatable to certain people in certain regions, especially in African countries.

Fine quality and lower price have made the Indian tea highly desirable among the versatile consumer groups worldwide. The supreme quality of Orthodox black tea has always worked as a game changer in the Indian export activities.



6. Domestic Consumption

Tea has always been the most preferred drink for Indian households since ages. About 81% of the produced tea in India is consumed domestically. However, in recent times, along with the growing production, the consumption does not seem to have risen at all. According to a recent study, it has been recorded that the current per capita consumption is 786 gram/person/annum compared to the 1 kg/person/annum at global level. In recent times, the consumers seem to prefer the different varieties of tea like Green tea, lemon tea etc. along with all-time favourite black tea and milk tea. Still it is believed increasing numbers of coffee drinkers specially between the age group of 15 – 35 years can be slightly responsible for the reducing preference towards tea.



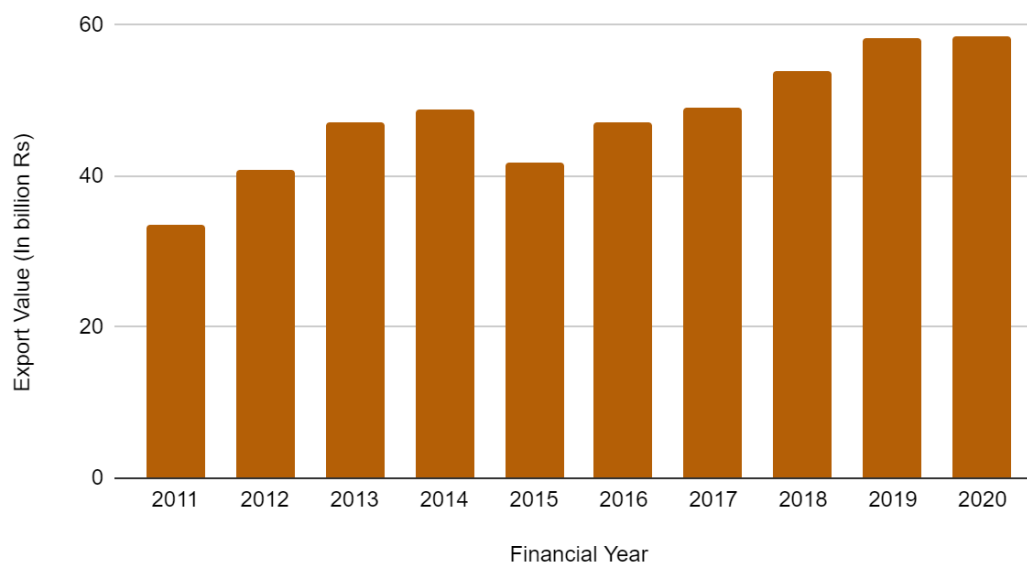
Source: Indian Tea Association, LSI Research

7. Export: Quantity and Value

Key Markets and Export Destinations:

- Total tea exports stood at US\$ 830.90 million in FY19 and US\$ 826.47 million in FY20. India stands fourth in terms of tea export after Kenya (including neighbouring African countries), China and Sri Lanka.
- In 2018-19, the total quantity of tea exported stood 254.50 M Kg whereas in 2017-18, it was 256.57 M Kg.
- As of 2019, India was the second largest tea producer in the world with production of 1,339.70 million kgs. During January–February 2020*, estimated production of tea stood at 30.54 million kgs. The total tea export was US\$ 281.39 million in April–August 2020 and for August 2020 it was US\$ 69.44 million**.
- The country is home to a wide variety of teas, including CTC tea, orthodox tea, green tea and organic tea.
- Unlike many other teas producing and exporting nations, India has a manufacturing base for both CTC and orthodox tea in addition to green tea.
- India offers high-quality specialty teas, such as Darjeeling, Assam Orthodox and the high-range Nilgiris, which have a distinctive aroma, strength, colour and flavour.

Export Value of Indian Tea over the years



8. Major Production Organisations

Sr No	Company	Address	Email & phone	Website
1	Tata Global Beverages	Tata Consumer Products Limited 11/13, Botawala Building, 1st Floor, Office # 2-6 Horniman Circle, Fort, Mumbai – 400001	CALL= 18003451720 customer care@ tataconsumer.com	https://www.tataconsumer.com/?reload
2	Mcleod Russel India	Mr. Alok Kumar Samant Company Secretary & Compliance Officer Four Mangoe Lane Surendra Mohan Ghosh Sarani Kolkata - 700001	CALL= 332248-9435 investors@mcleodrussel.com	https://www.mcleodrussel.com/
3	Rossell India	na	na	https://www.rossellindia.com/
4	Jay Shree Tea & Industries	"Industry House", (15th Floor), 10, Camac Street, Kolkata-700 017	CALL= +9133 2282 7534 info@jayshreetea.com	https://www.jayshreetea.com/

5	Assam Company	Assam Company India Limited Nilhat House -11, R. N. Mukherjee Road Kolkata – 700 001	CALL= 91.33.4603 4034	http://assamco.com/
6	The United Nilgiri Tea Estates Company	No.3, Savithri Shanmugam Road Race Course, Coimbatore – 641 018	CALL= +91 – 422 – 2220566	http://unitednilgiri tea.com/
7	Dhunseri Tea & Industries	Dhunseri House 4A, Woodburn Park Kolkata-700 020, India	CALL= +91 (33) 2280 1950 mail@dhunseritea.com	http://dhunseritea.com/

9. Major Domestic sales organisations in india

Sr. No	Company	Address	Email & phone	Website
1	Tata Tea	Tata Consumer Products Limited 11/13, Botawala Building, 1st Floor, Office # 2-6 Horniman Circle, Fort, Mumbai – 400001	CALL= 022 6121 8400 customercare@tataconsumer.com	https://www.tataconsumer.com/brands/tea/tata-tea
2	Taj Mahal Tea	36/A, Sanatan Pereira Bungalow, St John Baptist Rd, General A.K.Vaidya Marg, Bandra (West), Mumbai, Maharashtra 400050	CALL= 18001022221 lever.care@unilever.com	https://www.tajmahalteahouse.com/
3	Red Label Tea	Hindustan Unilever Limited, Unilever House, B. D. Sawant Marg, Chakala, Andheri (E), Mumbai - 400 099	mediacentre.hul@unilever.com	https://www.hul.co.in/brands/food-and-drink/brooke-bond-red-label.html
4	Wagh Bakri	Wagh Bakri House Opp. Parimal Garden, Ambawadi Ahmedabad - 380 006 Gujarat, INDIA.	CALL= +91 79 2640-9631	https://waghbakritea.com/m/wagh-bakri-ctc-tea.php

5	Tetley	Kirloskar Business Park, Block-C, 3rd Floor, Hebbal, Bengaluru - 560024, India	CALL= 91-80-6717120 0	https://www.tetley.in/
6	Society Tea	61, Dr SS Rao Road, Near Mahatma Gandhi Hospital Parel, Mumbai, Maharashtra 400012	CALL= 18001212200 corporate.sales @societytea.co m	https://shop.societytea.com/
7	Pataka Premium	na	na	http://www.patakagroup.com/
8	Marvel Tea	Plot no-19 Sector-44, Gurgaon - 122003 Haryana, INDIA	info@marveltea.com	https://www.marveltea.com/
9	Taaza Tea	Unilever House, B. D. Sawant Marg, Chakala, Andheri (E), Mumbai - 400 099.	CALL= 022 5043 3000 mediacentre.hu l@unilever.com	https://www.hul.co.in/brands/food-and-drink/brooke-bond-taaza.html
10	Assamteasellers	Assam Tea, House number 10, Arjya Patti, Silchar, Assam, Pin 788001,	CALL= 9435700934 manager@ass amteasellers.in	https://www.assamteasellers.in/
11	Goodricketea	Camellia House' 14, Gurusaday Road, Kolkata - 700 019, West Bengal, India	CALL= +91-907360114 4 feedback@goo dricke.com	https://www.goodricketea.com/
12	Goodwyntea	6, Bishop Lefroy Road, Paul Mansion Ground Floor, Suite no. 12. Kolkata 700020	CALL= +91 7604054444 care@goodwyn tea.com	https://www.goodwyntea.com/
13	Jayshreetea	"Industry House", (15th Floor), 10, Camac Street, Kolkata-700 017	CALL= +9133 2282 7534 atanu@jayshre etea.com	https://www.jayshreetea.com/
14	Amazon	Brigade Gateway, 8th floor, 26/1, Dr. Rajkumar Road, Malleshwaram(W),	CALL= +91 80 33273000 amznindpr@a mazon.com	https://www.amazon.in/

		Bangalore-560055, Karnataka, India.		
15	Teabox	Manjusha Tower, Eastern Bypass Road, Near Baner More, District Jalpaiguri, West Bengal, Pin Code- 734 008 India	help@teabox.com	https://www.teabox.com/

According to businessconnectindia.in, 10-15 (above mentioned) are top online sellers of tea.

10. Major Export organisations in india

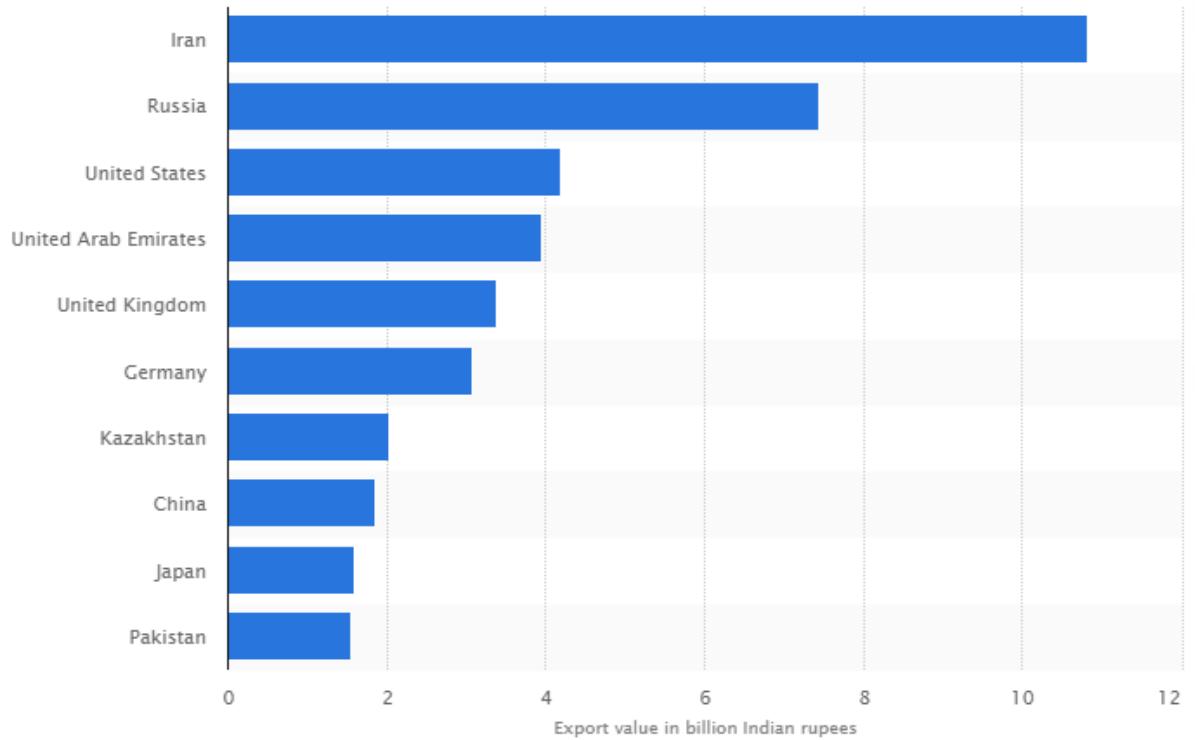
Sr. No	Company	Address	Email & phone	Website
1	Mcleod Russel India Limited	Mr. Alok Kumar Samant Company Secretary & Compliance Officer Four Mangoe Lane Surendra Mohan Ghosh Sarani Kolkata - 700001	CALL= (33) 2243-5391 investors@mcleodrussel.com	https://www.mcleodrussel.com/
2	S.S.K.Exports Limited	37, Shakespeare Sarani Kolkata - 700017, INDIA	CALL= +91 33 40323900 anup@sskexports.com	https://www.sskexports.com/
3	A.Tosh & Sons (India)Ltd.	Tosh House P 32 & 33, India Exchange Place, Kolkata, West Bengal - 700 001, India.	CALL= +91 33 2235 0544 kolkata@tosh.in	https://www.tosh.in/
4	Shah Brothers	Shah House', 1, Manook Lane, Kolkata - 700001, West Bengal, Indi	CALL= +91-990351302 9	http://shah-brothers.com/
5	Girnar Food & Beverages Pvt. Ltd.	401, Centre Point, Dr.B.Ambedkar Marg Opp. Bharatmata Cinema. Parel, Mumbai 400012 Maharashtra, India.	CALL= +91 2243437000 chaichai@girnar.com	https://www.girnar.com/

6	Bhansali & Co.	1/1/7, Beninandan Street, Kolkata – 700 025 (India)	CALL= +91-33-4062-61 62, 400 manager@bhan saliandcompany. com	https://bhansaliandcompany.com/
7	Vikrma Impex (P) Ltd.	32, Jawaharlal Nehru Road, Om Tower, 4th Floor, Kolkata-700071, India	CALL= +91-33-2226572 6 info@merichai.in	https://merichai.in/
8	Madhu Jayanti International Ltd	Bio-Wonder, 15th Floor 789, Anandapur Main Road, Kolkata - 700107, West Bengal, India	CALL= 1800 300 22151 feedback@team eteas.com	https://www.jaytea.com/
9	Chaizup Beverages LLP	6,Picasso bithi (Hungerford Street), Regency, Unit No. 4, 5th floor, Kolkata-700017	CALL= 033-22801006 info@chaizup.com	https://www.chaizup.com/
10	Asian Tea Company Private Limited	Sikkim Commerce House 4/1, Middleton Street Kolkata 700 071, India.	CALL= +91 33 4006 360 info@asianteaexports.com	https://www.asianteaexports.com/
11	Tea Group Exports	Sikkim Commerce House 4/1, Middleton Street Kolkata 700 071, India.	CALL= +91 33 4006 3601 info@asianteaexports.com	https://www.asianteaexports.com/
12	J. V. Gokal & Co. Pvt. Ltd.	2nd Floor, Kasturi Building, 171/172 Jamshedji Tata Road, Churchgate, Mumbai – 400020.	info@jvgokal.com	https://www.jvgokal.com/
13	Swiss Singapore India Pvt Ltd.	701, Bhikaji Cama Bhawan, Bhikaji Cama Place, New Delhi – 110 066	CALL= +91 – 11 4311 4000	https://www.swiss-singapore.com/
14	New Tea Co. Ltd.	na	na	http://www.new-tea.com/
15	Jayshree Tea & Industries Ltd.	"Industry House", (15th Floor), 10, Camac Street, Kolkata-700 017.	CALL= +91 7605081020 info@jayshreete	https://www.jayshreetea.com/

			a.com	
16	Goodricke Group Ltd.	Goodricke Group Limited 'Camellia House' 14, Gurusaday Road, Kolkata - 700 019 West Bengal, India	CALL= +91-33-2287306 7 goodricke@goo dricke.com	http://www. goodricke. com/
17	Balaji Agro Pvt. Ltd.	J.I. Nehru Road, Kolkata, West Bengal	CALL= 08420020012	https://ww w.indiamar t.com/balaj i-agro-ltd/
18	Gillanders Arbuthnot & Co .Ltd.	C-4, Gillander House Netaji Subhas Road Kolkata - 700 001 WB, India	CALL= +91 33 2230-2331 gillanders@gilla ndersarbuthnot.c om	https://ww w.gillander sarbuthnot .com/
19	Unilever India Exports Ltd.		CALL= 022 5043 3000	https://ww w.hul.co.in/
20	M K Jokai Agri Plantations Private Limited	Vraj' M K Tea Group, 62/ 13, Promotesh Barua Sarani, (Formerly Ballygunge Circular Road) Kolkata 700019, West Bengal, India	info@mkjokai.co m	https://mkj okai.com/

11. Major importing countries of Indian produce of the commodity

Indian tea exports value in financial year 2019, by destination country



India exported tea worth nearly eleven billion Indian rupees to Iran in the financial year 2019. Even though Iran imported the highest worth of Indian tea, Russia imported the highest volume of the Indian tea that same year. Tea exceeds coffee export. Tea estates in India are in moderately humid and hot climatic conditions that are vital for crop yield and quality. Plantation crops such as tea and coffee mainly depend on rainfall for production. In the financial year 2019, Indian tea exports were higher than that of coffee.

<https://www.tridge.com/intelligences/black-tea/IN/export>

<https://www.tridge.com/intelligences/green-tea/IN/export>

12. Network of origin countries and importing countries other than india

<https://www.tridge.com/products/black-tea/export>

<https://www.tridge.com/intelligences/green-tea/export>

13. Apex bodies /Associations

14.1 In India

Tea Board of India

Tea is one of the industries, which by an Act of Parliament comes under the control of the Union Govt. The genesis of the Tea Board India dates back to 1903 when the Indian Tea Cess Bill was passed. The Bill provided for levying a cess on tea exports - the proceeds of which were to be used for the promotion of Indian tea both within and outside India. The present Tea Board set up under section 4 of the Tea Act 1953 was constituted on 1st April 1954. It has succeeded the Central Tea Board and the Indian Tea Licencing Committee which functioned respectively under the Central Tea Board Act, 1949 and the Indian Tea Control Act, 1938 which were repealed. The activities of the two previous bodies had been confined largely to regulation of tea cultivation and export of tea as required by the International Tea Agreement then in force, and promotion of tea Consumption.

FUNCTIONS:

Organisation of the Board: The present Tea Board is functioning as a statutory body of the Central Government under the Ministry of Commerce. The Board is constituted of 31 members (including Chairman) drawn from Members of Parliament, tea producers, tea traders, tea brokers, consumers, and representatives of Governments from the principal tea producing states, and trade unions .The Board is reconstituted every three years.

Contact: <http://www.teaboard.gov.in/TEABOARDCSM/NDM=>

Indian Tea Association

Founded in 1881, the Indian Tea Association is the premier and the oldest organization of tea producers in India. The Association has played a multi-dimensional role towards formulating policies and initiating action towards the development and growth of the Industry, liaising with the Tea Board, Government and other related bodies. The ITA has branches at different locations in Assam and West Bengal. With over 425 member gardens, the ITA and its branches represent over 60% of India's total tea production. As employers, ITA member gardens provide direct employment to more than 400,000 people.

Contact: https://www.indiatea.org/contact_us

14.2 Global

International Tea Committee

The International Tea Committee has been providing the tea industry with valuable statistical information for over 80 years and is supported by many of the major tea producing and consumer nations in the world. They aim to continue to produce timely, accurate, impartial data and to remain the definitive source of information for the industry.

Contact: <https://inttea.com/contact-itc/>

14. Commodity Exchanges

In India

NCDEX

According to a news article published in 2013, NCDEX had a talk with the Tea Board for online auctions of tea but afterwards neither there's any further update nor Tea is added on their website.

In the world:

Chittagong Tea Auction center:

It was established on 16 July 1949. Teas manufactured throughout Bangladesh are sold in bulk to buyers through an open auction which is conducted once a week. During each tea season, 45 auctions are held at this auction center. Bangladesh's tea industry is regulated under the supervision of the Bangladesh Tea Board. Bangladesh Tea Board's governance also extends over the following associations: **Tea Traders Association of Bangladesh** (TTAB) and Bangladesh Tea Association (BCS). Tea Traders Association of Bangladesh (TTAB) is responsible for organizing and controlling the Chittagong Tea Auction to ensure swift and transparent sale of tea. The tea auction takes place every Tuesdays and the sale is conducted by Tea Brokers. Under TTAB there are seven authorized tea brokers which are as follows: National Brokers, Purba Bangla Brokers, Unity Brokers, Produce Brokers, K.S. Brokers, Progressive Brokers and Planters Brokers. Among these seven tea brokers, National Brokers and Purba Bangla Brokers are the oldest. "First of all, the tea produced in the gardens is sent to a total of 14 bonded warehouses which are mostly located in Chittagong. Later, the tea brokers receive samples and taste the tea. Tea tasting is the process in which a trained taster determines the quality of a particular tea. Then, the tea brokers prepare catalogs and fix the tentative price of tea. Later, the catalogs and valuation copies are dispatched to all the buyers ahead of the weekly auctions. Then, the traders take part in the auctions and purchase tea. Finally, the tea reaches the retailers and consumers."

Contact: <https://ttabctg.com/contact-us/>

National Brokers Limited

Following the partition of India in 1947, the tea producers in East Pakistan felt the need for Tea Auctions in Chittagong for disposal of their crop. This prompted four eminent international Tea Brokers namely W.F. Cresswell, J. Thomas, A.W. Figgis & Carrit Moran to jointly form a Company along with Khan Bahadur Mujibur Rahman, on 6th June, 1948, Pakistan Brokers Limited (later renamed National Brokers Limited) was formed. A year later on 16th July, 1949 the First Tea Auction was held in Chittagong with a modest offering of 3,000 odd chests. Auctions were suspended only for a brief period in 1971 during the war of liberation and later commenced on 8th June, 1972. In keeping with the growing demand of Bangladesh Tea Worldwide, fortnightly auctions changed to weekly auctions from 14th October, 1985. Today this centre has established itself on the

international Tea scene, and ships teas to all corners of the world after fulfilling its entire Internal demand.

Contact: <https://nationalbrokersbd.com/contact-us/>

Jakarta Futures Exchange (JFX) also deals with the trading of tea.

https://ncdex.com/get_in_touch/contact-us

15. Major challenges in the domestic trade

The viability of the tea industry is also under stress due to **tea prices not keeping pace with the rising Cost of Production (COP)** which has put considerable pressure on margins. An analysis of the last 5 years reveals that while the CAGR of vital Input costs have increased between 6-7%, tea prices during the same period have grown at a CAGR of only 1%.

Due to the **unfettered expansion of tea areas**, there is an apparent oversupply thereby creating an imbalance in the demand-supply equilibrium leading to **depressed prices**. The identified strategy for dealing with oversupply is three-pronged - Increasing exports, Boosting domestic consumption through generic promotion campaigns and Regulating unfettered expansion of tea areas.

The emergence of the Small Grower (STG) / Bought Leaf Factory (BLF) Sector have resulted in a dual economic structure with wide variation in the cost of production between the organized Estate sector and the STG/BLF sector. The STG Sector's tea harvest is primarily sourced by the Bought Leaf Factories (BLFs) which has the advantage of manufacturing teas at a substantially lower cost than the Estate Sector where high fixed overheads burden the cost of production. The large variance in the cost of production gives the BLF sector a competitive edge to offload teas at a lower price which often is below the cost of production of the Estate sector.

Apart from above mentioned challenges, following also are the key factors affecting the tea industry of India:

- Climate change
- Community development
- Improving and integrating the rapidly expanding smallholder sector:
- Outdated legislative frameworks
- Poor management practices

16. Major Challenges in the export trade

India tea production is increasingly **out of step with world demand**. India set an export target of 300 million kilograms for 2020 but based on year-to-date production totals it is unlikely to meet this goal. In 2018 tea exports will again be closer to 255 million kilograms where they have stalled in recent years. Exports are up slightly for the year compared to 2017 and teas sold at a slightly higher average price during the first eight months of 2018. The combination of increased volume and price earned \$425 million

from exports so far, up almost 3 percent compared to the previous year. “However, the **unit price of the exported teas is feared to remain almost stagnant** at INRs197 to 198 (\$2.75) a kilogram,” according to tea exporters. Price is a proxy for quality. Complicating these projections is the imposition in November of U.S. sanctions on Iran, India’s top tea trading partner. The U.S. granted India a six-month waiver allowing it to continue to import oil from Iran so long as it reduces consumption. Unfortunately for India, oil is a critical link in compensating growers for more than 12 million kilograms of tea. Iran imports far more tea than it grows and as cash flow tightens, the Middle Eastern country exchanges oil to make up the shortfall. Last year Iran ordered 7.4 billion rupees worth of tea but concerns about payment led exporters to seek other more reliable partners. The challenge is that **consumer preferences are changing in the next four largest markets** for India’s tea: Russia, the U.K., the United Arab Emirates, and Germany.

Global demand has shifted to the point where 50 percent of revenue is from orthodox and green tea. These numbers rise to 90 percent in some markets like the U.S. and western Europe, Egypt, UAE, and Iran. Prices rise appreciably to \$35 per kilogram and reach as high as \$400 per kilogram. **Global preference** for expensive, high-quality orthodox is **out of sync** with countries like India, Indonesia, Uganda, and Kenya where the tea industry is designed to produce massive volumes of cheap tea.

Kenya is giving a tough competition to indian black tea exporters in the global market in the times when the pandemic has already lowered down the exports of this commodity from India. It is offloading tea in the global markets at much lesser prices since its production has gone up significantly.

Further, payment issues have dented tea exports in iran. Hardly any tea is being exported to the Gulf nation these days, states the economic times.

17. Government incentives and policies to promote the production and exports

Promotion for packaged Tea of Indian origin:

https://www.startupindia.gov.in/content/sih/en/government-schemes/promotionforpackaged_tea.html

Tea Board Scheme:

http://teaboard.gov.in/pdf/schemes/Circular_for_Brand_support_10_08_15.pdf

EXPORT PROMOTION SCHEMES

DUTY EXEMPTION & REMISSION SCHEMES

EPCG SCHEME

EOU/EHTP/STP & BTP SCHEMES

Refer: <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>

18. Conclusions

Since the last 15 years, India has been maintaining 2nd position in tea producing countries. As it is a popular beverage here, almost 80% of total produce is consumed domestically and that is why Indian tea is unable to be in harmony with global market demands. Small scale growers are contributing almost 50% in the total produce. There are several challenges faced by the Indian tea industry in the international market (some are due to payment issues, some due to pandemic) which need to be overcome.

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