

CONTEMPORARY

TEA TIME

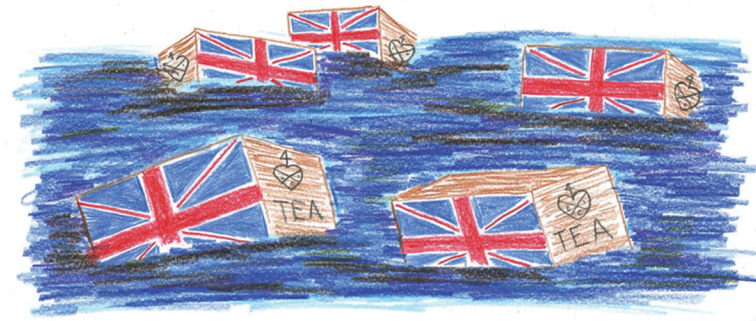
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TEA JOURNAL WITH THE LARGEST READERSHIP 31st YEAR OF PUBLICATION

Tea Culture in the North Americas



BOSTON: DECEMBER 16, 1773



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CONTENTS

04	Tea Time Quiz By Errol O'Brien	52	Travelogue by Sukanya Das
05	Publisher's Note	53	History by Debasish Paul
08	Cover Story Tea in North America	55	Innovative Marketing
20	Society Tea	56	Statistic by Soumen Bagchi
22	Digital Marketing	46	MARKETING Chai King Branding abroad make in India
22	South India Column By P. S. Sundar	43	TECHNICAL By Tapen Das
26	Interview Vivek Bhasin, Manoj Jalan & Mr Atul Rastogi	42	Chhote Lal Outlet for Retail Teas
29	Industry Mr. Navneet Jain Mr. Deepak Sarma	40	Sustainability Dr. Madhuri Nanda
32	International Tiddings from Bangladesh By Monjur Hossain	38	World Markets Ghana & Nigeria Tea Market Trends By Sachin Verma
34	Poem By Le Tau Pheng	37	Tea Bombs are Ruling The Internet By Nebarika Sharma
35	Tea Tasting By Yasmin Lee	38	World Markets Ghana & Nigeria Tea Market Trends By Sachin Verma

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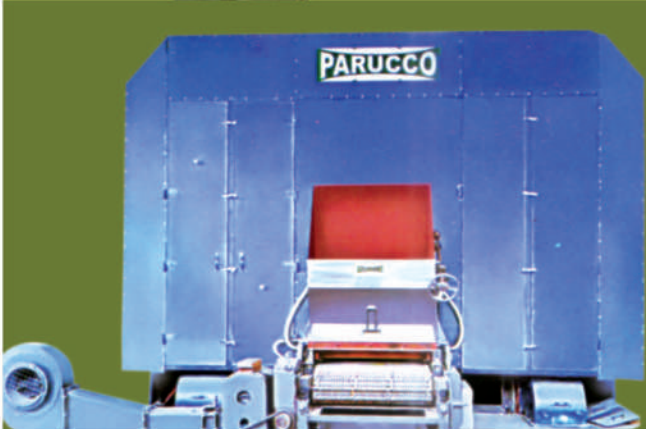
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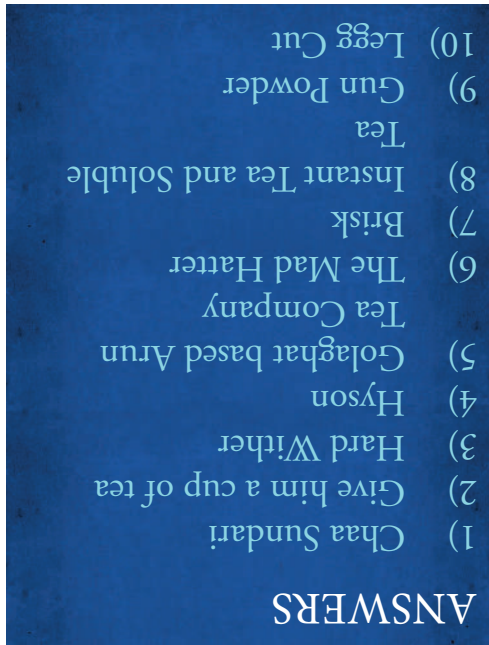
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1. Name the new housing scheme for Tea garden workers begun by the Government West Bengal
2. What was Confucius' reply to the question: When a stranger says unto thee that he thirsted?
3. What is the first requirement in the making of light bright flavoury teas wanted by quality markets?
4. This tea term is taken from the Chinese language literally meaning "Flourishing Spring" It is a Variety of Green Tea also called Lucky Dragon
5. Which Assam Firm took up the initiative of serving tea in Ball Metal Bowls (Baan Bati) to popularize the age old custom and ritual of drinking the brew
6. Who had a party in the story of Alice's Adventure in Wonderland
7. How does a Tea Taster describe a live tea astringent to the palate, well manufactured and free from defects and taints
8. Give two instances of non leaf convenience tea
9. What is the nomenclature of Green Tea abbreviated as 'GP'
10. With the development and speed of mechanical withering facilities which machine of tea has become obsolete





Tea has certainly been appreciated as a health drink across the globe and in many domestic regions, it is winning the war over 'cold drinks'.

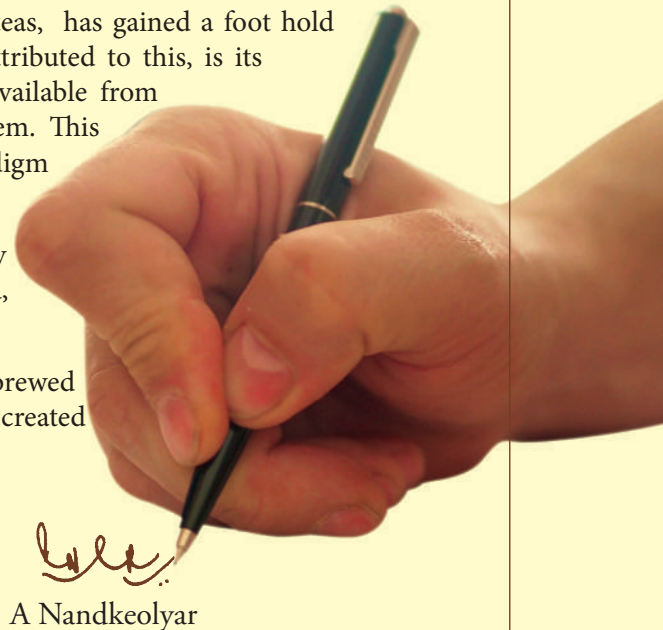
The potential for its larger growth is from non-traditional markets such as CANADA and North America. We have been struggling to ship to our traditional markets, amidst severe competition from non-drinking, tea producing countries. Unfortunately, our neighbor a 150mkg CTC market stays firmly away from us.

In this issue, we interviewed a cross section of associations, exporters and importers in the North Americas. What appears to be the bottom line is that they prefer innovative products. Bubble tea and such like are gaining popularity and will remain so till some one creates another interesting "TEA". It would also appear, that the focus shift to branding and marketing and we must not just depend on bulk sales. We could be trapped like, in the GPI fiasco which has turned Darjeeling nearly sick. So developments of brands is a collory to creating new markets.

Over the years China, with its very wide range of teas, has gained a foot hold in the North Americas. And one reason can be attributed to this, is its kaleidoscopic and almost infinite variety of teas available from them accompanied with the stories to market them. This narration, I am sure would have under-gone a paradigm shift last year.

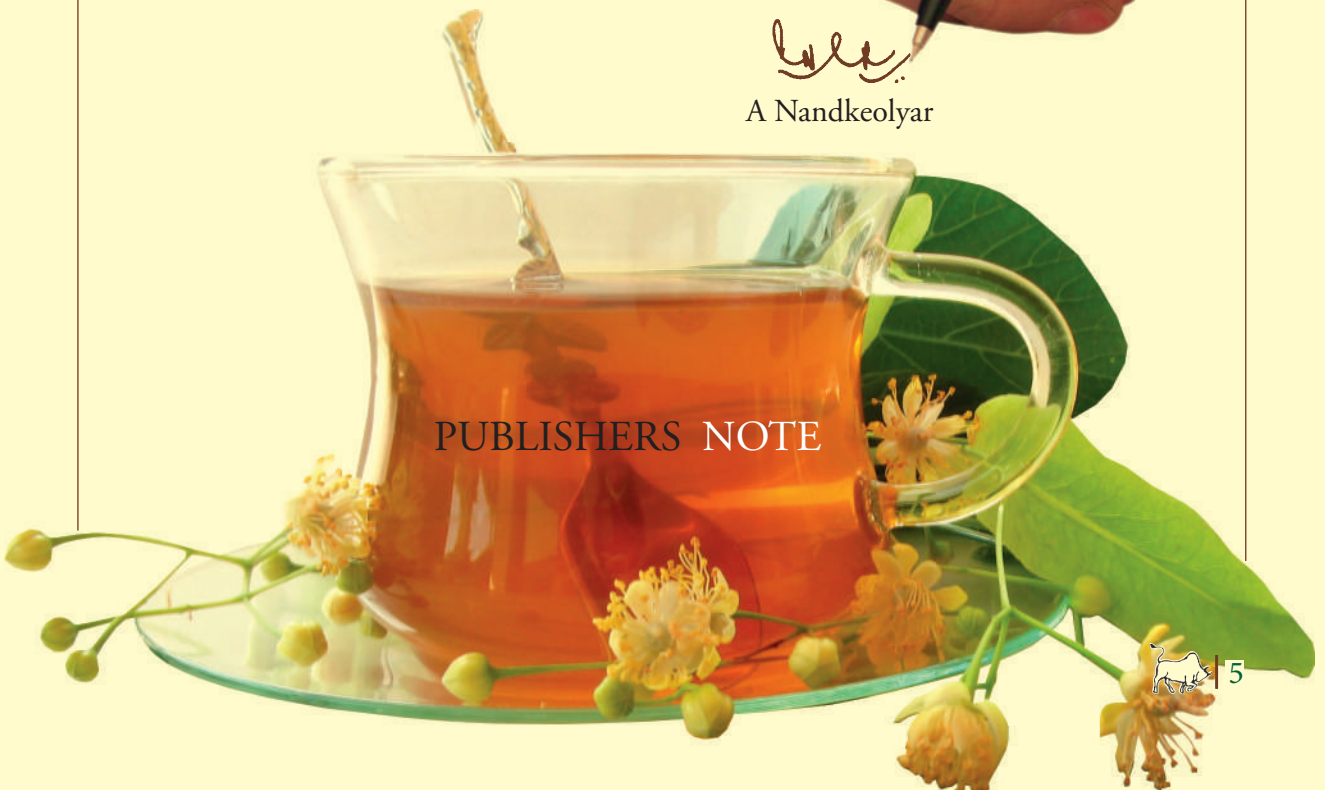
This may be the opportune moment for our Industry to find a foot holds in the growing consumption of tea, in its many forms, on this large continent.

Alas, China was developing a taste for India's chai brewed with milk-but the recently self-crowned Emperor created another story.

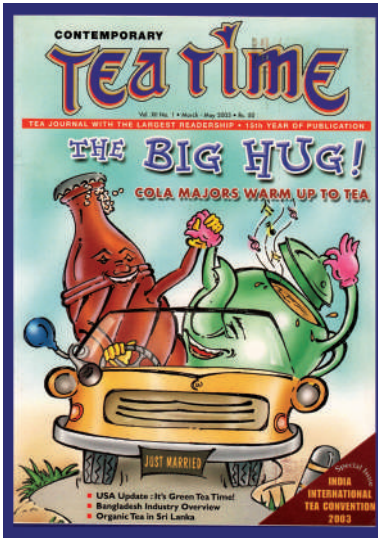


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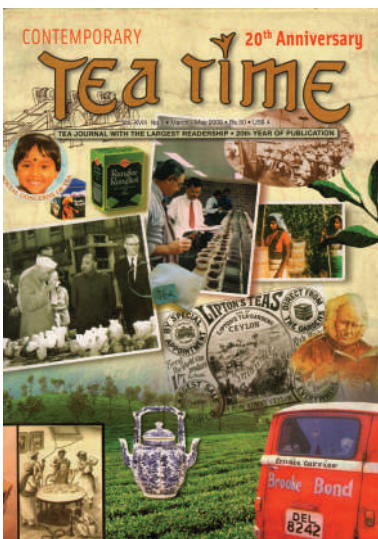
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INTRODUCTION OF TEA INTO AMERICA

FIRST USE BY BURGHERS OF NEW AMSTERDAM-
BEGINNINGS IN NEW ENGLAND-TEA IN OLD
NEW YORK AND PHILADELPHIA-TEA TAXES
THAT DIVIDED AN EMPIRE-THE TEA ACT VOF
1733-COLONIAL RESENTMENT-OPPPOSITION IN
PHILADELPHIA- SIAFFECTION SPREADS TO NEW
YORK-THE OSNS OF LIBERTY-PUBLIC MEETINGS
AT BOSTON-THE BOSTON, GRENWICH,
CHARLSTON, PHILADELPHIA, NEW YORK,
ANNAPOLIS AND EDENTON TEA PARTIES- BIRTH
OF A NON-TEA DRINKING NATION.



THE use of tea as a beverage was unknown to the American Colonists who, early in the 17th century, settled along the Atlantic seaboard. Indeed, it was almost unknown in the mother countries, but, by the year 1640, the aristocracy of the Netherlands had begun to drink tea, and by the years 1660-1680 its use had become general in that country. So, although there are no specific records of its earliest use in America, it is more than probable that the custom was brought from Holland, and that Dutch New Amsterdam was the first American colony to drink the beverage, about the middle of the 17th century.

We are not left in the least doubt as to the use of tea by the burghers of New Amsterdam, or at least by those who could afford to buy it, for some of their

inventories that aver been preserved show that tea drinking became as much a social custom in the colony as it did in Holland, and at about the same time. The tea board, tea table, teapots, sugar bowl, silver spoons and strainer were the pride of the Dutch household in the New World.

The socially correct grand dame of New Amsterdam not only served tea, but she brewed several kinds in different pots so as to accommodate the tastes of her guests. She never offered milk or cream with tea, for this was a later innovation that came to America from France; but she did offer sugar, and sometimes saffron or peach leaves for flavoring.

Tea was known and probably used to a limited extent in the Massachusetts colony as early as 1670. It was first sold at Boston in 1690 by two dealers, Benjamin Harris and Daniel Vernon, who took out licenses to sell tea "in publique" I accordance with the English law requiring every purveyor of tea to have a license for its



Antique
Tea Cart



sale. Apparently its use in Boston was not uncommon subsequent to that time, for we find Chief Justice Sewall jotting in his "Diary" that he drank it at Mrs. Winthrop's residence in 1709, and he makes no comment to indicate that there was anything unusual in the occurrence.

Bohea, or black tea, then popular in England, was the kind commonly used, but in 1712 Zabdiel Boylston, a Boston apothecary advertised "Green and Ordinary" teas at retail.

Small copper tea kettles were in use in Plymouth as early as 1702. The first cast-iron tea kettles were made in Plympton (now Carver), Massachusetts, between 1760 and 1765. When

ladies went to parties, each carried a teacup, saucer and spoon. The cups were of the best china, very small, containing about as much as a common wineglass.

Certain contretemps arising from lack of knowledge as to how to prepare tea are recorded of the period of the early adoption of tea in New England, as in the mother county. In Salem the leaves were boiled for a long time until an extremely bitter decoction was produced, which was drunk without milk or sugar; then the leaves were salted and eaten with butter. In more than one town the liquid tea was thrown out and the boiled leaves were eaten.

An act to allow a drawback of the duties of customs on the exportation of tea to any of his Majesty's colonies or plantations in America; to increase the deposit on bobea tea to be sold at the India Company's sales; and to empower the commissioners of the treasury to grant licences to the East India Company to export tea duty-free.

Preamble.

WHEREAS by an act, made in the twelfth year of his present Majesty's reign, (intituled, An act for granting a drawback of part of the customs upon the exportation of tea to Ireland, and the British dominions in America; for altering the drawback upon foreign sugars exported from Great Britain to Ireland; for continuing the bounty on the exportation of British-made cordage; for allowing the importation of rice from the British plantations into the ports of Bristol, Liverpool, Lancaster, and Whitehaven, for immediate exportation to foreign parts; and to empower the chief magistrate of any corporation to administer the oath, and grant the certificate required by law, upon the removal of certain goods to London, which have been sent into the country for sale;) it is amongst other things, enacted, That for and during the space of five years, to be computed from and after the fifth day of July, one thousand seven hundred and seventy-two, there shall be drawn back and allowed for all teas which shall be sold after the said fifth day of July, one thousand seven hundred and seventy-two, at the publick sale of the united company of merchants of England trading to the East Indies, or which after that time shall be imported, by licence, in pursuance of the said therein and hereinafter mentioned act, made in the eighteenth year of the reign of his late majesty King George the Second, and which shall be exported from this kingdom, as merchandise, to Ireland, or any of the British colonies or plantations in America, three fifth parts of the several duties of customs which were paid upon the importation of such teas; which drawback or allowance, with respect to such teas as shall be exported to Ireland, shall be made to the exporter, in such manner, and under such rules, regulations, securities, penalties and forfeitures, as any drawback or allowance was then payable, out of the duty of customs upon the exportation of foreign goods to Ireland; and with respect to such teas as shall be exported to the British colonies and plantations in America, the said drawback or allowance shall be made in such manner, and under such rules, regulations, penalties, and forfeitures, as any drawback or allowance payable out of the duty of customs upon foreign goods exported to foreign parts, was, could, or might be made, before the passing of the said act of the twelfth year of his present Majesty's reign, (except in such cases as are otherwise therein provided for;) and whereas it may tend to the benefit and advantage of the trade of the said united company of merchants of England trading to the East Indies, if the allowance of the drawback of the duties of customs upon all teas sold at the publick sales of the said united company, after the tenth day of May, one thousand seven hun-

dred and seventy three, and which shall be exported from this kingdom, as merchandise, to any of the British colonies or plantations in America, were to extend to the whole of the said duties of customs payable upon the importation of such teas; may it therefore please your Majesty that it may be enacted; and be it enacted by the King's most excellent majesty, by and with the advice and consent of the lords spiritual and temporal, and commons, in this present parliament assembled, and by the authority of the same, That there shall be drawn back and allowed for all teas, which, from and after the tenth day of May, one thousand seven hundred and seventy-three, shall be sold at the publick sales of the said united company, or which shall be imported by licence, in pursuance of the said act made in the eighteenth year of the reign of his late majesty King George the Second, and which shall, at any time hereafter, be exported from this kingdom, as merchandise, to any of the British colonies or plantations in America, the whole of the duties of customs payable upon the importation of such teas; which drawback or allowance shall be made to the exporter in such manner, and under such rules, regulations, and securities, and subject to the like penalties and forfeitures, as the former drawback or allowance granted by the said recited act of the twelfth year of his present Majesty's reign, upon tea exported to the said British colonies and plantations in America was, might, or could be made, and was subject to by the said recited act, or any other act of parliament now in force, in as full and ample manner, to all intents and purposes, as if the several clauses relative thereto were again repeated and re-enacted in this present act.

After May 10, 1773, on all teas sold at publick sale, or imported by licences, and afterwards exported as merchandise to America, the whole duties of customs to be drawn back.

II. *And whereas by one other act made in the eighteenth year of the reign of his late majesty King George the Second, (intituled, An act for repealing the present inland duty of four shillings per pound weight upon all tea sold in Great Britain; and for granting to his Majesty certain other inland duties in lieu thereof; and for better securing the duty upon tea, and other duties of excise; and for pursuing offenders out of one county into another,) it is, amongst other things, enacted, That every person who shall, at any publick sale of tea made by the united company of merchants of England trading to the East Indies, be declared to be the best bidder for any lot or lots of tea, shall, within three days after being so declared the best bidder or bidders for the same, deposit with the said united company, or such clerk or officer as the said company shall appoint to receive the same, forty shillings for every tub and for every chest of tea; and in case any such person or persons shall refuse or neglect to make such deposit within the time before limited, he, she, or they, shall forfeit and lose six times the value of such deposit directed to be made as aforesaid, to be recovered by action of debt, bill, plaint, or information, in any of his Majesty's courts of record at Westminster, in which no essoin, protection, or wager of law, or more than one imparlance, shall be allowed; one moiety of which forfeiture shall go to his Majesty, his heirs and successors, and the other moiety to such person or persons who shall sue or prosecute for the same; and the sale*

Act 18 Geo. 2. recited.

THE TEA ACT OF 1773 BROUGHT ABOUT THE AMERICAN REVOLUTION

THE TEA ACT OF 1773 BROUGHT ABOUT THE AMERICAN REVOLUTION

76 Anno decimo tertio GEORGI III. c. 44. [1773.]

of all teas, for which such deposit shall be neglected to be made as aforesaid, is thereby declared to be null and void, and such teas shall be again put up by the said united company to publick sale, within fourteen days after the end of the sale of teas at which such teas were sold; and all and every buyer or buyers, who shall have neglected to make such deposit as aforesaid, shall be, and is and are thereby rendered incapable of bidding for or buying any teas at any future publick sale of the said united company; and whereas it is found to be expedient and necessary to increase the deposit to be made by any bidder or bidders for any lot or lots of bohea teas, at the publick sales of teas to be made by the said united company; be it enacted by the authority aforesaid, That every person who shall, after the tenth day of May, one thousand seven hundred and seventy-three, at any publick sale of tea to be made by the said united company of merchants of England trading to the East Indies, be declared to be the best bidder or bidders for any lot or lots of bohea tea, shall, within three days after being so declared the best bidder or bidders for the same, deposit with the said united company, or such clerk or officer as the said united company shall appoint to receive the same, four pounds of lawful money of Great Britain for every tub and for every chest of bohea tea, under the same terms and conditions, and subject to the same forfeitures, penalties, and regulations, as are mentioned and contained in the said recited act of the eighteenth year of the reign of his said late Majesty.

III. And be it further enacted by the authority aforesaid, That it shall and may be lawful for the commissioners of his Majesty's treasury, or any three or more of them, or for the high treasurer for the time being, upon application made to them by the said united company of merchants of England trading to the East Indies for that purpose, to grant a licence or licences to the said united company, to take out of their warehouses, without the same having been put up to sale, and to export to any of the British plantations in America, or to any parts beyond the seas, such quantity or quantities of tea as the said commissioners of his Majesty's treasury, or any three or more of them, or the high treasurer for the time being, shall think proper and expedient, without incurring any penalty or forfeiture for so doing; any thing in the said in part recited act, or any other laws, to the contrary notwithstanding.

IV. And whereas by an act made in the ninth and tenth years of the reign of King William the Third, (intituled, An act for raising a sum not exceeding two millions, upon a fund, for payment of annuities, after the rate of eight pounds per centum per annum; and for settling the trade to the East Indies,) and by several other acts of parliament which are now in force, the said united company of merchants of England trading to the East Indies are obliged to give security, under their common seal, for payment of the duties of customs upon all unreated goods imported by them, as soon as the same shall be sold; and for exposing such goods to sale, openly and fairly, by way of auction; or by inch of candle, within the space of three years from the

1773.] Anno decimo tertio GEORGI III. c. 44. 77

impoverishment thereof: And whereas it is expedient that some provision should be made to permit the said united company, in certain cases, to export tea, on their own account, to the British plantations in America, or to foreign parts, without exposing such tea to sale here, or being charged with the payment of any duty for the same: be it therefore enacted by the authority aforesaid, That from and after the passing of this act, it shall and may be lawful for the commissioners of his Majesty's treasury, or any three or more of them, or the high treasurer for the time being, to grant a licence or licences to the said united company, to take out of their warehouses such quantity or quantities of tea as the said commissioners of the treasury, or any three or more of them, or the high treasurer for the time being, shall think proper, without the same having been exposed to sale in this kingdom; and to export such tea to any of the British colonies or plantations in America, or to foreign parts, discharged from the payment of any customs or duties whatsoever; any thing in the said recited act, or any other act to the contrary notwithstanding.

V. Provided always, and it is hereby further enacted by the authority aforesaid, That a due entry shall be made at the custom-house, of all such tea so exported by licence, as aforesaid, expressing the quantities thereof, at what time imported, and shipped by what ship; and such tea shall be shipped for exportation by the proper officer for that purpose, and shall, in all other respects, not altered by this act, be liable to the same rules, regulations, restrictions, securities, penalties, and forfeitures, as tea exported to the like places was liable to before the passing of this act; and upon the proper officer's duty, certifying the shipping of such tea to the collector and comptroller of his Majesty's customs for the port of London, upon the back of the licence, and the exportation thereof, verified by the oath of the husband or agent for the said united company, to be wrote at the bottom of such certificate, and sworn before the said collector and comptroller of the customs, (which oath they are hereby empowered to administer,) it shall and may be lawful for such collector and comptroller to write off and discharge the quantity of tea so exported from the warrant of the respective ship in which such tea was imported.

VI. Provided nevertheless, That no such licence shall be granted, unless it shall first be made to appear to the satisfaction of the commissioners of his Majesty's treasury, or any three or more of them, or the high treasurer for the time being, that at the time of taking out such teas, for the exportation of which a licence or licences shall be granted, there will be left remaining in the warehouses of the said united company, a quantity of tea not less than ten millions of pounds weight; any thing herein, or in any other act of parliament, contained to the contrary thereof notwithstanding.

Treasury may grant licence to the company for any quantity of tea to be exported to America, discharged of customs.

Entry to be made of all tea exported by licence, and shipped by the proper officer; and such tea is liable to the same rules, penalties, &c. as before passing this act. Officer's and collector's duty on exportation.

No licence to be granted, unless ten millions lb. wt. of tea be left in the warehouses.

Every person after May 10, 1773, who shall be declared the highest bidder at any publick sale, shall deposit with the company six for every tub or chest of bohea tea.

Commissioners of the treasury may grant licence to the East India Company to export any quantity of tea they shall think proper, without penalty.

Act Will. 3. recited.

THE BOSTON TEA PARTY

The first of the tea ships to arrive at its destination was the "Dartmouth". Captain Hall, owned



A Victorian tea party in Ipswich c 1900. From the original glass plate negative

by the Quaker Captain Rotch, which sailed into the harbor on Sunday, November 28, with 80 whole and 34 half chests of tea aboard. The "Beaver" and the "Bedford" commanded by Captain Bruce and Captain Coffin, arrived later. By the order of Samuel Adams, the Massachusetts patriot, heading a committee from the town, the "Dartmouth" was brought to Griffin's



(now Liverpool) Wharf to discharge its other cargo but was ordered upon no account to attempt to unload any tea. A watch was maintained day and night to that this order was obeyed. After unloading everything except the tea, the owner, Rotch, was perfectly agreeable to load outbound cargo and take the tea back to London rather than suffer highly unprofitable delay, but was unable to obtain clearance from the customs because the inbound cargo had not been wholly discharged. His application to the governor for the pass to take the tea back

for all business was suspended, and hundreds of people flocked in from surrounding towns. Indeed, the community felt the gravity of the occasion and the immediate need for action. Adams's committee reported the meeting the failure of negotiations for as clearance, the Rotch was instructed to proceed at once to file a protest with the customs, after which he was directed to renew his application to Governor for permission to sail the same day with the "Dartmouth" for London.

While Rotch was thus engaged, delegations from other towns reported that their communities had agreed to use no tea. The reports were received with shouts of approval, and a resolution was adopted stating that the use of tea was "improper and pernicious" and that all towns should appoint to prevent this accursed tea" from reaching the communities. Samuel Adams, Thomas Young, and Josiah Quincy made ringing speeches, and at half past four it was unanimously voted that's the tea should not be landed. As the plans for the events that were to follow could best be kept from Tory ears by being handled in executive session of the leaders, it was thought inadvisable to adjourn the larger gathering, so the meeting was held open until the outcome of Rotch's application to the Governor should be known. Rotch returned six o' clock with the news that the Governor had repeated his refusal of a pass, on the entirely justifiable ground that his duty as representative of the royal government made this impossible. The meeting adjourned, and darkness fell upon the throngs of patriots who milled about the streets and the vicinity of Griffin's Wharf. "Who knows" cryptically remarked John Rowe, a prominent merchant and selectman of Boston, as the meeting broke up, "how tea will mix with salt water?" And whether or not the remark was a preconcerted signal, it was answered by war whoops from a party of men in garb of Mohawk Indians,



to London was also refused, and the ship was compelled to lie inactive at the wharf. According to the English law the cargo would be subject to seizure and sale by customs for the unpaid duty at the end of twenty days after entering the port. The revenue officers had the right then to take possession, and since they were backed by the naval force from two sloops of war that were guarding the mouth of the harbor against any attempt of the "Dartmouth" to sail without clearance papers, the Governor has every reason to expect the tea would be landed. The consignees had taken refuge at the Castle and were confidently awaiting this outcome. The last day of grace before the seizure and landing of the tea would take place, was December 16, 1773. It witnessed the greatest gathering that had ever been known at Old South Church,



*Boston Tea Party reenactment
December 16th Anniversary Celebration*

who appeared from the direction of the Green Dragon, and proceeded with business like directness to Griffin's Wharf. Their number has been variously estimated from twenty to ninety, all armed with hatchets axes.

Swiftly they boarded the ship, and warning the revenue officers and crew to keep out of the way, brought the tea on deck, and there broke open each chest and emptied it into the harbor. A contemporaneous account of this stirring tea episode in the Massachusetts Gazette, December 23 1773, concludes as follows:

Having cleared this ship, they proceeded to Captain Bruce's and then to Captain Coffin's brig. They applied themselves so dexterously to the destruction of this commodity, that in the space of three hours they broke up three hundred and forty-two chests, which was the whole number in these vessels, and discharged their contents into the dock. When the tide rose it floated the broken chests and the tea in so much that the surface of the water was filled there with a considerable wave from the south part of the town to Dorchester Neck, and lodged on the shores.

The Wharf where the tea was destroyed is now marked by a commemorative tablet, reading:

HERE FORMERLY STOOD
GRIFFIN'S WHARF

At which lay moored on December 16, 1773,

TEA TIME

three British ships with cargoes of tea. To defeat King George's trivial but tyrannical tax of three-pence a pound about ninety citizens of Boston partly disguised as Indians, boarded the ships, threw the cargoes, three hundred and forty-two chests in all, into the sea, and made the world ring with the patriotic exploit of the

BOSTON TEA PARTY

No! ne'er was mingled such a draught
In palace, hall, or arbor,
As freemen brewed and tyrants quaffed
That night in Boston Harbor!

In England there were some who sympathized with their kingsmen across the sea, and some protested against their "dastardly impertinence." Coercive measures were at once brought forward in Parliament, and the passage of bills closing the port of Boston and changing the charter of the Massachusetts colony to make the council appointive by the Governor, instead of elective by the people, were soon followed by the war which ended in the establishment of the American republic.

Meanwhile, accounts of the events at Boston were carried to New York, Philadelphia, and the colonies to the south, where the news was received with ringing of bells and great enthusiasm. The younger men, especially, were alive to the controversy at issue, and were ready for any action that would prevent tea bearing the hated tax from coming among them. The opportunity soon came most unexpectedly to Greenwich a small community on a tributary of the Delaware River, in Cumberland County of southern New Jersey.

THE TEA ACT OF 1773

In panic at the loss of the colonial markets, and faced by a huge surplus of tea on hand, the East India Company appealed to Parliament for aid. This was obtained through active support of the prime minister, Lord North, 1733-1792, in the

COVER STORY



shape of permission for the company to export tea, privilege it had never enjoyed before. Up to this time English jobbers had been accustomed to purchase tea from the East India Company and then resell and ship it to the colonial merchants. The passage of the Tea Act, 1773, however, authorized the company to import its teas into the colonies, cutting out the English middle men's profit, as well as that of the American importers. It provided, further that the company should be permitted to draw back the full amount of 100 per cent English duty when the teas were shipped out of England, leaving only a threepenny tax to be collected by the colonial customs. It was thought that this would underprise the Dutch, at the same time giving the colonialists lower-priced teas than were obtained in England. It seems not to have occurred to those most concerned that the American colonists would refuse to bargain in tea on account of a matter of principle involving a little tax of threepence per pound.

With these adjustments made, the East India Company proceeded towards the execution of its plans by appointing special agents to receive the tea on consignment in Boston, New York, Philadelphia, and Charleston upon payment of the small American duty. Among the agents selected by the company were the sons and nephew of the unpopular English governor, Hutchinson, of Massachusetts, and others noted for their



fidelity to the interests of the royal government and for their strong financial standing. Nor does there seem to have been much apprehension of serious trouble on the part of the eminent Britons who were financially and patriotically interested in the East India Company when the history-making chests were finally sent on their way. On the contrary, they seemed to be



Teapot Dome Service Station in Zillah, Washington

optimistically looking forward to recovering for England the lost tea trade of America.

From UKERS



**Where there's tea,
there's happiness**



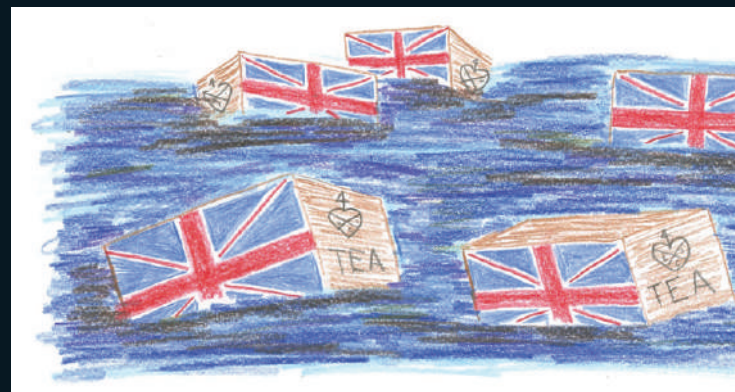
TEA IN AMERICA

Dramatic history of tea reaching America could be traced back to mid 16th century where Dutch traders brought the beverage from China. Within a short span, tea became a fixture forever American's social life.

The British colonised America during this period where simultaneously they were in war with French which lead to monetary losses. In 1765, King George III imposed heavy taxes on American colonies. By 1767, tea was on the luxury items with almost 100% tax rate. The 'tea crisis' gave a pause and cause for a revolution. In 1773, Protests from colonies continued to gain momentum. A group of Bostonians marched to Boston harbour where 3 ships with tea were waiting to be unloaded. Instead of paying tax duty, they choose to destroy the tea. Later this landmark incident came to be known as "The Boston tea party". This is how tea sowed the first seeds of American Revolution. After a decade of struggle, finally America was free from the clutches of the British Empire and became an independent republic.

Perhaps that is also the reason why the tea drinking habits of the Americans vary vastly from that of the English. About 85% of the tea consumed in the US is served cold or iced. Iced tea is more frequently consumed during periods of hot weather or in lower latitudes, and hot tea is likewise more common in colder weather.

They're also partial to ready-to-drink tea bags, (RTDs) which make up the vast majority of tea consumed in the U.S. And Americans are willing to spend a bit extra on fancier (and



pricier) tea bags, for the simple reason that it's convenient and has a higher perceived value. Afternoon tea, as a meal, is rarely served in the U.S. except in ritualized special occasions such as the tea party or an afternoon out at a high-end hotel or restaurant, which may also offer cream tea on their menu.

While black tea has been the tea choice about a decade ago, more and more Americans are moving over to functional and herbal teas that promises specific health benefits. Sale of canned and bottled tea is witnessing decline for the last two years. Natural and healthful teas, such as Teavana (sales up 15.1%), Bai tea (up 44.4%),



The only large-scale commercial tea plantation in the U.S. is located on Wadmalaw Island, S.C.

Guayaki Yerba Mate (up 18.7%) and Pure Leaf (up 7.1%) signal a trend to lower calories and plant-based ingredients. (Source: World Tea news, 2020).

Matcha is the star of green tea growth in the USA. Green tea now accounts for 15% of U.S. consumption and skews much higher among Americans with Asian heritage. Global Industry Analysts (GIS) predicts the green tea market will grow \$8.1 billion globally by 2025 and that the U.S. will maintain a 4.9% growth rate during the next five years. Green tea imports from Japan are up 102.1% during the past five years, the biggest gain of any U.S. tea trading partner, according to World's Top Exports. Volume during the first ten months of 2019 totalled 9.8% of green tea imports and



The Green Giant mechanical tea harvester, one of only a few in the world, does the manual work of 500 people

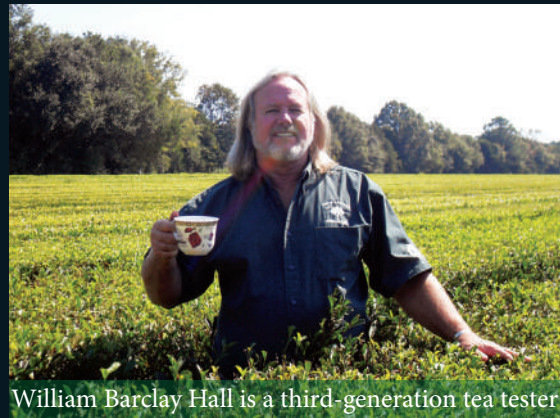
approached \$10 million annually largely due to the popularity of matcha.

Bubble Tea is gaining popularity in leaps and

bound while Kombucha is slowing becoming a complimentary product-line.

According to Mr Peter Goggi, president of The Tea Association of the USA, "the US tea market has witnessed consistent year on year growth, with its market volume surging from about USD2.5B twenty years ago to the current USD12.5B. According to latest data from the TeaUSA, about 4 in 5 U.S consumers drink tea, with millennials being the most active tea drinkers.

The Covid pandemic, however, has changed many a habits across the globe. Tea is not an exception. Consumers in the USA, as in other



William Barclay Hall is a third-generation tea tester

tea drinking countries, are looking for healthier tea options, particularly those which are believed to enhance immunity. Traditional teas are being looked at again minutely along with various herbal infusions as they seem to fit the definition of Functional Teas. The tea market in USA is huge and with the right product, positioning and push it could certainly become a very lucrative market for Indian specialty teas along with their herbal counterparts. After all, many of the herbal teas gaining popularity these days can find its indigenous source right



Susmita Das Gupta
Tea Artist.

TEA TIME



Shabnam Weber
President of the Canadian
Tea Association

Question: What does the tea industry need to do to take tea to the next level with consumers? Or, is that already happening now, in your opinion?

Answer: I think that to some extent and in some areas, it's been happening and in others, we need to do more – and that is, elevating the value of tea. We have undervalued tea tremendously and in turn we have created a consumer culture that expects tea to cost a few pennies. I believe we have done ourselves and our product an immense disservice. And the truth of the matter is that consumers are willing to pay more for products if they believe they are receiving a higher value.

Question: What advice do you have for tea companies that are promoting their speciality teas to consumers? Is there anything they need to do in terms of educating customers?

Answer: The first advice I give to any speciality tea company is that they should focus on

offering a consumer something unique. What am I adding to the conversation? Stay away from trying to sell your product by disparaging your competitors. It makes me cringe whenever I see it.

When you're communicating/ educating your consumers – keep things simple. You may have an encyclopedic knowledge of tea, but your customer shouldn't need a degree to buy your tea – and worst of all, they shouldn't be made to feel as though they need a degree.

Question: Will speciality tea ever reach the same popularity as speciality coffee?

Answer: When we talk about tea reaching the same popularity as coffee – let's be clear that it already has, in the world at large. Next to water, tea is the second most consumed beverage on the planet. We spend a lot of time in North America speaking of tea as a beverage chasing the coat tails of coffee – when in other parts of the world, we have far surpassed coffee. So, my answer is – yes, I do believe it can be achieved in North America as well!

Question: What are the most important issues in the tea industry right now and why?

Answer: My answer here is going to be on two ends of the spectrum. On one end of the spectrum is the field, where tea faces two critical challenges: climate change and labour shortage. The first is one being faced by all agricultural products – the realities of a planet being 1.5 C warmer by the year 2050. The second, labour shortage comes with the desire of every generation wanting more and wanting



better for their children. As young people leave rural life for the promise of improving their lives, in countries where most our tea is still plucked by hand, a shortage of labour is already being felt and that will only accelerate.

On the other end of the spectrum is the marketing and promotion of tea. Tea is a very traditional and “old fashioned” industry, which is in part, its charm. But when it comes to marketing and promotion, we cannot afford to be traditional and old fashioned. In fact, we need to be the opposite. We need to adapt to how we communicate with consumers – new consumers – in innovative and exciting ways. I’m not sure we’ve quite figured out how to do that yet.

Question: What advice or words of encouragement do you have for tea businesses that have faced challenges during the pandemic?

Answer: Some in the tea industry have

thrived during the pandemic and others have felt great pain. That line has often been drawn between those catering to in-home consumption versus out of home consumption. So, for those who have faced challenges, I encourage you to look at the lessons consumers are teaching us in areas where purchases haven’t been hindered due to lockdowns.

In-home tea consumption is up largely because consumers have told us that tea makes them feel good. They have sought comfort in a very troubling time and tea has been one of the sources that has provided that comfort. How can we continue to build on that message – because THOSE are lifetime tea drinkers. As vaccinations roll out and lockdowns eventually ease up, people are going to be desperate for experiences outside their home – how can you provide that through your tea business? Planning ahead and being flexible in your planning is what I would encourage everyone to do.

As told to Sanjay Bansal



NEW YORK HAS A NEW KID ON THE BLOCK- BUBBLE TEA

Bubble Tea is the newest kind of sweet beverage welcomed by the American tea market. Though the US is the upwards of a US\$ 14 billion market, it has never tried a sweeter tea before.

Of Asian roots, Bubble Tea is the one of most consumed teas because of its unique flavour and health benefits. It is being preferred by, especially, young-adults in North America including Canada. The global market of Bubble

Tea is expected to grow at a rate of upto 7.21% in 2021. By 2025, it is predicated that it will grow the market size to US\$ 3.2 billion.

Introducing Bubble Tea:

Bubble Tea is known for its unique ingredient, namely chewy Tapioca balls that makes it special to taste. The drink is made by shaking with milk and sugar. The “bubble” here refers to a foam created when the mix is shaken with ice.

Bubble Tea is famous by various names, like Tapioca Pearl Drink, Tapioca Ball Drink, Pearl Shake, Pearl Tea, Black Pearl Tea, Big Pearl, Boba Tea, Boba Iced Tea, Boba Nai Cha, Milk Tea, Bubble Drink, Zhen Zhu Nai Cha, Mom, Mom Milk Tea, QQ, BBT, PT, and many others. As there already a slowing demand for carbonated drinks in America, Bubble Tea has found an opportunity for penetration.

By Anwasha Chowdhury



Sanjay Bansal

Chairman Tea Group Exports
speaks on Tea in America

TEA TIME

The American market prefers hot beverages but is dominated by coffee. Black Tea is also a part of their portfolio and they have been consuming black tea ever since the Boston Tea Party. However they do have servings in different categories, dominated by Iced Tea which is made from extract primarily of Black Tea grown in Argentina and Latin America. In the last 20 years there has been a new category of speciality teas that has opened up where Orthodox Black Teas from India, Sri Lanka and Indonesia are ruling the market and where there is a niche also for Darjeeling Teas. Also fast growing, with a year on year growth of about 20%, is the space for Organic and Green Teas.

In the field of Organic Teas, India is the largest producer followed by East Africa which has only emerged in recent years.

East African Organic Teas mostly finding their way to the UK, and Europe are not very well accepted in the American market because their liquors are light whilst the American Black Tea consumers prefer dark coloured Tea.

Darjeeling Tea is not in this Black Tea category but Europe speciality tea category. There is a very strong demand for Earl Grey and flavoured teas in the black tea category.

The Green Teas are normally mixed with herbs and herbal infusions. The herbal infusion market does not contain any tea namely *Camellia sinensis*, but the category has grown 30-40% in the last two decades.

Indian teas are well known in the US markets and sold increasingly as “Indian tea”. The major players are retailers and brand owners like Lipton, Brigalows, and Yogi Tea. Pepsi is very aggressive too, as is Unilever, with pure Leaf Tea.

With many variants, America is emerging as a very promising market for high quality teas and it is encouraging for Indians to market INDIAN teas in the USA, where these a teas are gaining popularity.

I would like to include the Canadian markets also in this review, as both have similar trends. But the lovers of tea and coffee among hot beverages in Canada, are more or less equal in number. Canada has been consuming hot black tea due to the cold weather for a longer period than the American market.





AMERICANS AND ICED TEA

Americans are not tea loving people the way several countries are. They prefer coffee over tea as their regular cuppa. South Americans prefer tea and like it iced. More than 85 percent of tea consumed in the U.S. is chilled. They are also partial to ready-to-drink tea bags. As per a national survey, Americans down more coffee than tea, soda and juice combined!

The culture of tea has not evolved in this country for various reasons mostly, historical from the 19th-20th centuries.

Historical reason:

Tea culture has its origins in China, from where the world gets most of its tea. India follows next. In the 19th and 20th centuries, the British colonised India and established a competitive tea empire globally.

The author of “A Thirst for Empire: How Tea Shaped the Modern world”, Dr Erika Rappaport, states, “Until around the 1850’s, America used to drink the same amount of tea and coffee per head.” During colonisation by the British, the worldwide supply of tea got cornered by them. In the 18th century, during the American Revolution, tea did not adequately reach as Britain restricted access. In fact tea was one of the luxury goods that was affected in this time of conflict. Post revolution, the war of 1872 again affected supply. By and by the taste for tea amongst Americans reduced. According to Dr Rappaport, in the 1930’s, while some regions of India consumed around 4.3 pounds of tea per capita per annum, the Americans consumed under one pound.

John Adams, the second president of the US, jocularly named tea, the “Traitor’s Drink”. He stated that, “Tea must be universally renounced and I must be weaned, and the sooner the better.” After this statement, tea was unofficially boycotted and coffee replaced it as the popular beverage in American homes. At the end of the Revolutionary War in 1783, the colonists had boycotted tea for

roughly 10 years. These colonists became the Americans and thus tea culture got phased out.

Cultural discrimination:

In America tea got identified as a “mollycoddled drink” in the early 20th century. It was also referred to as the drink of the effeminate. This is because it was associated with the southern women and the immigrants from China, Japan and Ireland. Native Americans also used to produce caffeinated beverages from leaves thousands of years.

Changing scenario:

Coffee shops in America have introduced various kinds of flavoured iced tea. According to the USA Tea association, 80% of households in America stock tea. Black tea and tea flavoured with fruit & herbs are the preferred choices of Americans.

There have emerged a breed of tea entrepreneurs in America who have introduced flavoured iced teas. According to the U.S. Department of Agriculture, the export of tea from India and China has grown up to 50% over the last 10 years.

by Anwesha Chowdhury





SOCIETY TEA DIGITAL MARKETING



The agency will offer its result-driven performance marketing services with an aim to increase revenue contribution from the Society Tea website

Best MediaInfo Bureau Delhi, February 16, 2021

Society Tea has recently awarded its digital performance marketing mandate to Bright Brain Marketing Technologies, an integrated digital advertising agency.

Under this partnership, Bright Brain will offer its result-driven performance marketing services with an aim to increase revenue contribution from the Society Tea website.

Society Tea is a dominant force with around 40% market share of packaged tea in Maharashtra and a considerable presence in other states and cities such as Goa, Andhra Pradesh, Madhya Pradesh, Karnataka, Chennai, Punjab, Rajasthan and Delhi. To ensure consistent quality, three members of the family have dedicated their lives as full-time tea tasters.

Karan Shah, Director, Society Tea, said, “We started our engagement with Bright Brain with a pilot campaign and were left impressed not only by the results they were able to deliver, but also their approach to performance marketing — planning for the entire customer journey, optimising for higher returns, and their consultative approach to conversion rate optimisation at every touch point. We consider them an intrinsic part of our success on digital going forward and appreciate their inputs based on their keen data-driven insights on our

overall strategy.”

“For anyone growing up in Mumbai, Society Tea has been an intrinsic part of that experience and for someone even remotely interested in marketing; their iconic ads through the decades remain memorable. We are super excited to partner with a brand with 88 years of legacy behind it as it looks forward to reaching its customers through digital. We have clear objectives in mind that cover the growing share of revenue from digital in established markets as well as using digital as a new market entry vehicle. We hope to leverage our experience with e-commerce optimisation to rapidly scale this part of the business for Society Tea,” said Suhail Bajaj, Partner, Bright Brain.

Bright Brain (www.brightbraintech.com) is a service-oriented digital marketing company, with a sector agnostic approach and a vision to enable clients achieve their business goals. With offices in Mumbai, Pune, and now Bangalore, they cater to clients from over seven countries spanning across multiple sectors. Bright Brain’s philosophy is to add value to clients and team members alike. They are one of 15 partner agencies to be selected as part of Google’s ‘Elevator Program’ a testament to their capabilities and potential.

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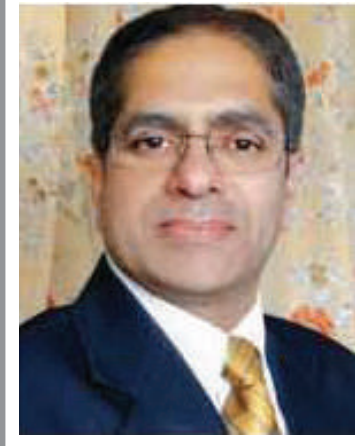
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Our
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MODERNISATION & PROMOTION ACTIVITIES BEGIN..



By P S Sundar

Following the relaxation of lockdown, The Indcoserve, India's largest tea cooperative federation headquartered in Coonoor has come out with massive modernisation projects balancing technology with the tradition of eco-friendly manufacture of tea.

In pursuit of this, the Chairman of the National Bank for Agriculture and Rural Development (NABARD), Dr. G. R. Chintala inaugurated two significant projects at the Indco Tea Factory in Kattabettu village near Coonoor.

The first was an Eco-restoration project – a joint venture of Indcoserve and an NGO, Keystone Foundation.

Dr. Chintala shared that since the work for the project commenced in September 2020, the eco-system around Kattabettu has undergone mentionable improvements. He said that NABARD will assist five Indco factories for modernisation at an outlay of Rs 18.54 crore.

Principal Secretary to the TN government, Supriya Sahu who is also Chief Executive Officer of Indcoserve, said that Indcoserve will become a leader in promoting an environment sustainable

manufacture of tea. This is significant because more than 200 tea factories function in the

Nilgiris Biosphere which is spread across 5,200 square kilometres enriched with unique flora and fauna in Tamil Nadu, Kerala and Karnataka. Consequently, these tea factories bear a responsibility to protect this biodiversity by adopting



NABARD Chairman Dr Chintala at the new Tea Tasting centre in Kattabettu Indco tea factory.



eco-sustainable manufacturing practices, she emphasised.

Ms. Sahu said that invasive plants in Kattabettu were removed and Shola trees planted as a part of this project. A wetlands park and an information centre have been established there to strengthen awareness creation for the benefit of the public at large, she said. Kattabettu Indco Factory Chairperson, Sumathi was present.

While Kattabettu factory is the first of the 16 Indco factories under this project,

Following this, Dr. Chintala launched two hi-tech mobile applications at the Indcoserve headquarters in Coonoor.

Appreciating the efforts of Indcoserve, he said that it is the need of the hour as it will help to increase productivity. He said that NABARD will focus on helping farmers meet their challenges and market their farm produce.

Indcoserve's adviser, Srinivasan Sreeram, who was leader for this project, highlighted the technical features of the Apps and explained



NABARD Chairman Dr Chintala inaugurating "Indco's Tea House" in Kattabettu Indco tea factory.

NABARD Chairman Dr Chintala launching mobile Apps in Indcoserve headquarters in Coonoor.



eco-restoration work is under progress in the Mahalinga factory as well, she said. As for modernisation, the Kattabettu tea factory has been renovated to manufacture high quality teas, including speciality teas, to provide a national and international platform to small farmers. This includes a state-of-the-art tea tasting room and conference facility to enable buyers to sample the teas on the premise itself, Supriya Sahu said.

The second project which Dr. Chintala inaugurated at Kattabettu was "Indco's Tea House", a cafeteria serving top quality teas from the Indco factories. This is the second such outlet, the first being the one in Bedford Coonoor inaugurated in November 2020.

how these would help improve farmer profitability.

Supriya Sahu said that, of the two Apps, one is "INDCO@TEA" aimed at helping the 30,000 small growers who are members of the Indco factories, to rise to better trajectory with on-time information including green leaf price, payments due to them, field practices and weather pattern.

The other App "Ooty Tea" aims at enhancing sales through regular monitoring especially at the public distribution system outlets and rations shops, she disclosed.

This occasion brought cheer to tea lovers in Tamil Nadu as they can henceforth buy at

TEA TIME

affordable prices at their ration shops and enjoy the unique aromatised cardamom flavoured tea which is a connoisseurs' delight.

This follows the launching of this tea by Indcoserve. "This 'Ooty Tea Yelakkai' (Elachi tea) will be available along with our flagship brand 'Ooty Tea' in ration shops. We will introduce more varieties soon", Supriya Sahu said.



The new variants -- Ashwagandha Tea, Kadha Tea and Triphala Tea – of Avataa Beverages..

Indcoserve Chairman Sivakumar, General Manager M. Akbar, Deputy General Manager Sankaranarayana Pillai, chairpersons and MDs of the Indco factories assured their support.

On the promotion front, the Tea Board took a different lead. Mixing tea with tourism, it has stepped up the promotion of tea consumption at picnic spots in the tourism district of The Nilgiris.

The Tea Board's Executive Director Dr. M. Balaji handed over ten traffic barricades to the Superintendent of Police of The Nilgiris, Dr. V. Sasi Mohan in the presence of Tea Board's Deputy Director of Development, C. S. Hariprakash.

Dr. Balaji said that the Tea Board fabricated these barricades to step up awareness among tourists. They carry promotional messages on tea and will be on display at various tourist spots. They can help boost quality tea consumption among tourists besides the residents, he said.

The Tea Board has erected 15 sign boards to welcome tourists at various entry points to The



Nilgiris. The Board is mixing this promotion with tourism because The Nilgiris has become a round-the-year tourist destination with a progressive rise in footfalls at picnic spots, Dr. Balaji observed.

Likewise, speciality tea major, Avataa Beverages has come out with three variants aimed at strengthening immunity, especially in the Covid-19 situation. "We have launched Ashwagandha Tea, Kadha Tea and Triphala Tea. They have indigenous ingredients known to strengthen immunity including herbs, spices, badam, saffron and rose petals", Avataa Director, G. Udayakumar said.



"NOVA" WORLD LEADERS IN CTC, GREEN, ORTHODOX AND SPECIAL TEA PROCESSING MACHINERIES

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 PAN ROASTER	 BABY BOILERS	 AUTOMATIC TEA ROLLING TABLE	 CLASSIC TEA ROLLING TABLE
 PNEUMATIC PLATFORM TEA ROLLING TABLE	 CHAIN PLATE TEA DRYER WITH PANEL BOARD	 COAL/WOOD & GAS FIRED HEATER WITH PANEL BOARD	 GRADING CUM PARTICULATE MATERIAL SORTING
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 COLOR SORTER MINI SIZE	 COLOR SORTER SMALL SIZE	 COLOR SORTER MEDIUM SIZE	 COLOR SORTER BIG SIZE
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ANY MAKE SPARE PARTS FOR TEA MACHINERY IS AVAILABLE



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How has the year been for you in terms of Crop and Revenue? Have the prices compensated you for the loss in crop?

We have lost 20% crop versus 2019, primarily from April to August. The lockdown combined with unusual weather patterns in Doom Dooma and Tingri led to this unrecoverable loss. The Baghjan fire also caused erratic weather and the humanitarian challenge of looking after thousands of refugees. The price rise seen in the first half of the year was more than welcome at our CTC gardens of Dhoedaam, Rajahalli and Thowra. However, the recent crash in prices means that we have not been compensated for the loss in crop.



Vivek Bhasin
Chief Executive Plantations
James Warren Tea Ltd.

The reasons for this crash are unclear, since as a nation we have lost 150 million kg of tea.

Looking ahead, how do you see the market pan out in the next season?

We start off every new season with optimism and hope that 2021 will see prices grow, such that they meet our cost inflation. The 150 million kg shortfall in tea cannot simply be wished away, and this should help mitigate the costs incurred by companies such as our's,

over and above the costs incurred by the unorganised sector. Prices should not continue to be dictated by the rate at which bought leaf factories haggle over green leaf. Orthodox has been challenging this year, and we expect it to remain so in 2021 with uncertainty over Iran. We will however, continue to make Orthodox at Zaloni, Balijan H and Deamoolie, and not succumb to chasing markets.

Can you see any changing trends in the coming years in the markets?

Quality is the only way forward and we at 'James Warren' firmly believe in that. The root cause of the problem lies in the oversupply of cheap quality teas. Once there is a minimum quality check, quantity will auto-matically drop. Industry then should be able to see better days.

All our gardens are 'Rain Forest' and 'Trust Tea' certified and we hope to be adequately rewarded for these compliances. It is currently too easy for companies, to circumvent the spirit of the commitments made to sustainability less than a decade ago.

We would also like to experiment with a 100% dust auction. The auction system is neither here nor there and requires an immediate and drastic overhaul. A good starting point would be the 100% auction mentioned above as well as the full implementation of the findings of Professor B. Mahadevan in 2019.

by *Basudeb Chatterjee*



Manoj Jalan
Mancotta T.E., Ethelwold
T.E. & Limbuguri T.E.

Q1) What are your thoughts on the overall price scenario?

The prices of tea have been stagnant for the past five to six



INTERVIEW



promotional efforts, it could easily become a major economic activity of the region. The pandemic has completely paralysed

the travel and tourism industry. With a near complete halt of international flights the inbound sector has been very hard hit. We are hopeful that, with vaccinations and a gradual resumption of international travel we will see a revival from 2022 onwards.

years, with the exception of 2020, which was essentially due to lockdown- induced shortage. While sluggish CTC prices may be attributed to over supply over the past few years, there seems to be no such reason for the Orthodox prices to stagnate. Observations made earlier, by the Menon Committee and more recently, the Mahadevan Committee need to be examined and implemented to improve the competitiveness of the tea industry and to make the primary markets more price- dynamic.

Q2) What is your opinion on the tea estate wage structure? And how will the proposed wage hike impact costs?

Tea garden wages have traditionally comprised of cash wage and fringe benefits. This has given rise to the perception of the wage rate being low. It is about time that the industry consider moving away from the existing model of high fringe benefits by monetising these and paying higher cash wages. This will increase the disposable income of workers, remove cash wage disparities with other sectors, reduce absenteeism and finally will be a step towards empowering the plantation community. The recent wage rate increase will naturally lead to higher costs. These will have to overcome by improved prices, better productivity and quality.

Q3) Your thoughts on the potential of tea tourism in Assam. How has the pandemic affected the tourism sector?

Tea tourism has come a long way from the time we started in 2001. Today most of the major international tour operators operating in India are working with us and visitors from almost all over the world are visiting the tea estates of Assam. Tourism in Assam has good potential and given the present governments thrust on

Q4) We understand that a tea museum is being established in Dibrugarh. Could you throw some light on the project.

Indeed it is very heartening that the Assam Tourism Development Corporation is developing a tea museum in Dibrugarh. Assam tea has a rich heritage and interesting history which requires an institutional framework to preserve and document. The project, which is in an advanced stage of implementation will not only serve as a repository of historical facts but will immortalise the pioneering role played by early planters in establishing the tea industry in Assam. I am happy that the building for the museum is almost ready.

Q5) What is the likely future of estate-made tea?

Stagnant prices and a rising cost of production has been pushing the traditional tea estates to non-viability. Coupled with these, the tea industry has been a victim of outdated legislations and over regulation. The future of tea estates will depend upon the ability of the industry to seek imaginative reforms both at the production and market ends. This will remain the key challenge for industry leaders.

Q6) Your comments/ suggestions if any for Tea Time.

I would like to suggest that a page dedicated to the plantation community be added.

by Vishal Kumar

INDUSTRY SPEAK



ATUL RASTOGI

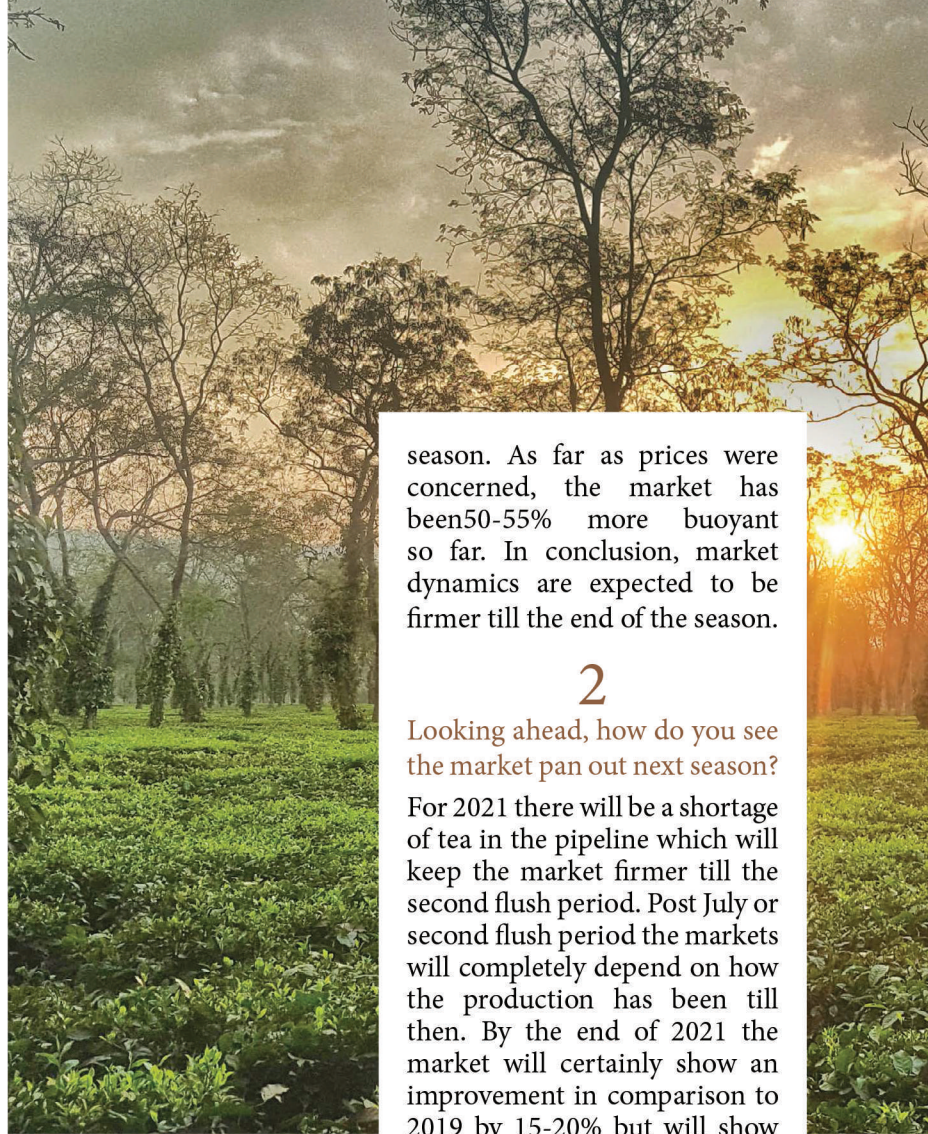
Head Operations, Luxmi Tea

1

How has the year been for you in terms of Crop and Revenue? Have the prices compensated you for the loss in crop?

2020 had been a very challenging year during which we were compelled to deal with the impact of the Covid-19 Pandemic. Our biggest challenge was to ensure the safety of workforce which was given top priority above all else. Thus far, our team has been safe and secure and have remained relatively untouched by the pandemic. Logistics was another immense challenge which was not limited to the transportation of tea but also to packaging material and essential agricultural inputs which needed to be delivered to the estates repeatedly and frequently.

A majority of our operations are conducted in Assam and the Govt of Assam and other state government bodies were very supportive and were proactive in overcoming the problems



which had affected the tea industry.

The lockdown had an adverse impact resulting in a loss of production of tea of up to 13%. By the determination and commitment of the management at our estates, we are able to limit this loss to 10% by end of the year. Cost of Production increased by 15% due to lower crop production, particularly in upper Assam due to heavy rainfall and low temperatures in the peak

season. As far as prices were concerned, the market has been 50-55% more buoyant so far. In conclusion, market dynamics are expected to be firmer till the end of the season.

2

Looking ahead, how do you see the market pan out next season?

For 2021 there will be a shortage of tea in the pipeline which will keep the market firmer till the second flush period. Post July or second flush period the markets will completely depend on how the production has been till then. By the end of 2021 the market will certainly show an improvement in comparison to 2019 by 15-20% but will show correction in comparison to 2020.

3

Can you foresee changing trends or what is likely to change in the coming years in the markets?

The transition will not be too fast but certainly e-commerce will become a platform for growth. Value addition at the seller level will see new vibrancy. The bought leaf will change for the better, quality will be the main driver.

by Basudeb Chatterjee



The principal buyer who has tea boutiques across the country and on whose behalf the tea was bought by Messrs K. Jain & Co., shares the vision of providing good quality teas to



Navneet Jain
K. Jain & Company



Siliguri Tea Auction Centre, known through India for the most competitive and aggressive members, witnessed an unforeseen bidding event on 5th February, 2021 (STAC Auction Sale no. 5).

For the first time ever, a record price was set when Inv. No.C1832 Grade –RW BP, Quantity – 150 kgs from Indong (Gold) Tea Garden was put up for bidding and knocked at Rs. 1,000 per kg! A feat, which no tea estate has achieved in recent history.

The leading bidder – Mr. Navneet Jain, MD -Messr. K. Jain & Co. took it in his able hands, backed by 2 decades of experience in tea buying and decided to give a deserving, fine tea, its deserved value.

tea lovers across India, thereby helping the tea industry to better realise its produce.

Setting an example in the tea industry, this sale sends out a wave of encouragement to producers to move towards good quality production, assuring that market support will always be there.

K. Jain & Company and its sister concern, Jainsons and Brothers buy 4-5 million kgs annually, representing various principal buyers across the nation and also provide tea warehousing services to producers at their “New Era Nirman Tea Warehouse” in Siliguri and Kolkata.

by Anshuman De



Deepak Sarma

Head – Tea tasting, blending and buying, Eastern Enterprise (Assam) and Tea Consultant to Walmart India and Hindustan Unilever.

“Tea tasting, the trade’s main gate to quality”

Tasting tea is an art embellished over a long period of time and the trade’s main gate to quality control. Tasters spend long hours swilling tea liquor in the mouth to determine the thickness, body and viscosity, judging character and aromas that eventually decide their future. Deepak Sarma speaks to Indoasian.com about the art he’s perfected over decades.

Did the Corona-related lockdown influence tea buying for companies like HUL and Walmart, that you are associated with? Yes, the lockdown did take a serious toll on the tea industry. There has been an abnormal increase in tea prices compounded with a huge shortage of tea to the tune of 150 to 200 million kg this year. For the first time ever, tea prices have surged by 40-

TEA TIME

60 per cent. It is almost a Rs 100 to Rs 150 rise over the previous year. This is a record for the Indian tea industry, and though there is a huge shortfall in tea production, buyer demand has been extremely strong and that has pulled up the prices significantly.

When did you start tea tasting and what does it entail? I started my tea tasting career in 1974 when I joined Lipton and it is continuing even today. I retired from Hindustan Unilever (HUL) in 2004 and started my own company Eastern Enterprise (Assam) in 2015 at the age of 67 years. Nonetheless, as an experienced tea taster, master blender and tea buyer I remain a tea consultant to Walmart India and HUL. Even today I do about 300-400 tea tastings in a day. As such tea tasting is a skill to differentiate different qualities of tea. The tea liquor is swilled round the mouth to determine the thickness, body and viscosity of the tea. Characters and aromas of different teas are judged for quality selections. It is therefore the trade's main gate to quality control.

And what does tea blending entail? Blending is an art. It can be attained by fixing a standard blend with consistent quality throughout. Since tea is an agricultural crop, terrain and weather play a big role in determining quality. A tea expert's job is to ensure that irrespective of the different teas mixed, the blend remains consistent for the consumer. The choice of tea while blending is vital, for as many as twenty different teas go into a single blend, each tea is different, and varied from the composition of the previous blend. Blending requires perfection. You need to replicate the flavour, colour, size of leaf and quality of the previous blends to the exact same standard. A good blender must love tea and has to be a good taster and a good mixologist. Tea blending needs inspiration and demands perfection. After all, Brooke Bond Red Label tea, for instance can't be different each time you buy it!

How is tea buying done in bulk? Buyers select the teas as per the demand and requirement of clients. As such the bulk of tea buying is done

through online electronic auctions. Around 25 per cent is done through direct seller/buyer contract. The auction system has an edge as it is a very transparent process.

Are tea exports increasing and from which regions are we seeing higher demand? There has been a marginal increase in exports from India. For the last two years exports were to the tune of 251 million to 256 million kilograms. The Indian tea trade is beginning to get enquiries for black tea from buyers in the US, Britain, Germany and China. However we need to explore new destinations aggressively.

What has your personal journey spanning 4 decades tell you about the growth of the tea industry in the country? My journey has been an interesting journey and a great learning experience, which continues even today. Over the course of time I have seen small growers and leaf factories emerge, giving livelihood to lots of unemployed youth. Small growers contribute around 50 per cent of the total all India production. Also, I have seen the auction system change drastically from the manual to electronic mode, giving more transparency to the system. The pan India auction system allows buyers to buy from any auction centre, which is unique. I have seen the transformation in the retail segment from loose tea to packet tea. Further, I have seen revolutionary changes in the taste and palate of consumers. Flavoured tea, white tea, silver tea, golden tippy teas etc. are all finding space on store shelves. Green tea, because of its many health benefits, has also become very popular among the niche and urban areas and e-commerce has made the availability of all kinds of teas possible even sitting at home. Shampa Bahadur has been a business journalist for more than two decades. She has written for Business India, PTI Media Trans Asia and India Infrastructure Publication Ltd among others. She has also written coffee table books. She can be reached at shampa@indoasiancommodities.in

Courtesy Shampa Bahadur, Business Journalist

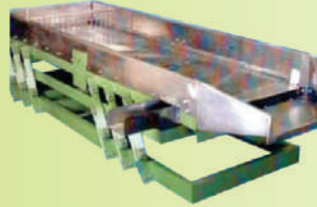


A2Z TEA MACH
KOLKATA - SILIGURI - JORHAT - COIMBATORE

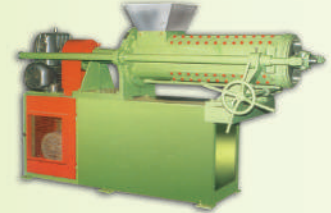
Small
is the new
Big!
Tea Machinery
Black Tea and
Green Tea



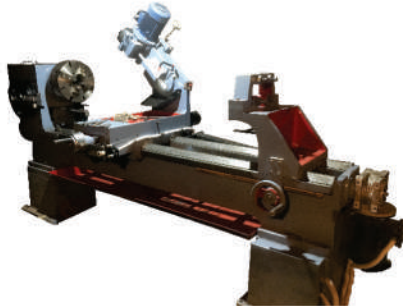
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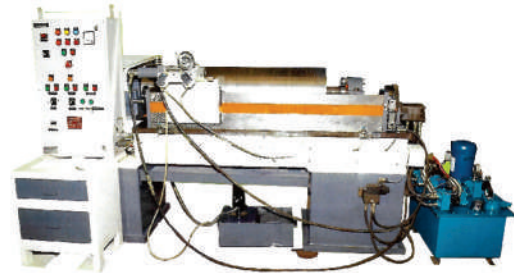
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Tidings from BANGLADESH

Monjur Hossain

Bangladesh Tea Scene during the Pandemic

Father of the Nation, Bangabandhu Sheikh Mujibur Rahman served as the first Bengali chairman of the Bangladesh Tea Board (BTB) from 4 June 1957 to 23 October 1958. To immortalise Bangabandhu's contribution to the tea industry, the Bangladesh Tea Board under the Ministry of Commerce opened the "Bangabandhu Memory Gallery & Bangabandhu Corner" at the BTB H.O. in Chittagong on the occasion of Mujib's birth centenary. The gallery was inaugurated by Hon'ble Commerce Minister Mr. Tipu Munshi, as Chief Guest. Md. Jafar Uddin, Secretary, Ministry of Commerce along with other senior BTB, Govt officials and persons associated with the tea industry, electronic and print media were present.

Though work on estates were not suspended production was lower, exports of tea increased about 3.5 times as compared with last year owing to a reduced domestic consumption during the lockdown when tea stalls remained closed.

The expected record tea production was hampered by the pandemic and bad weather.

Production decreased by 9.68 million kg as compared with 2019. According to the

Bangladesh Tea Board, during the 2020 season, 86.39 million kg of tea was produced on 167 large and small tea gardens of the country against the target of 75.94 million kg. By contrast, a record 96.07 million kg of tea was produced in 2019.

The Tea Board sources informed that the demand for tea fell by about 10-15% last year, due to a drop in footfall at hotels, restaurants and tea shops.

Though behind the previous year, the tea production target was achieved by running the tea auction centres in compliance with Covid-19 safety guidelines, the timely distribution of fertiliser at subsidised prices, strictly codified protocols in the gardens, increase in worker wages, rations, and health services.

According to a 2019 report published by the London based International Tea Committee, Bangladesh is now the 9th largest tea producer in the world, producing 2% of the world's total tea.

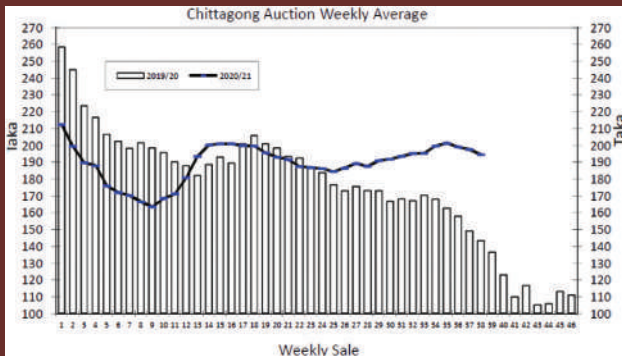
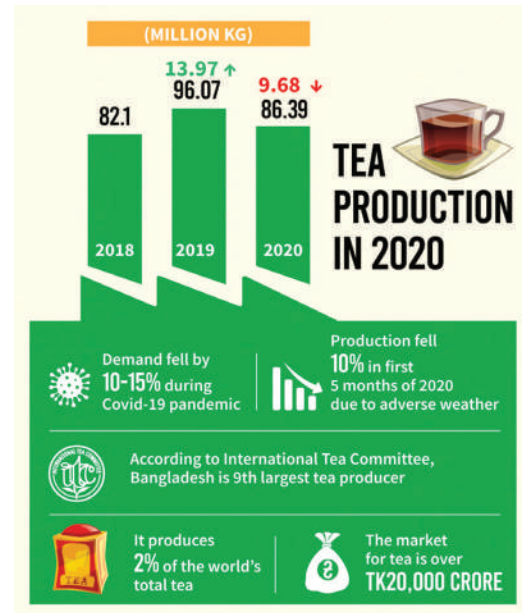
It was gathered from the Bangladesh Tea Board Regional Office in Panchagarh, that Panchagarh and its adjoining districts are very promising



areas for tea cultivation on plain land. In fact, cultivation and production are increasing by the day in the northern region. Farmers are receiving various kinds of support to incentivise the expansion of tea cultivation. They are also receiving improved varieties of saplings at a low cost.

On the price front, 2020 was better than 2019. The Chittagong auction average upto Sale 38 of Season 2020/21 is Tk. 194.56, whereas, in Season 2019/20 the price was Tk. 143.43.

The following graph courtesy National Brokers reveals the auction price trend of the comparative seasons.



New Developments

Finlay has recently launched Japanese green tea - Shinrai - for the first time in Bangladesh. A launch ceremony was held at the leading supershop, Unimart, in Gulshan of Dhaka.

This special Japanese green tea is grown with Japanese technology and expertise on the 125 year old Sterling tea gardens located in Moulvibazar.

Distinguished guests present were Japan's Representative Ambassador ITO Naoki; along with Yuji Ando, country representative, Japan External Trade Organization (JETRO); Hayakawa Yuho, chief representative, Japan International Cooperation Agency (JICA); Ali Reza Iftekhar, managing director and chief executive officer, Eastern Bank Limited.

Azam J Chowdhury, Chairman of the Consolidated Tea and Lands Co. (Bangladesh) Ltd; its Director Showkat Ali Chowdhury and Chief Executive Officer SAA Masrur spoke of the company's commitment to provide quality and best blends for various segments of consumers in Bangladesh.

Shinrai Japanese Green tea is available in packs of 25 tea bags and 150g loose tea packs at renowned super shops located in Dhaka and Chattogram.

21st May marks the International Tea Day. Bangladesh Tea Association is also proud to associate itself with the global movement of the tea industry to promote production and consumption of tea and ensure that the business is sustainable in terms of environment, economy and society.

TEA TIME

A BEAUTIFUL POEM BY LEE TZU PHENG..

Sip your Tea
Nice and Slow!
No one ever knows
When it's Time to Go,
There'll be no Time
To enjoy the Glow,
So sip your Tea
Nice and Slow!

Life is too Short but
Feels pretty long,
There's too much to do,
So much going wrong,
And Most of the Time You Struggle to be Strong,
Before it's too late
And it's time to go,
Sip your Tea
Nice and Slow!
Some Friends stay,
Others go away,
Loved ones are cherished, but not all will stay,
Kids will grow up
And Fly away,
There's really no saying how Things will go,
So sip your Tea
Nice and Slow!



In the End it's really
All about Understanding Love,
For this World
And in the Stars above,
Appreciate and Value who truly cares,
Smile and Breathe
And let your Worries go,
So..

Just Sip your Tea
Nice and Slow....

TEA TASTING

I judge every tea against four categories: zing, sparkle, colour and body.
I taste at double strength, before spitting it out, says **Yasmin Lee**



I remember seeing the advert online. I was in that post-university period of uncertainty: I'd graduated with a degree in human geography with no idea what I wanted to do next. I wasn't one of those people with a burning passion for something, but I did like tea and I wanted to become an expert in something. So I thought, why not?

The interview process for the role of professional tea taster was intense. There was a maths test as well as a tea testing, and I had to give a presentation on a beverage of my choice. You have to have quite a rounded set of skills. But I got the job.

It takes seven years to train as a fully-fledged tea buyer and blender. During training, we had a blind tasting once a week involving six teas from different areas. The aim is to figure out the origin of each tea, down to a specific region; for example, whether a tea is from the east or the west of the Great Rift Valley in Kenya. Once you get to a certain level, you are even able to distinguish teas from particular gardens. I thought I would never reach that level of accuracy – in the first few weeks, I did so badly. But it's amazing how much you can improve. I ended up becoming a bit of a tea nerd.

On a regular day, we'll taste anywhere from 50 to 300 teas. We have constant deliveries arriving at the warehouse, of containers filled with about 24,000 kg of tea – many different

batches, which we then have to taste. There are a lot of things that can go wrong in the tea world. The taste fluctuates hugely depending on where it's grown, and the supply can be impacted by many things, such as weather or the political situation in a tea growing country. We taste and re-taste each tea to make sure it's hitting the correct standard and that the blend remains uniform.



One nerve-racking thing about those first couple of weeks on the job was, ironically, the etiquette of our tea breaks. Everyone drinks tea on their breaks – but I worried people would think I wasn't serious if

I revealed I put sugar in mine. I grew up in Singapore, where I drank a lot of bubble tea, so was used to that sweet taste. For weeks, I left out the sugar, until one day I saw my colleague adding it and realised it was okay.

Setting up a counter – a testing station – is very specific and technical, and we have a specialist team to help us. When tasting black tea, every tea has to weigh six grams and be brewed for six minutes, with uniform quantities of water and milk added. We taste at double the usual consumer strength so that the flavour is intensified, slurping it from a spoon, and then spitting it out into a spittoon.



TEA TIME

It can also be a messy process, with three people all tasting very quickly, and everyone's hands getting in the way while they are trying to spit and slurp. Early on in my training, I felt mortified after spitting on one of the senior tasters' hands, but I later realised it happens all the time.

In my first year, I had to get to grips with a new language. We grade every product we test in four categories: zing, sparkle, colour and body. Now, if someone asks me for a "4FY44", for example, I can visualise exactly what tea they're after: level four zing, yellow-looking, bright and full-bodied. In the morning, we focus on tasting existing blends but in the afternoon we create new ones: I worked on a

rose, hibiscus and rosehip herbal tea that came out recently.

Tasting so many teas throughout the day doesn't put me off drinking it, because we always spit it out. I still drink a lot in my downtime: my flatmates and I probably get through about 140 teabags a week. When I get home, I have three teas: a regular brew when I get in, then after dinner I have a mint tea, and a camomile before bed.

I've tried hard not to become a tea snob but I must admit I have developed a taste for very specific, and often premium, varieties. Still, this doesn't get in the way when I'm having a cuppa at a friend's house. My only request? Give it plenty of time to brew.

• *Courtesy Elizabeth Mc Cafferty.*



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MS CERT

TEA BOMBS ARE RULING THE INTERNET

The latest entrant in the food circuit, chefs share tips for tea lovers to now savour their favourite beverage in a fun, quirky way

Leaving behind hot cocoa bombs, tea bombs is the latest food trend that is brewing online. And tea lovers are tickled pink to see this new-fangled version of their favourite cuppa. “Tea bombs are gaining popularity because of their quirkiness. It has candy, which complements tea very well,” says Chef Nishant Choubey.

What exactly is a tea bomb, one may wonder. It is a sugar ball filled with herbs, crushed tea leaves and flowers, as well as edible glitter and other such confections. “The process of making the bomb is quite simple. It requires corn syrup and of course, tea,” adds Choubey.

Tea bombs come in various flavours, such as honey, lemon, chamomile, lavender, etc. “One can easily prepare a cup of tea using these tea bombs, in a matter of minutes. All you need is a cup of hot water and a tea bomb. Just pop the bomb in water,” says Chef Neeraj Tyagi. And voila! The tea is ready.

Chef Sabyasachi Gorai finds tea bombs “fantastic”, and feels it’s a new way of replacing tea bags. “It is interesting ---an isomalt marble ball explodes into flavour, once dipped in hot water,” says Saby, who plans to recreate the idea soon.

In the wake of the pandemic, when the spotlight is on strengthening the immune system, immunity boosters such as ginger and turmeric, to name a few, are also being used to make these tea bombs, thereby making them a treat to both the eyes and the taste buds.

Neharika Sharma



Tea bombs come in a host of flavours



GHANA & NIGERIA TEA MARKET TRENDS



SACHIN VERMA
Chief Executive Officer
JV GOKAL & Co. Pvt Ltd.
New Delhi, India

FACT SHEET



- West Africa tea market is expected to be around US \$ 2 billion in yr. 2021
- Green tea also showing growth in a traditional black tea market
- Average growth rate of tea is 4% annum in West Africa
- Major players: Unilever, Mokate, Promasidor, Mokate, Zaffico, AVI ltd., Kakuzi etc.
- Nigeria – Lipton & Top tea major brands
- Consumption of Lipton over four times then Top tea
- Annual Tea consumption – 60,000 tons +
- Over 90% tea in teabag format
- Top tea popular size 25 teabags
- Top tea in black, lemon, ginger & other flavors present, also in Round teabags
- LOYD, GLEN, QUALITEA other brands in Nigeria
- 25 teabag weight varies from 45 gm to 50 gm
- 200 gm size also popular
- Flavored teas also popular
- Lipton & Top tea shelf life 2 years & Qualitea 3 years
- In other WA countries shelf life 3 years
- Ceylon teas traditionally had a good penetration but in last few years Indian teas have made deep inroads in West Africa markets & growing rapidly
- The top 10 countries Ghana imports tea from are UAE, Sri Lanka, Great Britain, China, Saudi Arabia, United Kingdom, Belgium, India, South Africa and Netherlands.
- The major players of Ghana tea market are Unilever Ghana Limited (most popular is Lipton Yellow Label tea has become a household name and Anchor Tea brand), Chocho Industries Company Limited, Zenith Overseas Limited and Forewin Ghana Limited.
- Lipton brand has been on the Ghanaian tea market since 1994 . Lipton has captured the hearts of the consumer in this length of time.
- The average Ghanaian would rather shop from the open market, kiosk or neighbourhood store rather than a departmental store. Wholesale distributors sell to other market players such as street hawkers, kiosk and shop operators who further distribute on retail basis to the final consumer.

- Share of throat -Tea is mostly consumed by men than by women in Ghana. This is also anticipated for the future.
- Tea consumers in Ghana mostly are between the age group 23- 42 years, and is higher amongst single status individual than in married couples.
- According to the informal suppliers, most respondents prefer to purchase the Lipton brand in box packs of 25 bags and then in individual tea bags
- The most consumption of tea takes place in the northern parts of Nigeria unfortunately this is also the most competitive in terms of pricing due to the income levels in the north being lower and mostly derived from agriculture
- The market there is divided into black tea and flavoured tea.



- Presently we are the leaders in the flavoured tea range. specialty tea does not sell much in the north.
- According to the market, the origin nor the brand matters as much as the price. there are even some local tea companies producing tea bags in the north.
- With regards to the middle and southern parts of Nigeria, the leader if Lipton as these parts are brand loyal. other brands are present but Lipton holds the largest

market share.

- However it is worth to note that in the southern states, all beverages (coffee, tea, malted chocolate) are classified as “tea” and are usually in every household for members to pick what they like.

Consumer preference Traits for Black Tea in Ghana

- Must infuse quickly
- Should have lasting aroma
- No after taste
- Must be the right colour
- Preferred packaging 25 teabag count
- Annual Tea consumption – 14000 tons

Gokal
Your Tea Solution





Dr. Madhuri Nanda Director–South Asia, Rainforest Alliance

The COVID-19 pandemic shows that we need to revisit our approach to sustainability

The COVID-19 pandemic has shaken South Asia and the world in profound and unexpected ways. Building capacities and strengthening resilience among these vulnerable communities in developing and emerging economies must be prioritized. We must invest more if we are to achieve the UN Sustainable Development Goal 17, which aims to “Strengthen the means of implementation and revitalise the global partnership for sustainable development.” Partnerships among corporates, governments, communities as well as civil society can not only go a long way towards supporting the most vulnerable but also protecting our fragile planet from environmental threats including new zoonotic diseases.



How the Rainforest Alliance approaches sustainability in South Asia

This is what we aim for at the Rainforest Alliance, which works at the intersection of business, agriculture and forests, emphasising the need for shared responsibility. Globally, we focus on cocoa, coffee, tea, bananas, spices, forest products, and palm oil. In India and Sri Lanka, we are working on certification of tea, coffee, spice and palm oil and on several landscapes initiatives. For instance, we are currently in the process of launching a large scale initiative for developing sustainable landscapes and communities which involves producers, communities, governments, including state departments, companies, UNEP, IUCN and other local partners working at the grassroot level. Spread across the western and eastern Ghats, this initiative aims at restoring degraded land and conserving forests while supporting communities. Our current portfolio of activities includes training and capacity building support for farmers, especially smallholder farmers partnering with key stakeholders in the region.

Further, in South Asia, we are growing our team to support other critical landscapes in India and Sri Lanka, as well as expanding our work to serve additional geographies in the region. At the same time, we are exploring crop diversification and new commodities in line with the needs of local communities, especially

Sustainability is a long-term journey and to make sectors truly sustainable, all supply chain actors have a role to play. An inclusive supply chain is one where both the value and the risks are shared. This requires a shift to a system where the producers' costs and investments are covered and their efforts to make their farms and production more sustainable are rewarded.



smallholder farmers. With careful monitoring and evaluation of the impact of our programs, we are proud to have contributed to the impact and sustainability journey of our partners. We will continue to do so, extending beyond farms to broader sustainable landscapes and communities, focusing on targeted youth engagement, through alliances, and on awareness-raising. Our advocacy work in the region continues to align with the government’s plans and we look forward to joining forces with more like-minded organisations to make responsible business the new normal, so that people and nature can thrive in harmony.

SOME ACTIVITIES OF RAINFOREST INDIA – Fact Sheet

Sustainability certification

Rainforest Alliance crops are grown by 2 million+ farmers, on 7 million+ hectares of Land in 63 countries. In India, Rainforest Alliance has brought 205002.34 Hectare of land and 387575 Metric Tons of produce under sustainable practices.



Working in the landscape

The Rainforest Alliance is

designing a Landscape and Communities project on “Transforming agricultural systems and strengthening local economies in high biodiversity areas of India through sustainable landscape management and public-private finance” funded by the Global Environment Facility (GEF).



Special assistance

With Covid threatening health and livelihoods of daily wage workers,

Rainforest Alliance has created a special fund pool to support some such communities in the producing origins. The Rainforest Alliance has assisted the front line health workers in the



tea estates of Assam in partnership with the Indian Tea Association (ITA), providing basic health and personal protective equipment to 1450 health workers in the 145 RA certified tea estates.

We are also providing high value nutrition food basket to pregnant workers and young mothers in the tea estates.

ITA awarded at the ICC Social Impact Awards March, 2021 for our sustainability initiatives in the health category.

sustainability initiatives in the health category.

Dhunseri Group opens Chhote Lal outlet for retail teas



STATEMENT OF OWNERSHIP AND OTHER PARTICULARS ABOUT THE NEWSPAPER ENTITLED CONTEMPORARY TEA TIME, AS REQUIRED TO BE PUBLISHED IN THE FIRST ISSUE OF EVERY YEAR AFTER LAST DAY OF FEBRUARY.

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CRITICAL ROLE OF WET BULB TEMPERATURE IN WITHERING PROCESS

Preface:

This article delves into the understanding of Wet Bulb Temperature, its importance and the role it plays during withering process. We will also discuss few important facts about WBT which are often ignored in the tea industry.

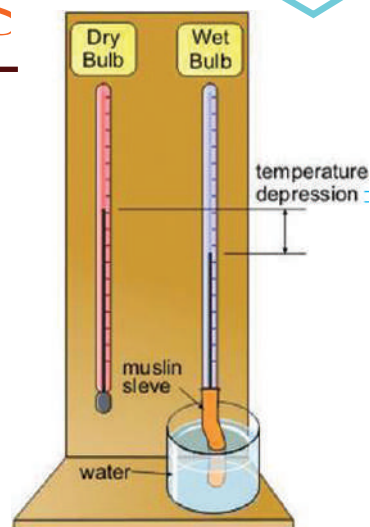
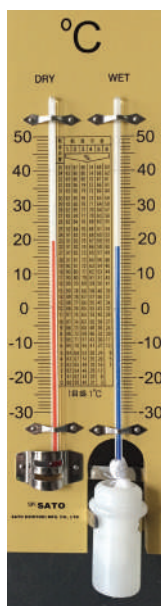
Pan India, amongst all the commonly known parameters of air i.e. dry bulb temperature, maximum & minimum temperature, and relative humidity etc., the Wet Bulb Temperature is the one which probably receives the least attention by the Planters. Further its importance is not perceived well and as a result a good percentage of the estates do not take care to measure (& record) the wet bulb temperature properly as evident from the fact that in most of the Dry & Wet Bulb thermometer sets mounted on the walls, either the wick covering the wet bulb is not clean and/or there is no water left for evaporation in the container the thermometer bulb is dipped into.

Note: For right measurement of WBT, the wick is to be checked on regular basis and to be replaced with a new one as and when it accumulates dirt/tea fluffs which prohibit evaporation of water. Also water to be used must be distilled only.

Definitions:

Dry Bulb Temperature - When we refer to the temperature of the air, we normally refer to its dry bulb temperature. It is measured using a normal thermometer with bulb which is dry and freely exposed to the air. It is called *Dry Bulb* because the air temperature that is indicated by the thermometer is *not affected by the moisture* of air.

Dry & Wet Bulb Thermometer set



Hygrometric Difference

Wet Bulb Temperature - The temperature of air at which evaporation (of water) takes place is called the Wet Bulb Temperature. It is measured by wrapping a wet wick around the bulb of a thermometer and the measured temperature is known as wet bulb temperature. It is the lowest temperature at which air can be *cooled by the evaporation of water* into the air.

Relative Humidity - R.H. tells us how much water vapour (moisture) is in the air at certain, compared to how much it could hold maximum at that temperature. It is shown as a percent e.g., a *Relative Humidity* of 50 % means the air is holding one half of the water vapour (moisture) of what it could hold as maximum at that temperature. R.H. changes with change of air temperature. Also air's moisture holding capacity goes up with rise in temperature.

Attributes:

The *difference* between these two

TEA TIME

temperatures i.e. DBT and WBT is a measure of the *wetness or humidity* of the air. Higher the temperature difference, lower is the humidity and vice versa. For better understanding, the difference between two is low in monsoon e.g. DBT 62 deg F & WBT 60 deg F will mean high humid condition, air's **Relative Humidity** being 90%. Likewise in fair weather if these are DBT 75 deg F & WBT 65 deg F, it will mean less humid condition, air's R.H. being 60%.

Note: The above examples are based on an elevation of 4,000 ft above M.S.L. at constant atmospheric air pressure.

Effects on Withering Process:

We all know that the main purpose of withering is to make the tea shoots *flaccid* and to concentrate the *sap* in the cells. Further that the *duration* and the *air* temperature for withering influence the characters of *Made Tea*. While lower temperature favours development of *quality*, high temperature may develop *colour* at the expense of quality.

Ideal conditions for withering are **low wet bulb temperature** with **right Hygrometric Difference** of 4 - 6 deg F with **ample air supply**.

Heating Vs Desiccation:

Heating: During second flush and monsoon, in attempt to bring down the R.H. from 90%, when the air inside the trough is heated from say 62 deg F DBT to 95 deg F DBT, the air's WBT also goes up in uncontrolled manner. Further with the hourly change of the ambient weather during the withering process, the fluctuations of WBT takes place which interrupts the process of **even withering**. Perfect withering needs raising DBT **without appreciably raising WBT** as well as **controlling the H.D.**

Desiccation : Instead of heating, if we desiccate a small percentage of the incoming air to the axial flow fan with the help of a Dehumidifier to make the mixture (of ambient air and desiccated air) inside the trough at a H.D. of 4-6 deg F with least rise in wet bulb temperature,



it will result in Even & Perfect Withering.

Further if we look from **energy** point of view, say for a 30,000 CFM capacity trough, to achieve the above **heating** the energy spent is **170 kW/hr** i.e. 1, 46,000 kcal/hr (290 kgs/hr of Steam @ 7 bar) while a **Dehumidifier** will need approx. **20 kW/hr** of power only to do a much more better job as far as wellness of withered leaves is concerned.

Conclusions: As evaporation of *moisture takes place along the wet bulb temperature line*, we can **control** the **WBT** and hence the Hygrometric Difference using desiccant dehumidifier. Thus we can control the entire withering process. While heating beyond 32 deg C has serious detrimental effects on green leaves in terms of its VFC's and Flavonoids, withering with controlled WBT gives Green and Flaccid leaves and most importantly Even Wither without any loss of leaves' inherent chemical qualities.

Interestingly because of above phenomenon, even for Continuous **Physical Withering** machines where **DBT** is as high as **45 deg C**, by restricting **WBT** down to 27 deg C, Havukal Estate, Kotagiri, The Nilgiris have been getting Green, Flaccid and Evenly Withered leaves thus helping better maceration and finally yielding more of 'OP' grades since 2018.

Key to perfect wittering lies in restricting the rise of WBT by using desiccated air in lieu of hot air.

Reference: 1) Tea Manufacturing Manual by TRA 2) Tea Research Institute, Sri Lanka 3) University of Illinois



The author Tapan Das, B.E. (Mech) from erstwhile B.E. College, Shibpore is a practising Consultant for premium tea estates for **Heat-less withering and Energy Optimisation**. Any technical query/clarification may be addressed through Email: apptechsols@gmail.com or Mob: +91 98300 31625

WAGH BAKRI

Mili
PREMIUM



Wagh Bakri's Mili Tea
Promises Superior Quality & Hygiene;
Contains **trustea verified tea.**

Wagh Bakri Tea Group is known for offering consistently superior quality products and committed to provide the quality tea to its consumers.

Under Wagh Bakri Tea Group, brand “Mili” which is known for its unique tea blend that offers premium quality tea, which has strong flavor and aroma with added advantage of more cuppage. Wagh Bakri Mili tea has trustea verified tea leaves* which ensures Superior Quality and is hygienically processed, so as to offer healthy tea to our consumers.

India Sustainable Tea Program (trustea) is supported by Prominent Entities of India one of which is Gujarat Tea Processors and Packers Limited (Wagh Bakri Tea Group). The purpose of trustea is to promote sustainable agricultural practices in tea sector and also to protect the ecosystem whilst improving the quality of life for Indian Tea Producers and Workers. trustea is an Indian Sustainability Code and Verification System for the tea sector. The trustea code is a code that validates that tea is being produced in a sustainable manner under the three pillars of trustea – Environment, Safety and Livelihoods, based on Indian regulations and globally accepted sustainability principles. It enables producers, buyers and others involved in Indian tea businesses to obtain tea that has been produced according to agreed, credible, transparent and measurable criteria. With our long-standing commitment to sustainability, with this verification, the consumers are assured that the tea they are consuming has been produced responsibly, and producers can credibly demonstrate their commitment to sustainability.

*Disclaimer:

More than 50% of tea used in Mili Tea is sourced from trustea verified gardens.

TEA TIME



Chai Kings has a staff strength of 150



Sadagopan and Sadique are aiming at a turnover of Rs 20 crore during FY 2019-20



Jahabar Sadique (left) and Balaji Sadagopan started with a single tea shop in 2016. Now, Chai Kings has grown into a 17-outlet tea chain (Photos: Special Arrangement)

CHAI KINGS

Duo quit IT jobs to start tea shops and achieve Rs 7.4 crore turnover in two years

Move over coffee, Chennai loves its own cuppa. This was proved right by two city boys, whose desire to build a brand of their own impelled them to pick tea for business. It brewed well in a multi-flavoured fashion that they took home Rs 7.4 crore from their 17 outlets during FY 2018-19, just two years after launching Chai Kings.

The success story of Jahabar Sadique and Balaji Sadagopan, comrades in arms, first in the IT industry and then in the business of brewing a wide range of flavoured tea to suit the changing tastes of Chennai, sounds more like a fairytale.

Sadagopan, son of a bank manager, was the first to broach the subject of starting a business with colleague Sadique, a bank cashier's son, who was sceptical about his friend's childhood dream. As a boy he had watched

his father doing his own business in the cable television industry and burning his fingers.

Yet when it came to real action, Sadique took the plunge first. He quit his job from an IT company to start JBS Ventures, of which Sadagopan was a distant partner, in 2012. The company did franchising for a few known brands, a salon and a fast food chain besides taking up ITES services.

Prior to that, Sadagopan, now 42 years, and Sadique, two years younger, had spent close to a decade and a half in the IT and ITES industry managing huge manpower that at times spread out to many countries from the east to the west.

When the JBS venture began doing well, Sadagopan too quit his job to join Sadique full time and it was during one of their jaunts to Delhi that the idea to start their own brand was born.



*A Chai Kings outlet in Chennai;
an ambience to chat over chai*

“Working with franchises gave us an insight. The idea of a beverage shop had first struck in 2007 when we discussed the possibility of opening a coffee shop like the one we were then passing by,” says Sadagopan. “It struck us that creating ‘an ambience for tea at a price’ could be a feasible business idea,” says Sadique.

Chai Kings was born in October 2016 with the first outlet at Kilpauk in a 350 sq ft space with an investment of around Rs 25 lakh. In fact, they had planned four outlets, each with an average space of 400 sq ft, in posh localities in central Chennai area with an investment of Rs one crore, all coming up within six months.

Everything went as per plan. So, with the starting price of a cup of tea at Rs 20 - which was slightly more expensive than the regular tea stalls that dot the streets of Chennai, but less than the plush cafes where customers usually lounged - Chai Kings captured the imagination of the city’s tea aficionados.

More than anything else, there was the twist to the known taste of tea at Chai Kings. The teas were flavoured, ranging from Ginger to Hibiscus to Hyderabad Sulaimani to Kerala Dum. There are a variety of herbal options, too.

MARKETING



Snacks served at Chai Kings ranged from noodle samosa to sandwich, cookies, dessert to noodles, along with a few milkshakes too. And they could all be booked online and a home delivery system was put in place. They not only tied up with food delivery apps but also packaged hot beverages in specially made cardboard flasks.

Their revenue went up from Rs 25 lakh for the four outlets per year to Rs 2.3 crore for the seven outlets. By March 2019, they had added nine more outlets and were making Rs 7.4 crore with their staff strength standing at 150. Their 17th outlet was opened in April 2019 in West Mambalam.

With their focus now entirely on Chai Kings, they are now planning 100 outlets and a presence in multiple cities by 2021, which includes taking over a similar established tea chain in Bangalore.

The duo who received a funding of Rs 2.1 crore from an angel investor in 2018 to start 10 stores, is talking to a few other investors for their current expansion plan.

“The globe will be our playground, if we focus and move this business on a steady current,” say the new age first generation entrepreneurs, who share a passion for good food and sound business.



TEA TIME

BRANDING ABROAD MAKE IN INDIA

Bala Sarda founded Vahdam Teas in New Delhi in 2015, to make the Indian teas brand positioning stronger in the global market. With a total of 175 SKUs, the company clocked a Rs 145 crore turnover this fiscal.

According to an IBEF report, India ranks second in tea production worldwide. In fact, after water, tea is the most consumed beverage across the world. Geographically and climate wise, India is suitable for tea cultivation, with the northeast region, north Bengal, and southern India accounting for the highest tea production. In recent years, Darjeeling tea has made a name for itself in the global market, with the UK brand Twinings Tea and Starbucks' subsidiary, Teavana boasting of the Indian flavour for their customers. Although Indian teas are in wide demand, BalaSarda felt that India as a brand is not efficiently placed in foreign markets. In an interaction with SMBStory, the Founder and CEO of Vahdam Teas, says, "There are foreign brands

that are sourcing tea from India and consumers abroad love the taste. However, I didn't find the 'Made in India' tag as the selling point there. The perception is that if an Indian brand is selling the same product, it wouldn't be of good quality."

Hailing from a family of tea exporters, Bala grew up in an environment where a substantial know how of the tea industry was inevitable. After graduating from college, Bala visited his family tea estates in



Vahdam Teas' gift hampers



Darjeeling and realised the massive potential that Indian tea has and the value it can create in the global tea industry.

In 2015, at the age of 23, Bala founded Vahdam Teas — a digitally native, vertically integrated global wellness brand, that ships one of India's finest teas to the world. The company is headquartered in New Delhi.

Brewing up

While exploring the US market to launch his brand, Bala recalls, "Vahdam was welcomed by the foreign market. However, as our core aim was to position the Indian tea brand in the foreign market, we labelled our boxes as 'Packed in India,' but this wasn't welcomed in the US."

Bala was asked to remove the label as US consumers perceived Indian brands to have a misfit quality, he adds. Ironically, India contributes 25 percent to total global tea production. The country is also the fourth largest global exporter of tea, besides herbs, spices, and superfoods, including turmeric, moringa, ashwagandha, tulsi, giloy, etc., that constitute the ingredients of herbal tea.

Global brands source these superfoods and tea from Indian OEMs or farms and sell under their brand label, Bala claims. "Not many brands take



the initiative to promote Indian tea by launching a homegrown brand in foreign countries. You see Starbucks introducing turmeric latte. It is the Westerners who are promoting the benefits of our homegrown products, so why shouldn't we? I wanted to crack this opportunity and retain the value at the source," he explains. After clearing the USDA certification and the non-GMO verification, Bala launched in the US market. He also explored Canada, the UK and Germany as potential markets.



Bala with the tea garden grower

Vahdam is now available in 1,000 brick and mortar shops in the US. It is one of the first few Indian brands to list in premium and legacy retail chains in the US, including Nordstrom, Neiman Marcus, Bloomingdales, Nordstrom, Bergdorf Goodman, and Saks Fifth Avenue. Bala says Vahdam has close to 1.5 million US customers.

In five years, Vahdam Teas has raised over Rs 110 crore in venture funding in four rounds. Its investors include VCs like Fireside Ventures, Sixth Sense Ventures, and Mumbai Angels (20 Angels); family offices of Mankind Pharma, the SAR Group, and the Urmin Group; and angel investors, including Kris Gopalkrishnan (Co-founder, Infosys), Pankaj Chaddha (Founder, Zomato), Amrish Rau (Founder, PayU), and others.

Supply chain

Vahdam procures all its raw materials directly from the tea gardens rather than from the traditional auctions. Leveraging technology, the brand conducts its R&D, blending, and packaging at its 1,00,000 sqft facility in Noida.

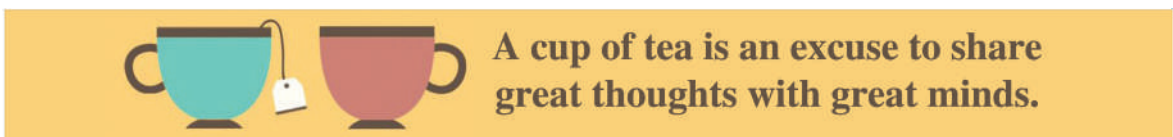
The company sources tea from over 100 tea growing regions, including Darjeeling, Assam, Nilgiris, and Kangra. It also sources superfoods, including turmeric from Maharashtra,



Vahdam Teas' turmeric classic latte mix

Tamil Nadu, and Andhra Pradesh; ginger from Maharashtra, Karnataka, and Kerala; ashwagandha from Madhya Pradesh and Rajasthan; and moringa from Tamil Nadu, Karnataka, and Andhra Pradesh. Initially, the company started with loose leaf teas, including black tea, green tea, oolong tea, white tea, etc. At present, it has ventured into 175 SKUs, including pyramid tea bags, superfoods, gift sets, assortments, teaware, and drinkware. Vahdam has its distribution channels set up in India, the US and Europe. In FY21, the company is on track to do a Rs 155 crore turnover. It has clocked Rs 145 crore so far. Bala says about 50 percent of Vahdam's revenue comes from the US, 30 percent from Europe, and 20 percent from the rest of the world, including India.

Edited by Suman Singh



WHAT IS TEA CULTURE?

LESSONS FROM AROUND THE WORLD

Tea has its roots in several ancient cultures. Revered for its therapeutic



properties and the laborious involved in growing, harvesting and processing high-quality leaves, tea was considered to be, by many, a sacred beverage.

Today, though the average consumer may not be aware of Tea's rich history and cultural significance, most of us are still drinking it for the same reason – to improve our sense of wellbeing. Here's a look at three distinct cultures from around the world and how they shaped the way we enjoy our brews today.

THE 'TEA ART' OF CHINA

Stories about the discovery of tea vary and depend on who you ask, but we know that the Chinese have been drinking tea leaves since at least the 600's. Tea was believed to be medicinal and was believed to be central in their daily lives.



Tea has traditionally served three primary purposes in Chinese society:

TO IMPROVE WELLNESS: TO RECOGNISE STATUS: AND TO BRING PEOPLE TOGETHER.

Offering tea and drinking tea together is a sign of respect. "Tribute tea" was specifically reserved for and presented to the emperor in official ceremonies. Some of the high-quality teas were to be consumed only by the upper class. But tea was still a part of the average citizens as it is said that no Chinese family was without tea regardless of status.

But tea wasn't more than just a linchpin it was meant to act as a medium through which people could become closer to Nature. The tedious process of tea production should be honored by drinking it in a quiet and beautiful environment with a peaceful setting, which would create a spiritual connection to Nature. That was the "art" of tea culture for the Chinese.

TEA CEREMONIES OF JAPAN

Japan's tea culture is heavily influenced by china. Tea was brought to Japan from China in the 8th century, and was primarily consumed by the priests and the upper classes. Eventually it trickled down and was consumed by the masses in Japan and drinking tea became a common activity amongst all social classes.

In the 16th century, informal tea parties evolved into Tea ceremonies. The traditional





tea ceremony took place in a tea house situated in a simple garden, designed to be peaceful and serene. The tea ceremony was meant to symbolize balance and simplicity, it was meant to help reconnect with one's spirituality.

THE CHAI STALLS OF INDIA

The staple of Indian tea culture is not necessarily tea at all – let's talk about Chai. Though this popular drink uses black tea as its base, traditional recipes are only a mix of ginger, cardamom, staranise, cloves and sometimes black peppercorns. The spices are normally mixed with milk and sweetened with sugar.

Much like the Chinese medicines Ayurvedic medicine posited that this blend of spices could eliminate illness.

Chai stalls in India were the original Starbucks – the third space where people could gather and discuss the news of the day along with a cup of chai. Though chai stalls have been replaced today with a more stylish tumbler and have supplanted traditional clay teacups, chai remains at the centre of the social scene whether it's been brewed for visitors or just prepared out on the street tea in India is a centre space for everyone regardless of class.

BRITAIN'S HIGH TEA

When traders from the East India Company began bringing tea back from their travels



in the 1600's the British quickly developed their own tea traditions. It became customary to take a mid-afternoon break for some tea, scones, cucumber sandwiches to stave off hunger and gather energy for the rest of the workday. Afternoon teas meant breaking out fine china and sipping to delicate flavor some teas from Assam with the delicate Earl grey blends it became



a favorite. Today tea is considered a must have in an average Brit's life whether you find it in a kitchen cabinet or a cafeteria table.

For the Chinese, Indians and Brit's tea was a way to bring people together it was a shared experience and a chance to connect with people.

It was also valued as a health booster – a hand me down remedy for a range of ailments that has only been added to the rich history of tea.

By *Samantha Xavier*



Health Benefits Of Tea

Anti inflammatory	Boost mental health
Control Diabetes	Fight obesity
Healthier heart	Prevents Cancer
Skin Problems	Improve bone health





A UNIQUE EXPERIENCE IN THE LAND OF MILLION SMILES

My wanderlust has taken me to innumerable places, each unique in its own way. Each of the places have their own array of “hot” beverages and mechanism to prepare them. Just before the pandemic, we had visited one of the most beautiful islands in the world, Bali. The “Island of Gods” is known for its vagaries of landscape; from pristine beaches to volcanic mountains and dreamy rice terraces. The tropical climate favors the island with a rich variety of crops. In our itinerary we had reserved one day to visit the rice terrace and coffee plantations of Ubud, in the uplands of Bali. The coffee plantations are home to a variety of coffee types along with the world famous “kopi luwak”. As we entered the plantation, our guide took us through the beautiful canopy.



Hand roasted beans

Kopi Luwak is supposedly the most expensive coffee in the world. It is made with the help of a species of cat, luwak. The interesting part is that the luwak feeds on the best coffee berries from the wild. The berries go through natural fermentation in the alimentary canal. The droppings of the animal is then collected by the plantation workers and made into coffee beans. The beans come out of its digestive tract intact with the outer covering. The droppings go through several processes before it is hand-roasted and ground.

We saw the nocturnal animal peacefully sleeping in its cage. It is let open at night in the wild where it goes for its hunt

The various stages of the coffee bean

of the best coffee. The uniqueness of the coffee is that it is naturally selected by the luwak among several species of coffee. We could also see the various processes of the bean making.

The plantation grows a varied range of tea and coffee. The guide gave us an interesting platter of all Balinese beverages for us to try out. The platter contained flavored coffee and few



The platter of Balinese beverages

choices of tea. Each came with a summary of medicinal benefits. We tried Black Bali coffee, ginseng coffee, coconut coffee, rosella tea, lemongrass tea and few more. I personally loved the black Bali coffee for its strong and refreshing flavor.

We were pleasantly happy with the complete tour of the plantation and the platter. We picked up some sample and started back for our home with memories.



Wild cat, Luwak



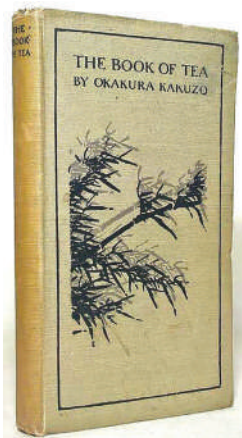
*Sukanya Das (Writer)
A travel enthusiast
by weekend and
Business Analyst by
weekday*



“THE BOOK OF TEA”

A review by *Debasish Paul*, M.A. Jadavpur University, Kolkata

Unknown to many tea aficionados of the world that, in the first decade of the 20th century, a book about tea was published in the USA by a Japanese gentleman. The name of the book, written in English was, “The Book of Tea”, and came out in 1906. Okakura Kakuzo, the writer of the book --- which became a masterpiece of tea culture, was reported to have contributed substantially to the development of art in Japan earlier. When in the first chapter he says, “The philosophy of tea is not mere aestheticism in the ordinary sense of the term, for it expresses conjointly with ethics and religion....”, readers, without hesitation, get the impression that Kakuzo wrote this book not from the point-of-view of a tea garden owner / worker; not even that of a tea exporter / retailer. Born in Japan, but educated, at his father’s wish, as per English tradition, Okakura could hardly read in his mother tongue. Self-exiled from the emerging modernism of the Meiji Era (1868 - 1912), Okakura travelled to India, China and Europe and his



meanderings carried him across the shores of the Atlantic where he found his audience intellectually amiable. ‘The Book of Tea’ --- written after two books on Japanese culture by him, became a central text of the Orientalist movement of the early 1990s and considerably enthralled poets like T.S. Elliot and Ezra Pound. Insisting on wearing a kimono in America, and sticking to Japanese manners and custom as much as possible, Kakuzo somehow felt a crisis of identity and this crisis simmers below the book’s surface throughout.

The book is written in the form of prose-poetry and consists of seven chapters. These are : The Cup of Humanity, (II) The Schools of Tea, (III) Taoism and Zennism, (IV) The Tea-Room, (V) Art Appreciation, (VI) Flowers, and (VII) Tea-Masters.

Now, before penetrating into the discussion of the book, I would first like to familiarise readers with the word “seven”. Does not ‘seven’ indicate something special or mesmerizing? The seven wonders of the world, the seven notes of music, seven colours of rainbow etc. are what we have been delighted to see and hear for ages. To

TEA TIME

this understanding, I say, that after a perusal of the book (consisting of seven chapters), men and women will surely lose themselves in a state of inexplicable mystification for hours. That is, they will rediscover themselves in a elysian world where tea, as a beverage, is not merely drunk; but as nectar, gets savoured with juvenile spirit! The book, in short, centres around the tea culture in Japan, and much beyond.

On joyful turning of the pages of this book, I learnt some surprising facts. For example, tea drinking was, at times, considered an occupation of the depraved and like all good things of the world, its propaganda met with stiff opposition. Heretics like Henry Saville denounced tea drinking as a filthy custom. Jonas Hanway said that men seem to lose their stature and comeliness and women their beauty through the consumption of tea. Some information on Buddhism, Taoism and Confucianism are included in the book too.

Readers will also be surprised to know that, like art, tea also has its periods and schools. Its evolution may be roughly divided into

three stages : Boiled Tea, Whipped Tea, and Steeped Tea; we, the moderns belonging to the last school. It is known that Oriental culture is characterised in parallel with tea culture. Again if we are to assign time periods to tea, then we must designate them as the Classic, the Romantic, and the Naturalistic schools of Tea.

It is to be noted here that like present day research done on the medicinal value of tea, Kakuzo did not delve deeper. Yet he said (more than 100 years earlier), “Tea has the virtues of relieving fatigue, delighting the soul, strengthening the will and repairing the eyesight. It was not only administered as an internal dose, but often applied externally in the form of paste to alleviate rheumatic pains.

The Taoists claimed this an important ingredient for the exilic of immortality. The Buddhists used it extensively to prevent drowsiness during their long hours of meditation.”



By Okakura Kakuzo

SOME NEW VARIANTS OF



TEA FLAVOURS

Happiness Blend

RUM FLAVOURED TEA

WHISKY FLAVOURED TEA



RARE NEWSLETTER



An enduring vision for RARE is to create transformations towards conscious living. Travel we believe is integral to transformations when it is about going back to our basic nature and back to the natural ecosystem. This involves collective growth; the growth of universal values that are applicable in personal evolution as well as shared businesses. The RARE Touchstones is a self-evaluating tool that we encourage our partner hotels to use to promote luxury travel while highlighting values of preservation and responsible tourism. The pandemic allowed us to expand and RARE & Synergy Partnerships was born - to bring together people and businesses who believe in everything natural, organic, authentic and spiritual. The idea is to encourage travellers and consumers to discover and support genuine and mindful products and services, those who believe in what we believe, the right balance of Planet, People and Profit.

Meet the RARE India Synergy Partners

Wah Tea Estate was established in 1857 in the Kangra Valley by the British and are completely weedicide and pesticide free, blended with estate grown organic herbs and flowers. The teas prepared for consumption after a process that involves careful hand-picking from the original variety of tea - *Camellia sinensis* (China Jat). In 1953, the estate was taken over by the Chaiwala family from Kolkata and today, Wah Tea Estate is looked after by the third and fourth generations of the family, Deepak and Surya Prakash. Go ahead and order your tea from them [here](#) or to stay close to the gardens, book your stay at [The Lodge at Wah](#).



Glenburn Fine Teas offers fresh, seasonal tea direct from its source. With a 100 year tradition in growing tea, the Prakash family aims to connect passionate tea drinkers around the world with the tea community on their two estates - Glenburn in Darjeeling, and Khongea in Assam. 'Darjeeling' has the coveted GI status (Geographical Index) for its geographical prominence and Glenburn is one of the 87 estates where 'Darjeeling' tea is grown. Exemplifying the two best tea regions of India, all of Glenburn Fine Teas come from a series of special harvests on the best days of each season, year after year. Glenburn tea is retailed in stores such as 'Good Earth' and can be purchased online [here](#), or better yet get it from the source by booking your stay at [Glenburn Tea Estate](#).

Bili Hu is born out of a passion for coffees and their rare availability in the domestic market.



At Bili Hu coffees they work with coffee plantations across Chikmagalur. In an endeavour to bring forth the finest cup to you, Bili Hu coffees showcase single estate coffees and blends unique agricultural practices and innovative post-harvest processes. Bili Hu is a white flower symbolic of the coffee plant flower that blooms to signify the yield in the harvest season. Order this unique coffee [here](#).

TABLE : 1

ESTIMATED TEA IN THE PIPELINE (January to December 2020)

Month	Production 2020 & B/F from 2019	Estimated Consumption 2020	Estimated Export 2020	Estimated Import 2020	Estimated Tea in the pipeline at the end of the month	Remarks
01/01/2020 b/f	46.0					
Jan	16.1	94.4	19.5		-51.8	Jan to Dec Production & Exports: Actual
Feb	14.5	94.4	18.0		-149.7	
Mar	43.7	88.1	15.3		-209.3	
Apr	39.0	75.5	22.7		-268.5	
May	96.4	74.9	0.0	3.1	-244.0	Import: Jan to May 3.1 M.Kg
Jun	138.5	94.4	20.0		-219.8	
Jul	161.0	94.4	21.0		-174.2	
Aug	159.7	94.4	16.9	9.5	-116.3	Import: Jun to Aug 9.5 M.Kg
Sep	187.9	94.4	18.0	3.4	-37.4	Import : Sept to Dec actual
Oct	175.8	94.4	19.5	2.5	27.0	
Nov	149.0	94.4	17.1	2.6	67.1	
Dec	73.9	94.4	19.6	2.3	29.4	
Total	1301.6	1088.1	207.5	23.4	29.4	

Consumption: Estimated average monthly figure considered & monthly seasonal variation ignored.

Stock in distribution and retail excluded. Only Primary market considered.

Estimated consumption in 2020 = 1108+2.2%= 1132 M.Kgs ie 94.4 M.Kgs per month

TABLE : 2

Estimated Consumption (M.Kgs)

Estimated consumption in 2018	1084
Add : Yearly increase 2.2%	24
Estimated consumption in 2019	1108



Compiled by
Soumen Bagchi

TABLE : 3

Estimated Tea in Pipeline as on 01.01.2020 (M.Kgs.)

Total Production in 2019	1390
Add : Import in 2019	16
	1406
Less : Exports in 2019	252
Available for Consumption	1154
Less: Estimated Consumption in 2019	1108
Carry forward stock as on 01/01/2020	46

TABLE : 4

Estimated out of home consumption loss due to lockdown

(Figures in M.Kgs.)

2020	Days	Average Consumption	Out of home loss	Estimated consumption
Mar	10	94.4	6.3	88.1
Apr	30	94.4	18.9	75.5
May	31	94.4	19.5	74.9
Total	71	283.2	44.7	238.5

Out of Home Estimated Consumption: 20%



ESTIMATED TEA IN THE PIPELINE (January & February 2021)

Month	Production 2021 & B/F from 2020	Estimated consumption (2020 +2.2%)	Export	Estimated Import 2020	Estimated Tea in the pipeline at the end of month	Remarks
01/01/2021 b/f	29.4					Production : Jan & Feb actual
Jan	16.1	96.5	16.5	2.5	-65.0	
Feb	17.5	96.5	18.0		-162.0	Exports : Jan actual & Feb as per 2020
Total	62.9	193.0	34.5	2.5	-162.0	

ESTIMATED TEA IN THE PIPELINE (March to December 2021)

Month	Estimated Crop as per 2019	Estimated consumption (2020 +2.2%)	Estimated Exports as per 2019	Estimated Import as per 2020	Estimated availability in 2021	Remarks
01/03/2021 b/f	-162.0					Estimated: i) Crop Mar to Dec - as per 2019 ii) Domestic Consumption: 94.4+2.2% growth iii) Export as per 2019 iv) Import: As per 2020 Jan to May 3.1 M.Kg Jun to Aug 9.5 M.Kg Sept 3.4 M.Kg Oct 2.5 M.Kg Nov 2.6 M.Kg Dec 2.3 M.Kg
Mar	74.6	96.5	21.1		-205.0	
Apr	84.5	96.5	17.9		-234.9	
May	134.3	96.5	18.8	3.1	-212.8	
Jun	150.5	96.5	16.4		-175.2	
Jul	176.2	96.5	19.0		-114.4	
Aug	172.2	96.5	25.3	9.5	-54.4	
Sep	185.8	96.5	20.5	3.4	17.8	
Oct	177.1	96.5	24.6	2.5	76.3	
Nov	139.5	96.5	20.9	2.6	100.9	
Dec	66.3	96.5	21.3	2.3	51.8	
Mar to Dec	1199.1	964.8	206.0	23.4	51.8	

TEA TIME

**Category wise percentage of Tea sold in Auction under different Price range
April to March : CTC**

Assam : Estate	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	0	2	11	18	12	20	21	6	5	7	100
2019	10	17	18	16	16	19	3	0	0	0	100
2018	1	18	26	23	17	13	2	0	0	0	100
2017	6	16	25	19	15	16	2	0	0	0	100
2016	4	26	30	18	12	9	1	0	0	0	100

Doors & Terai : Estate	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	0	2	11	14	12	30	29	3	0	0	100
2019	7	16	18	23	23	12	1	0	0	0	100
2018	2	20	23	26	19	10	1	0	0	0	100
2017	9	17	22	24	20	7	0	0	0	0	100
2016	5	27	26	23	15	4	0	0	0	0	100

**Category wise percentage of Tea sold in Auction under different Price range
April to March : ALL DUST**

Assam : Estate	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	1	4	11	14	11	19	18	5	5	10	100
2019	11	15	18	13	13	27	2	0	0	0	100
2018	2	19	20	16	19	24	1	0	0	0	100
2017	5	17	22	16	15	25	1	0	0	0	100
2016	5	27	22	21	17	9	0	0	0	0	100

Doors & Terai : Estate	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	0	3	13	19	13	32	19	0	0	0	100
2019	7	22	31	24	14	3	0	0	0	0	100
2018	2	20	35	26	14	3	0	0	0	0	100
2017	6	22	32	25	12	2	0	0	0	0	100
2016	4	39	34	18	5	1	0	0	0	0	100

**Category wise percentage of Tea sold in Auction under different Price range
April to March : CTC**

North India :: BLF	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	0	10	23	15	11	30	9	1	0	0	100
2019	36	43	15	5	1	0	0	0	0	0	100
2018	8	58	27	6	1	0	0	0	0	0	100
2017	38	38	17	6	1	0	0	0	0	0	100
2016	24	60	14	2	0	0	0	0	0	0	100

**Category wise percentage of Tea sold in Auction under different Price range
April to March : ALL DUST**

North India :: BLF	Below Rs.100	Rs.100 -125	Rs. 126 -150	Rs. 151 -175	Rs.176 -200	Rs. 201 -250	Rs. 251 -300	Rs. 301 -325	Rs. 326 -350	Above Rs.350	Total %
2020	0	7	17	17	11	28	15	1	1	2	100
2019	25	42	23	6	2	2	0	0	0	0	100
2018	5	34	38	13	7	3	0	0	0	0	100
2017	14	35	30	11	6	3	0	0	0	0	100
2016	16	58	22	3	1	0	0	0	0	0	100



N.I. (CTC+DUST) APRIL TO MARCH

Month	Buyer Zone	2020			2019		
		L. Kgs.	Avg. Rs.	%	L. Kgs.	Avg. Rs.	%
APR	HUL	0		0	2	134.10	2
	TCPL	0		0	1	114.68	1
	3RD FORCE	1	269.98	24	21	177.51	20
	OTHER	3	210.52	76	84	151.94	77
	TOTAL	4	254.78	100	108	156.12	100
MAY	HUL	22	214.60	20	32	138.28	11
	TCPL	7	170.40	7	24	122.71	8
	3RD FORCE	17	213.95	16	53	158.42	17
	OTHER	61	193.62	57	195	143.73	64
	TOTAL	107	199.56	100	304	143.62	100
JUN	HUL	51	265.25	25	39	151.74	13
	TCPL	12	191.04	6	16	114.40	5
	3RD FORCE	32	230.53	16	52	166.37	17
	OTHER	112	223.27	54	195	156.10	65
	TOTAL	207	233.00	100	302	155.06	100
JUL	HUL	57	295.65	16	65	159.29	14
	TCPL	45	265.53	12	44	145.66	10
	3RD FORCE	66	258.21	18	79	164.69	17
	OTHER	193	250.33	53	276	159.86	59
	TOTAL	361	260.82	100	464	159.24	100
AUG	HUL	94	305.28	23	62	165.11	15
	TCPL	84	276.36	20	73	149.25	17
	3RD FORCE	60	277.84	15	56	159.00	14
	OTHER	175	275.16	42	224	154.01	54
	TOTAL	413	282.65	100	415	155.49	100
SEP	HUL	56	283.68	15	52	169.84	11
	TCPL	55	262.00	14	81	144.62	18
	3RD FORCE	78	266.98	21	62	156.44	13
	OTHER	189	268.86	50	272	146.49	58
	TOTAL	378	269.68	100	467	150.09	100
OCT	HUL	57	247.75	14	49	165.58	11
	TCPL	72	228.21	17	55	130.96	12
	3RD FORCE	52	235.33	13	62	158.54	14
	OTHER	233	230.57	56	286	146.25	63
	TOTAL	414	233.12	100	452	148.17	100
NOV	HUL	51	203.93	12	53	160.47	12
	TCPL	52	169.57	12	59	121.55	13
	3RD FORCE	47	183.43	11	65	154.07	14
	OTHER	273	183.27	65	276	144.38	61
	TOTAL	423	184.09	100	453	144.69	100
DEC	HUL	88	178.68	14	77	149.66	18
	TCPL	29	141.65	5	23	118.68	5
	3RD FORCE	76	165.67	12	56	144.23	13
	OTHER	440	167.11	70	271	142.62	63
	TOTAL	633	167.38	100	427	142.81	100
JAN	HUL	41	184.04	9	34	145.40	6
	TCPL	41	145.97	9	45	117.49	9
	3RD FORCE	61	167.97	14	74	122.60	14
	OTHER	310	169.76	68	372	123.02	71
	TOTAL	453	168.64	100	525	123.93	100
FEB	HUL	11	165.84	4	16	108.99	5
	TCPL	30	149.51	13	10	117.81	3
	3RD FORCE	31	159.05	13	44	100.85	14
	OTHER	163	158.39	70	242	94.93	78
	TOTAL	235	157.69	100	312	97.22	100
MAR	HUL	3	153.87	4	6	96.97	7
	TCPL	0	106.66	0	1	104.37	1
	3RD FORCE	16	148.02	24	15	94.82	16
	OTHER	50	150.31	72	71	92.54	76
	TOTAL	69	149.85	100	93	93.35	100
APR-MAR	HUL	530	244.55	14	486	154.87	11
	TCPL	427	217.50	12	434	133.25	10
	3RD FORCE	537	217.46	15	640	149.10	15
	OTHER	2202	203.41	59	2763	139.41	64
	TOTAL	3696	212.98	100	4323	141.96	100

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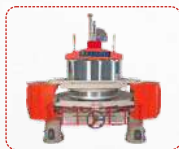
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