

CONTEMPORARY

# TEA TIME

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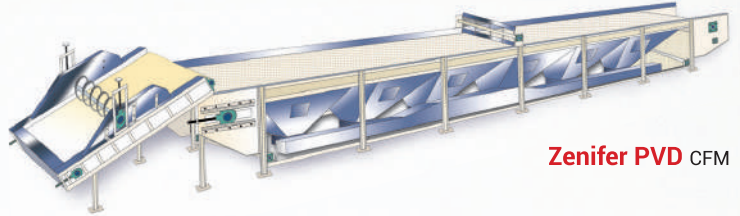
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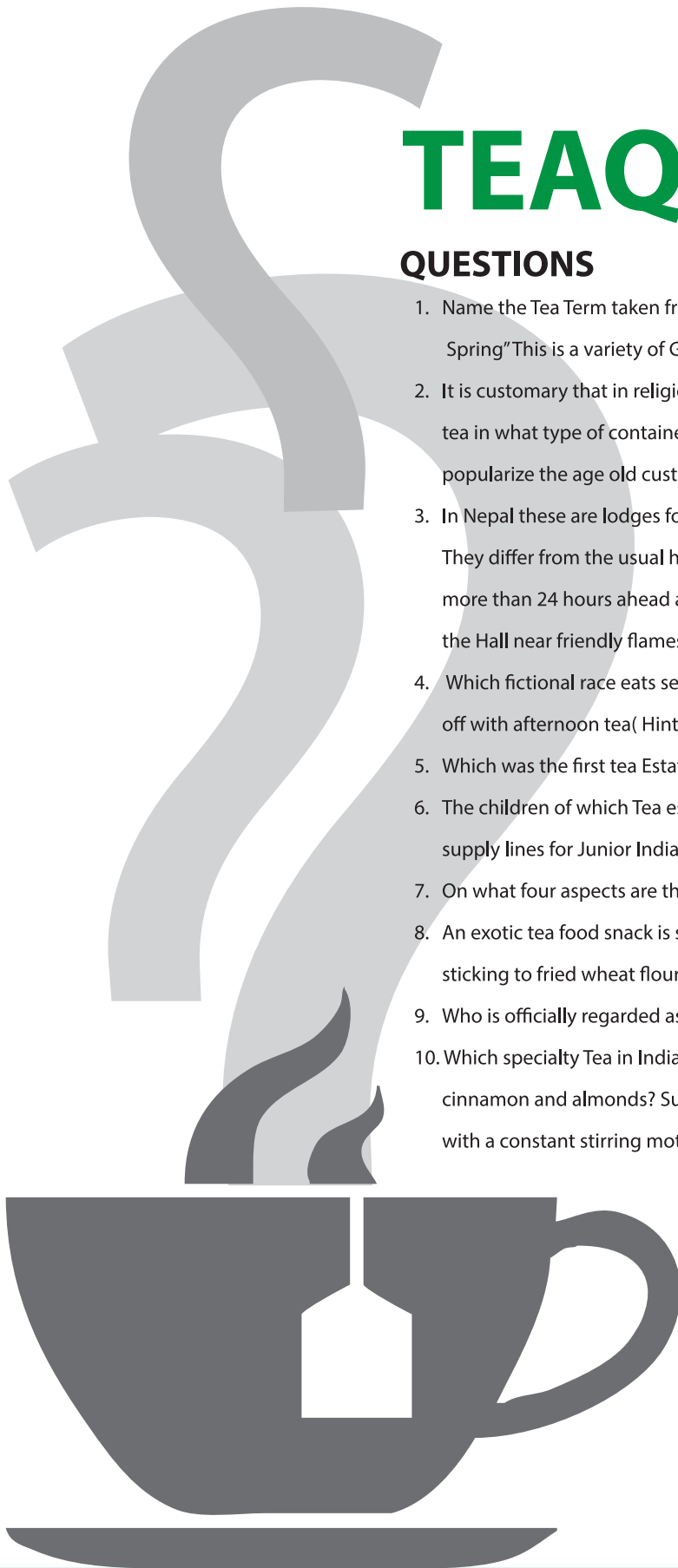
# TEAQUIZZY



By **Errol O'Brien**

## QUESTIONS

1. Name the Tea Term taken from the Chinese language literally meaning "Flourishing Spring" This is a variety of Green Tea also called ' Lucky Dragon'
2. It is customary that in religious functions, persons performing the rituals are offered tea in what type of containers. A company in Golaghat has taken up an initiative to popularize the age old custom of drinking the brew in these bowls
3. In Nepal these are lodges found along the trekking trails bordering the Himalayas. They differ from the usual hotel as no matter how important you are, you cannot book more than 24 hours ahead and they will never turn away a guest. A sleeping place in the Hall near friendly flames will accompany the late comer. Name the type of lodges
4. Which fictional race eats seven meals a day including breakfast, elevenses and tops it off with afternoon tea( Hint: Created by the author J R R Tolkien)
5. Which was the first tea Estate established in Nepal in 1863
6. The children of which Tea estate workers in Jalpaguri have been one of the major supply lines for Junior India National Rugby teams for both boys and girls.
7. On what four aspects are the descriptions of Tea based
8. An exotic tea food snack is served in Taiwan. It comprises French Fries, tea leaves sticking to fried wheat flour mixed with eggs. Name it
9. Who is officially regarded as a small grower of tea in India
10. Which specialty Tea in India is made with green tea flavoured with saffron, cardamom, cinnamon and almonds? Sugar is added and the tea is boiled and bubbles for a while with a constant stirring motion



**Answers:** 1) Hyson 2) Bell Metal Bowls 3) Tea Houses 4) The Hobbits 5) Iliam 6) Sarasawati 7) Taste, touch, sight and smell 8) Crispy Green Tea 9) A person who cultivates up to 25 acres of tea. 10) Kashmiri Qawa

# It's only supply and demand which can equate the prices.

Faced with ever increasing challenges, the most recent being the dictate of the wage hike, the tea farmer struggles for existence. While all the marketers deservingly harvest the fruits of their branding, just like the sauce marketer who often buys his tomatoes at a below price, cost of production, the tea producer finds it difficult to make his ends meet.

It's only supply and demand which can equate the prices.

Quality too has undergone vast perceptual changes. The credit or discredit for which is entirely the branders. Coloury plain teas take to flavouring easily and the new drinkers are enamoured by fruits and flowers.

The rich gutty tea, is becoming rarer, and it's availability can be calculated in a few minutes each week. It is demanded by the few discerning elite, in western India and in urban towns.

While all producers who patronise the auctions enjoy steady cash flows, only a handful enjoy any pull or equity on the teas that they sell wholesale, through the auctions. They not only enjoy the benefits of timely cash flows but have over the years received a premium price for similar quality teas. For them the auctions remains a preferred route of sale. One large producer and major exporter to Iran once confided in me that it was more remunerative to sell through the auctions - his Orthodox variety, as payments took a long time in coming when he exported teas directly.

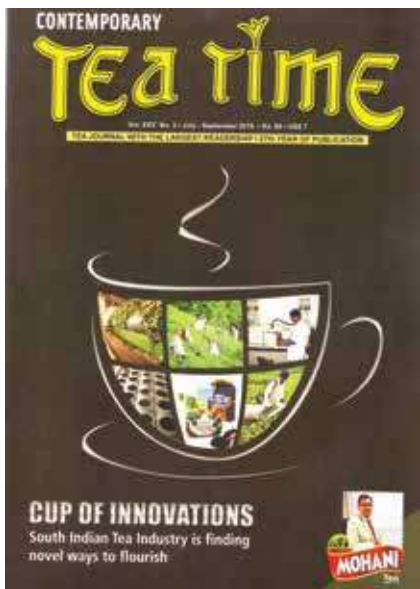
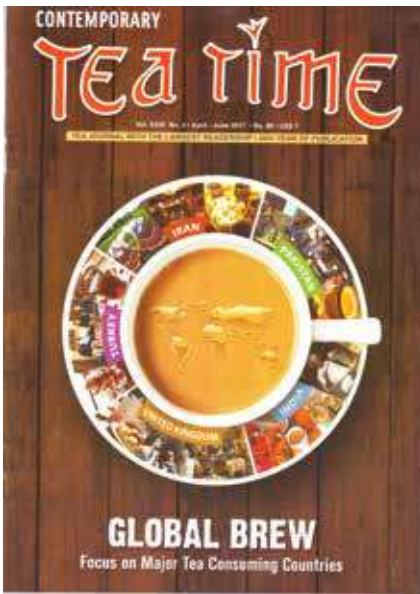
The grass is always greener on the other side of the fence. Large companies are creating trends through the power of the media. An expensive task but with the uncertainty of reaping appropriate dividends.

What does the smaller producers do? This is an open question to any reader who may give us a suggestion.



A Nandkeolyar





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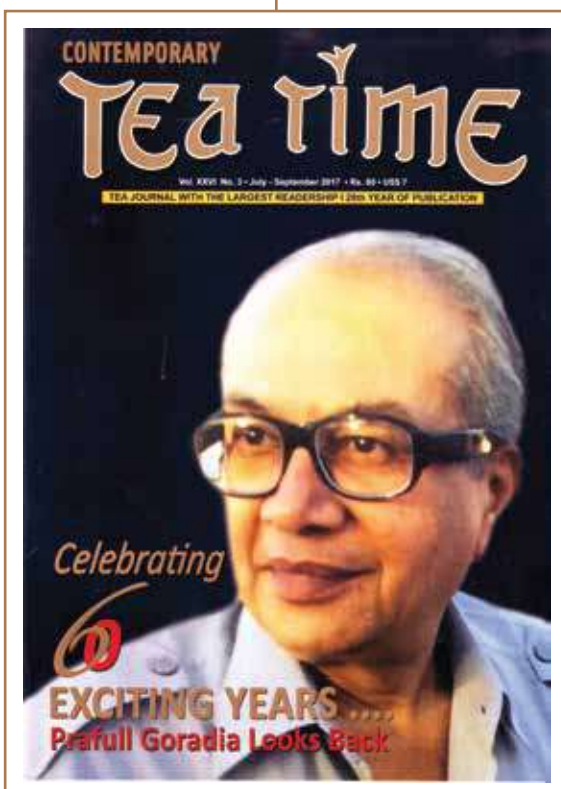
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# Significant Happenings as We Enter 2018



By **P S Sundar**

A major happening at the onset of 2018 was that the 2017 edition of the much-sought-after Global Tea Digest was dedicated to the tea industry and trade, end-December by Tamil Nadu Government's Additional Principal Chief Conservator of Forests and Managing Director of Tamilnadu Tea Plantation Corporation (TANTEA) Ashok Upreti.

"Global Tea Digest 2017 (GTD) is storehouse of statistical data and micro-encyclopaedia on the world tea industry and trade. It is packed with useful information needed to take decisions by the Board of Directors of companies and proprietors of organisations. Hence, it is a tool for proper direction for tea industry's future", Ashok Upreti told me.

UPASI President T Jayaram, who received the first copy from Ashok Upreti, said, "The GTD is the only book of its kind and we, from the UPASI, congratulate the GTD team on bringing out such a useful publication every year. It covers a wide range of information on tea area, production, prices, exports, imports and domestic and per-capita consumption relating to various countries. In the context of more manufacturers going in for green tea, the detailed focus given to Chinese green tea makes the GTD 2017 unique".

"The 168-paged GTD has over 120 statistical tables on global tea industry. It is the seventh edition of GTD and has updated information on international Tea Grades, Tea Codes, Tea Timeline, Tea Tasting Terminology and Tea glossary", GTD compiler Rajesh Gupta said.

"The colourful charts and diagrams make the GTD user-friendly. It is distributed free of cost as an activity of our corporate social responsibility", said R Senthilkumar, Vice President, Global Tea Brokers (GTB), who published the GTD.

Many interesting facts about tea production and drinking have been recorded in the 'Tea Glossary' section of GTD. For instance, fermented or pickled tea is a national delicacy of Myanmar. It is eaten as Tea Leaf Salad called Laphet tea. A substantial proportion of Myanmar tea goes in this form.

China tea compressed into a ballot to protect it against atmospheric changes is 'Ball Tea'. Taiwanese tea-based milk shake added with fruit jellies and tropical balls creating bubbles is 'Bubble Tea'. Chinese green tea from Zhejiang province is rolled into small pellet-size ball and dried. So, it is called 'Gunpowder'. This tea's colour is also like gunpowder.

The 7th Duchess of Bedford gave birth to 'afternoon tea' drinking practice in the 19th century as she drank tea to stave off hunger pangs between lunch and dinner.







(L-R) Ramesh Bhojarajan, Jayaraman, Vineeth, Ehsan Shariff, Sachin Sangi and Shishir Garg at the seminar on tea production excellence in Coonoor.

Finger sandwiches, cakes or pasties accompanied the 'afternoon tea'.

'Handkerchief tea' got its name from large silk handkerchiefs which Chinese tea growers used to collect their very tippy tea. 'Chunmee tea' is Chinese green tea resembling the shape of human eyebrow. Tea transported on camel from China to Russia in the past was called 'Caravan Tea'.

In Tibet, 'Butter tea' is boiled tea mixed with salt and soda, strained into an urn containing butter and dried barley and churned. It is served in a basin with lumps of butter. In Kashmir, salt and aniseed are added to tea boiled in copper vessel and is called 'bitter tea'.

In January, Tea Board Executive Director C Paulrasu has honoured G Udayakumar, Director, Avataa Beverages, for bringing credit to the Nilgiris with the Avataa White Tea bagging Rank No: 1 at the 'Gold Medal Tea Competition' at the 8th Annual North American Tea Conference.

"Our winning this Gold Medal is an acknowledgement by the international tea community that the White Tea produced in The Nilgiris is qualitatively superior to all varieties of teas produced in any part of India, including the world-famous Darjeeling", Udayakumar told me.

"White Tea is a speciality product commanding premium prices in the world market. We manufacture Avataa White Tea with the tender leaves plucked as a 'single leaf with a bud' from the exclusive tea bushes in the select sections of Billimalai Estate, some 10 kilometres from Coonoor", Udayakumar noted.

"Located at an elevation of 6,400 feet above mean sea level, the tea leaves of this estate hold white pubescence hairy leaf structure by nature and that adds to the taste of the white tea manufactured with these leaves", he disclosed.

"These select leaves undergo mild dehydration process in a hi-tech methodology and the end product has a jade green and silvery leaf appearance producing fragrant brew with a light and refreshing aroma followed by soothing after taste", he explained.

"Tea Board had earlier distributed our teas at Olympic Games. To help connoisseurs and common consumers enjoy white tea, we have come out with combination packs containing other varieties with White Tea", Avataa Beverages Speciality Tea Production Executive ENR Vejayashekara said.

On February 12, the heads of organisations of tea manufacturers – Dr Vineeth, (Managing Director, INDCOSERVE), Ashok Upreti (Managing Director, TANTEA), N Jayaraj (General Manager, TANTEA), T Jayaraman, (UPASI President) and Ramesh Bhojarajan (President, The Nilgiri Bought Leaf Tea Manufacturers' Association NBTMA) – underwent a brainstorming session at Coonoor Tea Trade Association to create innovation for excellence in production in the tea industry.

At the seminar organised by the NBTMA, global experts presented papers on 'R & D innovation in Food and Beverage Industry' and 'Manufacturing Engineering Software for Production'.

M Bhojarajan is former Vice Chairman of Tea Board and his family is well known as progressive tea growers and manufacturers in The Nilgiris. So, this Bharathanatyam gained added significance as one coming from tea planters' family.



Mahadharshini and Dhayanand performing Bharathanatyam in Kotagiri, The Nilgiris.

**These select leaves undergo mild dehydration process in a hi-tech methodology and the end product has a jade green and silvery leaf appearance producing fragrant brew with a light and refreshing aroma followed by soothing after taste", he explained.**





Tea Board Executive Director Paulrasu (right) honouring Avataa Director Udayakumar.



TANTEA Managing Director Ashok Upreti (right) releasing GTD 2017 and UPASI President T Jayaram (left) receiving the first copy in the presence of GTD compiler Rajesh Gupta (second right)

The experts – Ehsan Shariff, Managing Director, Infocore Engineering and IT Services, global partner of Siemens Industry Software, Frankfurt, Germany, Shishir Garg and Sachin Sangi from Siemens Industry Software – assured the tea manufacturers of developing apt IT solutions aimed at reducing the time, enhancing flexibility, improving quality, increasing efficiency and upgrading security.

“We are interested in using the best technology. We suggest that to overcome pricing of the IT solutions, a subscription could be levied on manufacturers at a fixed rate for every kilo of tea they manufacture”, Dr Vineeth said.

“The industry welcomes such IT applications but wants assistance for installing the right instruments. We have asked for some demonstration on actual usage in tea industry so that all players can be motivated to go for digitalisation”, UPASI President Jayaraman told me.

Global experts on converting Indian tea industry into digitalisation and automation were overwhelmed with response from the manufacturers.

“I feel encouraged as manufacturers, both large and small, have shown keen interest to go for digital enterprise. We see a lot of potential. We have gathered the challenges and requirements of the tea industry and we will come back soon with specific proposals for application of IT solutions from leaf procurement to

marketing”, Ehsan Shariff told me.

“Technology can help tea industry through automation and digitalisation. Quality starts with internal value chain. Now onwards, we will create values which have not been created so far as once we develop systems, they will tell us what we have to do to get higher revenue”, Sachin Sangi of Siemens said.

“Our thrust is on Quality Management System, Advanced Planning and Scheduling, Manufacturing Execution System and Enterprise Manufacturing Intelligence. We are making all these user-friendly and tea manufacturers can monitor them through their mobile phone itself”, he explained.

“We have begun this exercise as part of our endeavour to be in line with the Union Government’s accent on ‘Digital India’ to take the country forward. Tea manufacturers are progressive enough to adapt to technological opportunities in production and e-marketing”, NBTMA President Ramesh Bhojarajan said. Meanwhile, this year’s Republic Day turned out to be memorable in the lives of 13-year-old Mahadharshini and her 10-year-old brother Dhayanand, children of Ramesh and Nirmala Bhojarajan as over thousands of residents and visitors showered encomium on them after enjoying their 90-minute scintillating Bharathanatyam staged in Kotagiri.



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# DOOARS BRANCH INDIAN TEA ASSOCIATION - A Report

On 13th January, 2018, the 140th Annual General Meeting of Dooars Branch Indian Tea Association (DBITA), one of the oldest planters associations was held at Central Dooars Club, Binnaguri. Dignitaries from the tea fraternity and planters from Dooars and Terai graced the mega event with their presence.

Mr. Amit Banerjee, chairman, Dooars Branch Indian Tea Association spoke on various issues plaguing the tea industry. He in his address, emphasized upon how the tea producers have been facing immense cost pressure as prices are not keeping pace with the inflation tried every year.

He outlined that in the 'code of wage 2017' and the proposed amendments of the plantation Labour act 1951, the wages should include in kind benefits which are being provided to the workers. He also expressed his thankfulness to the State Government, the District Administration and trade union leaders for their relentless efforts and cooperation and avowed his belief that this bond will help this industry to sustain any type of future challenges.

Ms. Nayantara Pal Choudhury , Addl Vice Chairperson, India Tea Association and Chairperson, WB Regional Committee in her address contoured some good news on export front. She apprised the house that despite the global economic slow-down, our exports in 2017 have increased more than 12 million kgs compared to 2016, she also mentioned about the Association's drive for generic promotion of tea through "Chai-ho-Jai" specially targeting the youth in order to boost consumption, given the fact that india's per capita consumption is far below compared to neighbour wing countries. She also avouched about the potential of Dooars tea with regard to export market and added that the same can be leveraged by identifying single estate marquee brands and promoting them in overseas location.

Mr. Arijit Raha, Secretary General, India Tea Association, Kolkata in his address talked about the price realization issue and stressed on conducting a study for solution. He also clarified certain queries raised from the audience.

The AGM was followed by customary Golf Competition on Sunday 14th January 2018 at the Central Golf Course where large number of golfers participated including golfers from the Army.



(L to R) Mr. A K Chaturvedi, Addl. Vice Chairman. DBITA, Mr. S. Guha Thakurata, Secretary, DBITA, Mr. Amit Banerjee, Chairman, DBITA, Mr. A. Raha, Secretary General, ITA & Ms. Nayantara Palchoudhuri, Addl Vice Chairperson, ITA & Chairperson, West Bengal Regional Committee, ITA



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# For the Love of Tea



By **Kalyan Sircar**

**When did tea drinking start In Britain? Until very recently, it was thought that it started some time in the late 1650's. One of the earliest reference to tea was by diarist Samuel Pepys...**



Eighty four percentage of British population drink tea and herbal infusions. They drink 165 million cups daily, that is, 60.2 billion per year. Not only do they drink their favourite cuppa, a plenty full of it, their love for the beverage is found all over their home and social life, their history, war and conquest. The curiosity is evident in archival search, scientific research, social gossip, and Letters to the Editor columns of the daily newspaper.

When did tea drinking start In Britain? Until very recently, it was thought that it started some time in the late 1650's. One of the earliest reference to tea was by diarist Samuel Pepys. He recorded on September 25, 1660: " I did send for a dish of tea (a China drink) of which I had never drunk before."

Not so! In January this year in the West Yorkshire archive at Wakefield has been found a note, dated December 1644, asking an apothecary to deliver a four shilling bottle of tea to Temple Newsam, a Tudor -Jacobean house on the outskirts of Leeds. Rachel Conroy, Curator at Temple Newsam (now owned by the Leeds County Council) said : " It is really intriguing . It shows that people who once lived at Temple Newsam were among the first in the country to enjoy a cup of tea." A good sixteen years before Pepys!.

Rachel Conroy conjectures that Sir Ingram, who owned Temple Newsam, may have valued it as a medicine. There are more orders dated December 15, 18 and 21, for 'another bottle of the same'. It might have meant that they were enjoying it, but could also have been a sign that someone in the house was really ill.

The National Health Service in Britain is under pressure: the fund is limited, but unlimited is the demand for it services; what with increasing population and rising number of old people, lack of supporting social service and many other problems leading to its 'cracking up!'





Tea is doing its bit to help. In a small Cafe in Aldershot, a group of people have organized themselves in a Safe Haven that opens evenings and weekends, and offer a drop-in-service where people with mental health issues can talk to trained clinicians. There are such Cafes in different parts of the country. Such ancillary help is appreciated by the NHS authorities who say that these Cafes go some way to cut acute psychiatric admission at local hospitals. And the same goes for the users. One regular visitor said: "I've never felt so supported. I've come here instead of going to A & E, or ending up spiralling out of control in this crisis and doing something stupid." Such informal space and friendly atmosphere is becoming popular, and at the same time reduce demand in NHS.

Such Cafe 'hubs' carry out computer analysis to high light people likely to become unwell because of age, frailty or a number of chronic conditions. These people are visited by a Care co-ordinator. It means that people who need hospital treatment are picked up more quickly.

In all, these local Cafes provide a local care in informal ways, and importantly, help reduce pressure on hospitals.

Teabags remain a controversial issue raising tea lovers temper. Is this the way to savour tea- dipping little sachets in steaming water, and leave the soggy waste for disposal? We need to know that used

teabags cause environmental damage, as the latest research suggest.

Almost 160 million teabags are scalded, squeezed, and thrown away every day in the UK, and almost all are made with plastic which can produce harmful effect. Anti-plastic campaigners are now appealing to British public to change the way they brew their tea to save nation's soil and sea. They suggest that ditching synthetic teabags in favour of loose leaves and strainers is one of the easiest way to reduce unnecessary plastic waste.

Britain's biggest tea brands, including PG Tips and Tetley, all use plastic polymers to make their standard bags. Researchers say : "It's single-use plastic, it's non recyclable and it pollutes compost. Most people don't even know that there is plastic in their teabags so they put it in their compost."

The lesson is clear. The old way is the best way: loose tea in paper bags, kettle, and teapot.



INTERNATIONAL



# A2Z TEA MACH

Small  
is the new  
**Big!**

Micro Tea Processing  
CTC / Orthodox /  
Green Tea



**Continental**  
**CONTITECH**  
Mechanical Drive & V-Belts

**SynkroMax**  
Micro Tea Processing  
**Bio Chemicals**

**PREMIUM**  
Geared Motor & GearBox

**Ju**  
**Bio Mass Fuel**

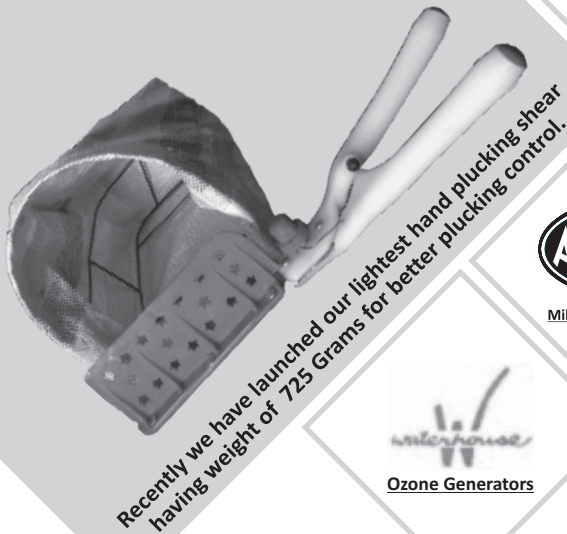
**ADDISON**  
Milling Cutter & Chasers

**TAIHO**  
Color & Shape Sorter

**waterhouse**  
**Ozone Generators**

**Ammeraal Beltech**  
Food Grade PVC Conveyor Belts

**Spraying Systems Co.**  
Experts in Spray Technology  
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Recently we have launched our lightest hand plucking shear having weight of 725 Grams for better plucking control.

We have four wings In our group, Project design drawings, Customer based solution for existing Machinery & proposed Machinery, Mini & Micro Tea Processing Machinery for CTC /Orthodox & Green Tea Processing and Quality Manufacturing Training and final product marketing assistance.

To tell more about ourselves, we have our branch at Siliguri, Golaghat & shortly we will be opening our branch at Coonoor for better reach & services. We are already dealing with major tea producers of INDIA & Overseas.

We also would like to inform you that we are jointly doing R&D for O3 application in Tea as well as for DCP with world renowned Tea Research Organization TRA, INDIA.

**Contact us:-**

Surendra Bhavan, 254 Netaji Subhas Road  
2nd Floor, Howrah - 711101, West Bengal, India  
E.mail: office.kol@a2zteamach.com  
Ph: 033 26405124, M: 9830537626 / 9830075358

Siliguri

Golaghat, Assam

Kotagiri, Tamil Nadu



## The First Tea Advertisement

The Sultances Head Coffee House was one of the earliest to adopt the tea beverage as a part of its entertainment, and on September 30, 1658, its proprietor inserted the first newspaper advertisement of tea in Mercurius Politicus. This advertisement announced: "That excellent and by all Physicians approved China drink, called by the Chineans Tcha, by other Nations Tay, alias Tee, is sold at the Sultances Head Cophee House in Sweetings Rents, by the Royal Exchange, London."

The earliest – known advertisement for tea was in the form of a book, the Ch'aChing, or "Memoir on Tea", written by Lu Yu about A. D. 780. The tea merchants of China needed someone who could put together the fragmentary knowledge of their growing industry. Lu Yu did it so well that later on, when the Chinese merchants became

close-lipped in an endeavour to preserve their secrets of tea making, the "foreign devils" were able to piece out enough information from the Ch'aChing to enable them to imitate the Chinese.

The next book written which served as an excellent advertisement for tea was Kitcha Yojoki, or the the "Book of Tea Sanitation", written in Japan by the Buddhist abbot Yeisai in 1214. Yeisai emphasized the medicinal use of tea, characterizing it as "a sacred remedy and an infallible means of longevity."

It was not until 1658 that the first news paper advertisement of tea appeared in the London Mercurius Politicus for the week of September 23-30.

One of the most famous of the early tea advertisements was issued in the form of a broadside by Thomas Gateway, "Tobacconist and seller and Retailer of tea and coffee," [about 1660]. In

approximately 1300 words it told practically all that was known about tea. It was informative and educational. It was good advertising because it tried to tell the story simply and to create a favourable impression on possible customers. True, some of the virtues attributed to the drink have since been disallowed; but Gateway believed them to

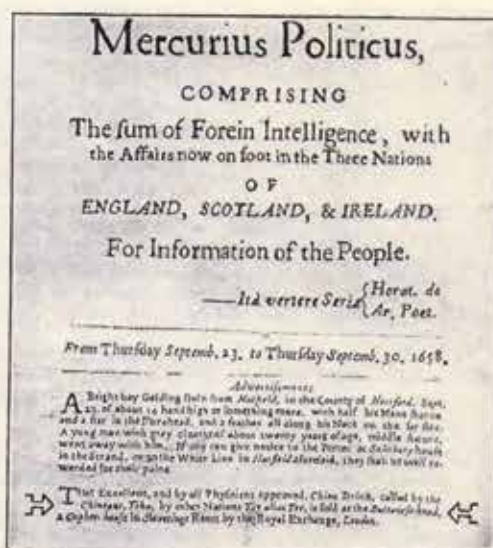
be true. Few in those days knew the facts about tea.

Other London coffee house keepers selling tea began advertising the fact. In the kingdom's Intelligencer, a weekly, published in 1662, an advertisement appeared for the coffee house in Exchange Alley, at which, in addition to coffee, chocolate, and sherbet, the reader was advised he might have "Tea according to its goodness." It was from this coffee house that the only coffee house keeper's token bearing the word "tea" was issued.

Soon, tea dealers began to advertise in the newspapers. Thus, in the London Gazette, giving the news "from Monday, December 13 to Thursday, December 16, 1680", the following advertisement appears: "These are to give notice to persons of quality, that a small parcel of most excellent Tea, is by accident fallen into the hands of a private person, to be sold:



BRITISH TEA ADVERTISING, 1800



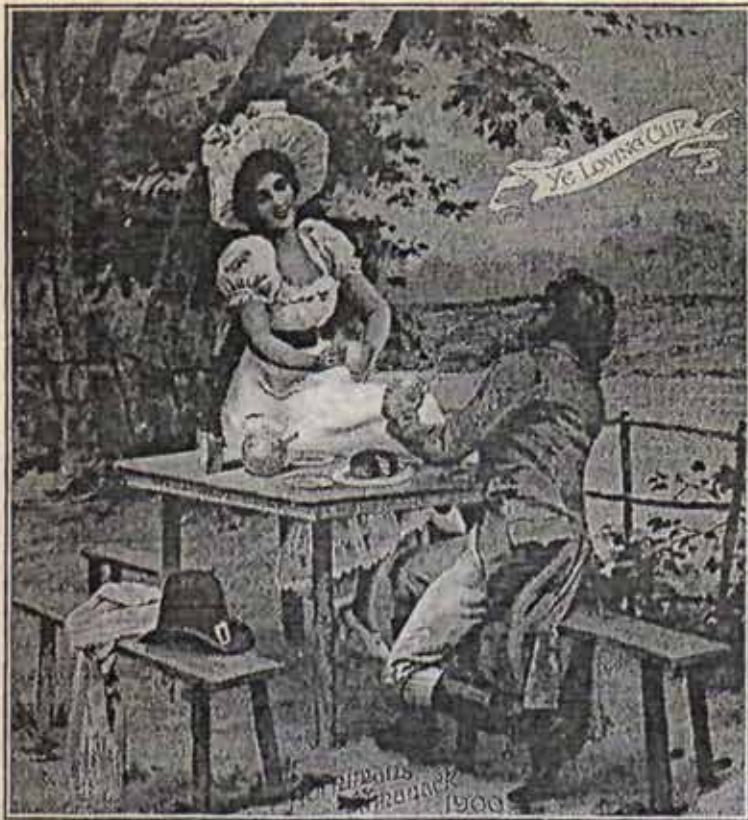
FIRST NEWSPAPER ADVERTISEMENT OF TEA, 1658  
The arrows point to the tea advertisement.



## HISTORY

but that none may be disappointed, the lowest price is 30s a pound, and not any to be sold under a pound weight; for which they are desired to bring a convenient Box. Inquire at Mr. Tho. Eagles at the Kings Head in St. James Market."

In the Tatler of October 19, 1710, appeared the following advertisement: "Mr. Favy's 16s Bohea Tea, not much inferior in goodness to the best foreign Bohea tea, is sold by himself at the Bell, in Grace church Street."



TYPICAL TEA LITHOGRAPH OF THE 1900 PERIOD  
The colored lithograph was a great favorite.

### Propaganda Through Books

In 1772, Mr. Humphery Broadbent, tea and coffee merchant of London, issued a pamphlet entitled "The Domestic Coffee Man," explaining the correct way to brew tea, coffee, chocolate, and other drinks, and enumerating many "virtues" under the head of "Tea".

In 1679, Dr. Cornelis Decker, a Dutch physician writing under the nom de plume of Doctor Cornelis Bontekoe, published his **tractat van het excellent cruyt thee** at the Hague. Decker is credited with having done more to promote the general adoption of tea in Europe than any other protagonist.

In 1785, the tea purchaser's guide, by an anonymous

members of the East India Company's tea department, was published in London. Its purpose as stated on its quaint title page was: *The Tea Purchaser's Guide of the Lady and Gentlemen's Tea Table; useful companion in the knowledge and choice of Teas. To which is added the art of mixing one quality with another as practiced by a tea dealer, by a friend to the public who has been many years in the East India Company's services, particularly in their tea department, London, 1785.* The preface adds that the book was "Published without Mercenary Views at One Shilling."

Directly or indirectly, the English East India Company was the inspirational source of most of the literature on tea published in the eighteenth century. Their principal job in those days was to sell the British people a new national drink designed to take the place of coffee, and history records they did it very well.

### Pioneer Advertising in America

No published notices of tea appeared in America until the beginning of the eighteenth century.

Following the birth of the American China trade, the New York evening post announced on November 21, 1803: "205 sheets of hyson tea of superior quality eills Kane & Co., 182 Water Street." This tea may or may not have been part of a cargo of tea imported from Canton about this time by James Livermore and John Jacob Astor in a joint fur and tea trading enterprises which marked Astors first entry into the business. However Astors store and Wharf were both nearby, and by 1816, when that had become a national figure and the principal American tea importer, it was common to see in the New York newspapers such notices as:

### Auction

*The cargo of Mr. John Jacob Astor's ship Beaver. "arrived this Past week, with 2500 chests of prime teas, produced last, season from the Bohea and Sung-lo fields; the sale to be conducted by Mr. John Hone, the Auctioneer by open bidding on Mr. Astors Wharf foot of Liberty Street.*

In the days before the railroads gave the supremacy to New York, Philadelphia was the chief American city. Occasional tea advertisements are to be found in the Philadelphia papers of this period. There is one in the blic Ledger of March 25, 1836, occupying a "preferred" position directly following the marriage and death notices. It reads:

*Teas of the most favourite chops; young hyson, gunpowder and imperial in various sized packages, also a good assortment of fair teas, of all descriptions, received*

### Advertisements.

ON Monday the 17th Instant was lost out of a Calcut on the Road between Charlstown and Lewis at Lynn, a handsome clouded Case, the Joynt about a yard long, a plain Nutt head, with a black Ribbind. Whoever took up the same, and brings or sends it to the Post-Office in Boston shall have Five Shillings Reward.

A Choice Parcel of Fresh Coffee, and very fine Green Tea, the best for Colour and Taste, Cardicks, Bagg Hollands, Ozinbrigs, Starch, and Spices of all Sorts fresh and good, to be Sold by Mr. Edward Mills at his House near the Orange-Tree, at the corner of Sudbury-Street Boston.

Tradesmen of all Sorts, and very likely Boys, lately arriv'd in a Ship from Bristol, all whose time is to be disposed off by Mr. Thomas McFall in Merchants-Row Boston.

N. Y. Historical Society.

#### EARLY AMERICAN TEA AND COFFEE ADVERTISEMENT

From the Boston News Letter, May 24, 1714.

To make Tea Good & Strong, the following is needful:—

**Boiling Water.**—See the water boils when poured on the leaves, using only sufficient to fill the cups over, give six minutes for the tea to draw. Drain the pot dry before adding more water, and allow ten minutes for the second brew, the water must actually boil, or you will never extract the virtue of the leaf.

**Tea Pot.**—After using, always scald it with boiling water, wipe the inside dry, and leave the lid open to keep the pot sweet.

**Caddy.**—As exposure makes tea drink flat, it must be kept in a caddy, perfectly air-tight; any scent or damp soon spoils.



**HORNIMAN'S TEA**  
THE BEST & CHEAPEST.  
Sold in Packets, 6,000 Agents

THE LASTING STRENGTH & CHEAPNESS of Horniman's delicious Tea, has for 64 years been fully appreciated, and the public continue to have an increasing preference for it, knowing that great strength is always secured by its use.

The reliable good quality, cheapness, and consequent extensive demand for Horniman's Teas have induced some dealers to copy the Labels, Packets, and peculiar Type used many years by Horniman & Co. The public are therefore cautioned against imitations. Genuine Packets are signed

Wm. Horniman & Co. Ltd.

#### IN THE DAYS OF THE SECOND BREW

British newspaper advertisements of 1890.

A VICTORIAN HANDBILL OF 1899

on consignment, and for sale by Samuel M Kempton, 13 South Front St. M 24

### Later Tea Book Advert

In 1819, the London Genuine Tea Company published in London, A History of the Tea Plant, "from the sowing of the seed to its package for the European market."

A tea dealer of England—one Smith published in London, about 1827, a book called Tsiology; a discourse on tea. This was "an account of that exotic of the East India Company etc."

In 1980, I L Hauser, a tea merchant of Chicago, who had lived in India, wrote a book called **Tea: Its origin, Cultivation, Manufacture, and Use**; two years later a Philadelphia tea man, Joseph M Walsh, published his book, **Tea : its History and Mystery**. Walsh also wrote **Tea Blending as a fine art**, in 1896, both books were designed for retailers.

in 1910, the Indian Tea Association (London) published Sir James Buckingham's **A few Facts About Tea**. In 1919, the **Whitney Tea talks** were published by J C Whitney & Company.

### Notable Tea Propagandas

The Principal tea producing countries, with the exception of China, which has always fought shy of any attempt to organize its tea intelligentsia, have all, at some time or other in the past fifty years, engaged in various forms of cooperative propaganda in behalf of tea in the leading consuming countries. Some of these efforts have been wisely directed and brought definite results.

The Japan tea interests have advertised Japan teas intermittently, and mostly in the United States, since 1876.





British Museum

SAMUEL PEPPYS, 1633-1703

One of the earliest incidents recorded in the famous Diary is his first cup of tea in 1669.

The approximate total expenditures in all countries, 1898-1934 inclusive, was Yen 2,790,000 [\$1,395,000].

Formosa has advertised its tea in England, the United States, and other countries, and has spent Yen 2,500,000 [\$1,250,000] in its propaganda over a period of twenty-five years.

Ceylon has spent for tea advertising in various countries of Europe and America Rs. 5,335,577 [\$1,920,786] in twenty three years of propaganda. Of this sum approximately \$1,000,000 has been spent in publicity for Ceylon tea in America.

India has spent over £1,000,000 [say \$5,000,000] in advertising its teas in many countries of the old and new world during the forty-odd years which it has been extending its wide-flung kingdom. Of this sum over \$2,000,000 has been expended in the United States in the past twenty five years.

Netherlands-India tea interests have spent fl. 125,000 [\$50,000] for advertising Netherlands-India teas in Holland and in the United States over a ten year period. Approximately \$20,000 has been spent in the United States.

*A precious food element, believed to be a safeguard against several common ailments, found in our old favorite drink — Japan green tea*

**F**OR those who suffer from "rheumatic" pains—

For those who have a sallow complexion—

For those who are "run down" and easily tired out—

For many of us—there is deep interest in the recent startling discoveries about Japan tea. In pleasant cups of Japan green tea, scientists have found an invaluable food element, a wonderful, health-giving property that is entirely absent from many of the foods we eat.

It is now believed that countless men and women may be missing the joys of perfect health just because their three meals a day give them too little of this all-important food element—Vitamin C.

"Observations during the World War," writes one of the country's foremost scientists, "and my recollection of specific cases, all combine to suggest that much of the so-called rheumatism which afflicts such a large part of our people is due, at least in large part, to the use of a diet too poor in Vitamin C. The symptoms are a sallow, muddy complexion, loss of energy, stinging pains in the limbs, usually mistaken for rheumatism."

*A rich source of this precious element*

Only a small number of foods, aside from Japan green tea—spinach and a few fruits and vegetables—contain this wonderful food element.

The amazing fact today established by science is the richness in this precious Vitamin C, of our old favorite drink, Japan green tea. The leaves of Japan tea which we buy at the grocery store bring us in abundance this health-giving food element.

For that "tired feeling" which takes the pleasure out of life, for those so-called "rheumatic" twinges that spoil many a day, for the sallow skin you hate to see in the mirror, try this simple thing. Drink fragrant cups of Japan green tea regularly at lunch, at supper, in the



Scientists have now found a rich source of health-giving Vitamin C in the leaves of simple Japan green tea.



afternoon. Take advantage of their rich supply of the precious food element, Vitamin C. It is probable that they will build new vitality for you—that you will both feel and look more vigorous after a few weeks. Start this delightful, health-giving habit—now. Begin today drinking Japan green tea. American-Japanese Tea Committee, 781 Wrigley Building, Chicago.

MAGAZINE COPY USED IN THE JAPAN TEA CAMPAIGN OF 1927

## EARLY TEA CONTROVERSIES

Initiating the first of several attacks on tea in England, in 1678, Mr. Henry Sayville wrote to his uncle, Mr. Secretary Coventry of His Majesty's Government, in sharp reproof of certain of his friends "who call for tea, instead of pipes and a bottle after dinner." This he characterized as "a base Indian practice."

In 1730, Dr. Thomas Short, a Scottish physician, published 'A Dissertation upon Tea' which he stated that he refused to take the imaginary good qualities of the beverage on trust. He believed that it threw "some Person into Vapours" and many other disastrous-sounding ailments.

One of England's several tea controversies flared up about 1745, and we catch its echo in an old copy of the 'Female Spectator', which denounces tea in no uncertain terms as "the bane of housewifery." Again Arthur Young, 1741-1820, the most influential political economist of the period, described the effects of tea drinking upon the entire national economy as being an altogether evil. He was greatly disturbed because of the growing custom "of men making tea an article of their food, almost as much as women labourers losing their time to come and go the tea-table, farmers' servants even demanding tea for their breakfast!"

He went so far as to prophesy that if they continued to waste time and to injure their health by so bad a beverage, "the poor in general will find themselves far more distressed than ever."

However, both tea and English prosperity sufficiently survived to permit a new attack, in 1748, by no less a figure than John Wesley, 1703-91, the great preacher, who urged his followers to discontinue its use for both medical and moral reasons. Wesley inveighed against tea drinking as hurtful to both body and soul. Unlike the Buddhist priests of China and Japan who early seized on this non-intoxicating beverage as a weapon to attack the alcoholic stimulants previously in use, he denounced tea in much the same terms he employed against strong drink, calling on his adherents to abstain from its use and apply the money they would thus save to charitable works.

It was because of his recovery from a paralytic disorder which, he said, disappeared as the result of leaving off tea that Wesley took this attitude. According to him, he

then reflected concerning tea drinkers:

What an advantage it would be to these poor enfeebled people if they would leave off what so manifestly impairs the Health, and thereby hurts their Business also. If one only would save all that he could in this single instance he might surely feed or clothe one of this bretheren and perhaps save one life...some objected, tea is not unwholesome to all... To these I reply, you should not be so sure of this... Many eminent Physicians have declared their judgment that is prejudicial in several respects.

One of the most famous attacks on tea was made in 1756 by Jonas Hanway, 1712-86, an apparently amiable and well disposed London merchant and author. In his 'journal of an Eight Days Journey', Hanway branded tea as "pernicious to health, obstructing industry, and impoverishing the nation. The Hanway Journal came

in the way of Dr. Samuel Johnson, 1709-84, famous English lexicographer, who answered it with a degree of alacrity proportioned to his avowed fondness for the beverage of his choice.

Dr. Johnson was "a lover of tea to an excess hardly credible," writes Sir John Hawkins, one of his biographers. "Whenever it appeared, he was almost raving, and called for the ingredients which he employed to make the liquor palatable. This is a man whose appearance of bodily strength has been

compared to polyphemus."

Knowing this foible of Johnson's the reader will more readily appreciate the delight with which the redoubtable doctor sprang to the defence of his favourite beverage. In articles published in the 'Literary Magazine' he was overwhelmed. Hanway with good-humored ridicule, proclaiming himself "a hardened and shameless tea drinker who has for many years diluted his meals with only the infusion of this fascinating plant; whose kettle has scarcely time to cool; who with tea amuses the evening, with tea solaces the midnights, and with tea welcomes the morning".

Other celebrated authors, among them Addison, Pope, Coleridge, and the poet Cowper, eulogized tea; and a little later Rev. Sydney Smith wrote: "Thank God for tea! What would the world do without tea? I am glad I was not born before tea."



JOHN WESLEY'S HALF-GALLON TEA POT



# Visakhapatnam Tea Market



By **Abhishek Mitra**

**The preferences of the local people are quick colouring teas and they purchase mostly packets and loose blends of Medium Category of Dooars and Assam teas.**

**Visakhapatnam** is a port city and industrial center in the Indian state of Andhra Pradesh, on the Bay of Bengal. It's known for its many beaches, including Ramakrishna Beach, home to a preserved at the Kursura Submarine Museum. Vishakhapatnam is primarily a Fannings, PD and Dust market. The teas are sold locally and as well as sent to Vijayawada and Hyderabad. The preferences of the local people are quick colouring teas and they purchase mostly packets and loose blends of Medium Category of Dooars and Assam teas.



**1. Rajat Tea Company – Sanjay Mittal – Rajat Tea Company – Sanjay Mittal** – Demand is between Rs130 – Rs150 range both Assam and Doors teas inclusive of GST & Freight. According to him demand for 250gms, 500gms, 1kg packets and 5kg bags and 10kgs bags exist. He sells his own brand in 5kg bags as well as packets of 250gms, 500gms and 1kg. (Rajat's Green Valley Premium tea CTC 250gms & 500gms, Rajat's Golden Sip CTC tea 250gms and 500gms.) and Taj Gold 10kgs bag. He also buys tea in the Auction, his agent is Bansal Sales.

- **R B Tea Centre – Rajesh Bagri** – He is one of the biggest buyer of Binnakandy Tea packed in 5kgs bag (Golden Horse). He buys mostly Doors and Cachar teas.

- **Balajee Tea Traders – Zabar Singh Chauhan** - One of the oldest tea traders originally from Rajasthan. Grades that they buy are OF and PD mostly. The favourite marks for him are Mazbat and Ananda. He sells packet teas as well as blended loose teas. He is the agent for Lamsa in Visakhapatnam. He buys Auction teas from Vedanta of Guwahati.

- **South Assam Tea Company – Dilip Kumar Sethia** – Sells teas in Visakhapatnam and Vijaywada in the range of Rs 70 – Rs 120, mostly Doors BLF and South Indian Teas. He sells in bulk of 30kgs loose tea.

- **Sushil & Company – Sandeep Kumar Hirawat** – One of the largest wholesale buyer in Visakhapatnam. He buys high grows especially Halmari, Halmira, Goodricke, McLeod Russel (Doors) teas in auction. He makes packets of his own (a) Tulsi tea (Assam Royal Tea), (b) Tulsi Tea (Finest CTC Tea), (c) Kala Gold (Assam CTC Tea).



**Sells teas in Visakhapatnam and Vijaywada in the range of Rs 70 – Rs 120, mostly Doors BLF and South Indian Teas. He sells in bulk of 30kgs loose tea.**

# CORPORATE SOCIAL RESPONSIBILITY

## Indore Tea Merchants' Association



1. Indore Tea Merchants Association, besides collecting usual annual subscription from members, also collects 50 paise per bag sold by each member. This is charged from the customer in each bill that the member issues to his customer. Besides, he gives 20 paise per bag for the tea he gets from out of the state.

2. The money thus collected had formed a substantial amount in 1989 for the Association to be able to buy land from Indore Development Authority reserved for educational purposes at a concessional rate.

3. In the beginning 24 members formed the trust. 5 trustees who donated rupees 75000 became permanent trustees and the rest who donated 25000 became life time trustees. Under the stewardship of the then President Late Shri Nagraj Nahata the trust included eminent members of the Association like Shri S.P.Agarwal of New Tea Co Ltd, and Shri Dinesh Sureka of United Tea Sales who were the moving force behind the entire project. Regular elections are held for the School Managing Committee and thus the members take active participation in the activities of school. The incumbent President of the Association Shri Mohanlal Agarwal and the Chairman of the School Managing Committee Shri Dipak Arya along with the





## Indore Tea Merchants' Association

Honorary Secretary Shri Rajeev Nayan Ghuwalewala are carrying on with the good work that the founders have started.

4. The school thus built started operations in the academic session of 1990. Initially, we started with only 4 classes and with the funds accrued from the Association and school fees we gradually built the school upto class XII which was earlier affiliated to Madhya Pradesh Education Board and is now affiliated to CBSE. Today, we enjoy the strength of around 600 students. The school has all amenities needed for education and we pride in the fact that we are able to provide quality education to those children who come from middle and lower middle segments of society at affordable fees. Besides, as mandated by the government 25% of seats are reserved under Right to Education Act. We have acquired a land measuring 3.6 acres for expansion into a large institution of around 2000 students.



5. The Chairman Shri Dipak Arya feels that it is an example that needs to be followed by the tea trading community across the country. He says that this effort is in line with the Corporate Social Responsibility, the only difference being is, that it is being carried out by a bunch of tea traders. 'We as institution plan to conduct skill training as required for younger generation to become employable' He says. He has an idea of approaching big wigs of the tea Industry and see if any industry specific courses can be introduced for graduate students and visits to the plantation areas can be conducted thus creating a work force for the industry.



# A TEA ROOM IN KOLKATA



# Flavoured Tea & Herbal Tea market in India



By **Bidyut Kumar Roy**

Manager - Research, Development and Quality Control at M. K. Jokai Agri Plantations Pvt. Ltd.

Flavoured tea market in India is increasing at the rate of 20%-25%. At the same time Herbal tea demand is increasing. In the current year, the sale of flavoured tea bags is expected to grow at 35% and is expected to touch Rs.2,000 crore in the next 5 years. Consumers have been shifting from conventional beverage to flavoured teas & herbal teas. The drink habit is changing specially in college student 18+ age group who were drinking carbonated beverages, soft drinks and synthetic beverages. People are now giving up drinking carbonated cold drinks and soft drinks due to health issue and fitness. The tendency to drink flavoured teas now has increased.

This trends was further encouraged by many tea producers shifting their production towards flavoured tea in search of a higher margin and creating a strong brand image.

Indian Masala chai is world famous. Masala Chai, our signature blend of premium Assam teas and warming Indian spices (Ginger, Cardamom, Clove, Cinnamon & Black pepper). Amongst flavoured teas, **flavoured Green teas** are more popular than **flavoured Black teas**. Selling of green tea & flavoured green tea is increasing due to huge demand from the young age & women. Green teas flavoured with **lemon honey** is a fast moving product. **Lemon-Ginger** combination has good demand in India. Indian people likes lemon fruit. Lemon refreshes you and helps to reduce green tea astringency and makes the cup more acceptable. Some producers are trying to mix-fruit flavor or berry flavors like strawberry, raspberry & blackberry. Apart from the flavoured teas, various herbal teas are selling in domestic market. One of the best India tisane is tulsi, the king of herb.





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Wide range of Tea Processing Machinery & Equipments; Axial Flow Fan, Auto Withering, Withered Leaf Feeder, Rotorvane, CTC Machine, Continuous Fermenting Machine, Vibratory Fluid Bed Dryer, Fibre extractor & Sorting Machine, Auto Milling, Auto Chasing Machine, CTC Segments etc.

Supplier to All renowned Tea Companies of India & Abroad mainly i.e., McLeod Russel, Amalgamated Plantation, Tata Tea, Goodricke, Apeejay, Andrew Yule, KDHP Ltd., A.V., Thomas Group of Companies, K.T.D.A., James Finlay, Unilever etc.

Most experienced Technical & Commercial team.

## VIKRAM INDIA LIMITED

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**Telephone:** +91 33 22307629, **Fax:** +91 33 22484881, **Mobile:** 98308 11145  
**Email:** kolkata@vikram.in, sales@vikram.in

### FACTORY ADDRESS

**Vill:** Jala Dhulagori, **P.O.:** Dhulagori, **P.S.:** Sankrail, **Howrah** - 711302, India  
**Phone:** 9830811833

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## Engineering Tomorrow's Tea



VOILA AUTO WITHERING



AXIAL FLOW FAN



WITHERED LEAF FEEDER



ROTORVANE



CTC MACHINE



CONTINUOUS FERMENTING MACHINE



VIBRATORY FLUID BED DRYER



CTC SEGMENTS



HELIX AUTO MILLING MACHINE



TORNADO AUTO CHASING MACHINE



TURNKEY SOLUTION

[www.vikramindia.in](http://www.vikramindia.in)

# DNA Mapping of Tea Could Stave off a Pending Crisis

by Chungui Lu

Tea is under threat. We already know much about the threat of climate change to staple crops such as wheat, maize, and rice, but the impact on tea is just coming into focus. Early research indicates that grown in some parts of Asia could see yields decline by up to 55% thanks to drought or excessive heat, and the quality of the tea is also failing.

The intensive use of pesticides and chemical fertilizer in tea plantations has also led to soil degradation at an average annual rate of 2.8%. This also cause chemical runoff into waterways, which can lead to serious problems for human health and the environment.

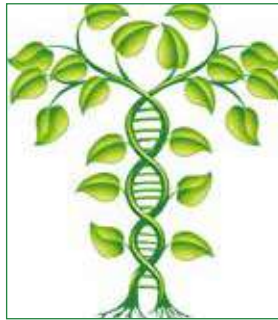
However, hope may be on the horizon now that scientist at the Kunming Institute of Botany at the Chinese Academy of Sciences have sequenced the entire tea genome. Mapping the exact sequence of DNA in this way provides the foundation for extracting all the genetic information needed to help breed and speed up development of new varieties of the tea plant. And it could even help improve the drinks flavor and nutritional value.

In particular, the whole tea tree genome reveals the genetic basis for teas tolerance to environmental stress, pest and disease resistance, flavor, productivity and quality. So breeders could more precisely produce better tea varieties that produce higher crop yields and use water and nutrients more efficiently. And they could do this while widening the generic diversity of tea plants, improving the overall health of the tea plant population.

This is also an important for scientists of the complex evolution and the tolerance, tea flavour and adaptation.

The tea genome is very large, with nearly the coffee plant genome. The process of helped the tea plant develop hundreds of stress from drought and diseases.

These genes are like molecular markers plants for use in breeding. This will allow generation of plants they produce will speeding up the breeding process. Sequencing the genome also raise the possibility of using Genetic Modification (GM) technologies to turn on or enhance desirable genes (or turn off undesirable ones).



because it provides a deeper understanding functions of key genes associated with stress

37,000 genes, more than four times the size of evolution by natural selection has already genes related to resisting environmental

that scientist can identify when selecting them to be more certain that the next have the genes and so the traits they want, the possibility of using Genetic Modification

The same principles could also be used to enhance the nutritional or medicinal value of certain tea varieties. The genome sequence includes genes associated with biosynthesis. This is the product of the proteins and enzymes involved in creating the compounds that make tea so drinkable, such as flavonoids, terpenes, and caffeine. These are closely related to the aroma, flavour and quality of tea and so using genetic breeding techniques could help improve the taste and make it more flavourful or nutritional.

For example, we could also remove the caffeine biosynthetic genes from the tea plant to help breeding of low or non-caffeine varieties. By boosting certain compounds at the same time, we could make tea healthier and develop entirely new flavours to make caffeine tea more appealing.

An estimated 5.56 metric tons of tea is commercially grown on more than 3.8 million hectares of land (as of 2014). And its huge cultural importance, as well as economic value, mean securing a sustainable future for tea is vitally important for millions of people.

So the first successful sequencing of the tea genome is a cultural step to making tea plants more robust, productive and drinkable in the face of massive environmental challenges.

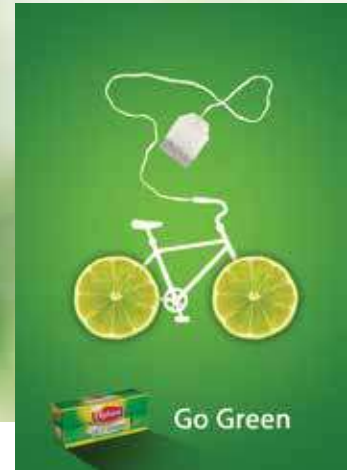
*Chungui Lu professor of sustainable agriculture, Nottingham Trent University. This was originally published on the Conversation in STIR*

# TEA ADVERTISING & MARKETING Current Trends

## Specialty Teas & Emerging Trends about Indian Urban Consumers



By **Sachin Verma**  
Sr Vice President - International Marketing  
JV Gokal & Co. Pvt Ltd



Specialty tea is attracting affluent, young, educated and health conscious consumers who like to experiment with unique and organic flavours.



The Indian tea industry is estimated to be at a whopping Rs 22000 crore annually (US \$ 3.35 billion) and is steadily increasing. Indians are continuously seeking changes in their lifestyles and food habits and experimenting with cuisines and beverages. **Green tea is now a brand in itself.** It has established a segment of tea drinkers, who are more health-conscious, and also those who lead a lifestyle where a routine diet cannot be followed.

India stands third in the global tea industry in terms of retail volumes & traditional styles of tea consumption are gradually changing in Metros & A Class cities. Consumers are looking for unique tea varieties and tea-drinking experience & Specialty teas is the fastest growing segment in the industry. Current Trends in **Specialty Tea in India are defined by:** Shifting Demographics, Affluence, Education, Youth, Health consciousness & Social responsibility.

Specialty tea is attracting affluent, young, educated and health conscious consumers who like to experiment with unique and organic flavours. Young female & male students and professionals ages 22-35 who get their news primarily from internet sites, bloggers. Also the profitability involved in specialty categories will attract more manufacturers & tea cafes.

The green tea category has been growing at around **30% plus year-on-year**, compared with black tea that is growing at around two per cent. The specialty tea market is moving from a general hot beverage directed purchase into a purchase led by functionality and wellness benefits in products. The value-added category (tea bags / green & flavoured teas) has about 4% share in terms of value which translates into Rs 1000 Cr annual turnover.

## The café industry has been dominated by coffee chains and continues to do so



**The consumer preference moving from plain green tea onto flavoured teas**, with 10 % of the total population in the 15-25 age group, new tea

adopters from this age group have been the biggest growth drivers in the category. There are over 50 flavours in the market dominated by major brands: Taj Mahal, Tetley, Twining, Typhoo, Dilmah, Organic & many other regional brands.

The focus for specialty teas is to get people aged between 25 and 40 to drink tea, through **Social media campaigns** on Instagram, Facebook and Twitter. But real change is starting to happen as customers – especially online where they expect clear, transparent company information – dig deeper into their tea.

The focus of few brands is on offering a **Spiced Tea Range** enriched with health benefits of select spices like cardamom, clove, black pepper, cinnamon, ginger etc. The art is to redefine the concept of tea drinking by introducing flavours that are unique to the Indian consumer.

Recently Starbucks introduced **Teavana specialty teas** in 88 of its stores in India. It was already serving nine varieties of tea, and will double its tea offering with its new range. However, Starbucks is not alone in its race to get tea-drinkers into a cafe - Chaayos, Chai Point, Tea Trails and Tea Point are have also opened tea cafes.

The largest **consumption of tea** is by people in the age group of 18-36, and on average they consume over 3 cups of tea daily. Tea has 90% penetration in India. 84% of all urban households consume only tea. Compared to this, coffee pales, as it is consumed only by 1

in 12 urban households. In fact even in South Indian states, tea is consumed on an average four times more than coffee. This consumption pattern means a big future of specialty teas in the country.

The café industry has been dominated by coffee chains and continues to do so. There is very little activity as far as tea cafés are concerned with a very few organised chains running tea cafés. Even **the Tea café industry** at large has been steadily going. Hence there is plenty of opportunity for tea cafés to prosper. Chaayos & Chai point are two successful ventures in this direction.

The chaos in the 'specialty' tea market in India like in global market comes from the fact that no one, from buyer to seller, actually knows the value of the tea they are buying or selling, or how to clearly establish its value. Price is derived mostly from marketing — price is certainly not based on the quality of the tea. The specialty coffee industry has done an excellent job of establishing standards & that is needed in the specialty tea industry too.



COVER STORY



**Specialty Tea Marketers need to pay close attention to the following trends among the Indian consumers in order to expand & drive the category from the long-term perspective:**

The Indian consumer is demanding, value conscious and evolving. Consumers have a barrage of choices in front of them, leaving marketers scrambling to establish value, stand out and deliver. Marketers need ingenious ways to reach and increase brand appeal, and find their way into consumers' shopping carts. Health and wellness foods, with a growth rate of about 10%, it is a promising segment for manufacturers to tap into. Categories that are in vogue like green teas, oats, noodles promise to drive growth.



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**They are willing to spend a disproportionate part of their monthly budget on health, hygiene and wellness.**

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- They shop more FMCG in **chemist stores** than you would imagine. The chemist channel has been an outperformer for the FMCG market. FMCG categories like packaged tea that earlier were not even considered for sale in this channel are now flying off the chemist shelves. Brands like GAIA & Himalaya teas have focused in this distribution channel from the beginning
- They are willing to spend a disproportionate part of their monthly budget on health, hygiene and wellness. Most of the specialty tea brands have positioned themselves on the **wellness** USP.
- They are more willing to **experiment and try new products** than ever before: 49% of consumers who shop in traditional trade and 59% who shop in modern trade say that they love to try new things. Modern trade outlets, specifically, have emerged as innovation laboratories for consumers who use such stores to experiment with new launches across categories.



In fact, 30% of FMCG stores account for 80% of sales.

- They want to be **entertained first and educated second**. Indian urban consumers have access to over 900 TV channels. The more than 300 million Smartphone users have access to content on their fingertips. Media habits are fast changing. Indian consumers now want to be entertained before educated. The first seven seconds in an ad have become more crucial than ever before. These crucial moments decide whether an ad will retain a viewer's attention span. Therefore, content is key, and marketers should think long and hard about what content to take to which screen (across TV, online & mobile).
- They are willing to switch stores for the right **promotion**. **Promotion-sensitivity** has increased



- meaningfully for FMCG in India. Consumers are actively looking for them, and promotions have the ability to influence 27% of consumer purchases in stores for FMCG categories.
- They either already have a presence **online** or will have one soon enough. India now has an Internet



penetration of over 425 million users & mobile user penetration is 32%. Up to 45% of online FMCG consumers access the internet as part of their pre-purchase ritual. This has huge implications for marketers, as influencing online consumers for either offline or online purchases will gain more importance with each passing year.

- Brands are finding themselves increasingly challenged to capture consumer mind share. **Digital media** is a critical piece that can't be ignored, digital ROIs to be twice as efficient as TV, and so for most brands, digital now needs to be an integral part of the media plan rather than a separate strategy: web-based strategies are most effective alongside traditional ones, because shoppers are more inclined to buy online when they are already aware of a brand.
- Numbers show that a staggering 60% of FMCG sales can be influenced at the store level. In fact, 30% of FMCG stores account for 80% of sales. Since presence at every store is financially unviable; the **right store choice** is the first step towards efficiency.
- A meta-analysis across 15 categories and 155 brands reveals that overall sales effectiveness is primarily driven by availability and visibility. Finally, having the **right placement and visibility** of products, can yield an additional 15-30% of incremental sales.



COVER STORY



The increasing gender parity will have a major bearing on the Internet economy - women control 44 percent of household spending in India.

- Innovation Creates Opportunity for Growth - **Packaging diversification** has allowed manufacturers to be creative with their product packaging and sizing in order to combat declining sales. Consumers are willing to pay more because of the lure of the new packaging design. For this reason, manufacturers should assess to what extent their designs reflect the brand's personality and effectively convey key messages.
- Some estimates put the total number of Internet users in India at as many as 550 million - 40 percent of the population - in 2018. We expect the Internet to contribute \$200 billion to India's GDP (5 percent of total GDP) by 2020. In 2018, **women will represent a third of all Internet users**. The increasing gender parity will have a major bearing on the Internet economy - women control 44 percent of household spending in India.
- Where consumers buy, what they buy, how they buy and how they pay is changing fast. **Online shopping**, which was earlier considered as just another fad by most traditional players, has emerged as a strong channel that is becoming the preferred option of more and more consumers. Online retail is expected to grow at over 60%, although on a small base. There are over 30 Portals which are selling Specialty teas in the country including Amazon, Big Basket, Snap deal, Grofers, Tea box etc.





By **Vikram Singh Gulia**  
Vice President  
Goodricke Group Ltd.

# Branding Tea Today

Tea has always enjoyed a unique popularity- in our daily lives, in cultures and even civilizations. It wasn't surprising that tea soon became more than just a trading commodity- each company wanted to mark or 'brand' the tea they brought to the auction. Maybe that was the first beginning of branding, and since that day, there has been no looking back. With the advent of advertising, the very nature of retailing has changed. It is now extremely important to not only have share of mind, but also share of heart of your consumer. We extensively work on point of sale communication, free standing units for modern trade, sampling right before purchase and even mystery shopping. We also try and engage the customers through guerilla marketing and soft placement of brands. There is no end to the possibilities of engaging and trying to influence the customer. It's a constantly changing battlefield, where everyone is fighting for the customer's attention.

**Who is the general audience that tea companies now target? Niche specific?**

Interestingly, irrespective of culture, place, or even time, the main target audience for tea advertisers has been women, as they were the decision makers in this regard. As women are moving out of home kitchens, this targeting is also evolving. Men are also particular about the kind of tea they want to drink, especially in the eastern part of the country. A growing trend today is young millennial, who know exactly what tea he/she wants to drink and has the pocket power to purchase the same.



Tea today is spilling over in its very many categories- the green and herbal tea fans, the infusions and flavoured tea fans., the Puritan tea aficionado- all form niches of their own kind.

COVER STORY

Advertisement has helped in the consumption of a plethora of teas.



Tea today is spilling over in its very many categories- the green and herbal tea fans, the infusions and flavoured tea fans., the Puritan tea aficionado- all form niches of their own kind. It is up to the marketing professionals to speak to the consumer, in the voice they want to hear. It's about time we become customer centric and not brand centric only.

Companies are targeting women who serve their husbands 'doodh wali chai' our Khaass CTC tea, young professionals in the streets of Calcutta who drink Roasted liquor tea or the tea connoisseur who takes his time to enjoy a fine cup of Castleton Muscatel tea.

**Has generic advertisement helped in the growth of tea consumption-in India?**

Although India has always been a land where the second most consumed beverage after water, is tea, advertisement has brought about- education of tea, to the common man. As coffee has swept the subcontinent with it branding, and its cafes- tea is emerging slowly in a diversified role. Advertisement has helped in the consumption of a plethora of teas.

Other than the puritan and single estate garden teas that we offer- there are herbal teas, medicinal teas, flavoured teas and even infusions that slowly are becoming the order of the day.

Story telling is no longer restricted to only advertisement but also now reflects in the customer's purchase journey, his experience with the brand, interesting packaging- which tells a story in itself and a small note from the garden manager to the consumer, which promises customer delight. Over the past few years, there has been an interesting development in the packaging of tea as a mode of communication. Since the tea pack itself emerged as a medium of advertisement, a conscious decision is made to give more importance to the visual assets of the packaging. Presently, a substantial amount of effort is being put into designing packaging which is not

only captivating, but also conveys the brand message and offers a comprehensive description of the product.

With the growing interest (and investments!) of multi-national companies and conglomerates in defining a third place to enjoy your tea, other than your home and your work place- tea cafes are definitely on the rise. We too have grasped this opportunity with our Goodricke Teapot- the sole purpose of which is to provide consumers a place where great teas, from a verified source can be consumed.

**What else needs to be done to make people aware of tea and what aspects of it needs to be further exploited?**

Currently, we are moving towards push marketing- where we are available at the consumer's doorstep instead of only trying to pull them with conventional ads.

We are available on goodricketea.com and are getting terrific response from the consumers through our website sales and also from convenient shopping channels like Grofers, Big-Basket, etc. Our popular much in demand brands are also available in other marketplaces like Amazon and Flipkart.

I think it is now our joint responsibility as market leaders to educate the consumers about tea, and put tea on the same pedestal that coffee enjoys across the country. Tea could contribute to the economy significantly as a channel of tourism, in the food & beverage sector, for employment and even to put India on a global map.



# Lets Process QualiTEA Inteligently

## NEX GEN AUTOMATION FOR TEA PROCESSING



**Stesalit Towers**  
Our Corporate Headquarters at Kolkata

### Stesalit Introduces Uniquely Designed Microcontroller Based Equipment for Quality Enhancement of Tea

Stesalit Systems Limited is a SEI-CMM-Level3; ISO 9001-2008 and ISO 27001 certified Group Company. Stesalit Systems energises Smart Cities, Internet of Things and Embedded Systems.

Automation division of Stesalit Systems, a pioneer in designing and manufacturing of state of the art of Process Automation Systems/Equipment, for over two decades, has developed a large number of Microcontroller-based Process Automation Systems for tea processing Industry. These systems are being used from Withering to Sorting processes in tea factories, resulting in better quality and higher price realization of 'Made Tea' with substantial saving in energy and manpower for the tea factories.

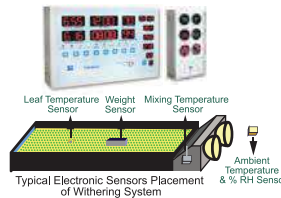
Over 1000 nos. of our these equipment are running satisfactorily in various tea factories in India and abroad.



**Rotorvane Weigh Feeder** for Uniform & Controlled Feed (Single Stage / Double Stage)



**Online Continuous Weigher (SCW)**



**Intelligent Tea Withering System (TWMAC)**



**MAGNUM Auto-Milling Machine**



**Coal Air Ratio Controller (CARC-04)**



**Monorail Flow Rate Monitoring System (FRMS)**



**Multichannel Temperature Scanner (MTS)** for accurate monitoring of temperature



**QUANTUM Auto Chasing Machine**



**SHIFTEA - Green Leaf Shifter**



**Humidity Management System (HMS)** for monitoring the %RH & Controlling Humidifier

- Many more Electronic products for tea process Automation are under Development
- Complex customized solutions for various industries

For your requirements please contact:



### Stesalit Systems Limited (Automation Division)

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## Tidings from Bangladesh



By **Monjur Hossain**

**Addressing the event, the Prime Minister urged researchers to not only boost production, but to innovate and create new varieties of tea including species resistant to drought.**

### Bangladesh Tea Expo 2018

Bangladesh Tea board hosted Bangladesh Tea Expo 2018 for the second time. Honorable Prime Minister of Bangladesh, Sheikh Hasina inaugurated the 3 day Tea Expo at International Conventional Center, Bashundhara, Dhaka on 18th Feb, 2018. In a press conference regarding Tea Expo 2018, Commerce Minister Tofail Ahmed said "The tea industry is one of the oldest industries in the country. It has tremendous potential and can do wonders for our economy. We hope to represent the traditions and culture of our tea industry through Bangladesh Tea Expo 2018;" The minister also said that the aim of the expo is to showcase the tea industry, promote diversification of tea and tea products, and explore the culture of the tea gardens. Commerce Secretary Shubhashish Bose and Bangladesh Tea Board Chairman Major General Shafeenul Islam were present at the press briefing. Tofail Ahmed also highlighted the contribution of Bangabandhu Sheikh Mujibur Rahman in making the tea sector flourish. He said the tea industry became prosperous under Bangabandhu's leadership because he worked diligently to ensure the welfare of the tea garden workers. Sheikh Mujibur Rahman was the first Bangladeshi chairman of the pre-Independence Tea Board.

The Ministry of Commerce and Bangladesh Tea Board (BTB) have jointly organized the three-day tea expo with the objective of expanding the market by promoting tea related-products as well as boosting production with new varieties. Bangladeshiyo Cha Sangsad (Tea Association of Bangladesh), M M Ispahani Limited, the Consolidated Tea and Lands Company (Bangladesh) Limited, Abul Khair Consumer Goods Limited, Duncan Brothers Bangladesh, Halda Valley Tea Company, City Group and Orion Group are co-organizers of this event of "Tea Expo 2018".

In the inaugural speech Prime Minister Sheikh Hasina emphasizing the multiple uses of tea, Prime Minister said that the government wanted Bangladeshi tea to be developed further and have a worldwide presence. Addressing the event, the prime minister urged researchers to not only boost production, but to innovate and create new varieties of tea including species resistant to drought.

"We can produce soap, shampoo, and lotion from tea. These are extremely popular in the world and we have the scope to use the residual material left behind by processed tea," she said while inaugurating the Bangladesh Tea Expo 2018. Sheikh Hasina noted that "Satkora" tea, "Tulsi" tea, "Masala" tea, and "Ginger" tea are now being produced in the country. "The Tea Research Institute is conducting research in order to produce cola from tea," she said. Mentioning that she often gives tea as a gift to foreign dignitaries, the prime minister stressed on creating attractive packaging to make tea a viable gift, saying that it would also be attractive to customers in foreign countries. Sheikh Hasina said now tea is being produced organically without any chemical fertilizers and pesticides and that green and orthodox teas were being produced in tea gardens alongside CTC black tea. Bangladesh Tea Research Institute has undertaken

### Bangabandhu's tea legacy

Recalling the contributions of Father of the Nation Bangabandhu Sheikh Mujibur Rahman to the development of the tea industry, Sheikh Hasina said Bangabandhu became the first Bangali chairman of the Tea Board in 1957. Under his instructions, the Tea Research Institute was established at Srimangal in Moulvibazar in 1957 and the office of the Tea Board was set up in Dhaka's Motijheel, she said. The prime minister continued, saying that the Father of the Nation gave permission to tea garden owners to preserve ownership of up to 100 bighas of land. Bangabandhu also gave citizenship and voting rights to tea workers, and tea has become our second biggest export due to his epoch-changing steps. After the assassination of Bangabandhu in 1975, steady development stopped and the tea industry suffered a major blow. However her government has always



Prime minister Sheikh Hasina inaugurating the Tea Expo



BTB team in the Expo with speciality teas

research on improving the quality and increasing the production of tea along with creating new flavours and finding innovative new ways to deal with pests, she said. Pointing out that the aim of the government is to improve the living standards of underprivileged communities, the prime minister called upon tea garden owners to focus on the well-being of the labourers they employ.

worked for the development of the country's tea trade following the footsteps of Bangabandhu, she said.

### Efforts of the current government

The prime minister said her government, after assuming office in 1996, started work on the development of the tea industry and undertook the Small Tea Cultivation Project. Sheikh Hasina said her



COUNTRY

## COUNTRY



Ispahani tea in display



Display of Finlays tea

government affirmed the Tea Act 2016 and undertook a project to develop large and small tea gardens to boost tea production. It also adopted a master plan titled "Development Roadmap: Bangladesh Tea Industry"; a protocol involving short, mid and long term development plans. The prime minister said that the country's tea production in 1970 was only 30 million kilograms. In contrast, tea production now stands at 85 million kilograms due to the implementation of the short-term development plan and will be increased nearly 140 million kilograms in 2025 if the mid and long-term plans are successfully implemented.

Prime Minister Sheikh Hasina has announced that the Housing Fund will provide loans at only 2% interest to tea estate owners for the construction of housing projects.

At the function, the prime minister released a clone variety (BT-21) of tea and inaugurated the 30-storey "Bangabandhu Cha Bhaban" in Motijheel, Dhaka. She also handed over awards to garden owners who secured first positions in seven categories for their outstanding contributions in the development of the country's tea industry.

Commerce Minister Tofail Ahmed, Commerce

Secretary Shubhashish Bose, and Bangladeshiya Cha Sangsad Chairman Ardashil Kabir also spoke at the occasion, while BTB Chairman Major General Shafinul Islam delivered the welcome address.

The event organizers awarded trophy for the best tea garden based on worker welfare, production capacity, tea quality, best packaging, diversification of tea marketing as well as the best small tea producer and the most attractive pavilion at the expo.

On the second day of the expo, there was a seminar titled 'Career prospects in the tea sector' and on the third day there was a seminar titled 'Diversification of tea in Bangladesh/Artisan tea' and Mini-auctions organized.

There were three television talk shows during the event, titled 'Labour welfare in tea gardens in Bangladesh,' 'Prospect of tea tourism in Bangladesh' and 'Tea and your health.' There were cultural events on each of the three days. Besides popular musicians, members of communities from tea-growing regions such as Sreemangal and Bandarban performed to represent their local and indigenous cultures.\*

• The writer is Managing Director, PMTC (Bangladesh) Limited





# 'Tea n Me' chain eyes VC funds for pan-India ops

Sovon Manna@timesgroup.com  
Times of India 28/02/2018

**Kolkata:** City based startup tea boutique startup "Tea n me" is planning to go for pan india operations in the next three years with a special thrust on Pune, Bengaluru, Hyderabad and Delhi. For this, it is planning attract venture capital (VC) funds and adopt 'franchise-owned, company operated' (FOCO) model as well.

"We have a very aggressive expansion plan. By end of 2018-19, we plan to set up another eight counters in Kolkata alone with a special focus on south Kolkata," said Nirjhar Chakravorty co-founder of 'Tea n Me.'

Started in early September, 2017, as one of the two verticals founded by Chakravorty and Debasish Dutta, the tea boutique chain serve a wide range of tea starting from Kulhar Chai milk tea to exclusive variety of Assam orthodox and Darjeeling along with a range of detectable assortments.

"Euromonitor research finds that people in India drink 187.6 cup of tea per person while it is 72.6 cups of coffee

thus, we have found a huge demand for tea joints in urban India," said Dutta.

Both Chakravorty and Dutta are engineers and worked in senior strategic positions in the corporate world before venturing into the world of tea.



On the eve of opening their second outlet at New Town's Axis Mall on Wednesday, Chakravorty said, "we plan to open 22 counters across India by three years and serve export quality specialty tea. Although, we have spent around Rs. 70-80 lakh for each of the two counters, we plan to spend Rs. 9-10 lakh each for our next counters, which will be built on a cost effective model."

The startup has estimated to give at least 20% return on initial investments to its franchisees. It has also taken up a noble cause of giving 205% of the customers spend for the education of girl child. Green Crescent. Wood Wine , White Romance, Black Pearl are some of the exclusive varieties of tea available in TEA n ME.

## Super food with incredible beauty benefits

Daily Mail

It turns out that you really are what you eat, according to the author of a book about how eating the right foods can make you more attractive. Medical nutritionist Dr. Sarah Brewer, the author of newly published 'Eat well look Great', has revealed there are up to 40 super foods that contain amazing beauty benefits that can help give you shiny hair, improve your skin and help banish signs of age. Here's seven of the best beauty-boosting foods, including the millennial favorite, avocado, and smelly breath-inducing garlic.

### AVOCADO

Avocado supplies antioxidant vitamins C, E and carotenoids, as well as moisturising monounsaturated fats which promote plump, youthful skin. Avocado oil contains hormone like phytosterols that have a regenerative effect on ageing skin. While you can use it during cooking, its best to drizzle

cold-pressed avocado oil over salads and dips to retain the full benefits and to enhance the absorption of other ingredients.

### Cherries

Scientists from Michigan State University have suggested that drinking a glass of red cherry juice a day can help to slow the ageing process. It can also help combat wrinkles as researchers assessing the food intake of over 400 people aged over 70, living in Greece, Australia and Sweden, discovered that cherries are one of the fruits that offer most protection against skin wrinkling, with those having the highest intakes experiencing 46 per cent fewer signs of skin ageing.

### Garlic

This popular kitchen herb, with its pungent odour. Is perhaps not an obvious beautifier, but the secret lies in its ability to boost circulation, increasing blood flow to the skin to impart a healthy glow. It increases blood flow to



scalp follicles helps to promote hair thickness and strength, while improves circulation within the nail beds encourages the growth of strong, less brittle nails.

### Carrots

Carrots contain carotenoids, which help to protect the skin against sun damage are a good source of silica, which strengthens skin, hair and nails.

### Sardines

Oily fish such as sardines are a rich source of long chain omega 3 fatty acids (EPA and DHA), which have a powerful anti-inflammatory action to help damp down conditions like dandruff, acne and rosacea, and skin rashes such as eczema and psoriasis. The

flexible molecules in EPA and DHA are also incorporated into skin cell membranes to improve their softness, suppleness and ability to retain moisture. They also have a blood thinning effect to boost circulation to hair, skin and nails, bringing in more oxygen and nutrients to promote healthy growth.

### Macadamia Nut Oil

Macadamia nut oil is a richer

source of moisturizing monounsaturated fats than olive oil, and a good source of vitamin E protein. Almost 10 per cent of their weight consists of protein, which, combined with their healthy oil content, makes them especially beneficial for hair, skin and nails. They are also a good source of magnesium, calcium and vitamin E, B1, B2, B3, B5, B6 and folate, all of which are needed by cells with a rapid turnover, such as those in the skin and hair follicles.

### Green Tea

Green Tea has highly powerful antioxidants that have anti aging effect on circulation and skin. It boosts the rate at which the body burns calories, too. The caffeine found in green tea dilates blood vessels to improve blood flow to hair follicles, skin and nails. It also helps combat wrinkles as in a wide-ranging study comparing dietary intakes with degree of skin wrinkling, those with high tea consumption showed an astonishing 54 per cent fewer signs of skin wrinkling than those with low intake.

Green tea antioxidants are included in many cosmetic products as they offer several different benefits such as easing sunburn, reducing eye puffiness, combating cellulite and stimulating hair growth.



## INNOVATION

### "TEA EXCLUSIVE" in City Of Joy

**Kolkata:** On a special autumn full moon night, when the Darjeeling hills are awash in silver, a shy bud is born; She is welcomed by the caressing fingers of a plucker, who picks her and lovingly places her in a special bassinet. Lulled by the right temperature and breeze and nursed by expert hands, the bud turns into Silver



*Prestigious Makaibari Tea*

Tips white tea, one of the ladies who rule the world of tea; She is exclusive and pricey, and it is not easy to set sights on her; You might have to pay anything between Rs 30,000 and Rs 50,000 for just a kilo of the choicest variety.

Lahari Saha, an economics undergraduate student at Calcutta University. The 20-ish die-hard tea lover came to look for some finest quality tea. And she was amazed at what she saw over endless sips, punctuated with stories that are as exclusive as the teas here. Makaibari, the world's oldest tea factory (started in 1859), started its two exclusive heritage tea experience stores in the city just a month back, where you can taste and spend time getting educated before buying your tea.

For 30 years, **Dolly's Tea Shop** at Dakshinapan has stolen the hearts of the young and elderly alike. Be it the hot steamy first/second flush from Darjeeling, to the delicate and sparkling silver-green, from the cold concoction of a 't-shake' to her designer tea-inspired Virgin Mary or Fuchka Tea, there's a tea to suit every palate.



*Dolly's Tea Shop at Dakshinapan*

For Dolly Roy, the country's first woman tea auctioneer to the owner of the first tea boutique.

The tea room that the Swiss couple, Mr and Mrs Flury,

started 90 years ago is today better known as **Flury's**, the unchallenged heritage landmark on



*Tea @ Flury's, Kolkata*

Park Street. The couple set up the tea room to serve high tea, bread and scones to British officers who needed to snack between the time they left office and entered clubs in the evenings. Today, of course, the array of savouries and confectionery are perhaps the more popular offerings, but a **Flury's** experience remains incomplete until you have ordered from its long list of tea offerings.

Perhaps the fact that it is a speciality brew that makes tea stand apart, feel enthusiasts.



*Lalit Great Eastern Tea Lounge*

"It is not an instant drink. You need time, patience and expertise to brew it right and then let the flavour take control of your senses. You can compare the finest tea to an expensive wine, champagne or Scotch," says Sudeep Sinha, food and beverages head of **The Lalit Great Eastern**, which has set up its Tea Lounge in an effort to create a heritage experience, and serves at least 12 varieties of single-estate Darjeeling tea in the lounge, apart from organic, green and flavoured variations.

One found a young teacher of South Point School, Shruti Chowdhury, having a lively conversation over a



*"The Tea Trove" @ Acropolis Mall*

cup of an expensive variety of white tea at **The Tea Trove** at Acropolis Mall. Owner Shruti Kanoi explains that in her chain of stores, tea lovers are encouraged to experiment and sip a cuppa before buying. Chowdhury spends quite a sum every month buying the finest varieties of Darjeeling tea for herself. Raisaab Hanuman Kanoi, a scion of the family that owns The Tea Trove, was



The Tea Trove @ Acropolis Mall

among the first Indian planters when the British started handing over the gardens. "We have 80 varieties of pure, blended, herbal and flavoured tea across price ranges. The idea is to popularise tea as a drink and encourage buyers not only to select tea according to their taste but also to brew it right," Raisaab explains.

Side-by-side with regular milk tea with kesar, which is a huge hit at Chai-Break, this speciality tea joint also serves fine Darjeeling white and Oolong varieties, apart from tisane infusions, which are a hit wherever available.

There are many who like their tea with milk and sugar. Masala chai, Adrakhwali chai or Elaichi chai are different variants made not with Darjeeling but with Assam tea, mostly of the CTC variety. Holding the earthen kullarh at the brim and sipping steaming hot full-bodied milk tea out of it can give you a kick like no other, fans will swear. The large crowd at **Balwant Singh and Sharma**



Balwant Singh & Sharma Dhaba @ the crossing of Harish Mukherjee Road & D L Khan Road

**Dhaba** at the crossing of Harish Mukherjee Road and D L Khan Road, even at midnight, is proof enough. And then there are exclusive stores like **Tea Junction** (35 outlets) and **Chai Break** (10 outlets) that promote the culture of milk tea; Tea Junction serves its signature masala chai in their specially designed earthen throwaway kullarhs that look quite different from the ones that we see in roadside tea stalls.

Inside the sprawling Eco Park is the latest tea hotspot **The Tea Lounge** a joint venture of Andrew Yule and Hidco. The most interesting thing is the one-bigha tea garden outside the lounge. Visitors are taken around the garden and also encouraged to ride bicycle or indulge in other sports and activities, punctuated with tea-drinking. Run by golfer Neil Law, the lounge has turned into a popular breakfast point. There is a wide range of teas to choose from, right from the classic varieties of Darjeeling and Assam to the flavoured, green and iced varieties to suit every taste.



The Tea Lounge @ Eco Park



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## RESEARCH

### Soil Crisis Predicted in Near Future

by Special correspondent  
Hyderabad

A depressing report however was prepared on the occasion of world soil day by a consortium of several agricultural institutes. A potential disaster is predicted as a third of a total 350 million hectares in the country has turned problematic, the emerging crisis in future is backed by the carbon content in soil having reduced to one percent in plains and two percent in the hill states.

However, the tea planters expressed their inability to disburse the balance 50% before June, 2018 citing huge loss of production due to the political agitation which caused a production loss of over Rs. 200 crore. The Darjeeling tea industry lamented that compared to 8.13 mkg output in 2016, the current year production was unlikely to cross 3 mkg. They are present hopefully looking at the first flush plucking season, most of which is exported. Meanwhile, many gardens could start defaulting on wage payment due to actual cash flow crisis. On the whole, there is no dearth in enthusiasm amongst Researchers, Producers and Distributors to move ahead in promoting Tea Trade and the lush plantations will always be a source of attraction to the Producers of the Tea Industry and the Tea Fraternity.

#### THIS MAN BREWS OVER 100 VARIETIES OF TEA

For most, it is just a stall on Mint Street next to Southern headquarters in Chennai. But for hundreds of regular visitors it is a must place to drop in and have cup of tea. Here, the owner serves different verticals of tea, some brewed with herbal medicines.

K Rajeev, who owns the tea shop, offers more than 100 varieties of tea with some of them having health benefits. He has over 2,000 people visiting regularly for their cuppa. Apart from usual lemon, ginger, green and honey tea, Rajiv sells more than 90 mixtures of herbal tea regularly.

*R J Roberts*

### Barnesbeg Purple tea wins the King's award



Seen in the picture Mr Atul Asthana, Wholetime Director and COO, Goodricke Group, receiving the award from Tea Board Chairman Mr P. K. Bezboruah.

A batch of Purple tea manufactured at Barnesbeg tea garden won the King's award in the specialty tea contest at the North East Tea conclave held at Guwahati on the 22nd and 23rd of December. The conclave was organized by the Confederation of India Industry and was attended by both government officials and esteemed members of the tea industry.



### **New Specialty Tea to be Launched by Harrisons Malayalam in 2018**

*by Special correspondent*

#### **Munnar**

General purpose teas are available in plenty and, consequently, the excess in supply over demand will always create a pressure on prices on mass-market teas. Hence, increasing export of South Indian teas is critical because it is hit by low prices and escalation of production cost.

Harrison Malayalam Ltd (HML) has therefore decided to build an umbrella brand, **Harrisons Heritage**, with specialty teas such as single estate tea, white tea, hybrid & frost tea for both international & domestic sale. In 'Amazon', it has been roped in for marketing. The brand would be available by the middle of 2018. Niche products will be accepted by new age customers.

### **Tea News & Events**

#### **Assam Tea should improve in quality**

*by Special correspondent*

#### **Guwahati**

According to the president of the Western India Tea Dealers Associations (WITDA) and the executive director of the Wagh Bakri Tea Group, Assam Tea has been losing its prominence due to deteriorating quality gradually over the past four years. The full bodied brew lost its eminence since priority was placed on increase in production. He felt that all tea makers of Assam needed a collective approach to enhance its status in Tea.

The Chairman of the Tea Board, while launching of a tea app green tea leaf exchange, said that Assam tea has lost its reputation at home and abroad due to erosion of quality and needed a collective approach to enhance it.

The mobile app will primarily facilitate digital marketing of green tea leaves. It was developed by the joint effort of IIT, Mumbai and the board's own computer software engineers.

#### **'Chai Break' Raises funds to spread Wings**

*A R News Services*

#### **Kolkata**

with the objective of setting up outlets in other cities, Chai Break based in Kolkata, has raised Rs. 5 crore from Venture Catalysts of Mumbai. The firm intends to open around 20-odd new cafes in the East, North East and South India within the next two years.

At present, the café chain has 11 company owned and operated outlets of which 8 are in Kolkata, 2 in Bhubaneswar and one in Durgapur. The ones in Bhubaneswar are doing good business which has encouraged the owners to explore Tier II and III towns.



# Industry

## November low for Darjeeling Tea Output

By Special Correspondent

### Siliguri

According to a recent data published by the Tea Board, 0.27 mkg of Darjeeling Tea was produced in November against 0.44 mkg in the same month last year. This is a shortfall of 61.36% on YOY basis.

The drop in output is attributed to the 104 day Gorkhaland agitation during which time weeds covered the Tea bushes. Even after the strike was called off, there was delay in removing the weed and undergrowths, which badly impacted the October and November output.

## N-E tea Conclave Draws Participation from Indian Tea Industry

by Special correspondent

### Guwahati

CII (confederation of Indian Industries) held its second edition of North East Tea Conclave and Expo. The theme of the meet was **"Roadmap towards Resurgence of Tea Industry"**.

Many tea makers of Assam and other states of the N-E region, West Bengal & Nepal were expected to participate in the contest on Tea Packeteers from all across the country, the members of the Guwahati Tea Auction Buyers' Association, tea sector producers' associations such as ITA, TAI, BCP, NETA etc. as well as small Tea Growers Association have already confirmed their participation.

## Fresh Guidelines on the Anvil for Tea Board

A R News Services

### Kolkata

According to the commerce ministry, the Tea Board should shift away from only being a subsidy distribution centre to working with the industry. Cost of administering such subsidy through the Tea Board usually exceeded the subsidy itself. The ministry is working out fresh guidelines to industry in improving the quality and sustainability of the produce and industry. Besides concentrating on generic promotion, the Tea Board sought to set up packaging and blending units to increase exports.

## Assam Govt Wants Plantation Labour Act, 1951, Reviewed

by Special correspondent

### Guwahati

In response to the Assam government's proposal to amend the plantations Labour Act, 1951, consultations with all stakeholders including eminent persons and members of civil society organization, tea garden management, academic institutions and media were held.

Save the children, an NGO, had in the meantime carried out a study in the districts of Tinsukia, Dibrugarh, Sivasagar, Jorhat Golaghat, Sontipur and Nagao. It covered 10 tea gardens in each district and interviewed that 2 out of 5 children had dropped out of school while 9% never attended a school, 63% dropped out to earn for their families. The children were found to work for over 40 hours a week. 40% of the working children had no toilet to use in the workplaces and 13% never got paid by the tea garden.

The stakeholders were unanimously of the opinion that the current PLA needed to be reviewed for providing enabling conditions to tea garden workers.

---

### LEAF STANDARD TO GRADE MIX

There is a direct reference of leaf standard to grade mix. You cannot make good tea with bad leaf eg: 65% good leaf means 35% Off grades and refuse tea, then what happens? The factory officer tries to hide the Off grades to show a high percentage of Main grades. He then brings down the value of the main grades.

R J Roberts

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# TEA PARTY

*A host of teapreneurs cater to those who seek a midway between the roadside tapri and a premium lounge, and make the every man's beverage evolve into a redolent drink ..... Courtesy **Shillpi A Singh***

India's loved beverage is helping aficionados and connoisseurs brew an entrepreneurial success story, one cup at a time. From oolong to green, black and even white, teapreneurs are catering to those who seek a midway between the roadside tapir and a premium lounge at a five star hotel. And tea lovers are spoilt for choice.

A recent study conducted at the peking university's School of Psychological and Cognitive Sciences and published in the journal Food Quality and Preference found that drinking tea makes people more creative. Tea contains caffeine and theanine, which improve mental speed, accuracy and focus, boosts people's mood, and help them relax in a similar way to

meditation.

These teaholics are experimenting with a variety of blends, infusions, floral notes and tisanes to tickle and satiate the taste buds of a tea lovers. In fact, Israeli Prime Minister Benjamin Netanyahu fascinated by a made-in-India olive tea, now wants Israel to learn to process olive tea.



## Chirag Yadav *Chatparty Teafe*

Delhi college of Engineering graduate Chirag Yadav (34) wears many hats. A trained salsero, art curator, and passionate cook, yadav started off his entrepreneurial journey with chai patty (chaipatti+chowpatty) a learning centre in Bengaluru, realizing that something as important as chai, the most significant connecting factor was amiss in his creative venture, he shaped it as Chaipatty Teafe (tea+café), a chai shack in Indirabnagar way back in December 2010.



## Amuleek Singh Bijral and Prof. Tarun Khanna *Chai Point*



Armed with management degree from Harvard Business School, Amuleek Singh Bijral (41) and Prof. Tarun Khanna (51) also from Harvard started the first pilot store in Bengaluru in april 2010, and since then their tea venture Chai Point has only moved places. Bijral says, Their offering include varieties of hot chai, iced chai, shakes, and bite sized snacks. "our core offering is B2S beverage (hot or cold), breakfast and snacks. The technology based beverage pioneer recently launched boxes in the world's first cloud based beverage services platform that gives chai through Android based dispensers.



## Snigdha Manchanda *Tea Trunk*

Snigdha Manchanda perceives tea as a life style product and not a commodity. She trained under Japanese tea master, Nao Numekawa, and founded 'Tea Trunk' in 2013. Her online brand curates finest teas directly from farmers and crafts them into unique tea blends with all natural ingredients. A trained tea taster who specializes in creating unique hand-blended teas, Manchanda (34) is also a certified tea sommelier. "All blends are 100 per cent natural. No artificial flavours or colours are used," she quips. These luxury teas are available at high end boutique stores, award winning restaurants, cafes, spas and five star hotels across India, and enjoyed in more than 10 countries. "look at tea rituals around the world. The beauty of tea is not inherent any one kind of tea; the focus has always been on the experience around it. Tea tastings are passes. They are limited to sampling different teas. We craft tea experiences that tell the whole story. We don't restrict ourselves to only those who are serious tea drinkers. Tea is for everyone. Let's make it fun," she adds. She popularized tea appreciation and tea tasting events in india, and pioneered the much admired chai walk in Mumbai and organizes handcrafted tea parties.



## Uday Mathur, Kavita Mathur, Sanjeev S Potti, and Ganesh Vishwanathan *Tea Trails*

Launched in late 2013 by a group of entrepreneurs Uday Mathur (59), Kavita Mathur (54), Sanjeev S Potti (42), and Ganesh Vishwanathan (51), Mumbai based Tea Trails has changes the rules of the game in the café space. Food pairing is a quintessential differentiator that sets it apart from others of the ilk. It offers gourmet tea drinking experience to a discerning consumer who gets to sip more than 80 varieties of tea across the world with a desi twist. " We use versatility of tea and pair it with a wide variety of foods from exotic and spicy Asian cuisine to humble chocolate deserts," says vishyanathan. The brand offers tea of various blends and added health benefits . the style range from white to green tea and



oolong to herbal tea along with a variety of freshly brewed chairs like adrak, pudina, five spices, masala, lemon grass. To choose from. Uday says, "Brewing tea is an ancient art, which is seldom paid attention to. We, at Tea Trails, understand the importance of brewing and steeping high quality loose leaf teas to perfection. "Tea trails also offers bubble tea and Tapioca Bubble Tea. It further specialties in an elaborate all day dining experience with a special mention on tea in fused dishes, Burmesa Tea Salad. Tea marbled Eggs, Tea infused Thai bowl and more. After witnessing success and overwhelming response in Mumbai, Tea Trails has marked its presence in Delhi, Hyderabad, Chennai, Vizag, Pune and Lucknow.

## Pankaj Judge *Chai Thela*

If you cut me, I will bleed chai, proclaims Pankaj Judge (33), management graduate from IIT Kharagpur. It was this undying love for tea that led him to start Chai Thela in 2015. "The idea behind this venture was to serve authentic (freshly-brewed) tea in a hygienic place. We refrain from storing tea in flasks and serve it hot with naasta (snacks)," says Judge. In barely three years since its launch, his chai cart dots 13 busy hubs across NCR, mostly at IT parks and colleges, and has also made a grand debut in Mumbai. He will launch a monthly subscription service for IT Park customers in April, which entails chai-naasta for just Rs. 899. Buoyed by the recent infusion of funds, Judge is planning to add moiré outlets in the coming months, and take his tea cart to other cities. But before scaling up, he is focusing on building a robust system and putting process in place.



INNOVATION

## Contemporary TEA TRENDS

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### Highlights : Auction average

India : April to February ( in INR per Kg)

CTC + All Dust	ALL Sector			Organised			BLF		
	2017-18	2016-17	+/-	2017-18	2016-17	+/-	2017-18	2016-17	+/-
Assam	152.10	144.59	7.50	161.70	151.23	10.47	121.00	118.88	2.12
Cachar	124.79	118.21	6.58						
Dooars	138.65	137.29	1.36	155.83	149.49	6.34	103.50	109.51	-6.01
Terai	110.88	116.43	-5.55	129.80	127.57	2.23	95.50	105.69	-10.19
N India	140.45	137.61	2.84						
S India	92.29	104.56	-12.27						
<b>Orthodox</b>									
N India	209.80	212.10	-2.30						
S India	128.94	136.86	-7.92						

### World Average Tea Auction Prices

January to December (per Kg)

CENTRE	In Country wise Currency				In INR (Approx)			In US \$ (Approx)		
	Currency	2017	2016	+/-	2017	2016	+/-	2017	2016	+/-
<b>Chittagong</b>	BDT	198.74	200.18	-1.44	159.31	171.20	-11.89	2.45	2.55	-0.10
<b>Mombasa (Kenya)</b>	US Cents	297.00	241.00	56.00	193.44	161.90	31.54	2.97	2.41	0.56
<b>Limbe</b>	US Cents	183.89	155.28	28.61	119.77	104.32	15.45	1.84	1.55	0.29
<b>"Colombo ( Mainly Orthodox)"</b>	SL Rs	619.17	467.23	151.94	264.51	214.99	49.52	4.06	3.20	0.86

Exchange Rate			India	Bangladesh	Sri Lanka
January to December	US\$ 1=	2017	65.13	81.25	152.46
(Approximate)		2016	67.18	78.55	146.00

Source: ITA

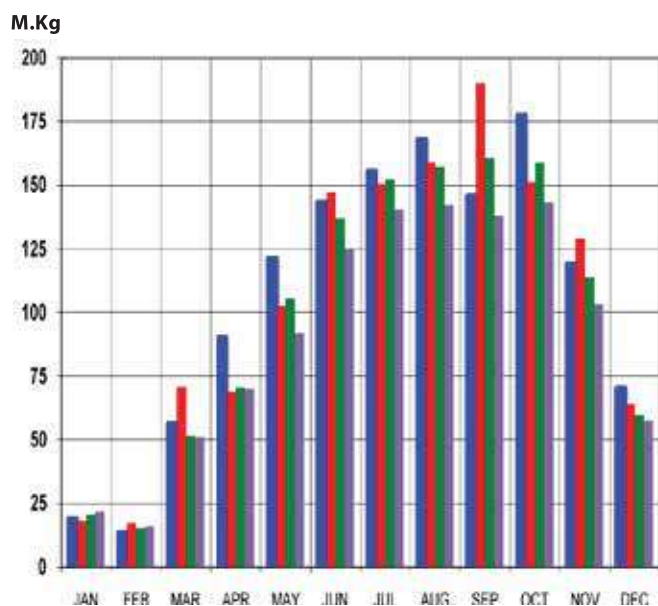


Compiled by  
Soumen Bagchi

## Analysis of Indian Crop

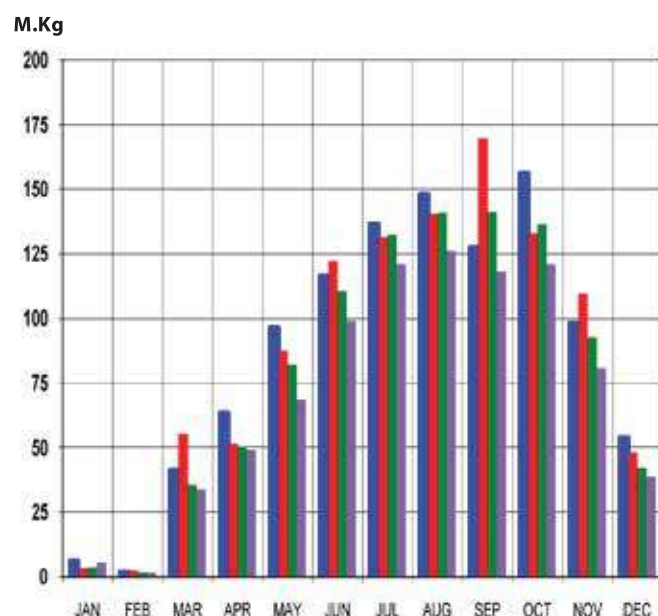
### Estimated Production of Tea in India (M.Kg)

MONTHS	2017	2016	Last 5 Yr Avg	Last 10 Yr Avg
	M.Kg	M.Kg	M.Kg	M.Kg
JAN	19.16	17.95	20.44	21.65
FEB	13.59	17.13	15.29	15.91
MAR	56.16	70.70	51.45	51.01
APR	89.89	68.64	70.43	69.93
MAY	121.33	102.47	105.26	92.08
JUN	143.02	147.15	136.87	124.71
JUL	155.59	150.53	152.16	140.54
AUG	167.98	158.70	157.26	142.20
SEP	145.83	190.00	160.65	137.96
OCT	177.32	151.15	158.84	143.02
NOV	118.90	128.94	113.74	103.17
DEC	70.06	64.00	59.62	57.49
JAN to DEC	1278.83	1267.36	1202.01	1099.67



### Estimated Production of Tea in North India ( M.Kg)

MONTHS	2017	2016	Last 5 Yr Avg	Last 10 Yr Avg
	M.Kg	M.Kg	M.Kg	M.Kg
JAN	6.05	3.37	3.61	5.68
FEB	2.03	2.29	1.63	1.67
MAR	41.49	55.31	35.51	33.82
APR	63.37	51.63	50.33	49.03
MAY	96.29	87.50	82.05	68.46
JUN	116.40	122.14	110.61	99.29
JUL	136.54	131.23	132.32	120.93
AUG	148.16	140.51	140.95	126.10
SEP	127.54	169.68	141.03	118.09
OCT	156.36	132.89	136.32	121.00
NOV	98.35	109.74	92.67	80.88
DEC	53.84	48.22	42.23	38.91
JAN to DEC	1046.42	1054.51	969.27	863.84

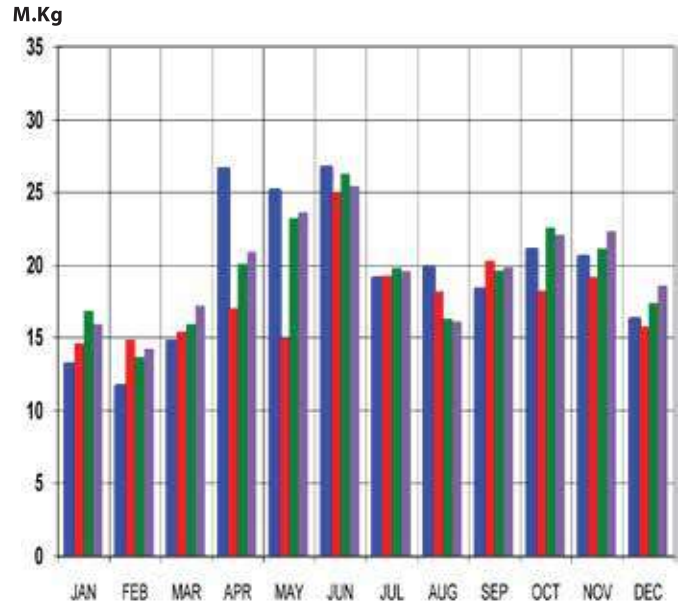


STATISTICS

## Analysis of Indian Crop

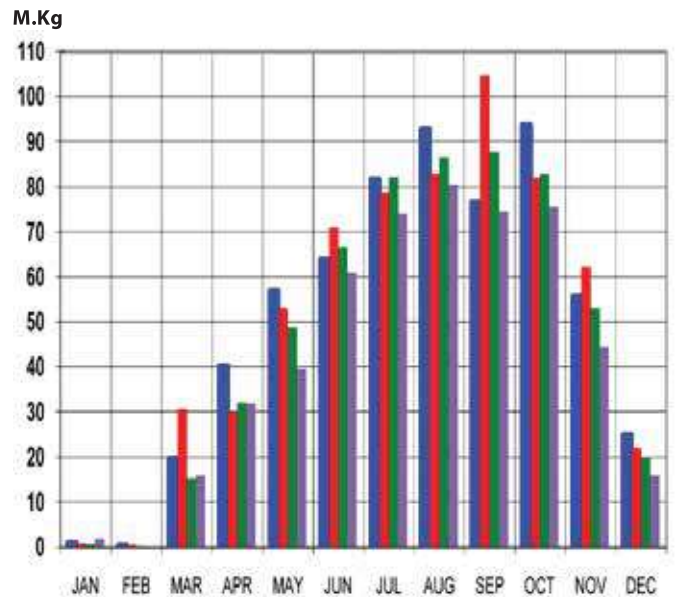
### Estimated Production of Tea in South India (M.Kg)

MONTHS	2017	2016	Last	Last
	M.Kg	M.Kg	5 Yr Avg	10 Yr Avg
JAN	13.11	14.58	16.83	15.97
FEB	11.56	14.84	13.65	14.24
MAR	14.67	15.39	15.94	17.19
APR	26.52	17.01	20.10	20.91
MAY	25.04	14.97	23.21	23.62
JUN	26.62	25.01	26.26	25.42
JUL	19.05	19.30	19.83	19.61
AUG	19.82	18.19	16.31	16.11
SEP	18.29	20.32	19.63	19.86
OCT	20.96	18.26	22.52	22.03
NOV	20.55	19.20	21.07	22.29
DEC	16.22	15.78	17.39	18.58
JAN to DEC	232.41	212.85	232.74	235.83



### Estimated Production of Tea in Assam Valley (M.Kg)

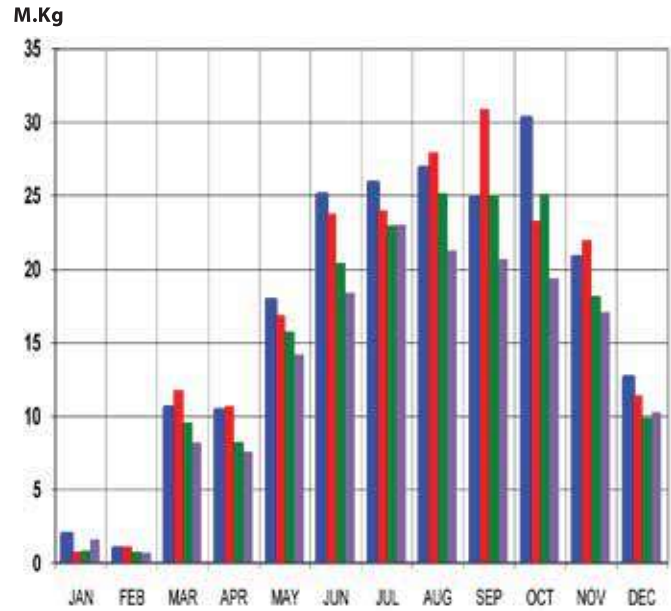
MONTHS	2017	2016	Last	Last
	M.Kg	M.Kg	5 Yr Avg	10 Yr Avg
JAN	0.82	0.74	0.64	1.79
FEB	0.24	0.49	0.26	0.17
MAR	19.67	30.66	15.18	15.88
APR	40.13	30.03	31.99	31.88
MAY	56.77	53.09	48.75	39.60
JUN	63.77	71.01	66.49	60.96
JUL	81.58	78.66	82.12	74.17
AUG	92.71	82.90	86.57	80.49
SEP	76.57	104.70	87.68	74.59
OCT	93.82	81.85	82.87	75.46
NOV	55.78	62.32	53.07	44.45
DEC	24.88	21.89	19.76	15.80
JAN to DEC	606.74	618.34	575.39	515.23



## Analysis of Indian Crop

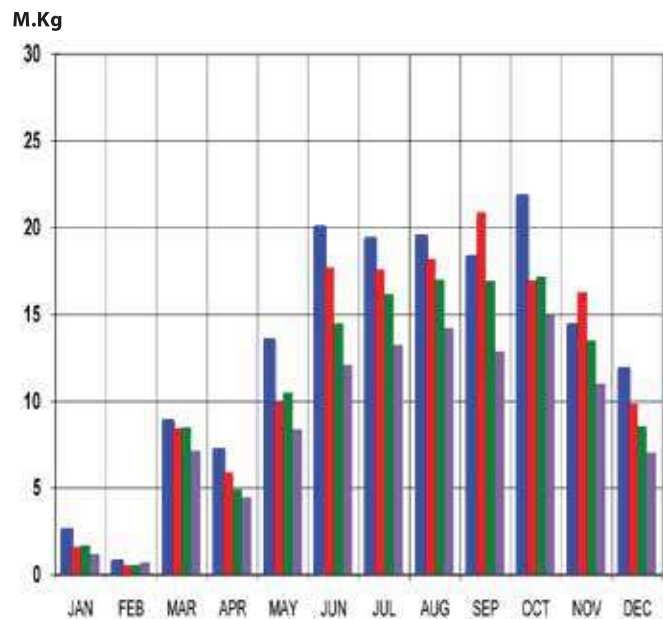
### Estimated Production of Tea in Dooars (M.Kg)

MONTHS	2017	2016	Last 5 Yr Avg	Last 10 Yr Avg
	M.Kg	M.Kg	M.Kg	M.Kg
JAN	1.96	0.76	0.87	1.60
FEB	0.93	1.12	0.76	0.75
MAR	10.53	11.75	9.58	8.19
APR	10.35	10.67	8.23	7.60
MAY	17.84	16.89	15.77	14.18
JUN	25.09	23.78	20.43	18.42
JUL	25.85	24.00	22.98	23.00
AUG	26.88	27.95	25.19	21.26
SEP	24.78	30.91	25.03	20.72
OCT	30.23	23.26	25.11	19.35
NOV	20.79	21.97	18.19	17.10
DEC	12.63	11.41	9.88	10.26
JAN to DEC	207.86	204.47	182.00	162.42



### Estimated Production of Tea in Terai (M.Kg)

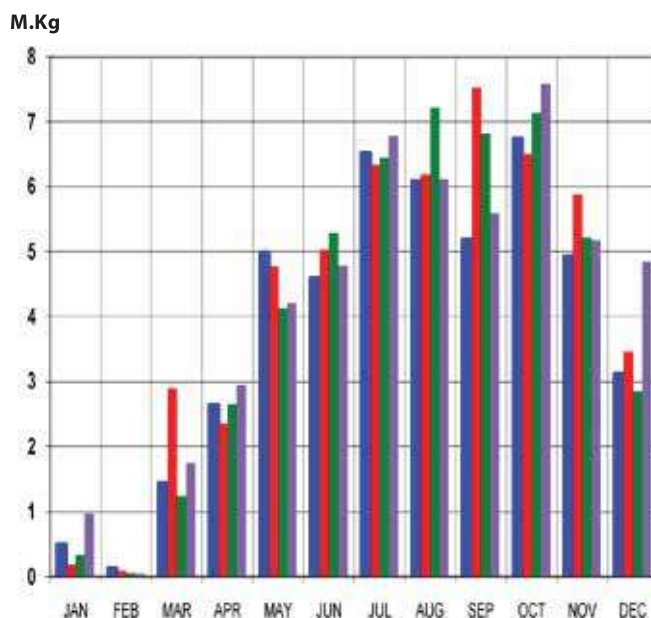
MONTHS	2017	2016	Last 5 Yr Avg	Last 10 Yr Avg
	M.Kg	M.Kg	M.Kg	M.Kg
JAN	2.52	1.58	1.67	1.21
FEB	0.69	0.53	0.54	0.70
MAR	8.80	8.43	8.44	7.12
APR	7.10	5.86	4.90	4.46
MAY	13.48	9.92	10.48	8.33
JUN	19.98	17.69	14.45	12.07
JUL	19.28	17.57	16.17	13.22
AUG	19.41	18.17	16.98	14.18
SEP	18.23	20.86	16.91	12.86
OCT	21.74	16.94	17.20	14.97
NOV	14.29	16.28	13.51	10.98
DEC	11.78	9.87	8.55	6.99
JAN to DEC	157.30	143.70	129.79	107.08



## Analysis of Indian Crop

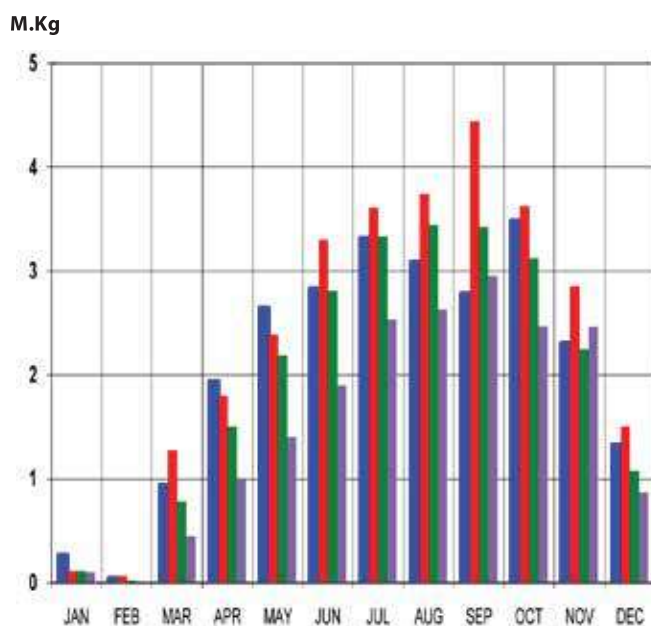
### Estimated Production of Tea in Cachar (M.Kg)

MONTHS	2017	2016	Last	Last
	M.Kg	M.Kg	5 Yr Avg	10 Yr Avg
JAN	0.49	0.18	0.32	0.98
FEB	0.13	0.08	0.05	0.04
MAR	1.42	2.90	1.23	1.74
APR	2.64	2.35	2.65	2.96
MAY	4.98	4.77	4.13	4.20
JUN	4.59	5.03	5.28	4.78
JUL	6.52	6.33	6.44	6.77
AUG	6.08	6.18	7.22	6.12
SEP	5.18	7.52	6.82	5.59
OCT	6.73	6.50	7.14	7.58
NOV	4.92	5.88	5.22	5.18
DEC	3.11	3.46	2.84	4.85
JAN to DEC	46.79	51.18	46.51	50.78



### Estimated Production of Tea in other areas (M.Kg)

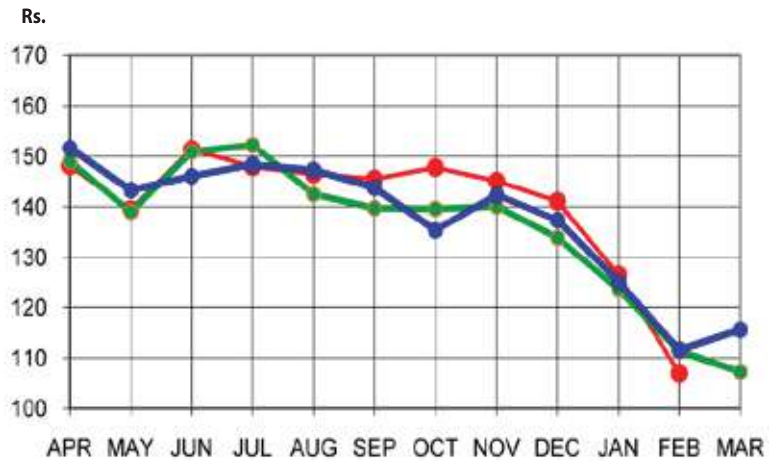
MONTHS	2017	2016	Last	Last
	M.Kg	M.Kg	5 Yr Avg	10 Yr Avg
JAN	0.26	0.11	0.11	0.10
FEB	0.04	0.06	0.02	0.01
MAR	0.93	1.27	0.79	0.45
APR	1.94	1.80	1.50	1.01
MAY	2.64	2.39	2.19	1.40
JUN	2.83	3.30	2.81	1.90
JUL	3.31	3.61	3.33	2.53
AUG	3.08	3.74	3.44	2.63
SEP	2.78	4.44	3.43	2.96
OCT	3.48	3.62	3.12	2.47
NOV	2.30	2.85	2.24	2.46
DEC	1.32	1.50	1.07	0.87
JAN to DEC	24.91	28.69	22.97	18.78



STATISTICS

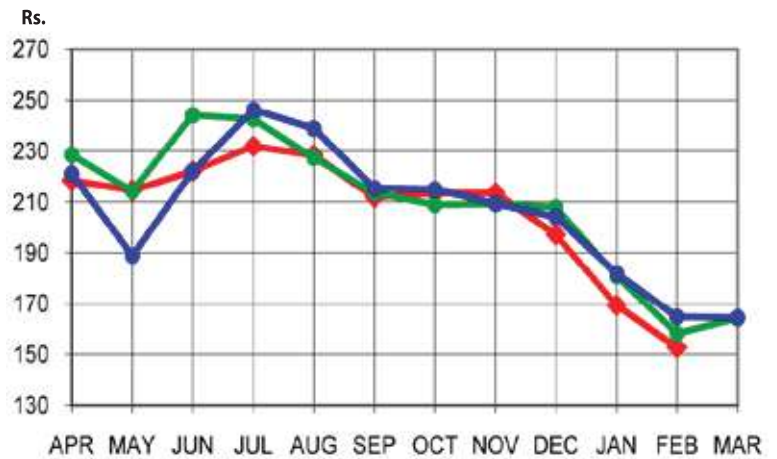
## North India - CTC Leaf & All Dust Auction Average in Rs.

Months	2017/18	2016/17	+/-	2015/16
APR	148.13	148.97	-0.84	151.67
MAY	139.42	138.97	0.45	143.27
JUN	151.33	150.95	0.38	146.10
JUL	147.95	152.19	-4.24	148.33
AUG	146.51	142.51	4.00	147.25
SEP	145.52	139.68	5.84	143.79
OCT	147.81	139.54	8.27	135.36
NOV	145.08	140.04	5.04	142.35
DEC	141.05	133.84	7.21	137.32
JAN	126.45	123.59	2.86	125.20
FEB	106.96	111.39	-4.43	111.60
MAR		107.23		115.59
April to Feb	<b>140.45</b>	<b>137.61</b>	<b>2.84</b>	<b>139.34</b>



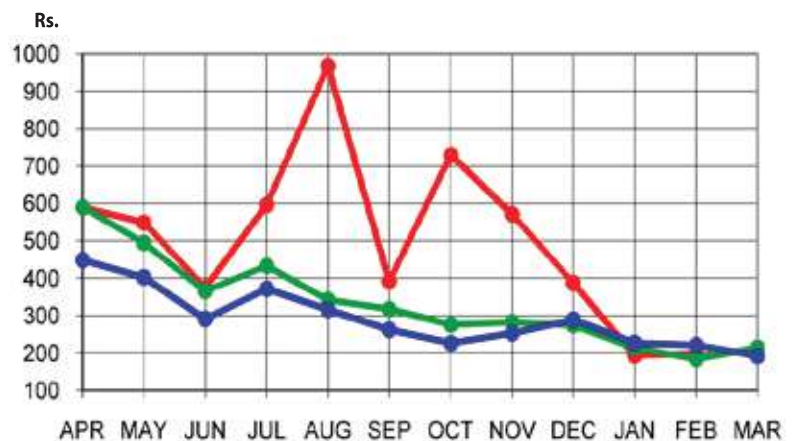
## North India - Orthodox Leaf Auction Average in Rs.

Months	2017/18	2016/17	+/-	2015/16
APR	218.30	228.44	-10.14	221.02
MAY	214.46	214.30	0.16	188.85
JUN	222.09	244.11	-22.02	222.05
JUL	231.87	242.49	-10.62	246.26
AUG	228.26	227.28	0.98	238.89
SEP	211.77	213.57	-1.80	215.42
OCT	213.32	208.88	4.44	214.98
NOV	213.55	209.18	4.36	209.21
DEC	197.09	207.88	-10.79	204.01
JAN	169.31	180.89	-11.58	181.89
FEB	152.73	158.28	-5.55	164.81
MAR		164.26		164.47
April to Feb	<b>209.80</b>	<b>212.10</b>	<b>-2.30</b>	<b>216.91</b>



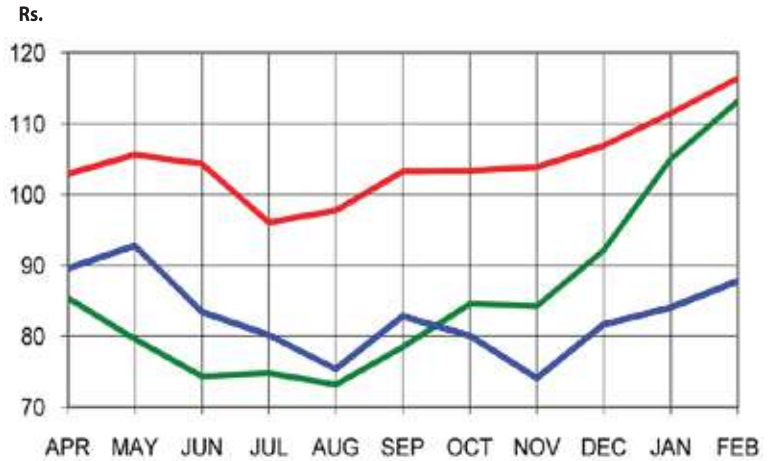
## Darjeeling Leaf Auction Average in Rs.

Months	2017/18	2016/17	+/-	2015/16
APR	589.92	590.86	-0.94	448.21
MAY	549.70	494.77	54.93	402.07
JUN	375.05	365.94	9.11	290.77
JUL	595.97	433.05	162.92	371.67
AUG	967.30	342.15	625.15	316.55
SEP	391.45	318.20	73.25	262.13
OCT	730.03	275.47	454.56	227.05
NOV	571.51	282.43	289.08	252.67
DEC	386.85	275.30	111.55	289.31
JAN	193.68	214.02	-20.34	226.83
FEB	199.23	183.92	15.31	220.92
MAR		214.14		192.58
April to Feb	<b>431.64</b>	<b>328.99</b>	<b>102.65</b>	<b>293.61</b>



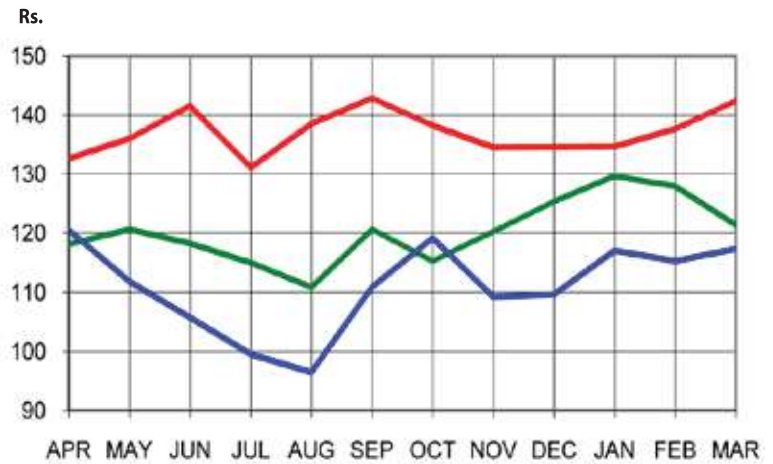
## South India - CTC Leaf & All Dust Auction Average in Rs.

Months	2016/17	2015/16	+/-	2014/15
APR	102.89	85.40	17.49	89.57
MAY	105.61	79.59	26.02	92.81
JUN	104.33	74.36	29.97	83.43
JUL	96.07	74.82	21.25	80.17
AUG	97.74	73.16	24.58	75.39
SEP	103.27	78.47	24.80	82.85
OCT	103.32	84.55	18.77	80.08
NOV	103.88	84.28	19.60	74.08
DEC	106.87	92.14	14.73	81.66
JAN	111.46	104.99	6.47	84.06
FEB	116.40	113.17	3.23	87.80
MAR	119.46	101.77	17.70	87.90
April/ Mar	<b>105.53</b>	<b>86.01</b>	<b>19.52</b>	<b>82.91</b>



## South India - Orthodox Leaf Auction Average in Rs.

Months	2016/17	2015/16	+/-	2014/15
APR	132.67	118.18	14.49	120.53
MAY	136.00	120.68	15.32	111.84
JUN	141.53	118.26	23.27	105.70
JUL	131.16	115.01	16.14	99.53
AUG	138.48	110.87	27.61	96.47
SEP	142.84	120.67	22.16	110.88
OCT	138.25	115.28	22.97	119.20
NOV	134.53	120.26	14.27	109.17
DEC	134.57	125.37	9.20	109.63
JAN	134.68	129.68	5.00	117.08
FEB	137.66	127.97	9.69	115.28
MAR	142.41	121.41	21.00	117.35
April/ Mar	<b>137.22</b>	<b>120.18</b>	<b>17.04</b>	<b>109.80</b>

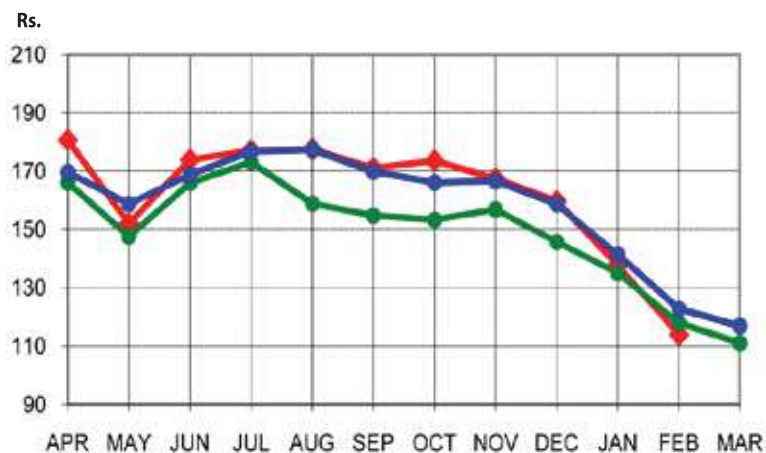




## North India-Assam Valley - CTC Leaf & All Dust Auction Average in Rs.

### Organised Sector

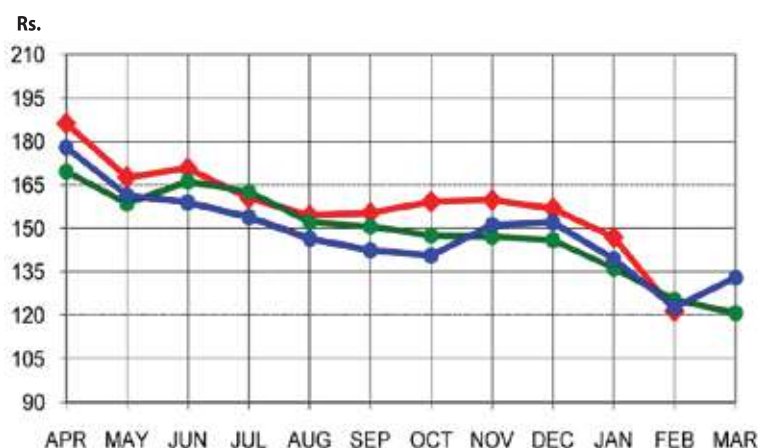
Months	2017/18	2016/17	+/-	2015/16
APR	180.63	166.08	14.55	169.56
MAY	152.01	147.59	4.42	158.75
JUN	173.93	166.00	7.93	168.72
JUL	177.08	173.10	3.98	176.65
AUG	177.47	158.89	18.58	177.33
SEP	171.03	154.79	16.24	169.76
OCT	173.47	153.34	20.13	166.03
NOV	167.42	156.81	10.61	166.50
DEC	159.72	145.75	13.97	158.55
JAN	137.69	135.04	2.65	141.35
FEB	113.84	117.94	-4.09	122.78
MAR		110.89		116.77
April to Feb	<b>161.70</b>	<b>151.23</b>	<b>10.47</b>	<b>163.17</b>



## North India-Doors - CTC Leaf & All Dust Auction Average in Rs.

### Organised Sector

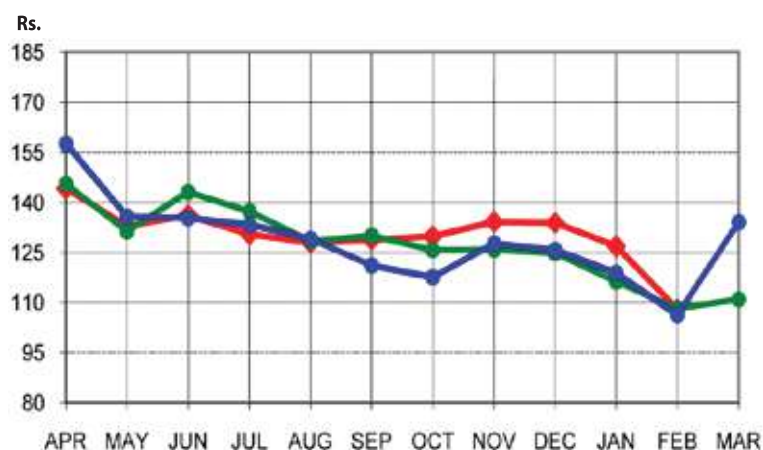
Months	2017/18	2016/17	+/-	2015/16
APR	186.22	169.62	16.61	178.01
MAY	167.58	158.54	9.05	161.43
JUN	170.73	166.11	4.62	158.94
JUL	160.41	162.72	-2.31	153.83
AUG	154.49	152.14	2.35	146.49
SEP	155.28	150.64	4.64	142.31
OCT	159.22	147.58	11.64	140.63
NOV	159.79	147.05	12.74	151.20
DEC	156.77	145.88	10.89	152.00
JAN	146.98	136.27	10.71	139.49
FEB	121.50	125.38	-3.88	122.70
MAR		120.76		133.01
April to Feb	<b>155.83</b>	<b>149.49</b>	<b>6.34</b>	<b>148.55</b>



## North India-Terai - CTC Leaf & All Dust Auction Average in Rs.

### Organised Sector

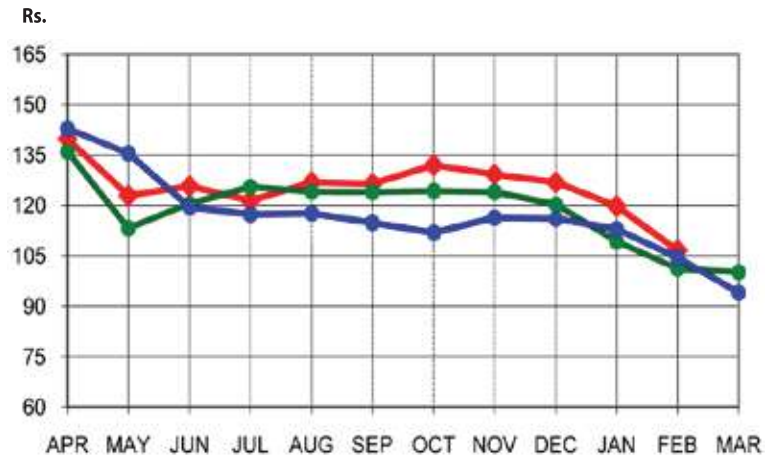
Months	2017/18	2016/17	+/-	2015/16
APR	144.08	145.57	-1.49	157.59
MAY	132.96	131.30	1.67	135.65
JUN	136.13	143.10	-6.96	135.32
JUL	130.50	137.19	-6.69	133.36
AUG	127.97	128.37	-0.40	129.14
SEP	128.81	130.06	-1.24	121.05
OCT	129.88	125.68	4.20	117.59
NOV	134.15	125.79	8.36	127.65
DEC	133.89	124.78	9.11	125.71
JAN	126.80	116.25	10.55	118.84
FEB	108.08	108.22	-0.14	106.26
MAR		111.04		134.03
April to Feb	<b>129.80</b>	<b>127.57</b>	<b>2.23</b>	<b>126.51</b>



## North India-Cachar - CTC Leaf & All Dust Auction Average in Rs.

### Organised Sector

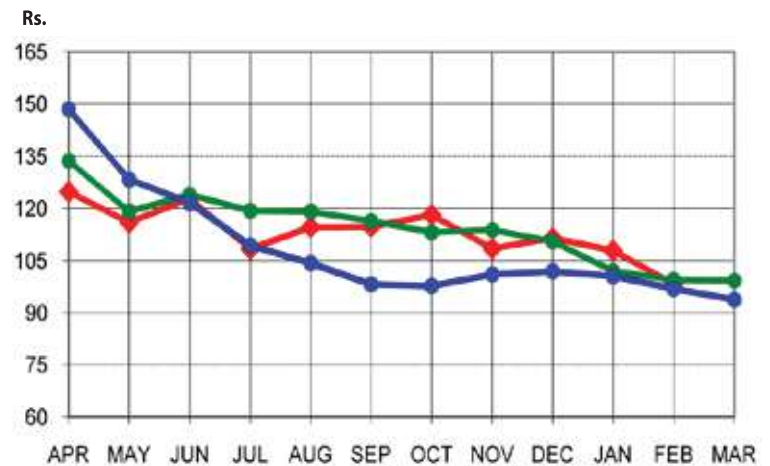
Months	2017/18	2016/17	+/-	2015/16
APR	139.71	135.95	3.76	142.79
MAY	122.94	113.14	9.80	135.41
JUN	125.70	120.46	5.24	119.42
JUL	121.34	125.50	-4.16	117.20
AUG	126.75	124.06	2.69	117.52
SEP	126.40	123.92	2.48	114.78
OCT	131.91	124.19	7.72	111.80
NOV	129.19	123.89	5.30	116.34
DEC	126.79	120.24	6.55	116.06
JAN	119.69	109.25	10.44	112.97
FEB	106.60	101.08	5.53	104.36
MAR		100.12		94.07
April to Feb	<b>124.57</b>	<b>118.74</b>	<b>5.83</b>	<b>115.08</b>



## North India-Tripura - CTC Leaf & All Dust Auction Average in Rs.

### Organised Sector

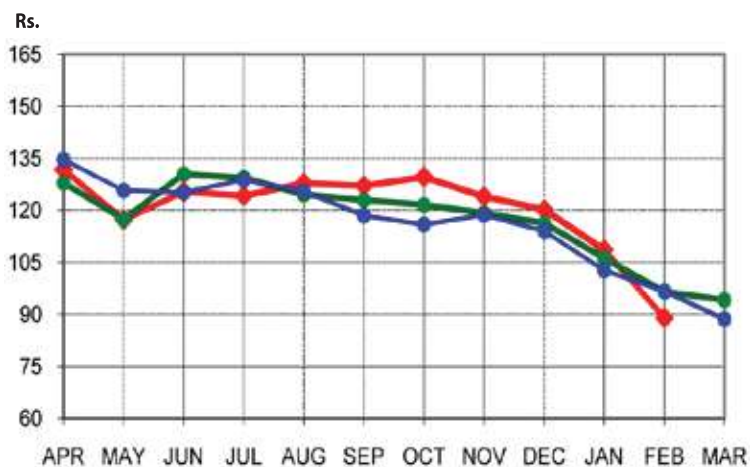
Months	2017/18	2016/17	+/-	2015/16
APR	124.74	133.67	-8.93	148.51
MAY	115.90	119.05	-3.15	128.25
JUN	122.71	123.99	-1.28	121.65
JUL	108.27	119.28	-11.01	109.26
AUG	114.62	119.04	-4.43	104.21
SEP	114.66	116.38	-1.72	98.19
OCT	118.08	113.14	4.94	97.64
NOV	108.39	113.81	-5.42	100.99
DEC	111.47	110.47	1.00	101.82
JAN	107.79	102.00	5.79	100.45
FEB	98.23	99.40	-1.17	96.89
MAR		99.25		93.78
April to Feb	<b>111.89</b>	<b>114.10</b>	<b>-2.21</b>	<b>103.36</b>



## North India-Assam Valley - CTC Leaf & All Dust Auction Average in Rs.

### BLF

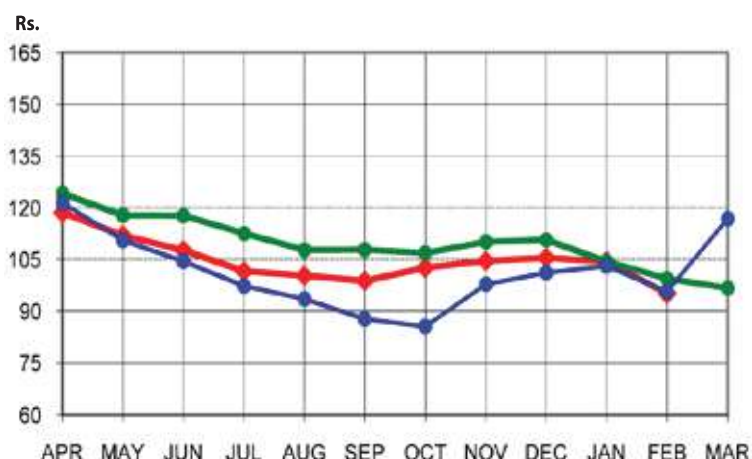
Months	2017/18	2016/17	+/-	2015/16
APR	131.74	127.98	3.76	134.66
MAY	117.30	117.33	-0.03	125.76
JUN	125.31	130.47	-5.16	125.17
JUL	124.18	129.36	-5.17	128.86
AUG	127.84	124.50	3.34	125.44
SEP	127.02	122.99	4.03	118.47
OCT	129.67	121.58	8.10	115.83
NOV	123.93	119.19	4.75	118.69
DEC	120.19	116.29	3.90	113.95
JAN	108.56	106.22	2.34	102.74
FEB	88.95	96.52	-7.57	96.62
MAR		94.09		88.67
April to Feb	121.00	118.88	2.12	117.06



## North India-Doors - CTC Leaf & All Dust Auction Average in Rs.

### BLF

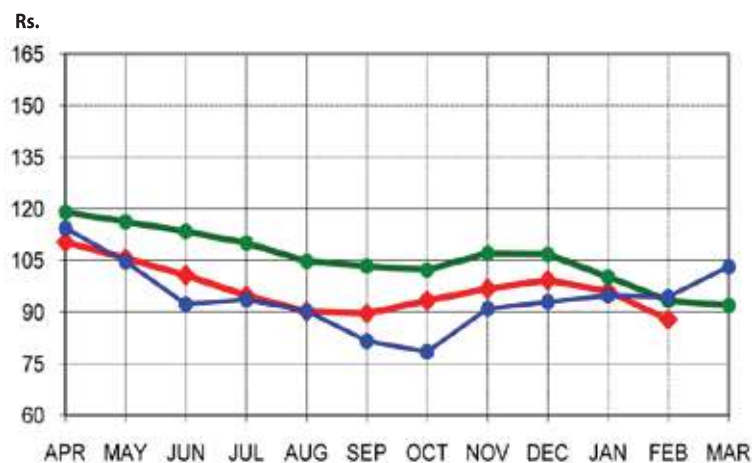
Months	2017/18	2016/17	+/-	2015/16
APR	118.62	124.15	-5.53	121.47
MAY	112.06	117.86	-5.80	110.51
JUN	107.68	117.77	-10.08	104.58
JUL	101.73	112.65	-10.92	97.33
AUG	100.39	107.75	-7.36	93.59
SEP	98.82	107.85	-9.03	87.74
OCT	102.65	106.88	-4.23	85.59
NOV	104.64	110.13	-5.49	97.80
DEC	105.55	110.79	-5.24	101.17
JAN	104.39	104.44	-0.05	103.15
FEB	95.20	99.55	-4.35	95.80
MAR		96.74		116.86
April to Feb	103.50	109.51	-6.01	98.22



## North India-Terai - CTC Leaf & All Dust Auction Average in Rs.

### BLF

Months	2017/18	2016/17	+/-	2015/16
APR	110.34	119.02	-8.67	114.43
MAY	105.66	116.28	-10.62	104.64
JUN	100.67	113.39	-12.73	92.34
JUL	94.80	110.05	-15.25	93.58
AUG	90.16	104.74	-14.58	90.20
SEP	89.57	103.40	-13.83	81.57
OCT	93.28	102.30	-9.02	78.40
NOV	96.72	107.14	-10.41	90.93
DEC	99.18	106.85	-7.67	92.92
JAN	96.09	100.22	-4.13	94.77
FEB	87.78	93.30	-5.52	94.34
MAR		91.94		103.18
April to Feb	96.50	105.69	-10.19	91.70



**NI DISTRICT WISE AUCTION AVERAGE IN Rs.  
PERIOD: APRIL TO FEBRUARY (New Season)**

**Sector: Organised ( CTC+ All Dust)**

*(for new season teas only)*

DISTRICT	2017-18	2016-17	Difference
ARUNACHAL	155.66	146.65	9.01
MEGHALAYA	131.65	113.79	17.86
<b>ASSAM</b>	<b>161.70</b>	<b>151.23</b>	<b>10.47</b>
BARPETA	126.96	124.57	2.39
DARRANG	164.80	155.53	9.27
DIBRUGARH	153.08	147.13	5.94
GOALPARA	111.27	110.80	0.47
GOLAGHAT	163.74	150.59	13.14
JORHAT	178.58	157.01	21.57
KAMRUP	170.26	147.37	22.89
KARBI-ANGLON	130.56	124.54	6.03
KOKRAJHAR	146.32	141.29	5.03
LAKHIMPUR	196.18	177.44	18.74
NAGAON	165.01	148.72	16.29
NALBARI	211.92	184.34	27.58
SIBSAGAR	174.35	160.15	14.20
SONITPUR	163.49	153.31	10.18
TINSUKIA	141.86	138.60	3.26
<b>CACHAR</b>	<b>124.57</b>	<b>118.74</b>	<b>5.83</b>
<b>DOOARS &amp; TERA I</b>	<b>148.09</b>	<b>142.90</b>	<b>5.20</b>
DOOARS	155.83	149.49	6.34
TERAI	129.80	127.57	2.23
SIKKIM	227.00	213.08	13.92
<b>TRIPURA</b>	<b>111.89</b>	<b>114.10</b>	<b>-2.21</b>

**Sector: Bought Leaf ( CTC+ All Dust)**

*(for new season teas only)*

DISTRICT	2017-18	2016-17	Difference
ARUNACHAL	116.27	105.16	11.11
MEGHALAYA	141.71	115.86	25.85
BIHAR	85.00	98.50	-13.50
<b>ASSAM</b>	<b>121.00</b>	<b>118.88</b>	<b>2.12</b>
DARRANG	130.29	129.82	0.47
DIBRUGARH	121.96	122.63	-0.67
GOALPARA	117.74	118.06	-0.32
GOLAGHAT	123.66	123.10	0.57
JORHAT	121.54	115.80	5.74
KARBI-ANGLON	124.12	116.69	7.43
NAGAON	139.55	133.85	5.70
SIBSAGAR	126.85	121.35	5.50
SONITPUR	129.06	119.54	9.52
TINSUKIA	113.49	112.77	0.72
<b>CACHAR</b>	<b>126.99</b>	<b>114.20</b>	<b>12.78</b>
<b>DOOARS &amp; TERA I</b>	<b>99.38</b>	<b>107.59</b>	<b>-8.21</b>
DOOARS	103.50	109.51	-6.01
TERAI	95.50	105.69	-10.19

### Price Slab analysis (April 2017 to February 2018)

NI - Assam Organised sector: CTC+ Dust: Auction Sales in Lac Kgs									
Grade	Below Rs.140	Rs. 140-150	Rs.151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Rs. Above 200	Total
Larger Brokens	63	30	22	19	16	13	10	36	209
Medium Brokens	40	19	11	12	11	12	10	37	153
Smaller Brokens	71	46	32	31	27	24	20	74	326
Fannings	69	47	27	23	20	15	12	39	252
Dust	57	39	33	32	32	33	39	154	418
<b>Primary Total</b>	<b>301</b>	<b>181</b>	<b>125</b>	<b>116</b>	<b>107</b>	<b>97</b>	<b>92</b>	<b>339</b>	<b>1358</b>
<b>%</b>	<b>22</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>25</b>	<b>100</b>
Secondaries	244	31	18	14	8	6	4	5	330
<b>G.Total</b>	<b>545</b>	<b>213</b>	<b>143</b>	<b>130</b>	<b>115</b>	<b>103</b>	<b>96</b>	<b>344</b>	<b>1688</b>
<b>% (2017)</b>	<b>32</b>	<b>13</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>20</b>	<b>100</b>
% (2016)	42	13	9	8	7	6	5	11	100

NI - Doors & Terai Organised sector: CTC+ Dust: Auction Sales in Lac Kgs									
Grade	Below Rs.140	Rs. 140-150	Rs.151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Rs. Above 200	Total
Larger Brokens	35	7	5	4	1	1	0	0	54
Medium Brokens	54	16	15	17	18	10	4	3	138
Smaller Brokens	94	33	34	34	42	46	26	38	348
Fannings	49	16	16	16	20	18	10	14	159
Dust	33	14	12	12	10	7	4	3	95
<b>Primary Total</b>	<b>266</b>	<b>87</b>	<b>82</b>	<b>82</b>	<b>92</b>	<b>82</b>	<b>44</b>	<b>58</b>	<b>793</b>
<b>%</b>	<b>33</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>100</b>
Secondaries	122	18	13	9	4	2	1	0	170
<b>G.Total</b>	<b>388</b>	<b>105</b>	<b>95</b>	<b>91</b>	<b>96</b>	<b>84</b>	<b>45</b>	<b>59</b>	<b>963</b>
<b>% (2017)</b>	<b>40</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>100</b>
% (2016)	49	12	8	9	8	6	4	3	100

NI - Assam BLF sector: CTC+ Dust: Auction Sales in Lac Kgs									
Grade	Below Rs.110	Rs. 110-120	Rs.121-130	Rs. 131-140	Rs. 141-150	Rs. 151-160	Rs. 161-170	Rs. Above 170	Total
Larger Brokens	29	18	11	6	2	1	0	1	68
Medium Brokens	22	20	19	15	10	5	2	2	96
Smaller Brokens	26	25	23	19	13	7	3	2	118
Fannings	13	17	12	11	6	2	1	2	64
Dust	9	15	19	22	15	8	4	6	98
<b>Primary Total</b>	<b>100</b>	<b>95</b>	<b>84</b>	<b>73</b>	<b>47</b>	<b>24</b>	<b>11</b>	<b>12</b>	<b>444</b>
<b>%</b>	<b>22</b>	<b>21</b>	<b>19</b>	<b>16</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>100</b>
Secondaries	51	17	9	3	1	0	0	0	82
<b>G.Total</b>	<b>151</b>	<b>112</b>	<b>93</b>	<b>76</b>	<b>47</b>	<b>24</b>	<b>11</b>	<b>12</b>	<b>526</b>
<b>% (2017)</b>	<b>29</b>	<b>21</b>	<b>18</b>	<b>14</b>	<b>9</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>100</b>
% (2016)	30	27	21	11	5	3	1	2	100

NI - Doors & Terai BLF sector: CTC+ Dust: Auction Sales in Lac Kgs									
Grade	Below Rs.110	Rs. 110-120	Rs.121-130	Rs. 131-140	Rs. 141-150	Rs. 151-160	Rs. 161-170	Rs. Above 170	Total
Larger Brokens	39	2	0	0	0	0	0	0	42
Medium Brokens	121	16	5	2	1	1	0	0	147
Smaller Brokens	197	42	14	7	4	3	2	3	272
Fannings	57	24	11	4	2	1	1	2	102
Dust	21	10	6	2	1	1	0	1	42
<b>Primary Total</b>	<b>434</b>	<b>94</b>	<b>36</b>	<b>15</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>604</b>
<b>%</b>	<b>72</b>	<b>16</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>100</b>
Secondaries	68	6	3	1	1	0	0	0	79
<b>G.Total</b>	<b>502</b>	<b>100</b>	<b>39</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>683</b>
<b>% (2017)</b>	<b>73</b>	<b>15</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>100</b>
% (2016)	64	22	7	3	1	1	0	1	100

STATISTICS

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