

CONTEMPORARY

TEA TIME

VOL. XXXIV NO. II * APRIL - JUNE 2024 * RS. 80 * US\$ 7

TEA JOURNAL WITH THE LARGEST READERSHIP 35th YEAR OF PUBLICATION

A man with a beard and dark hair, wearing a grey, orange, and black striped sweater, is focused on pouring tea. He is using a metal strainer to filter tea from a pot into a small, ornate cup. The background is a traditional tea shop with steam rising from various pots and a bamboo pole on the right. The scene is lit with warm, natural light, creating a cozy atmosphere.

Inside Attraction

Quiz, Interviews, National and International News, History, Trade, Happening, Technology, Personality, Industry, Nostalgia, Statistics etc.

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Publisher : A Nandkeolyar

Advisers : Nayana Goradia and Lal Raisinghani

Executive Editor : A Nandkeolyar

Correspondent (Bangladesh) : Monjur Hossain

Mailing Address : Editorial & Marketing Office, 1 Old Court House
Corner, 2nd Floor, Kolkata- 700001 Phone: +91 33 2230 7241 / 7242
Mobile : 9830454544.

E-mail: pkg@contemporary.co.in

Branches : • Guwahati - A Sarmah, 2A Central Point
(opp. Bora Service Station), G S Road, Ulubari, Guwahati- 781007,

Phone: 0361 252 4253/252 2052.

E-mail : ase@contemporary.co.in

• Siliguri - Ena Bandyopadhyay, STAC Building Mallaguri, Pradhan
Nagar. Siliguri- 734403.

Phone: 0353 251 3095/3521

E-mail : ade@contemporary.co.in

Published for Contemporary Brokers Pvt Ltd by A Nandkeolyar.

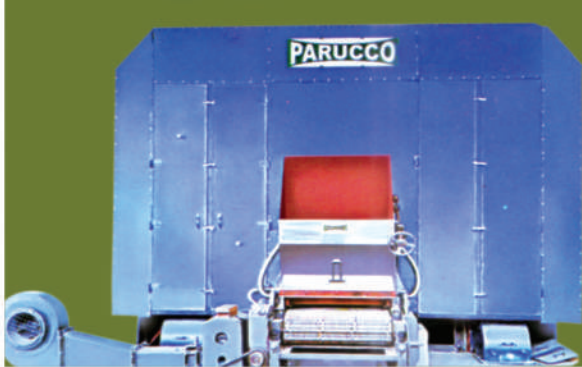
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PUBLISHER'S NOTE

A lot has been happening in the World of tea in the last quarter.

A major focus has been on minimum residual levels and challenges faced by producers and buyers alike. With changing weather patterns and pest manifestations on the increase, it challenges our tea scientist to keep ahead.

CLEAN tea is the new mantra. With the definition of quality changing with time, 'clean' is an added attribute when defining tea. A major marketer dismayed at the lack of systems to check the infringement of banned chemicals has ditched all existing certifications and embarked on their own controls.

There is also a cry to calibrate the permissible limits of useable chemicals in tea with those which are found safe in fruits and vegetables.

Recently at the Colombo International Tea Convention 2024 held between 24-26 July the Hon'ble President of Sri Lanka Mr Ranil Wickremesinghe laid down key important points for the Global tea industry:

1. Move from tea plantations industry to agro-business industry utilising all land and resources to the optimum.

2. Have a clear strategy to attract the young generation for drinking tea.

3. The role of Tea Research Institutes is at all time high as there should be innovation and product development to compliment tea consumption amongst the young. Proper funding should be provided for new type of research. Collaboration between all tea producing and consuming countries required to have good sustainable innovation.

4. Align new agro based and tea ventures to achieving net zero emission targets.

5. All tea garden worker lines/housing will be taken by the Govt and redistributed amongst workers. (in Sri Lanka)

Very concise points raised by Hon'ble President In the next issue, we will cover brand Darjeeling which is in the ICU. Though small in quantity it needs resuscitation.

The exports of Indian CTC tea is another burning issue with over production in Kenya. Kenyan teas are clean. May be the auction B model as propounded by the author, in his book Minimum Floor Price for Tea, will help boosting our exports.

A handwritten signature in dark ink, appearing to read 'A Nandkeolyar'.

A Nandkeolyar



LETTER TO THE EDITOR



Dear Editor,

A tea in Colombo auctions, sold for Rs.2.6 million Sri Lankan (INR 7 lakhs approx). This was a charity auction so the price obtained was high but the bidding was robust.

The point I make is that in a public hue and cry system there are multitude, complex variables which play out in real time during the process. Just watching the video elaborates this. A link is provided at the end for those readers who wish to see it. See how vibrant the auction system is, with a Hammer and Gavel auction. This is what it felt like when I would to see Washabarie and Gulma teas being sold in Calcutta Auctions and years later in Siliguri. It was such a vibrant experience in the auction halls for us Sellers. Those were the days!

It's tragic to see how we, the auction system has been downgraded and destroyed. What a wonderful system this method was. We in India have moved "FORWARD" with technology! Unfortunately, this technology doesn't work.

A part of the tea fraternity never did want the e-auction to ever be started, but we were compelled into it.

From the little I know of tea and being in this industry for 48 years now, I'm sorry to say that, this is the doing of us Producers, especially the big ones, who are singularly responsible for the industry being what it is today.

The next generation always thinks they know so much more than their father.

We have to go back to 100% teas in the Auction System. 2% tea waste must be compulsory to be denatured.

Received this video today and thus my response as a seller.....this is nothing personal please.

Sourajit Palchoudhuri
Director
Washabarie

Dear Reader,

We periodically receive comments and suggestions from readers. Some critical, some encouraging and some just to express views, thoughts and suggestions for the Industry in general.

We will be introducing a page "Letters to the editor" from this issue.

We look forward to hearing from you.

Editor

Please mail your letters to anandkeolyar@yahoo.com



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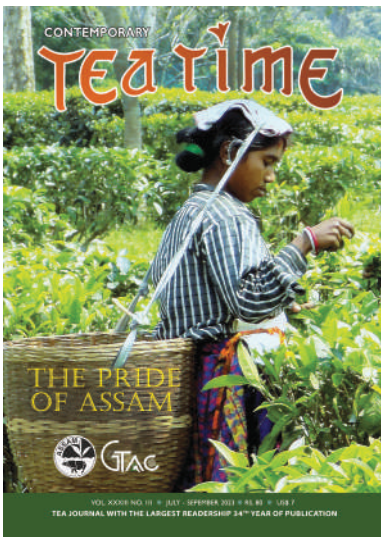


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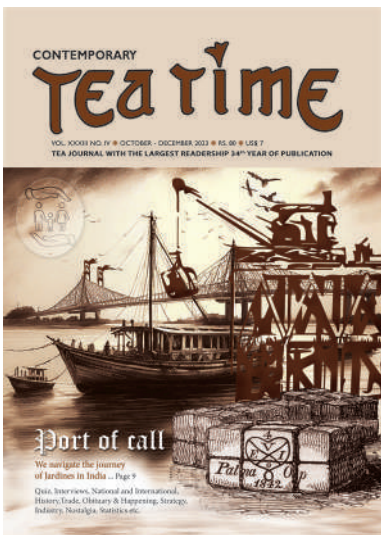
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Technical Details

Frequency : Quarterly | **Language :** English | **Material Required :** Hi-Res PDF/EPS/TIFF for Color Advertisement & B/W advertisements | **Lead Time :** 30 days prior to the date of issue | **Bleed Advertisement :** Must allow extra margin of 0.3 cm on all sides for trimming. B/W advertisements are not accepted in bleed size.

For further details contact

The executive editor, Contemporary Tea Time
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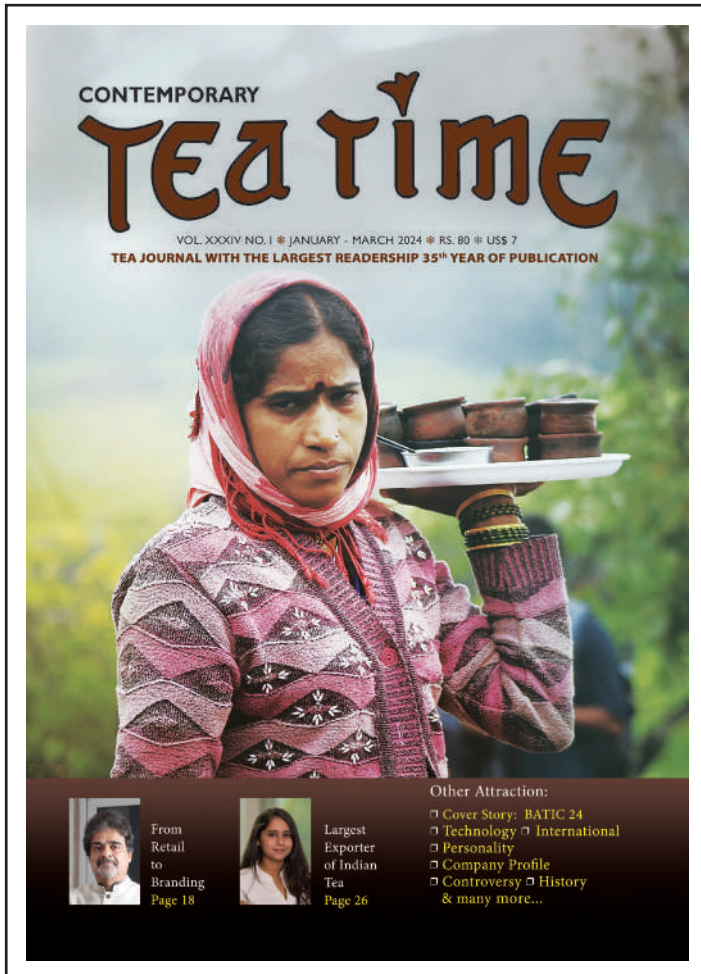
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Quiz

Errol O'Brien



Questions

- 1) Who is the Head of the Tibetan Buddhist community?
- 2) Identify a cricketer named Usman Kwaza
- 3) What does the term GOAT stand for, particularly in Sports?
- 4) How many times has Djokovic won the World Tennis Championship?
- 5) What does the AMUL mean in Sanskrit?
- 6) Besides being bowlers what connects Lasith Malinga and Rashid Khan?
- 7) What has Mark Zuckerberg recently renamed Facebook?
- 8) How is The Jungle Tea Safari better Known?
- 9) What is Operation Flood the nickname of?
- 10) Name the latest Bond movie

- 1) Dalai Lama
- 2) Pakistani playing for Australia
- 3) The Greatest of all Time
- 4) 7 times
- 5) Priceless
- 6) Four consecutive wickets
- 7) Meta
- 8) The Toy Train in Darjeeling
- 9) Amul milk production
- 10) No Time to Die

Answers





Jay Shree Tea & Industries Ltd.



Jay Shree Tea & Industries Ltd., incorporated on 27th October 1945, holds a significant position within the esteemed B.K. Birla Group, renowned for its diversified ventures. The conglomerate has long served as a beacon of inspiration for successive generations of Indian entrepreneurs, with the Birlas regarded as the foremost family in India's corporate landscape. Their legacy epitomises qualities of excellence, trustworthiness, and pioneering leadership, a tradition upheld since the pre-independence era.

Founded by the visionary industrialist Basant Kumar Birla, Jay Shree Tea & Industries Ltd. has been under the stewardship of his eldest daughter, Mrs. Jayashree Mohta, who currently serves as the chairperson. Guiding the ship now is Mrs. Mohta's son-in-law and Executive Director, Mr. Vikash Kandoi, who represents the third generation of the promoter family.

At the top of the executive leadership, there is a wealth of tea industry experience with Presidents Mr. Ramesh Kumar Ganeriwala, Mr. Bijay Kumar Chaturvedi, Mr. Hari Prasad Maheshwari, and Mr. Rajendra Budhia. Now, this will be further bolstered by the recent





addition of a new COO, Mr. Amarmeen Singh Nain (former VP of Operations at Goodricke Group Ltd).

Presiding over the regions of Darjeeling, Upper Assam, Dooars, and Cachar in India are stalwart planters Mr. Anil Kumar Jha, Mr. Gopal Krishna Sharma, and Mr. Harish Chandra Malpani. The Regional Presidents and Garden Managers now have the active support and experience of the advisory committee comprising Mr. Ravi Suchanti (former MD at J Thomas & Co), Dr. Subhasish Sannigrahi (former principal scientist at the TRA), and Mr. Dhruva Guha Sircar (former GM of Operations at McLeod Russel).

The company's rich plantation heritage spans across its estates in various regions.

In Darjeeling, estates like Rishihat, Liza Hill, Sungma,





Turzum, and Balasun are renowned for their picturesque landscapes and exceptional tea quality. Similarly, in Upper Assam, estates such as Mangalam, Meleng, and Nahorhabi boast a long-standing tradition of producing premium Assam CTC and Orthodox grades. The Dooars region is home to estates like Aryaman and Jayantika, known for their lush greenery and distinctive teas. In Cachar, estates like Labac, Dewan, Kalline, and Jellalpore contribute to the company's diverse tea portfolio with their unique terroir and tea profiles.

Under the dynamic leadership of Mr. Sumit Dalan, Jay Shree Tea & Industries Ltd.'s export division has reached unprecedented heights, supplying internationally compliant and certified organic teas to over 45 countries, including the UK, Germany, Japan, the UAE, the USA, Canada, and France. Mr. Dalan's visionary strategies have not only elevated the company's exports but have also garnered widespread acclaim for its speciality Darjeeling and Assam teas.

With an unwavering commitment to excellence and innovation, Jay Shree Tea & Industries Ltd. is actively making forays into emerging international

markets and new applications for tea, poised to capitalise on new opportunities and solidify its position as a global leader in the tea industry.

Moreover, the company is embracing direct-to-consumer (D2C) initiatives spearheaded by Mrs. Maitreyi Kandoi, granddaughter of the founder Basant Kumar Birla. These initiatives aim to enhance customer engagement and satisfaction by providing direct access to the finest teas from Jay Shree Tea & Industries Ltd. One such initiative is the e-commerce website www.jayshreetea.com, which offers a convenient platform for customers to explore and purchase a wide range of premium teas from the comfort of their homes.

In addition, Jay Shree Tea & Industries Ltd. has introduced Birla Tea Mart, a chain of one-stop experiential shops dedicated to offering a curated selection of fine teas at fair prices. These retail outlets provide customers with a unique and immersive tea-buying experience, where they can sample and purchase teas that suit their preferences and taste profiles.

Furthermore, the company has launched Bagicha, an affordable luxury range of fresh packet tea sourced directly from its own estates. This initiative aims to bring high-quality teas to a wider audience while maintaining the authenticity and purity of the teas produced by Jay Shree Tea & Industries Ltd. Bagicha offers customers the opportunity to enjoy the richness and aroma of freshly packaged teas, ensuring a



*"Perfection in a teacup
is what we pursue here
at Jayshree Tea."*

Basant Kumar Birla
Founder Chairman
Jay Shree Tea & Industries
Limited





Executive Director, Mr. Vikash Kandoi in conversation at an industry gathering.



Chairperson Mrs. Jayashree Mohta with daughter Mrs. Maitreyi Kandoi.



Mrs. Maitreyi Kandoi, third generation family member and planter, is currently spearheading the D2C initiatives at Jayshree Tea.

delightful tea-drinking experience with every cup.

Through these D2C initiatives, Jay Shree Tea & Industries Ltd. is not only expanding its reach and accessibility but also fostering greater transparency and connection with its customers. By leveraging digital platforms, retail outlets, and innovative product offerings, the company continues to uphold its legacy of excellence and leadership in the tea industry while adapting to evolving consumer preferences and market dynamics.

Jay Shree Tea & Industries Ltd. exemplifies its commitment to Corporate Social Responsibility (CSR) through a myriad of activities and certifications across its operations, ensuring adherence to international compliance standards. At the garden level, initiatives encompass sustainable agricultural practices, biodiversity conservation, and community



ED Mr. Vikash Kandoi shares a lighter moment at an industry event.

development projects aimed at enhancing the well-being of local communities. These efforts are bolstered by certifications such as Fair Trade, Rainforest Alliance, and UTZ, which underscore the company's dedication to ethical sourcing and environmental stewardship. Within the factories, stringent quality control measures, worker safety protocols, and fair labour practices are upheld, supported by certifications like ISO 9001 and HACCP. Furthermore, warehouses adhere to best practices in inventory management, storage, and distribution, ensuring product integrity and traceability, with certifications



such as ISO 22000 and FSSC 22000. At the company level, Jay Shree Tea & Industries Ltd. actively engages in philanthropic endeavours, education initiatives, and healthcare programs, fostering sustainable development in the regions it operates. These comprehensive CSR activities and certifications demonstrate the company's unwavering commitment to social responsibility, environmental sustainability, and ethical business practices, enabling it to meet and exceed international compliance standards. As Jay Shree Tea & Industries Ltd. approaches

its 80th year in business, it faces challenges from climate change, geopolitical uncertainties, and economic fluctuations. However, with a legacy of resilience and adaptability, the company navigates through these hurdles with determination. Looking ahead, there is a robust system of checks and balances in place, enabling Jay Shree Tea to approach the future with optimism and positive energy. In the words of the late founder Basant Kumar Birla, the company remains steadfast in its pursuit of "perfection in a tea cup."



CEO Amar S Nain spoke with Tea Time, and here are the excerpts...

Tea Time Questions

TT: With over supply of tea, prices are at best, stagnant. How are you

steering your company out of this crisis?

ASN: Tea has a fascinating dichotomy: it is both a cyclic crop and a regular drink. Also, globally some countries or origins produce more teas while some countries produce less, some produce very high quality teas while others produce lower standards. Therefore, an overall balance is maintained through every year for both

supply and demand of teas. Also, like emerging markets and applications, there are emerging producers and regions from around the world adding to this economic balance.

Personally, I strongly believe that there's ample scope and demand for consistent quality teas that are affordable, lending an opportunity and path for producers not only nationally but globally. It is on this path of affordable consistent

quality that I would like to steer our capable company on a sustainable path.

Furthermore, as part of my administrative policy, I would like to highlight brand Birla more and showcase it more to stakeholders and customers. The brand that carries the Birla name,



carries decades of trust and faith amongst Indians across all SECs. This would help reinforce our company's commitment for decades to producing clean, sustainable and ethically made teas.

TT Considering that there are 2 business models competing for the market space, one with a very high raw material cost and overhead, the other with low overheads and variable material costs, should not the industries' strategy for the future be divergent?

ASN: Both models, as you have rightly pointed out exist, and will remain to operate in tandem as a complementary industrial system. However, quality will always remain a differentiator. For the sake of ease, let's refer to the two industry models as the organised and unorganised sectors. Again, since for the organised sector, the strategy is to attain affordable consistent quality, and optimistically speaking, the outcome of that trend would positively affect and trickle down to the unorganised sector and see a rise in quality there too.

One can only narrow the gap by holistically improving bush and manpower productivity. The strict norms enforced with MRLs in tea will encourage and almost systemise the unorganised sector to produce cleaner teas. The organised sector will continue to remain more trusted with buyers, both domestic and foreign. Overall, the organised sector needs to look at themselves and internalise positive change - clean your own room first, so to speak. One has to accept shortcomings and adopt optimal and effective managerial practices, use cleaner inputs and create a leaner more effective environment.

TT: How can the Government approach today's realities, which is that the organized sector is facing a losing battle, from the alternate business model as well as rising input costs on all fronts?

ASN: Firstly, before looking at the govern-

ment and its policies, we should look at the tea industry and its bodies first. There are too many industry bodies and associations working almost independently of each other, which makes dialogue with the government all the more complex and difficult. Sometimes, key industry concerns get watered down and unclear. Streamlining and merging of representative bodies would best suit the interest of the industry as the government would then have a focussed liaison system.

Now, coming to the government and its policies, the following are my strong suggestions: (1) Tea is an agricultural product and it faces all challenges that other agricultural products face. So, why not have all subsidies of the agricultural sector extended to tea. (2) The government should incentivise exports in tea. This should apply to both CTC and leaf grades and especially to Darjeeling. I would go so far as to put a number to it and propose it at ₹100 plus for every kg. (3) The development subsidy that was discontinued by the Tea Board of India should be restarted, especially keeping in mind the current adverse effects of climate change. (4) India produces some of the best quality teas in the world, especially those from Darjeeling and Assam. The government should allocate ample funds to promote Indian teas both domestically and across the world.

TT: Who should be planning the strategies at the industry level? From within the industry or from outside the industry namely professional strategist?

ASN: At the industry level, policies and strategies should definitely be formed by a good mix of experienced professionals with grassroots experience, that is in the case of tea, garden level experience with a good mix of skilled individuals who are lateral thinkers, experts in data analytics and implementers of future driven technologies for operations. However, the core strategists definitely need to have experience at the grassroots level.



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T & I GLOBAL LIMITED

An overview :

The story of the Bagaria family, started just after the independence, whose entrepreneurial spirit brewed a cup of success – T&I Global Ltd. Fast forward to today, and that initial dream has become a steaming reality. With satisfied customers spread across over 28 countries, T&I Global Ltd. has transformed into a leading manufacturer and exporter of tea processing machinery. Their contribution reaching across the globe, and their innovative machines are the secret recipe behind countless cups of tea, a testament to a family’s vision that continues to brew strong.

The journey has been fueled by a passion for innovation and a dedication to exceeding expectations. They don’t just make machines, they craft customized solutions for every type of tea production, from CTC to Orthodox to Green and everything in between.

Sheer dedication towards customers and top-notch quality are at the heart of everything in TIGL. Their commitment to meeting international standards has earned them a stellar reputation, allowing their skilled workforce and cutting-edge facilities to tackle prestigious projects around the world. When it comes to tea processing machinery, T&I Global is a name synonymous with reliability, excellence, and unwavering trust.



Pic 1 : Coimbatore Factory

• Modern infrastructure and manufacturing facilities:

T&I Global is the first in the industry to embrace robotic arc welding in their Coimbatore facility. Think German precision meeting lightning speed – that’s the secret sauce behind their top-notch machinery quality with on time production. But it’s not just about robots; their in-house fabrication shops boast German CNC machines, plasma cutters, and even a trusty Hobber for gear manufacturing.

Both of their production units in Coimbatore and Kolkata aren’t just factories; those are the testament to meticulous planning, a symphony of human and machine working in perfect harmony. Everything, from fitting and machining to welding and laser cutting, happens under one roof. A dedicated quality control department ensures each piece of machinery is flawless, adhering to a strict “zero defect” philosophy.

But their passion extends even beyond engineering excellence. T&I Global understands that a thriving tea industry relies on a thriving planet. Solar panels blanket their rooftops,



Pic 1 : Coimbatore Factory



silently generating clean energy. So, the next time you raise a cup of tea, take a moment to appreciate the innovative spirit simmering behind that perfect brew – the spirit of T&I Global.

• **Incorporation of Segment Factory in Kolkata:**

Fuelled by their unwavering commitment to customer satisfaction, they opened a dedicated CTC Segment factory right here in Kolkata with an objective to offer top quality segments along with the evergreen KAIZEN CTCs. T&I Global isn't satisfied with just being the best at manufacturing machines – they're obsessed with making the



entire process smarter. That's why they embarked on a quest to deliver the latest technologies under one roof. Enter their very own automation division, a hive of activity buzzing with talented electronics and programming engineers, manufacturing the latest versions of Automated Rotorvane Feeders, Dryer mouth weighing, CFM automation, Coal ratio saver and so on. This dedication to innovation goes

beyond individual machines. They understand that a truly smooth operation requires a connected ecosystem. That's why T&I Global's automation division is all about creating a symphony of intelligent machines, working together.

• **Research & Development:**

T&I Global is having a dedicated R&D department brimming with the best minds in engineering and food technology. International patents for their **Continuous Chemical Withering (CCW)** and **Continuous Physical Withering (CPW)** machines stand proudly alongside the successful integration of marvels like the "Axis Range" of sharpening machines. These aren't just machines; they're game-changers in the tea industry.

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T&I Global do walk the talk, they dedicate a significant 5% of their group profits to fuel the fire of R&D. This commitment has garnered them prestigious accolades – the WIPO award from the United Nations and the Invention Promotion Award from the Government of India as well.

- **The vast portfolio offering end to end solution:**

Whether you crave the classic strength of CTC tea, the vibrant essence of orthodox, or the delicate notes of green tea, T&I Global is the one-stop solution for your tea dreams, offering complete machinery solutions from leaf to cup. Imagine it – a symphony of machines designed to nurture every kind of tea, from the robust to the refined. Be it any type of tea, T&I Global has the tools to turn those leaves into liquid gold.

- ❖ **KAIZEN** the winner of CTC machines
- ❖ **WIZARD** – Continuous Withering Machine
- ❖ **VIBRANT** – the dual stage advanced VFBD dryer
- ❖ **AXIS** range of sharpening machines

These are some of the best-selling machines from the vast portfolio of the group.

- **Worldwide client base:**

TIGL boasts an excellent global customer base spanning over 28 countries and a global market share in excess of 40%, commanding an enviable export market in **Sri Lanka, Bangladesh, Nepal, Burma, Australia, Indonesia, South Africa, Kenya, Uganda, Zimbabwe, Malawi, Ethiopia, Nigeria, Rwanda, Tanzania, Brazil, Columbia, Vietnam, Malaysia, Thailand, China, Philippines and Papua New Guinea** and many more. Its domestic market includes blue-chip companies like **APPL (Tata Group)**,



Goodricke Group, WMG, KDHP (Tata Group) Harrisons Malayalam Limited, James Warren Tea, KDHP, Parry Agro etc.

- **Mainak Hill Tea Estate:**

Apart from the world-wide machinery business, TIGL has also established their own tea estate in West Bengal, Mainak Hills Tea Estate, spanning approximately 1000 acres. The estate has the capacity to produce around 1 million kilograms of tea per year, encompassing CTC-type black tea and green tea. The plantation consists of the latest varieties of tea plants, carefully selected to ensure high-quality output. The factory is equipped with state-of-the-art equipment and infrastructure, enabling the production of exceptional teas in a hygienic environment.

- **Corporate Social Responsibility (CSR):**

Beyond their innovative spirit, T&I Global understands that true success is measured beyond the bottom line. They believe in giving back to the society. Their CSR initiatives like establishing Vivekananda Kendriya School in Assam, rehabilitation of Ghoramara Village in Sundarbans and providing educational facilities for 600 children in the lower Himalayas are a testament to this commitment.

T&I Global's story isn't just about tea machine or engineering excellence; it's about weaving a tapestry of success, innovation, and social responsibility. They are a shining example of how a company can flourish while leaving a impact on the world.



CEYLON TEA

(its problems & possible solutions)



Harki Siddhu analysis the trials and tribulations in Sri Lanka industry. Are there lessons for us too? And opportunities?



In a discussion with a tea producer from Sri Lanka the question he asked was - "I am struggling with my business and I don't see light at the end of the tunnel?"

I replied, "Well, you are not alone

& Sri Lanka is not alone either. This issue is across many tea producing countries."

Sri Lanka's main challenges, according to me, are:-

1. **Shortage of workers.**
 - a. Harvesting intervals increase & so leaf standards drop.
 - b. Weed management suffers especially because of the banning/restricted-use of certain herbicides. The ones permitted

today are likely to be phased out.

- i. Manpower is insufficient for conventional manual weeding. Thus, the weed infestation can reduce productivity.
- ii. In March 2013 I trained Sri Lankan tea executives on the system of Integrated Weed Management (IWM). It was a bit ahead of its time as many herbicides were permitted and their detrimental effects were still not clear to most; and herbicide use was convenient. In IWM one needs to first study all major weeds' characteristics, their root system, time of flowering & seeding, etc. and categorising them into Soft and Noxious. And then



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work on changing the weed flora from the Noxious to the Innocuous.

- iii. Till date this system (IWM) is the best option and as consumers shy away from herbicides this will be the only sustainable option. We have used it very successfully in many plantations (coffee, cocoa & tea) tea smallholders, including in Sri Lanka. It has huge advantages- including preventing soil-wash, increase in water recharge, increase in biodiversity & Soil Organic Carbon(SOC), managing soil temperatures, habitat for predators, ... but we'll leave that for another day.



2. Aging bushes need replacement :

- a. Make a replanting plan to replace the aging bushes over the next 10-15 years. However, the causes of the mortality have to be clearly identified and corrected before replanting. There are cases where fields have been uprooted, green-cropped & replanted, only to find that the plants are dying in the same manner as before.
 - i. First infill fields where vacancy less than 15% & the rest of the plants are healthy & where there are no primary root diseases. If vacancies between 15 -20%, then do block-infilling.
 - ii. If above 20% it is best to uproot and replant.
 - iii. The replanting, after competing infilling, as above, should be planned @1% to 2%. Also look at Climate Smart Agriculture to decide on what plant material (which clones/ seed/bi-clones seed/etc.) to plant & where.



3. Climate Change is going to be a challenge that is going to get progressively worse.

- a. Extended droughts, high temperatures, heavy showers, erosion/landslides are

going to be the order of the day. Start taking mitigation measures.

- b. Identify more suitable cultivars and requirement of shade. On one visit I saw sun-scorching of frames of pruned bushes at an altitude of about 4000 ft MSL. I can imagine the likely damage in Medium & Low grown areas. The climate is more intense and temperatures much higher now.



4. Tea Quality: with longer harvesting intervals the quality drops and Ceylon tea's established markets question this and could start looking elsewhere for replacements. However, there is so much more to quality than just leaf standard. (leave this for a later article on quality).

In 2018 Asia Development Bank, which was entrusted to study the SL tea industry came up with a very comprehensive and insightful report – some excerpts from the report in reference to Mechanisation:-

“Over the last 10 years..., Sri Lanka's tea sector has seen a fundamental decline in production and profitability... Our market assessment points to a number of fundamental issues that impact primary growers Regional Plantation Companies (RPCs) and the Tea Smallholders (TSHs) – and therefore the sector's long-term sustainability. The lack of skilled labour across the tea value chain is the most critical, as this has resulted in poor overall economics, and consequently, Our findings suggest that a widespread shift to mechanization, and in particular to mechanized plucking, could arrest this negative feedback loop. Mechanization is likely to solve key labour-related challenges and improve yields, thereby enhancing sector economics and increasing the viability of investing in tea”.

The first call from ADB's Investment Associate to check me out was interesting. She had gone

through my old (circa 2008) blog post on Mechanical Harvesting (MH) and discussed it with some international experts. After a 3-4 minute discussion she asked me if she could get an experts team to discuss MH with me. Then she added “by the way, no one across the world agrees with your opinions on MH”. I told her “I am good with that; if I had gone with what the rest are recommending, I would have had the same results as them, and you would not have searched me out”. This meeting with experts took place and I was asked to make the presentation, in preference to the three Tea Research Institutes which had earlier been asked to do so.

ADB held the Seminar on 4th September 2018, at Shangri La Hotel, Colombo: “Developing a financing strategy for the tea sector”; I made the presentation on “mechanization success and long term potential”. This was well received and all queries especially on tackling slopes, types of harvesters, techniques of harvesting to ensure ‘better’ quality and crops, factory automation, mechanical tools, were addressed. Two Regional Plantation Companies showed a lot of interest in mechanisation and one asked me to take up their complete mechanisation. Unfortunately, because of my commitments then, I could not take it up.

That was 2018 and we are now in 2024 – more than 5 years later. However, the story is the same in India, and a few other tea producing countries. Only in India there was no ADB to put out a report. So here too we continue the age-old refrain:

- i) Labour shortage
- ii) Labour cost approximately 60 - 70% of CoP. (Since the writing of this article the Government has mandated 70% increase in wages, that is 45% increase in CoP. Wages now contribute 64.29% to the CoP. This could break the back of the

\$1.3 billion famed SL tea industry.)

- iii) Quality & Crop dipping because of this labour shortage.

As ADB has also expressed “widespread shift to mechanization, and in particular to mechanized plucking, could arrest this negative feedback loop.” So let us look a little more in details on how mechanisation (& especially Mechanical harvesting) can be adopted to mitigate the labour shortage in both Regional Plantation Companies (RPCs) & the Tea Smallholders (TSHs).

Some suggestions:

1. Mechanical Harvesters (MH) – the best to address this problem, provided the appropriate machines are used and operators are trained on the proper techniques of maintaining and using these machines. Remember you need different types of harvesters for different terrains. Besides this there are certain practices that need to be altered to suit MH. These are crucial to provide-
 - i. Better & Consistent quality of leaf
 - ii. Reduced Cost,
 - iii. Increased crop. And ensuring sustained bush health.
- b. Estimating month wise workers shortage: The actual requirement less the actual turn out of workers. This would help plan how much area to be put on MH at which part of the year.
2. In the case of TSHs all the above (as for RPCs) are relevant but when it comes to Mechanical Harvesters they need to-
 - a. Select the machine as suited to their (flat, slopes, steep slopes, etc.) plant spacing, area to be covered, are rounds to be maintained.
 - i. As machines are expensive they can be bought by a group having with about

TEA TIME

8-10ha for a 2 man harvester and 3 – 4 ha for a 1 man harvester. Either shared or a fee can be charged per unit area of harvesting. It can also be bought by the bigger TSH and they can harvest the group farms for a fee per hectare.

b. ENSURE PROPER TRAINING ON MAINTENANCE & OPERATIONS, BEFORE STARTING. Maintenance Foliage, Height of harvesting, intensity of harvesting, ‘step-up’ s,... all need to be understood.

c. In general Sri Lankan soil textures do not suit track mounted/ride-on harvesters.

3. Pruning machines, spraying machines, chain saws, brush cutters, hedge-trimmers, shade loppers, etc.

4. Soils need special attention:

a. Erosion/soil-wash must be arrested.

b. Soil Organic Carbon (SOC) needs to be increased. As buying & incorporating this into the soil is very expensive the best way is to adopt IWM. This can increase SOC quickly and at a low cost.

c. Plantations generate a lot of wood ash. This contains potassium, calcium, phosphorus and magnesium which encourage strong root and stem growth. Being water soluble it quickly increases the soil’s alkalinity. It’s a good substitute for garden lime / Dolomite. Application rates must be determined by the pH of the soil.

5. Automation and upgradation of factories:- There is a huge scope for automation in factories.

6. Regenerative Agriculture: One very strong recommendation from my side is to go in for Regenerative Agriculture, specifically tailored to tea plantations. In short, it is a system of farming principles and practices that seeks to rehabilitate and enhance the entire ecosystem of the farm - “improves the resources it uses, rather than destroying or depleting them. It has huge benefits to SOC, including increasing percolation rates, increasing water recharge, increasing biodiversity & habitat for natural enemies, keeping soils covered. In all the new replanting areas start proper Regenerative Agriculture; it will spin many benefits. Rainforest Alliance has already got a few pilots laid out in Sri Lanka.

a.



b.

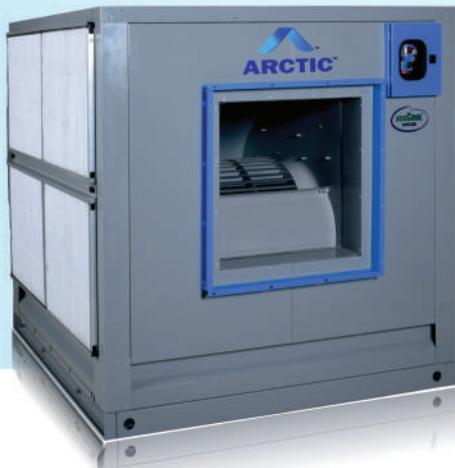


Tea growing regions in Sri Lanka





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Tidings from Bangladesh

IMPACT OF CLIMATE CHANGE ON TEA PRODUCTION IN BANGLADESH



Monjur Hossain

Global warming and climate change are now the biggest threats to the tea industry. Most of the tea exporting countries have decided to take this challenge seriously. The quality and quantity of tea are affected by the present climate. This has been said in various studies recently.

After water, tea is the most popular beverage in the world. This is why the tea industry is so important. The global tea market was valued at around 122.2 billion U.S. dollars in 2022, and is expected to rise to 160 billion dollars by 2028. Tea has a long history of popularity worldwide. Climate is an important factor for tea plants. Younger tea plants cannot survive the heat. The tea leaves begin to lose their freshness, colour and fragrance. The process of making tea leaves is also interrupted. Making good tea takes time and patience. The best tea comes from trees that are 35 to 90 years old. Rain also creates obstacles at times. It does not rain in many places. Even if it rains, it is uncertain. Trees were also damaged by the storm. However, Bangladesh has warm weather most of the time. And this is a hindrance to the planting and production of tea plants.

Major tea producing countries are taking necessary measures to face these challenges. They think that temporary solutions take more time and money than long-term ones. China produces the most tea in the world. There is concern about tea production in Hunan and surrounding areas of the country. The

researchers say that further work on hill slopes and land for tea cultivation will lead to success. However, research on this is ongoing and the results will have to wait for a few more years.

The condition of Bangladesh is most deplorable. They are more affected due to weather changes. However, most of the people in the country drink tea irregularly, so this issue has not yet come to their attention.

Bangladesh produces more than 100 million kgs tea. There are 188 tea gardens and many small farmers in Bangladesh. Though it appears production is increasing yearly, but there is no study yet how much this increase made surpassing the loss due to climatic conditions.

According to NASA, the production of tea, rice and rubber is threatened due to global warming and reduced rainfall. It is ominous for Bangladesh, India and Sri Lanka.





Assam and north-eastern India as well as in Bangladesh used to get heavy rains in April-May. But not so now. Heat is also not limited to summer. Temperatures in Assam and in Bangladesh the growing region sometimes go up to 40 degrees Celsius. Meghalaya has also seen a significant reduction in rainfall. Even 16 years ago 35/36 degree temperature during summer in Assam was very unusual.

In winter, the temperature drops to 8/9 degrees, as against 5/6 degrees earlier. The tea plants are affected by such weather changes. It also has many side effects. The tea leaves have moisture, become damp. Earlier, it was necessary to use common pesticides. But now more advanced pesticides are needed, which are difficult to use.

Overall it affects the production, quality and taste of the tea. Questions have also been raised about this in some countries. They are also willing to spend money for real taste. Some countries are forced to adopt temporary plans. Many, like China, have begun to take alternative measures.

According to ITA sources in Assam, one-third of the total production has been severely damaged. According to the Toklai Research Institute, it is difficult for a tree to survive 30-35 years in this climate. Today's tea leaves are

weaker than earlier standards. A tree needs at least 10 years for marketing. It lives for about 60 years. But now it is not possible to keep the trees alive for so long.

Annual rainfall in Assam has decreased by about 200 mm. Same situation in Meghalaya. And the temperature has increased by one and a half to two degrees.

But those who produced little tea, were not affected much. They produce 30 percent of Assam's tea. Experts believe that production in Assam has decreased by 17 percent in the last decade. Now is the time to invent a new process. They feel that it is important for India to take steps not only as an exporter but also to meet national needs.

Production has been affected across the country, not just in Assam or India's northeast. North Bengal is the worst affected. 70 percent of its gardens are facing damage. But there was a lack of efficient maintenance along with global warming. From 2000 to 2015, tea production in North Bengal decreased by 13.49 percent. The shortfall was 39.24 million kg.

The failure of the state and central governments to save this industry is also noteworthy. Even after 200 workers starved to death, the government did not take any visible action. There was no effective action to protect their own tea plantations.

In the southern region of India, only Tamil Nadu increased production. But it has decreased in Kerala and Karnataka. Annual production fell by 7.32 percent.

In Sri Lanka, India's rival, 200,000 hectares of land has been damaged. Among the relatively small producers, 60 percent of the establishments have a total production of 335 million kg. The country's experts said that improved agriculture, water drainage system and development of the environment are necessary to overcome the crisis.





Jivraj : Passionate creation of Tea Blends

Viren Shah spoke to Tea Time and shared this vision for growth, which is only matched by his own unique passion for creativity in the blending and tasting room. Shah creates his blend in an elevated mental state which is brought on through music.

The brand currently has over 275 authorised distributors as part of its network in six states of the country, servicing over 50,000 outlets directly.

Bengaluru: Jivraj9 is known for its high-quality tea blends, made from leaves sourced from the finest tea estates of Assam and handpicked by trained artisans. Add a robust supply chain and distribution model that caters to customers in India, and we have a tea company that has been going strong for eight decades.

A Story of growth

Tea has always been a popular beverage in India. However, it was essentially an unorganised sector when Jivraj9 had its humble beginnings over eight decades ago. “In those days, tea was primarily sold in loose bags. Word of mouth and customer relationships were paramount in

TEA TIME

determining a brand’s reputation. There were few players in the sector and the competition was much less than today,” shares Viren Shah, Chairman and MD, Jivraj9 Tea Group.

Jivraj9 was founded by Sureshchandra Jivraj Shah as a small tea shop selling varieties of loose tea, with each blend having a unique peculiarity and being denoted as a number. The ‘No. 9’ blend was the most popular variety of tea, which gave Jivraj9 its name.

The brand started with an offline model, catering to the state of Gujarat only. Gradually, it expanded its presence across the states of Maharashtra, Rajasthan, Tamil Nadu and Karnataka. “Over the years, several brands have come up in the sector, and competition has become stiff. The initial challenge for us was to remain a preferred brand for customers and keep in sync with new developments,” says Shah.

Today, Jivraj9 is available nationwide and has even forayed into e-commerce. Its customers across India can directly order its products through its website. The Jivraj9 Tea Group is one of India’s leading tea companies, with an annual turnover of over Rs. 400 crores (approx.). “At Jivraj9, we take pride in our legacy. We are among the top seven packaged tea brands in India.

Our various blends are handpicked from the finest tea gardens in Assam and pass stringent quality checks before reaching customers,” reveals Shah. Think tea blends that stand out for their impeccable taste and strong aroma, and catapult tea lovers’ senses to a new high, making them feel fresh and energetic from the first sip.

Innovation at the core

Jivraj9 specialises in crush-tear-curl (CTC) leaf tea full of flavour, aroma, colour and taste. “As a ‘Make in India’ brand, we are committed to strengthening the vision of ‘Atmanirbhar Bharat’. Our tea is sourced from the best tea estates in Assam and handpicked by trained artisans. We have a robust supply chain and distribution model to cater to customers pan India,” adds Shah. The brand currently has over 275 authorised distributors as part of its network in six states of the country, servicing over 50,000





outlets directly. “Our vision is to associate more distributors with us to have products reach every 500 metres in India,” continues Shah.

Being customer ready

At the heart of the brand is a strong focus on quality. “We believe that a company’s market scope revolves around maintaining the quality and taste of the product. Jivraj9 has been providing world-class quality and taste since its inception,” shares Shah.

The brand employs state-of-the-art technology and technical know-how in its in-house quality control laboratory and automated blending and packaging machine to ensure that only the finest-quality tea blends reach consumers. To enhance operational efficiency, Jivraj9 offers traceability in manufacturing, from raw material to finished product, all documented digitally through SAP (German technology software).

Jivraj9 is also known for its innovative business practices. It forayed into quick-service restaurants (QSRs) to tap into the tapri chai [roadside tea stall] culture in India. “In India, the trend of selling tapri chai in an unorganised market has grown to another level. This made us come up with the concept of selling tea in QSR format,” explains Shah. And so ‘Kitlee – Chai Pe Hi!’ was launched as a cool joint where people can sit and enjoy varieties of teas and snacks.

In the future, Jivraj9 plans to expand its operations in the south and north of India. In the next five years, the brand aims to capture 3% to 4% of the

total market share in the country’s tea sector through its robust distribution strategy.

Brownie Points

❖ Jivraj9 is among the top seven packaged tea brands in India.



❖ The brand is the first in the industry to introduce a zipper tea pack.

❖ It was also the first brand to introduce a 1 kg tea pack.

❖ J i v r a j 9 currently has over 275 authorised distributors as part of its network in six states of the country, servicing over 50,000

outlets directly.

❖ The brand forayed into quick-service restaurants (QSRs) with ‘Kitlee – Chai Pe Hi!’, a cool joint where people can sit and enjoy varieties of teas and snacks.

❖ JIVRAJ 9 Tea is a beloved choice for people of Indian origin across the globe. No matter where Indian communities are found, from cities to suburbs, JIVRAJ9 Tea is there to offer a comforting taste of home.

❖ Our premium tea is exported to numerous countries, ensuring the authentic taste of India reaches every corner of the globe.

❖ Our high-quality premix is recognized globally, and we are proud to be trusted by Indian Railways and Airways, who serve our premium premix and tea to their valued customers, ensuring a delightful experience every time.



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They focus on providing innovative and high-quality packaging solutions that enhance shelf life, aroma retention, and the aesthetics of the product.

Employee Training:

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- ❖ Rotogravure Printing Machine
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- ❖ Solvent Based Lamination Machine
- ❖ Slitting Machine
- ❖ Printed Film Inspection Machine
- ❖ Doctoring Machine
- ❖ Laminated Roll Wrapping Machine

Laboratory for R&D and Quality Control

Research and development and quality control is the backbone of manufacturing quality product. Hence a well-equipped laboratory has been setup in the Modern Laminators Pvt. Ltd., and is supervised by well versed technical and QC personal.



The Laboratory equipment are as follows:

- A. GSM Testing Equipment
- B. Bond/Tensile/Sealing-Strength Testing Equipment
- C. Dart-Impact Testing Equipment
- D. Hot Air Oven
- E. COF Testing Machine
- F. Slip Testing Machine

G. Electronic Weighting Machine Etc.

At present Modern Laminators Pvt. Ltd. is manufacturing the following quantity of Laminates at 80% of its capacity utilization:-

- ❖ 300MT of printed co-extruded laminates of 2,3,4 & 5 layers/ months
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*Humble beginnings
to extraordinary success.
A principled life is the key says RK.*



Ram Krishan's tryst with Anandapur TE began a long time ago. In an auction he was landed with a lot, and when the other bidder refused to accept a part, rather than go around requesting others, he decided to find an upcountry buyer, instead, for this lot. Not only did the upcountry buyer like the tea, ever since that purchase he has become a continual buyer.

Little did he know that providence had something special in store for him and that one day he would purchase the garden in partnership with a few friends.

Born to family of traders, in Jhajhar, Rajasthan. He walked to school, seven miles away each day. Till one winter, his eldest brother employed at Jayshree's Towkok Estate in Assam, home from leave and surprised him with a bicycle. It cost Rs.235/-, he recounts. He remembers he watched as it was being unloaded from the bus's roof top, which had been used to transport it, from the nearest town, "I wish I had one".

Later that night his brother gifted it to him, he recalls, as his eyes light up with gratitude, after all these years.

Graduating in 1976, he joined his brother in Towkok, who send him to Guwahati to apprentice with M/s Nirmal Tea Company, owned by his brother-in-law. Once the Siliguri center opened he was asked to shift and open a branch here.

In 1980 got married to a lady from Shivasagar in Upper Assam, Soon after the birth of his son in 1982, he decided to open up a new company Ashis Tea Traders., named after his son Ashis. His business flourished but the tea commission agency business, soon started declining.





RK, held on to his principles of charging the percentage of commission which was the norm and the stout upcountry traders stood by him.

In 2018, the family shifted its focus from trading to manufacturing with the acquisition of a factory CHECHAPARA.

He attributes his success to being grateful to all his associates, his loan free operations and his commitment to principles. He recalls, when the center was rampant with tax dodgers operating, though he lost some clients, he refused to indulge in those practices. He recalls how they cut the coat according to the cloth and his wife managed the household expenses with admirable thrift.

His son Ashis, a well-rounded individual, joined the family business at a young age and navigated challenges while adapting to the changing business environment. With constant perseverance determination and unwavering commitment to their value system, today, with some friends they have purchased Anandpur T E, under the company name Anandpur Tea Co Pvt Ltd.



Water Droplets Removal from Green Leaves

“Challenges bring out Innovations”: Robert Smith

Mechanisation -
Current Scenario:
 Exactly six years back in 2018 in an article published in this journal I dwelt on the *mechanisation of withering process* and the industry’s trend towards its adoption after weighing all the pros & cons. Tea industry by that time had already started facing the issues of



CCW Machine (Photo Courtesy- Gem Machinery)

dwindling labour force due to labourers’ migration to industries offering more remunerative jobs, hike in labour wages by the respective state governments, fall in price as well as export. The earlier standard land labour ratio of 2.5 to 3 per hectare came down to less than 1 per hectare which put severe pressure on *fine plucking* thereby increasing the use of mechanical harvesting tools viz. shears, mini harvesters etc. and finally **Continuous Withering Machine** (hence to be called CWM in this article) made inroads to both South India and Assam but not Darjeeling obviously because of its terrain. However it seems that the terrain issue will also be overcome soon by the time Darjeeling gets back to its *pink health* as the CWM manufacturers are coming out with various innovations. For example I have seen how **T & I Global** who made the first-ever CWM in India, in one of their installations near Coonoor, The Nilgiris, put up the CCW unit on the top of the CPW (Continuous Physical Withering) unit thereby saving a big space of 95 ft X 10 ft which is difficult to get inside a factory thus creating an unique **Double Decker CWM**.

Problem of Water Droplets on Green Leaves: It is common knowledge of all the planters that Chemical Withering begins immediately after the GL is plucked and the process continues till maceration. Also during this period, the carbohydrates break down into simple sugars which

are incorporated into amino acids which is the basis of the quality attribution of tea like *body and flavour*. Further while increase in caffeine contents contributes towards *briskness*, some of the VFCs contribute to the *grassy odour* and the others are responsible for the *flowery aroma*. Now these chemical reactions being exothermic in nature (which means it releases heat during this process), the green leaf storage tank of the Continuous Chemical Withering (hence to be called CCW in this article) unit is provided with enough number of blower fans to take away that generated heat to keep the leaves cool.

However during rains in case of water droplets come atop the green leaves and enter the CCW storage tanks, severely hampering this heat removal process. As the water droplets make the leaves stick together to each other by forming a thin layer / film of water between surfaces of the GL, it blocks the passage of air flow which was to carry out the heat generated.

Challenge: While generally it happens that the progressive machine manufacturers come up with new measures or new machinery to

resolve the problems faced by their clients, in many cases its opposite is also true where the knowledgeable Planters having innovative and forward thinking minds put up a challenge to the consultants as well as the machinery manufacturers by identifying the problem and asking them to resolve the problem faced. Such is a recent case of one second generation planter **Mr. Vikash Pareek** of Shyamraipore Tea, Golaghat, Assam (who visited Kenya to experience few CWM installations which included 3 nos. of **Gem Machinery** make) wanted his CCW machine manufacturers Gem Machinery to resolve the problem. This water droplet problem is very much prevalent in Assam where the peak tea harvesting season falls during monsoon.

Initial Design: Gem Machinery having a strong R & D Team consisting of few M.Tech. From IIT Kharagpur & Bombay and a Doctorate (I guess other progressive CWM manufacturers also have similar R & D Teams) worked hard on this issue and after quite a few interactions with Mr. Pareek, came up with a unique solution. Firstly they replaced the standard PVC feed conveyor belt to carry green leaves into the storage tank of the CCW machine with a 10 meter long *perforated* belt conveyor. Secondly after calculating the air quantity required to remove water droplet @ 70 kgs/hr, they made an arrangement to continuously blow that air quantity from the bottom to the top through the bed of the green leaves along the entire length of the perforated belt conveyor. This is the most critical part of their design as the estimated moisture load is to be removed at this stage only but within a short span of time.

Roadblock: Now that air is to be passed through the water droplet laden green leaves it must be



TECHNOLOGY



of low humidity i.e. low vapour pressure so that while passing through the bed of green leaves it can remove the water droplets because of the large differential of vapour pressure between the water droplets and the passing air. To produce that quality air during the peak monsoon condition of Golaghat Assam, the 1st choice was by heating but same could not be applied as air temperature to reduce the humidity was shooting up beyond **45 deg C** – the maximum permissible temperature limit laid down by the client. The 2nd choice of cooling down the air to its saturation (*dew point*) temperature of near 100% RH to shave off its moisture using *refrigeration and then again re-heating to bring down the relative humidity*, worked out to be highly energy consuming. More importantly, the wet bulb temperature which is the key to any moisture removal process was shooting up uncontrollably beyond **32 deg C** (90 deg F) which would have been damaging to green leaves.

Final Solution: This is the time when we i.e. **Applied TechSolutions** were pulled in for assistance. We after series of interactions with the Client and the Gem Machinery finally submitted our system design which was integrated with the CCW machine. Our system uses a small quantity of *bone dry air* from a **Bry-Air** make Dehumidifier of optimum size to make the project viable which mixes with the air to be blown through the green leaves to make it of sufficiently low humidity but not exceeding temperature of 45 deg C. Our design and hence the selection of Dehumidifier are based on *peak monsoon ambient condition* of site i.e. Golaghat, Assam to make it fail safe.

Final Design: 1) The Temperature of green leaves depends partly on its *Moisture Content and partly* on the *Wet Bulb temperature* of the surrounding

TEA TIME

air. 2) The green leaf being a wet (or partly wet) body, its *moisture evaporation* follows the wet bulb temperature of the air. 3) More is difference between dry and wet bulb temperatures, *greater is the evaporation* hence *cooler* will be the leaves.

Essence of Design: Though the client allowed the maximum air temperature that would be blown through the GL spread on the conveyor belt to be up to **45 deg C**, we have designed the system in such a manner that the air have high hygrometric differential and at the same time restricting the wet *bulb temperature* below **32 deg C** thus eliminating any possibility of leaf damage.

Benefits: Apart from resolving the quality related issues mentioned above, another big benefit that be that when the chemically withered leaves will go into the **Continuous Physical Withering** machine, the energy requirement of the radiator of the CPW Machine to heat up the large quantity of ambient air will be less as the additional moisture load on account of water droplets will not be there anymore. Hence steam/hot water/natural gas consumption by the radiator and as

such running cost will be less to a good extent.

To apprise you further that the use of dry air has been extended to CPW machine as well e.g. **Havukal Estate**, Kotagiri, The Nilgiris have been using our System Design with a Bry-Air Dehumidifier for their **3 nos. CPW** machines to make **Evenly** (uniformly) **Withered, Greener** and more **Flaccid** leaves facilitating the production of 24 Lacs kgs per year of **Orthodox Tea** with high *Value Addition*.

Acknowledgement: 1) Tea Research Association, Tocklai 2) Tea Research Institute, Ceylon 3) Mr. Vikash Pareek, Shyamraipore Tea.

The author **Tapan Das**, B.E. (Mech) from erstwhile



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

TEA ACADEMY SILIGURI - WEST BENGAL

Courses offered:

- 3 months' course on Tea Management - Rs.30000/-
- 3 months' course on Tea Tasting and Tea Blending - Rs.30000/-
- 5 days' crash course on Tea Tasting and Tea Blending - Rs.15000/-

Address: Tea Academy, Military Camp Road, Halermatha, Shivmandir, New Rangia P.O., Dist. Darjeeling, West Bengal -734013

TEA ACADEMY COIMBATORE - TAMIL NADU

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Address: The Malleswaram Association, 110 7th Cross, Margosa Rd, opp. Malleshwaram, Bengaluru, Karnataka 560003

Contact: Mr.S.S.Selvam - 9434045584(Whatsapp) / 8617039200

Ms.Sareena Selvam - 8617036906



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Imparting Quality Education



Chandrashekhar Bhosle joins Society Tea as Sr. Marketing Manager



Society Tea has appointed Chandrashekhar Bhosle as the newest addition to their leadership team. Bhosle confirmed to e4m that he has joined the company as Senior Marketing Manager.

With over 22 years in the media and marketing, he has spearheaded innovative campaigns, driven significant brand growth, and demonstrated exceptional leadership. His expertise spans media planning, buying and building strategy across traditional and digital media. He is known for his innovative work and achievements like the Guinness World Record award for one of his previous companies.

In his recent role at SUGAR Cosmetics, Bhosle was instrumental in driving traditional and digital campaigns with remarkable results in

brand scores and market shares. He has also worked with companies like Bajaj Consumer Care, Maxus, Mindshare and Rediffusion DY&R in the past. At Society Tea, Apurva Naik said, “Chandrashekhar will be leading our marketing efforts, focusing on enhancing our brand presence, driving customer engagement, and developing innovative marketing strategies that align with our business goals. We are excited about the fresh perspectives and new ideas they will bring to our organization.”



Embrace Summer's Breeze

with **Jack Daniel's**

Country Cocktails

HARD TEA LINEUP



In the realm where convenience intersects with artisanal craftsmanship, Jack Daniel's emerges as a beacon of quality, offering a symphony of flavors tailored for those who cherish the laid-back vibes of summer. The ascent of ready-to-drink (RTD) cocktails has been palpable, mirroring consumers' growing penchant for high-quality, convenient libations.

Enter Jack Daniel's Country Cocktails Hard Tea lineup—a testament to the brand's commitment to excellence. Comprising Peach Hard Tea, Raspberry Hard Tea, and Blackberry Hard Tea, each variant boasts a distinctive and tantalizing flavor profile, promising to become a staple for summer relaxation.

Peach Hard Tea: A harmonious blend of sweetness and balance, Peach Hard Tea evokes memories of freshly brewed peach iced tea on a balmy summer





day. With a subtle undertone of Jack Daniel’s signature whiskey, this variant is tailor-made for languid afternoons by the pool or convivial gatherings with friends.

Raspberry Hard Tea: Bursting with the vibrant essence of ripe raspberries, Raspberry Hard Tea offers a refreshing escape from the summer heat. Whether savored solo or paired with grilled delicacies, this beverage is a sensory delight—a veritable sip of summer encapsulated in a bottle.

Blackberry Hard Tea: Despite its noble aspirations, the Blackberry rendition falls short of expectations, lacking the authentic essence of its namesake fruit. While some may find it palatable, others may yearn for the depth of flavor present in

its Peach and Raspberry counterparts.

As temperatures soar and the days stretch languidly into evenings, Jack Daniel’s Country Cocktails Hard Tea lineup serves as a welcome oasis in the sweltering heat. Whether you’re lounging seaside, hosting a backyard soiree, or simply unwinding after a hectic day, these refreshing libations are poised to elevate any summer occasion.

So, why not savor the essence of summer with Jack Daniel’s Country Cocktails Hard Tea lineup? With its meticulous craftsmanship and irresistible flavors, it offers the perfect invitation to revel in the season’s pleasures. Here’s to raising a glass, toasting to good times, and indulging in the simple joys of summer. Cheers!



Ena Bandyopadhyay





“Ode to Tea”

- *नेताओं की चाय*
बिगड़े काम बनाए।
- *नींबू वाली चाय*
पेट घटाए।
- *अदरक वाली चाय*
खराश मिटाए।
- *मसाले वाली चाय*
इम्युनिटी बढ़ाए।
- *मलाई वाली चाय*
हैसियत दिखाए।
- *सुबह की चाय*
ताजगी लाए
- *शाम की चाय*
थकान मिटाए।
- *दुकान की चाय*
मजा आ जाए।
- *पड़ोसी की चाय*
व्यवहार बढ़ाए।
- *मित्रों की चाय*
संगत में रंगत लाए।
- *पुलिसिया चाय*
मुसीबत से बचाए।
- *अधिकारियों की चाय*
फाइलें बढ़ाए।
- *विद्वानों की चाय*
सुंदर विचार सजाए।
- *कवियों की चाय*
भावनाओं में बहाए।
- *रिशतेदारों की चाय*
संबंधों में मिठास लाए।
- *चाय चाय चाय*
सबके मन भाय।
- *एक चाय*
भूखे की भूख मिटाए
- *एक चाय*
आलस्य भगाए ।
- *एक चाय*
भाईचारा बढ़ाए।
- *एक चाय*
सम्मान दिलाए।
- *एक चाय*
हर काम बन जाए।
- *एक चाय*
हर गम दूर हो जाए।
- *एक चाय*
रिश्तो में मिठास लाए।
- *एक चाय*
खुशियाँ कई दिलाए।
- *चाय पिए*
और चाय पिलाए।
- जीवन को आनंदमय बनाए।
जीवन को आनंदमय बनाए।
.....

***अंतरराष्ट्रीय
चाय दिवस की
हार्दिक
शुभकामनाएं***

from the _____
WhatsApp University



Tech Source Solutions

Our Solutions for Water and Soil Conservation

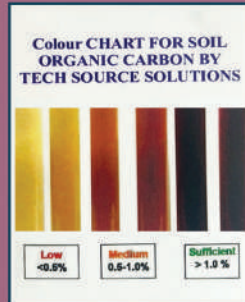
Say goodbye to over-watering or under-watering with our revolutionary Soil Moisture Indicator (SMI).

SMI is an irrigation scheduling tool that helps optimize the timing and amount of water applied to crops or landscapes ensuring your plants receive the perfect amount of hydration every time.



Soil Organic Carbon Detection Kit

In any soil, organic carbon is a true indicator of the soil health. It is proven fact that soil having sufficient organic carbon will definitely have proper content of other major elements like Nitrogen, Phosphorus and Potassium. Use our SOCD Kit to track the status of your soil before, after or during any project/season. Organic Carbon Kit Features.



Features of Soil Moisture Indicator

- Indicates soil moisture level with different coloured LEDs.
- Instant indication of soil moisture status for up to 30cm.
- Saves water, electricity and time.
- Easy to use portable and suitable for different types of soil.

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Features of Soil Organic Carbon Detection Kit

- User-Friendly
- Quick and Reliable Results within 20 minutes.
- Evaluates the impact of organic carbon amendments supplemented periodically.
- Guidance for Organic Manure Addition.
- Cost-Effective

Highly recommended for farmers, Tea Gardens, state and Central govt Agri projects, Agri- Institutes, KVK's, ICAR Labs, Pvt organisations and other organisations working towards Soil and Water conservation.

Comparasion of different country MRL's chart of 59 pesticides prepared by Dr Kanrar of Tlabs Kolkata

Sl. No.	Pesticides	MRL (mg/kg)									
		India	CODEX	EU	USA	Canada	Australia	Japan	China	UK	Russia
FSSAI Notification Extraordinary Part-III, Section 4.No. 537 dated 24 Dec 2018 (effective 3rd January 2019) and Notification No. F.No. SS-T00d/SP-02/ SOP- MRLs/2021-22) dated 27.04.2023											
1.	Bifenthrin	30	30	30	30	30	5	30	5	30	
2.	Bitertanol	0.05*	-	0.05*	-	-	-	0.1	-	0.05*	
3.	Carbendazim	0.5	-	0.1*	-	-	-	10	5	0.1*	
4.	Carfentrazone Ethyl	0.02*	-	0.1*	0.1	-	-	0.1	-	0.02*	
5.	Chlorpyrifos	2	2	0.01*	-	-	2	10	-	0.01*	2
6.	Clothianidin	0.7	0.7	0.7	70	70	0.7	50	-	0.7	0.7*
7.	Cyflumetofen	0.05*	-	0.05*	40	-	-	40	-	-	
8.	Deltamethrin	5	5	5	-	7	5	10	10	5	5
9.	Dicofol	40	40	20	50	-	5	-	0.2	20	20
10.	Emamectin Benzoate	0.06	0.1	0.01*	0.5	-	0.02*	0.5	-	0.02*	
11.	Ethion	5	-	3	-	-	5	0.3	-	3	
12.	Etoxazole	15	15	15	15	15	15	15	-	15	
13.	Fenazaquin	3	-	9	9	-	-	10	15	10	
14.	Fenpropathrin	2	3	2	2	2	2	25	5	2	2
15.	Fenpyroximate	6	8	8	20	44	0.1	40	8	8	
16.	Flubendiamide	50	50	50	50	50	0.02	50	-	0.02*	

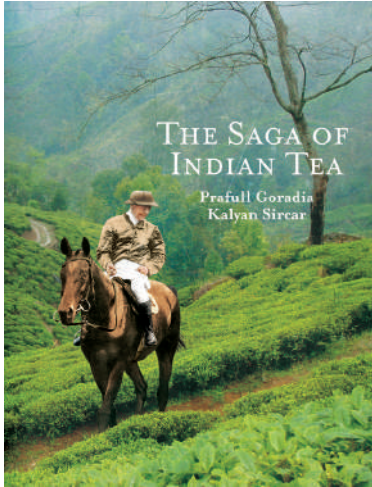


Comparison of MRLs

Sl. No.	Pesticides	MRL (mg/kg)									
		India	CODEX	EU	USA	Canada	Australia	Japan	China	UK	Russia
17.	Fluvalinate	0.01*	-	0.05*	-	-	-	10	-	0.01*	
18.	Glufosinate ammonium	0.01	-	0.1*	-	0.5	0.05*	0.3	0.5	0.1*	
19.	Glyphosate	1	-	2	1	-	20	1	1	2	
20.	Hexaconazole	5	-	0.05*	-	-	-	-	-	0.05*	
21.	Hexythiazox	15	15	15	15	15	4	15	15	4	
22.	L-cyhalothrin	0.05*	-	0.01*	-	2	1	15	15	0.01*	
23.	Mancozeb	3	-	0.1*	-	-	-	-	-	0.1*	
24.	Oxyfluorfen	0.2	-	0.05*	-	-	-	-	-	0.05*	
25.	Paraquat	0.2	0.2	0.05*	-	-	-	0.3	-	0.05*	0.2*
26.	Propargite	10	5	10	10	-	-	5	-	10	5.0*
27.	Propiconazole	6	-	0.05*	4	4	-	0.1	-	0.05*	
28.	Quinalphos	0.7	-	0.05*	-	-	-	0.1	-	0.05*	
29.	Spiromesifen	70	70	50	40	60	50	30	-	50	
30.	Thiacloprid	5	-	10	-	-	10	30	-	10	
31.	Thiamethoxam	20	20	20	20	-	20	20	10	20	
32.	Zineb	0.1	-	0.01	-	-	-	-	50	0.2*	
33.	2,4 D	0.05*	-	0.1*	-	-	-	-	-	0.1*	
FSSAI Notification File No. QA/3/2021/FSSAI-Part (3) Dated: 29-11-2023											
1.	Aldicarb (sum of aldicarb its sulphoxide and sulphones)	0.01	-	0.05	-	-	-	0.01(uni-form limit)	0.02	0.05*	
2.	Aldrin, Dieldrin	0.01	-	0.02	-	-	-	0.01	-	0.02*	0.02
3.	Captatol	0.01	-	0.1*	-	-	-	-	-	.1*	
4.	Carbofuran	0.01	-	0.05*	-	-	-	-	-	0.05*	
5.	Chlordane (Total of alpha and beta-chlor-dane)	0.01	-	0.02	-	-	-	-	-	0.02*	
6.	Diazinon	0.01	-	0.05*	-	-	-	0.1	-	0.05*	
7.	D.D.T (p,p-DDT, o,p-DDT, p,p-DDT, p,p-DDE, p,p-DDD, and o,p-DDE)	0.05	-	0.2*	-	-	-	-	0.2	0.2	0.1

Sl. No.	Pesticides	MRL (mg/kg)									
		India	CODEX	EU	USA	Canada	Australia	Japan	China	UK	Russia
8.	Endosulfan (alpha, beta, and endosulphan sulphate)	0.01	10	30	-	-	10	30	10*	30	30
9.	Ethyl parathion	0.01		0.1*						0.1*	
10.	Fenthion (fenthion, its oxygen analogue, their sulphoxides, and sulphones)	0.01		0.05*	-			-	-	0.05*	
11.	Fenitrothion	0.01		0.05*	-					0.05*	0.5
12.	Ferbam	0.01		-	-					-	
13.	Formothion	0.01		0.05*	-						0.2
14.	Methomyl	0.01								0.05	
15.	Methyl Parathion	0.01		0.05*				0.2		0.05*	
16.	Monocrotophos	0.01		0.05*				0.1		0.05*	
17.	Simazine	0.01	-	0.05*				-		0.05*	0.01
18.	Phosphamidon	0.01	-	0.02*	-	-		-	-	0.02*	
19.	HCH (alpha, beta, gamma, and delta)	0.01	-	0.01*				0.05		0.01*	0.01
20.	Heptachlor (heptachlor metabolite, hepta-chlor epoxide)	0.01	-	0.02*				-		0.02*	0.02
FSSAI Notification File No. QA/3/2021/FSSAI-Part (3) Dated: 04-03-2024											
1.	Acephate	0.01	-	0.05	-		-	0.2	0.1	0.05*	
2.	Acetamiprid	0.01	-	0.05*	50		-	30	-	0.05*	
3.	Cypermethrins (including alpha- and zeta-cypermethrin)	0.01	15	0.5	15		0.5	20	20	0.5	20
4.	Dinotefuran	0.01	-	-	50			25			
5.	Fipronil	0.01		0.005*	-					0.005*	
6.	Imidacloprid	0.01	50	0.05*	-	50	50	10	0.5	0.05*	

Compiled By: Dr. B. Kanrar, TRA, Kolkata



Marketing of Kangra Teas

There were four markets available for the sale of Kangra tea; the London market, the European market, the local market and the Central Asian market. Prior to the 1880s the Kangra teas were little known in the London market, as these were received in small quantities, making it difficult to distribute the sample among different brokers and agents. But with the passage of time, the total amount sold in London rose. Some tea was sold in the retail market and the rest was sent to Calcutta and London for auction through brokers and agents. The green tea was sold to tea merchants called dalals in Palampur who supplied it to Amritsar for sale. Amritsar had been the great market for the supply of tea both for upper India and for the Central Asian market. Indian merchants from Amritsar and nearby areas were regular visitors to all tea plantations of the valley during the season, and they purchased a very large supply of the coarser black and green teas, the latter for the Central Asian market. The merchants used to predict the demand for different categories of tea and booked their requirements — which were to be manufactured in the ensuing season — at fixed rates. Amritsar was most favourably situated in regard to its export trade with countries to the north. It commanded every route — those from Jammu and Kashmir to Ladakh and the eastern provinces of Central Asia, as well as the route via Peshawar through Kabul to the great markets of Herat, Khira, Bokhara and Samarkand. It also commanded the Indus valley route. Its exports supplied the

Sindh merchants who traded with Kohat and Herat via Balan Pass. The teas were carried from Amritsar to Karachi to meet the vast trade of Baluchistan and regions near the Persian Gulf. During the late 19th century the bulk of the tea trade with Mashad in Central Asia carried on along the Nushki-Siestan trade route. During this period, European planters developed a large scale retail trade or direct dealing between the grower, the retailing merchant and the consumer. Tea in small quantities was also exported to Europe, America and Australia. The Kangra valley during the 1920s produced nearly half the green tea manufactured in India. And it was exported to Afghanistan and Iran.

But an uncertain market for green and black teas was a constant worrying factor. This uncertainty of the tea market had prevented tea planters from whole heartedly participating in proper cultivation and in the improvement of the productivity of tea leaf. The demand for black tea in the London and Calcutta markets was better only when the quality was good. The quality usually suffered due to aberrant weather conditions, like excess heat, moisture or cold for the tea plant.



BALLYGUNGE BLUES

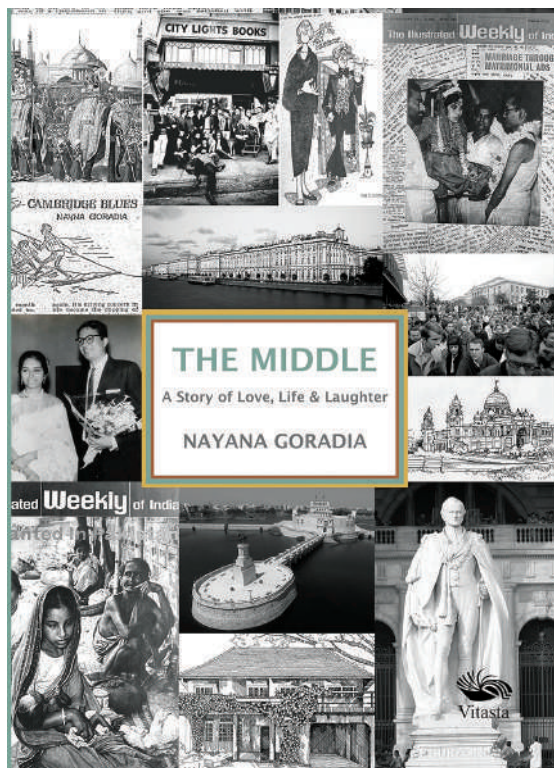
Nayana Goradia

Now that we are in the process of moving out of Calcutta, I am filled with a heightened longing for that glorious, decadent, rheumatic, esoteric city which to me is hauntingly beautiful. Its quaint snobberies and outdated protocol add a dimension of piquancy so alien to Bombay and Delhi.

Eighteen years ago, I had first come to Calcutta to set up home. After the brisk, pragmatic, neon-lit opulence of Bombay, it had seemed a bewildering world. My husband then worked for a commercial house with a British label which meant that though the Raj may have departed, but the occasional hangover lingered. The pucca memsahibs had already sailed back home on the P & O to the nitty gritty of a home in Tunbridge Wells, and an elderly charwoman. The sahebs had lingered on living out their last days of splendour in lavish bungalows in Ballyunge, Tollygunge and Alipore, stiffened by the hierarchy of khansamas, bawarchis, chowkidars, malis, jamadars, masalchis, and the chokra boy.

Raj Relics

In clubs hearty, pipe-smoking brown sahebs, their names shortened to the closest English equivalent, downed chota pegs. Here again were colonial interiors—lofty rooms with high ceilings and echoing corridors where soft speaking servants silently flitted around. On the walls were portraits of Queen Elizabeth and her Consort at the Coronation, and sporting prints of dashing young men at a pig-sticking



spree. At the bar a stiff abdar measured out his chota pegs as an occasional ‘koi hai?’ whizzed through the air.

Everybody was painfully kind to me as I was new and uninitiated. But it is now easy to see that I must have presented a bit of problem; I was difficult to categorise. Not being from Calcutta I had no easily available reassuring details of a background to present. Nor had I a vast ancestral estate tucked away across the country to support me. Besides, my foreign university education could have hardly helped. The surroundings did not seem to set particular store by blue stockings. Higher education for young women was not so important. They were generally supposed to have fathers well placed enough to enable them to take their own pick of dashing young executives entitled to a good company flat.

Our first home in Calcutta was in a rambling manor belonging to a zamindar. We occupied the first floor; the landlord lived below. To me the place with its black and white marble chessboard floor and its air of fading splendour



brought on memories of Satyajit Ray. Long windswept verandahs, as wide as galleries, ran along the two sides. The living area was surprisingly small, as though the cubicle-like rooms had been built as an afterthought and subsequently squeezed between the verandahs. The bathrooms, a frippery scorned by the landlord, were located a great distance away. Nevertheless, the windows were pure stained glass.

Downstairs, the zamindar resided in rooms designed for courtly entertainment—excessively chandeliered and dwarfed by tall Chinese vases. But it was his servants who entranced me. There were twenty to wait upon a family of three. Agreeable and a garrulous lot, they had a tremendous capacity for idleness. There was Sarkar Babu, whose only function in life seemed to be to work the water pump. This gave him considerable power over the lives of the tenants, a fact which made him behave like a man preoccupied with the weighty cares of the world.

The Cook's Court

To incur his displeasure was tantamount to going without water for the day. The kitchen overlooked a large courtyard at the back of the house and was presided over by a massive-looking cook with a high polished forehead and a disdainful manner. Several adoring young assistants constantly darted around his heels eager to do his bidding. It was they who chopped the vegetables, kneaded the dough, rolled out the rotis, cleaned the fish, ground the masalas and stirred the curries. The cook only ventured forth to officiate over a delicacy, languidly tossing in masalas from a platter held forth by an assistant. Exhausted from the effort, he would retire to his charpoy and sip tea from a large brass tumbler.

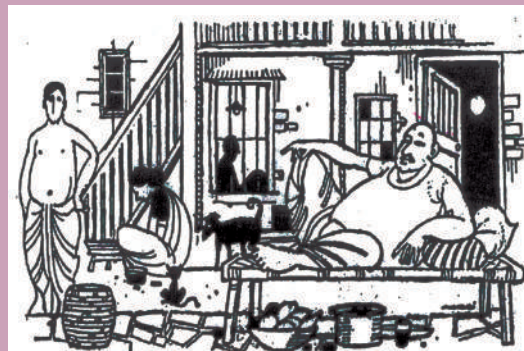
The washing was done in the courtyard by a mild-mannered man called Uday, who was helped by a plump lad with a loud guffaw. Uday scoured the vessels and the lad rinsed them. One

day the lad disappeared of his own accord and trouble began. Uday, squatting on his haunches, scoured the vessels and then quietly abandoned them. Apparently, under the meek exterior was a rebellious streak. The rinsing was not a part of his job and that was that. The unwashed pile had lain in a sullen, brooding heap for a whole day. The issue became one of honour, with even the assistants refusing to help out. They went around the courtyard, carefully avoiding each other's eyes.

Finally, however, the demands of daily living intervened and the inexhaustible band arrived at their own amiable solution to the problem. Sarkar Babu, unable to suppress his craving for a cup of tea and aware that he could not do so without retrieving a cup, walked across to the garden, picked up the water hose and sprayed the required piece. A ritual was established which prevailed for a whole month until an official assistant was appointed for Uday.

Soon the ritual became a rollicking game with everybody pitching in to take turns with the water jets. The servants did not sit down to dinner before midnight and the real shrieking and singing began only then. For one long shuddering month I remember being woken up to Uday's rendering of "Bheegi chunariya". But I survived. Over the years I have forgiven him because he helps summon up remembrances of things past.

All this and much more gave Calcutta its own particular charm. Can I say more?





Establishing the taste of tea in BRITAIN

When tea first made itself known in Britain in the mid-seventeenth century, it did so in the context of a great hunger for exotic novelties. This desire was especially prominent among the upper echelons of society, and was common to the Protestant countries of northern Europe - Britain and the Netherlands in particular. Tea from China, coffee from Arabia and chocolate from Mexico came into public notice in Britain virtually simultaneously in the 1650s.

Though distinct in origin and flavour, they shared four qualities: they were served hot, had a bitter flavour that was ameliorated with sugar, were made with rare and expensive botanical ingredients and had intriguing psychoactive properties. This taste for exotic hot drinks grew - among those who could find and afford them-

in competition with the customary alcoholic drinks of British culture, including domestic beer, cider and mead, and imported wine and spirits.

The British encounter with tea began in different ways among three distinct groups of people: virtuosi, merchants and maids of honour. Each of these groups brought their own understanding of tea and left their own impression on the cultures of its consumption. The first group, the virtuosi, comprised

various men of science, natural philosophers and doctors of medicine who took an interest in tea in the context of the new global pharmacopeia from Asia and the Americas, and recognized in it some distinct physiological effects with potential therapeutic benefits. The second group, perhaps the least alert to tea's special properties, were the merchants and men of commerce who approached tea as an exotic commodity whose sale in Britain might be profitable should demand be encouraged in the proper way. The final group was the elite female court culture surrounding the queen, Catherine of Braganza, wife of the restored king, Charles II, for whom tea was an exotic and expensive luxury whose consumption was

conspicuously about display and spectacle, both of tea and

its paraphernalia. For

a three groups,

the primary

avenue

through

which tea

became

known

was their

European

contacts,

especially

the Dutch and

Portuguese, although

towards the end of the century

the English East India Company became increasingly important.



- Empire of Tea

*By Markman Ellis, Richard Coulton,
Matthew Mauger*



BULK TEA TRADING TO VALUE ADDED EXPORT

Tea Time interviewed Ashok Goyal and his son Ayush Goyal and here are the excerpts from the father and son duo

It has been a long journey since 1964 (50 years since then) when Central Tea House was established in Siliguri as a traders/commission agents by Late K.R. Goyal and Sons to now a major tea business house involved in packaging and exports of tea to odd

20 countries across the globe. The family is one amongst odd 7-8 families of North Bengal who were involved in tea grading/sorting and trading era in the sixties and seventies before the Siliguri Tea Auction Centre came into existence in the year 1976. They have been a part of building and founding STAC.

This is a silent but resounding success story of Ashok Goyal who is a well acknowledged tea taster in the tea fraternity with a number of renowned regional tea brands associated with him and who rely on his expertise to procure teas for their packets. Ashok first thought about exports in 2015 and started the venture from in a small town like Siliguri where hardly any export related infrastructure exists.

His son Ayush, joined the industry in 2018 and is taking the company to new heights by expanding its presence in new markets and focusing on value added packaged tea products for the international markets.

The company spearheaded by Ashok and Ayush, the father and son duo, has been able to build up credibility in these markets is are considered one of the most trusted merchant exporters of tea.

Ayush feels that there is a large potential for value added private label tea exports from India and consumers are looking for innovative herbal and flavored tea blends apart

from the traditional tea varieties. Most of the international markets these days are flooded with cheap quality teas from across the world. “But with our utmost focus on quality, we have been able to carve a niche for ourselves in these markets”, says Ayush.

Central Agri Trades Pvt Ltd (Central Tea Group) currently exports both bulk and packaged teas to the Middle East, Russia and various CIS countries. Currently they are one of the top buyers of Assam orthodox teas.

The company is providing private label/OEM services to a large number of brands in the market with a complete solution starting from preparing suitable blends as per the market to designing and packaging in different SKUs enabling the clients to focus on the distribution and marketing of the products.

As shippers to various countries, their teas must conform not only to the country specific food regulations, but also to the PPC’s stringent measures enforced by the FSSAI regulators.

Going forward, the company’s vision is to continually explore new markets, new cultures and new consumers to increase its footprint and they are committed to fulfilling the global diversity of tea consumption.

Ashok is presently Board Member, of Tea Board of India.



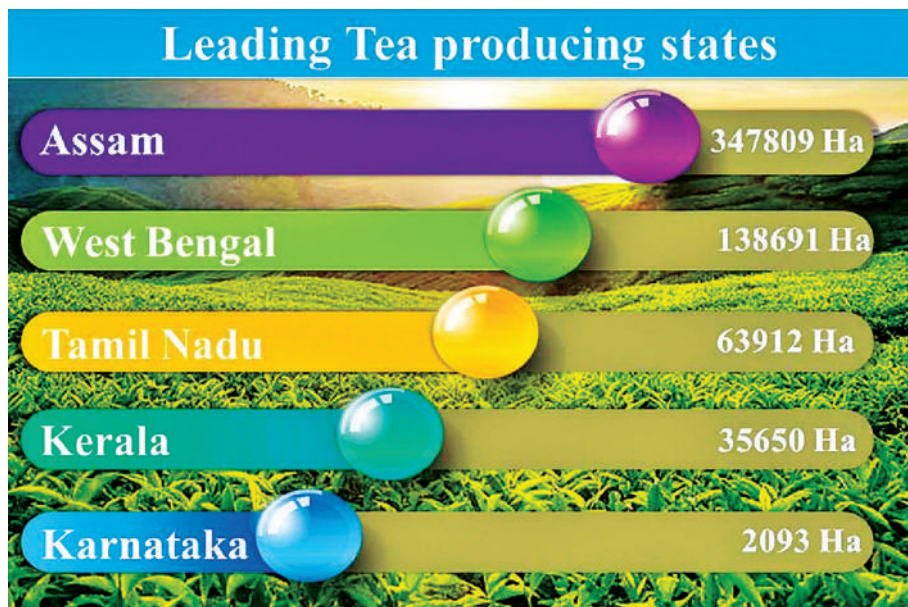
Time to raise a toast to India's

Growing Tea Market



Regular team consumption lowers cholesterol levels in the blood and facilitates healthy weight management

Tea manufacturers are using multi-layered packaging to store and distribute tea and minimize the instances of adulteration, spoilage and maintaining the fragrance and freshness of the tea leaves.



Masala chai and its variants: According to 73% of experts, masala chai is making a grand comeback, bringing with it an array of exciting variations. This beloved classic is set to charm both traditionalists and adventurers alike, offering a delightful journey through a symphony of spiced flavours that evoke nostalgia while inviting exploration.

Tea-based fermented drinks: Well-being is taking the spotlight, with 64% of experts forecasting a surge in tea-based fermented drinks. These gut-friendly beverages promise not only health benefits but also a unique and refreshing taste experience, making them a hit among those seeking both wellness and flavour.

Herbal and wellness teas: Wellness teas are set to soar, catering to specific health goals and

reasonable indulgence. As predicted by 64% of experts, herbal teas will flourish, offering a plethora of flavours and therapeutic benefits. These natural infusions are perfect for those desiring both delicious taste and holistic well-being.

Sustainable packaging: Being eco-friendly is the buzzword, with 71% of experts emphasizing the need for sustainable packaging. This trend highlights a growing environmental consciousness and a shift towards responsible consumption. Expect to see more teas packaged in innovative, planet-friendly materials that reflect a commitment to a greener future.

With inputs from the BUZZ a Tea Time Report

Shipments to Russia jump but exporters are wary of sanctions

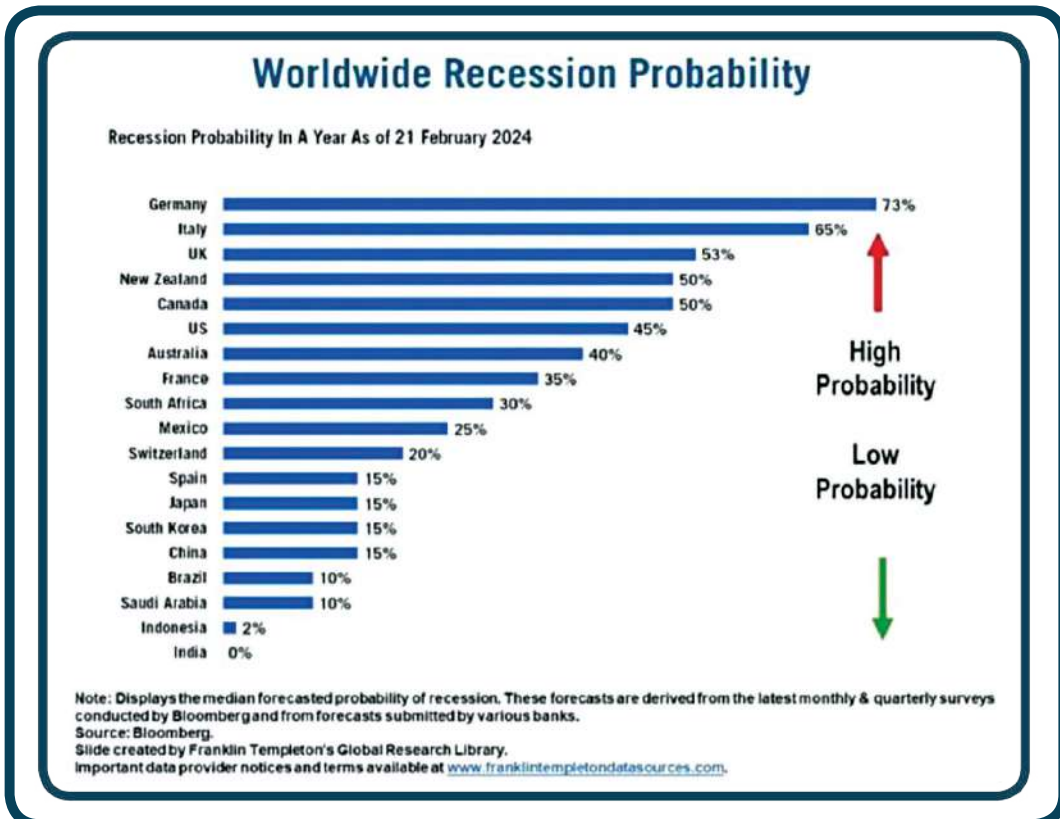
MACHINES, ELECTRONICS, PARTS LEAD

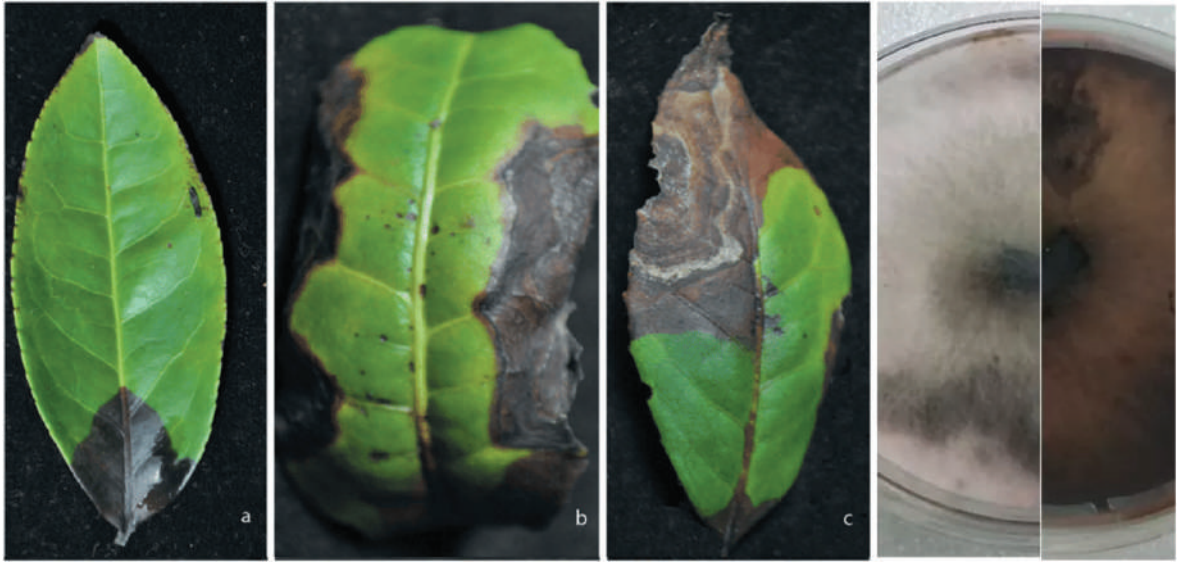
India's exports to Russia (\$mn)	2023	2024	% change
Electrical machinery & parts	121.1	347.8	187.2
Meat	26.8	55.9	108.6
Machinery & parts	320.9	650.3	102.6
Optical, precision instruments	75.4	140.6	86.5
Iron & steel	159.1	282.4	77.5
Fruits	23.9	37.0	54.8
Inorganic chemicals	145.2	210.4	44.9
Oil seeds	49.2	70.9	44.1
Organic chemicals	307.1	336.4	9.5
Fish	138.7	149.4	7.7
Pharma	429.6	386.7	-10
Coffee, tea	117.9	100.7	-14.6
Total exports to Russia (\$mn)			% change
2023	3,147		
2024		4,261.3	35.4

Source: Commerce dept

Russia's war with Ukraine and the consequent sanctions helped push the export of engineering goods, machinery and machine parts as well as aircraft spares from India during the last financial years, while traditional items such as pharmaceuticals, tea, coffee and tobacco stagnated or fell.

Latest official data showed that in 2023-24, exports to Russia climbed over 35% to \$4.3 billion, when India's cumulative goods exports were more than 3% lower. Of the \$1.2 billion increase, nearly a half was on account of machines and machine parts, including electronics.





Assam University scientists discover new disease in tea leaves

Silchar, June 19:

A team of scientists and researchers from Assam University, Silchar, have discovered a new disease which is affecting tea leaves and posing a serious challenge to the production yield of the tea industry in the region.

Prof Piyush Pandey, director of the Internal Quality Assurance Cell (IQAC) of the varsity and a professor at the Department of

Microbiology of the university who led the research for over two years' time, informed The Assam Tribune that the newly identified disease, leaf necrosis, is caused by the fungus *Lasiodiplodia theobromae*.

“This marks the first report of *Lasiodiplodia theobromae*-induced leaf necrosis in India, with a prior occurrence documented only in China,” Prof Pandey claimed. He added that the newly found disease rots the tea leaves and poses a significant threat to Assam’s tea plantations, which were previously battling fungal diseases primarily attributed to *Corticium* induced black rot. “From our findings we could decipher that the symptoms of leaf necrosis caused by *Lasiodiplodia theobromae* are strikingly similar to those of *Corticium* infections, making diagnosis and treatment more challenging,” the scientist added.

Kheyali Ghosh, Sandeep Das, Nandita Das, and Silpi Sorongpong are the other researchers in the team. The research was financially supported by the Department of Biotechnology, Ministry of Science and Technology, Government of India.

On the other hand, while Prof Pandey informed that they had collected samples from tea gardens across Barak and Brahmaputra valleys (mainly from Dibrugarh district) industry stakeholders have reacted to the issue. IB Ubhadia, general manager of Rosekandy Tea Estate in Cachar, said that this is vital research work that will help improve the control mechanism to save the leaves from the fungal infection. Prof Rajive Mohan Pant, the vice chancellor of the university, lauded the efforts of Prof. Pandey and his team for their significant contribution, reiterating the university’s commitment to supporting the regional tea industry through dedicated research and innovation.

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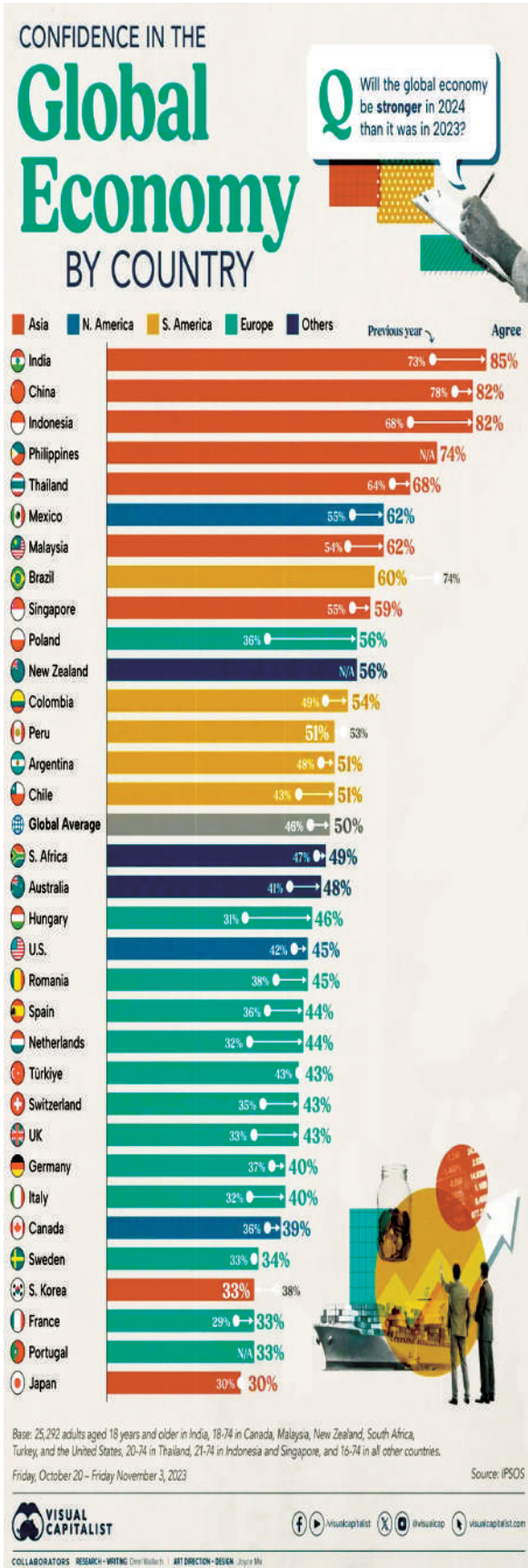


Shredders



Garden Care





In India displaces South Korea to become the 5th largest manufacturing country in the world in 2023-24. India has come a long way from less than 50 billion dollars in manufacturing to over 400 billion dollars in manufacturing. Kudos



Tea major **B&A Ltd.** ventures into retail segments



With 11 tea estates in upper Assam and a recent acquisition, B&A Ltd aims for pan-India growth, investing Rs 50 crore over the next seven years.

For the first time in its over-100-year history, B&A Ltd has forayed into the retail segment through its 'Gatoonga' brand of black tea, a top company official said.

The brand was launched in Assam on Saturday, with the company looking to tap the market in the home state before entering other parts of the country, B&A Ltd Managing Director Somnath Chatterjee said.

"The company's retail foray has begun with 'Gatoonga' brand by tapping the Assam market and it will gradually expand across India based on a demand-driven growth strategy," he said. "The company will invest around Rs 50 crore in the next seven years as part of its growth and expansion strategy," he added."

A Tea Time Report

B&A Ltd, a prominent company in the tea industry, has ventured into retail with its 'Gatoonga' brand of black tea, marking its first entry into the retail segment in its century-long history.

The brand was launched in Assam, with plans to expand across India gradually.

The company, previously focused on tea manufacturing, processing, packaging, tourism, and broking, now includes retail branding as its fifth vertical.

NEWS

Tea Producers' representatives from Asia & Africa met in Dubai recently to deliberate on SDGs with focus on quality, demand-supply equilibrium, long-term #sustainability covering #climatechange etc. The meet was chaired by Hemant Bangur - Chairman ITA & CCPA

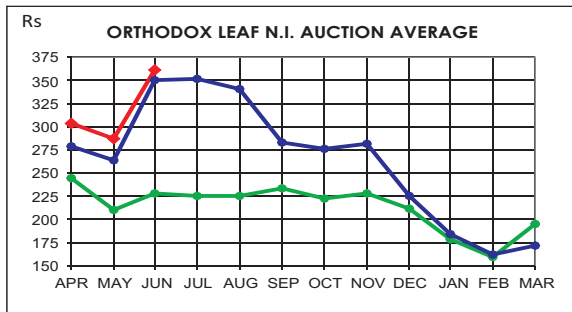
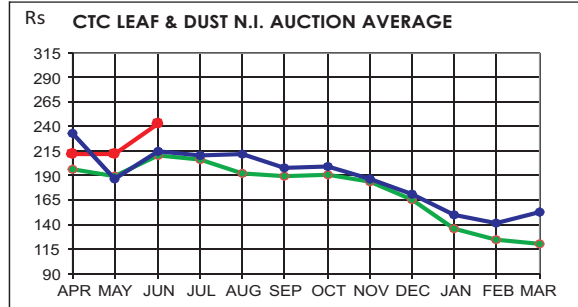


N. India Market Graphs April to June

North India - CTC Leaf & Dust

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	211.91	195.81	16.10	232.62	-20.71
MAY	212.11	188.86	23.25	186.08	26.03
JUN	242.39	210.15	32.25	213.80	28.59
April to June	228.06	199.91	28.15	208.14	19.92

Dust : Excluding Orthodox Dust

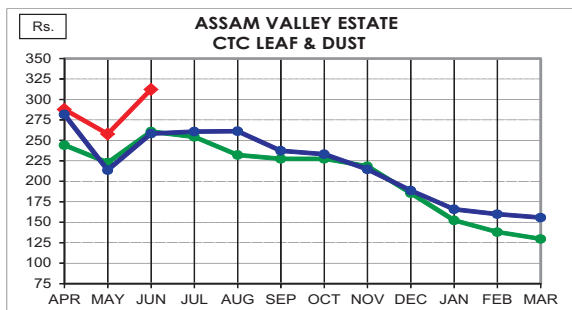
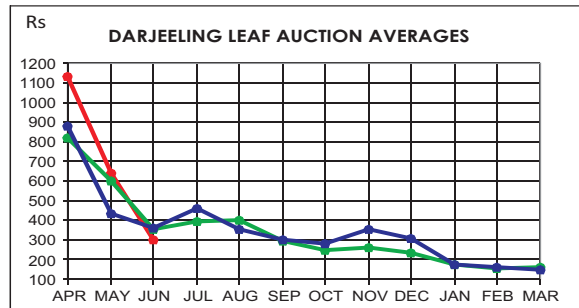


North India - Orthodox Leaf

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	303.93	244.42	59.51	279.54	24.38
MAY	287.69	209.82	77.87	264.42	23.27
JUN	361.23	228.77	132.46	350.12	11.10
April to June	293.32	223.98	69.34	311.63	-18.31

Darjeeling Leaf

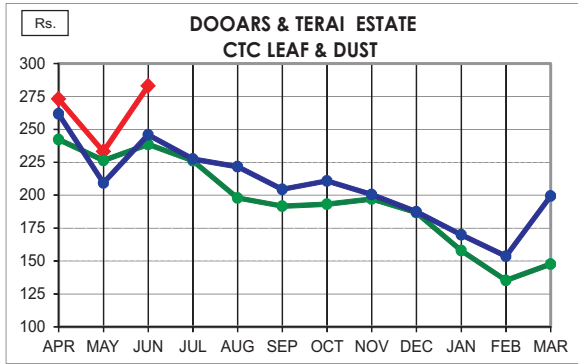
Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	1136.32	819.19	317.13	877.62	258.70
MAY	643.20	599.39	43.81	433.96	209.24
JUN	299.80	352.18	-52.38	360.23	-60.43
April to June	308.07	481.17	-173.10	424.62	-116.54



North India-Assam Valley - CTC Leaf & Dust -Estate

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	287.78	244.28	43.50	281.77	6.01
MAY	257.71	222.70	35.01	213.60	44.10
JUN	312.25	260.83	51.41	258.24	54.00
April to June	285.56	245.39	40.17	246.83	38.73

Dust : Excluding Orthodox Dust



North India-Dooars & Terai - CTC Leaf & Dust -Estate

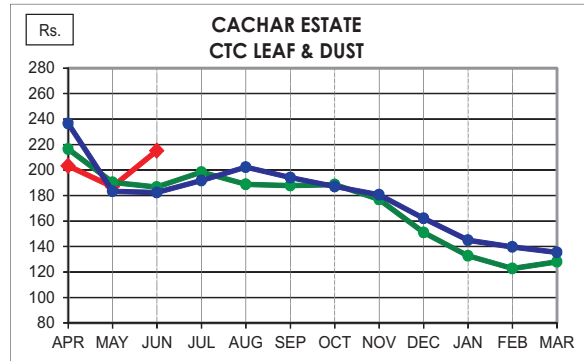
Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	272.92	242.16	30.76	261.70	11.22
MAY	233.04	226.31	6.73	209.17	23.87
JUN	282.96	238.47	44.49	245.75	37.20
April to June	256.98	235.04	21.94	238.63	18.34

Dust : Excluding Orthodox Dust

North India-Cachar - CTC Leaf & Dust -Estate

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	203.18	216.51	-13.32	236.46	-33.28
MAY	186.89	190.38	-3.50	183.33	3.56
JUN	215.00	186.67	28.34	182.31	32.69
April to June	201.95	189.09	12.86	186.64	15.31

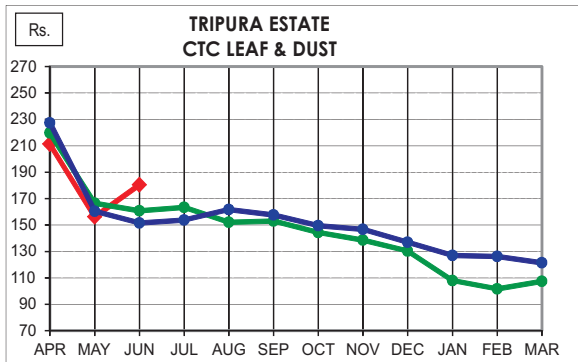
Dust : Excluding Orthodox Dust



North India-TRIPURA - CTC Leaf & Dust-Estate

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	211.16	219.71	-8.55	227.34	-16.18
MAY	156.19	166.51	-10.32	160.47	-4.28
JUN	180.39	160.76	19.63	151.56	28.83
April to June	170.91	168.56	2.35	161.19	9.72

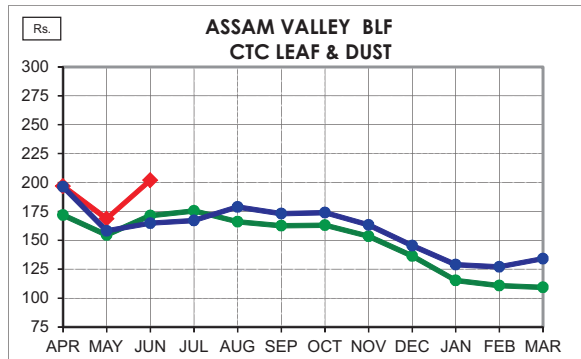
Dust : Excluding Orthodox Dust

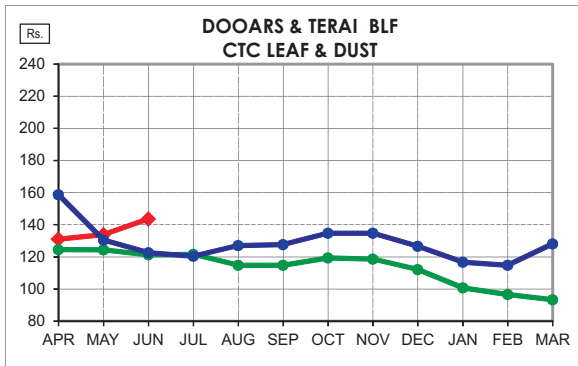


North India-Assam Valley - CTC Leaf & Dust-BLF

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	196.74	171.79	24.95	196.35	0.38
MAY	168.67	154.52	14.16	158.23	10.45
JUN	201.82	171.32	30.50	164.75	37.06
April to June	187.30	165.18	22.12	166.16	21.14

Dust : Excluding Orthodox Dust





North India-Doors & Terai - CTC Leaf & Dust-**BLF**

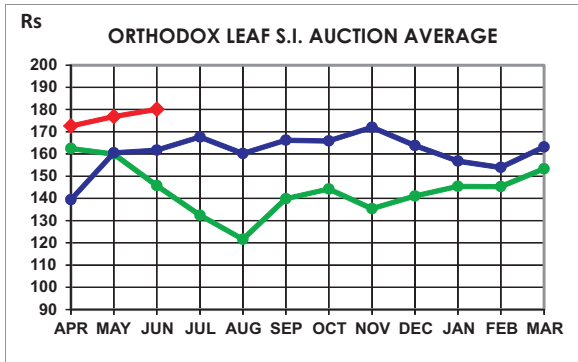
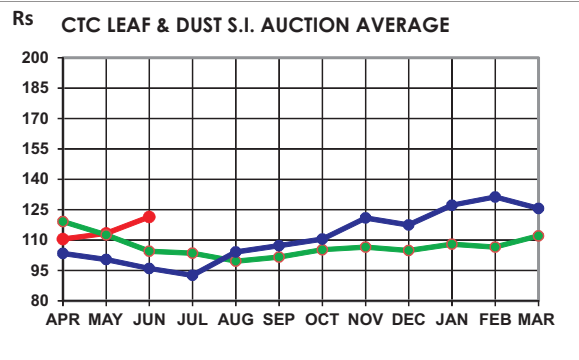
Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	131.03	124.48	6.55	158.63	-27.60
MAY	133.83	124.33	9.50	130.47	3.36
JUN	143.54	121.24	22.29	122.58	20.96
April to June	137.21	123.15	14.06	131.88	5.33

Dust : Excluding Orthodox Dust

South India - CTC Leaf & Dust

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	110.55	119.15	-8.61	103.37	7.17
MAY	113.26	112.60	0.66	100.45	12.81
JUN	121.40	104.51	16.89	96.01	25.40
April to June	115.46	111.16	4.30	100.03	15.43

Dust : Excluding Orthodox Dust



South India - Orthodox Leaf

Months	2024/25	2023/24	24 vs 23	2022/23	24 vs 22
APR	172.49	162.48	10.01	139.38	33.11
MAY	176.74	159.98	16.76	160.43	16.31
JUN	180.01	145.69	34.32	161.63	18.38
April to June	176.82	155.01	21.81	155.25	21.58
April to March		145.05		158.42	

(*All graphs are subject to minor revision)



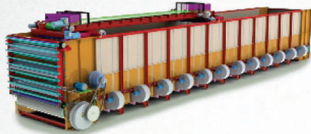
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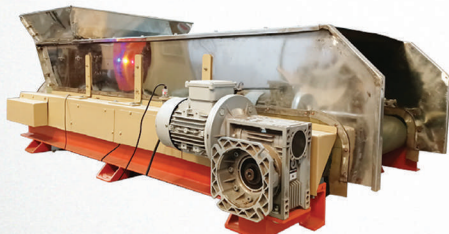


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