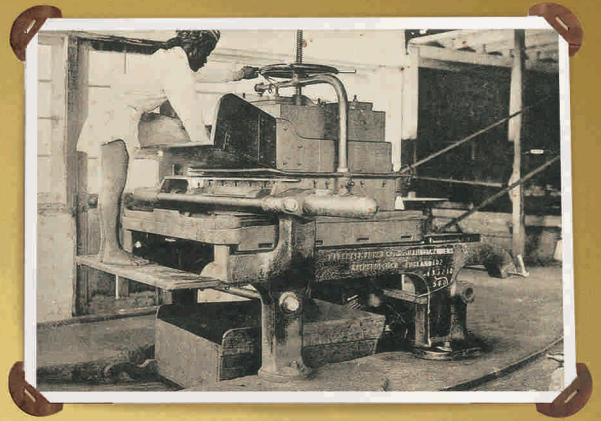


CONTEMPORARY

TEA TIME

Vol. XXIII No. 1 • March - May 2014 • Rs. 80 • US\$ 7

TEA JOURNAL WITH THE LARGEST READERSHIP | 25th YEAR OF PUBLICATION

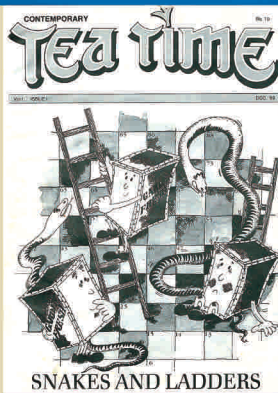


**Fresh Opportunity for
Orthodox Tea**

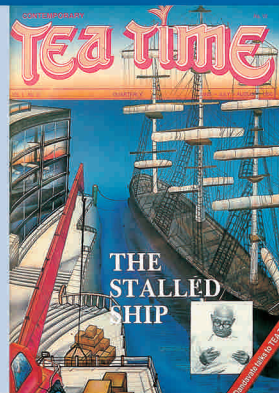


**THE TEA HOUSE OF
WILLIAMSON & MAGOR**

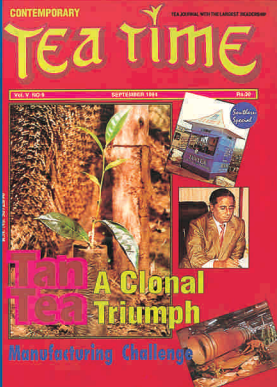
1989



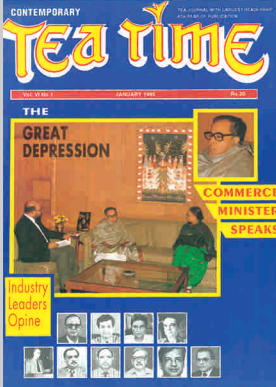
1990



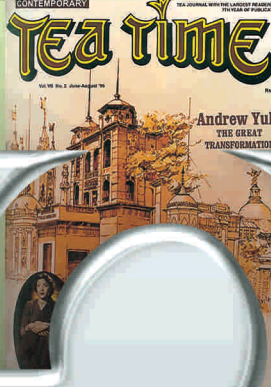
1991



1994



1995



1999



2000



2001



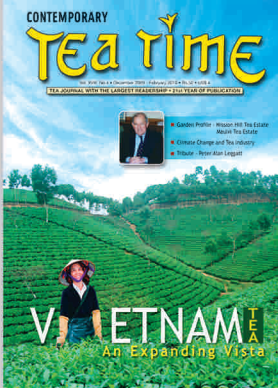
2004



2005



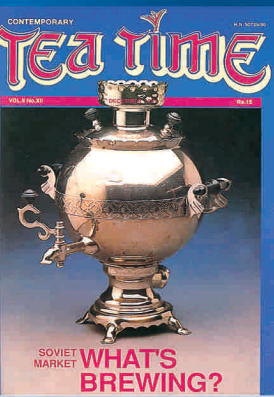
2009



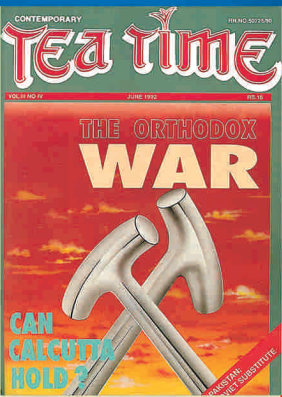
2010



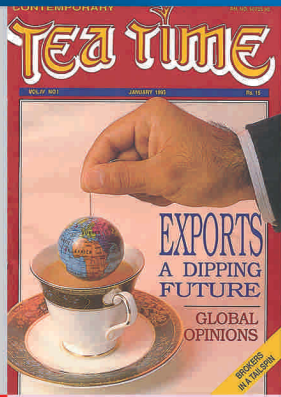
2011



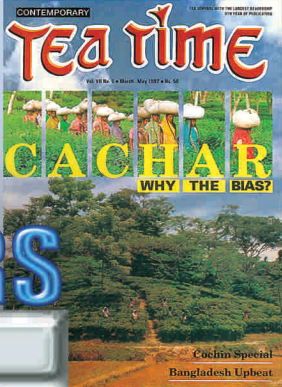
1992



1993



1996
YEARS



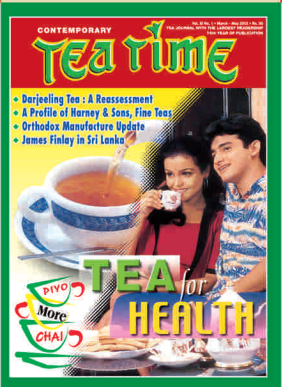
1997



1998



2002



2003



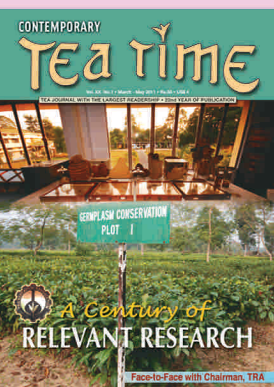
2006



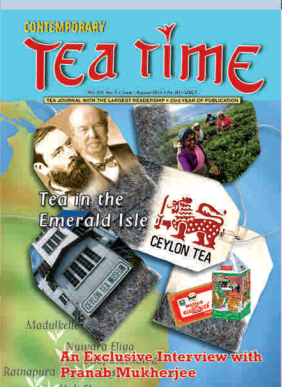
2007



2008



2012



2013





Errol O' Brien

TEA QUIZZY

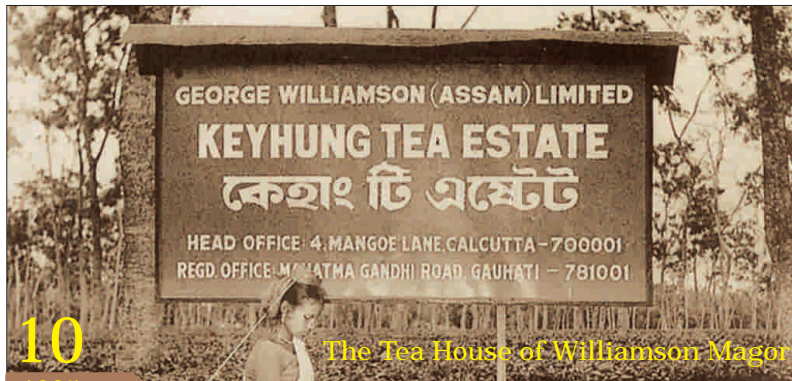
QUESTIONS

- 1 Which tea term has been taken from the name of Josef Kamel, a Czech born Jesuit missionary who worked in the Philippines and who introduced the plant to Europe and a Latin word which means 'from China'?
- 2 What is common to these British tea brands — Wedgwood, Hampstead Tea, and Harp and Lyre?
- 3 What has Anthony Tripp, a former seventy years old tea planter introduced into the tea growing areas of Kalimpong? It is a consumer product originally grown in the kitchen gardens but now has a high cupping rate in the US and Australia.
- 4 Name the Clipper lying in exhibition at Greenwich, England. It regularly broke the speed and tea delivery records between 1885 and '95, between the Australian and England route.
- 5 In the era when only tea chests were prevalent what smell or taint was caused by the use of inferior glue on panels?
- 6 Which country produces Yerba Male Tea? It is a green tea enjoyed by connoisseurs – ever refreshing and thirst quenching.
- 7 At the entrance of which tea growing area has a memorial been put up honouring tea planters who laid down their lives in World War II?
- 8 What type of tea is manufactured when passed between cylinders with only marginal clearance between them and moving in inverse directions at speeds of 70 and 700 RPM respectively?
- 9 Name the Scotsman, approached by the East India Company, who sneaked into remote parts of China and collected 20,000 plants and tea seedlings and transported them to Kolkata in Wardian cases, small greenhouses.
- 10 Which label is now set up to mark the quality of Indian Tea? This code will also ensure the quality of life of tea growers and quality of the whole business environment for our future generations.

Answers

- 1) *Camellia Sinensis* • 2) All brands will soon be available in India. We already have Tetley and Twining • 3) Coffee • 4) Cutty Sark
• 5) Cheesy • 6) Argentina • 7) Munnar, south India • 8) CTC
• 9) Robert Fortune • 10) Trustea

CONTENTS



10

1995

The Tea House of Williamson Magor

13 The Story So Far

14 Tata Tea in Tomorrow's World



1996

16 To Import or Not

17 Much is New in Old Washabarie

18 The Darjeeling Company Limited

20 Hi-Tech Blend

2005

21 Stirring Issue

2010

23 Apeejay 100

24 Book Launch

26 Tanzania Tea



28 Cover Story :
Fresh Opportunity
for Orthodox Tea

34 Indian Tea Delegation to Iran

36



Titbits on Tea
by Kalyan Sircar

38 Happenings

40 South India Column :
A Long Journey
By P S Sundar

43 IISTG Conference

47 Interview with
Pavan Poddar

48 Tidings from Bangladesh
By Monjur Hossain

50 Tea Industry of Tripura
By S Sannigrahi

53 Tea Scenario in Siliguri
By Rajiv Jain

54 Last Page :
Tea Stops

REGULAR COLUMNS

04 Quiz By Errol O' Brien

25, 46, 52
Finance & Figures

44 Crop

Publisher : A Nandkeolyar

Advisers : Nayana Goradia and Lal Raisinghani

Executive Editor : A Nandkeolyar

Editorial Assistance : INKPOT, 58 Jatin Das Road, Kolkata-700 029, Ph. 9831169021, 03340637177; e-mail : inkpot_2@yahoo.com, inkpot2@gmail.com

Correspondent (South India) : P S Sundar

Correspondent (United Kingdom) : Kalyan Sircar

Mailing Address : Editorial & Marketing Office, 1 Old Court House Corner, Post Box , No. 14, Kolkata-700 001, Ph: (+91-033) 2230 7241/7242/4665, Fax: (+91-033) 2230 5753/2210 4671, E-mail: kolkata@contemporary.co.in

Branches : • Guwahati - A Ben Ahmed, 2A Centre Point (opp. Bora Service Station), G.S. Road, Ulubari, Guwahati-781 007, Ph: (0361) 251 1052/252 4253, Fax: (0361) 254 1119, E-mail: ctlgau1@sancharnet.in • Siliguri - Arjun Mitra, STAC Building Mallaguri, Pradhan Nagar, Siliguri-734 403, Phone: (0353) 251 3095/251 3521, Fax: (0353) 251 7752, E-mail: ctlsil@sancharnet.in

Published for Contemporary Brokers Pvt. Ltd. by A Nandkeolyar, 1, Old Court House Corner, Kolkata 700 001

Designed by Caps Micrographics, 8/2, K.S. Roy Road, Kolkata-700 001, Ph. 2230 1827 • Printed at Caps Micrographics, 8/2, K.S. Roy Road, Kolkata-700 001, Ph. 2230 1827



Readers Write



Dear Sir,

Congratulations on an excellent Silver Jubilee issue of *Contemporary Tea Time*! It was a real pleasure going through the old articles – a journey down memory lane. The attractive layouts have made the issue worth storing in the home library.

Yours sincerely,

P Dey Chowdhury
Kolkata



Dear Sir,

The article *Nehru and Tea Ceremony* published in the December 2013 - February 2014 issue of *Contemporary Tea Time* is an absolute gem. It takes us back to a golden era. The lucidity of the author makes for an intimate and pleasurable reading.

Yours sincerely,

T Deshmukh
Bangalore



FROM THE PUBLISHER

TEA at the Top

For the first time, TEA has been represented at the highest level. Never in the dreams of the tea fraternity did a hope traverse that its once member would be Prime Minister. This rare good fortune might have remained largely unknown but for the generosity of Mr. Mani Shankar Aiyar to offer Mr. Narendra Modi a stall to sell cups of tea at the A.I.C.C. session. Mr. Modi's early association with tea was until then confined to the BJP office at Ahmedabad.

Hailing from the other end of eastern India, our fraternity did not have much of an opportunity to come to know of Mr. Modi even if from a distance. The only exposure to the intelligentsia of Kolkata was when he participated in a debate on a Uniform Civil Code at the Calcutta Club some years ago. He did receive a thumping applause from the audience again and again. And he remembers the occasion fondly.

For the rest, the fraternity had to be satisfied with what it saw and read in the media, most of which proved incorrect. Now we have every opportunity to know Mr. Modi much better. Incidentally, our fraternity includes everyone who helps in reaching cups of

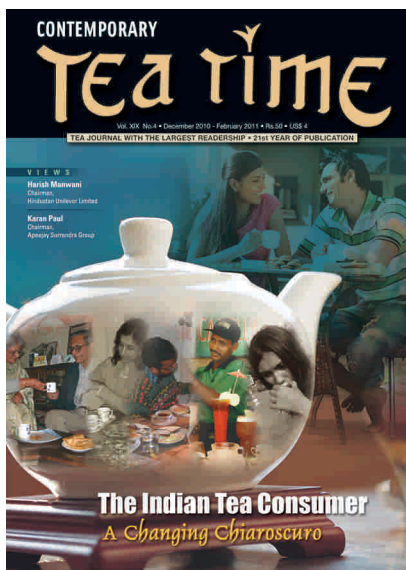
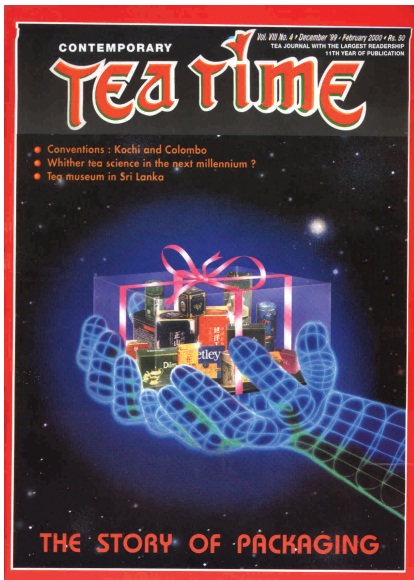
tea to everyone, even the poorest of people. The Prime Minister in his early youth helped to distribute cups to the average citizens who consume much more of our beverage than the richer drinkers!

Prafull Goradia
Prafull Goradia



जगदीश चिन्मय





Advertise in Contemporary Tea Time

The Voice of The Tea Industry

Contemporary Tea Time, a magazine of the tea industry published by Contemporary Brokers Pvt. Ltd. has completed 25 years of its existence. It has through the years evolved into a voice of the industry, reflecting the views, opinions, market trends and happenings of the tea scenario in India and abroad.

As the only magazine of its kind in India, *Contemporary Tea Time* offers the advertiser unmatched value for money. As a magazine which reaches the highest echelons of the industry *Contemporary Tea Time* is the ideal medium for advertising your product/service.

TARIFF & SPACE OPTIONS

COLOUR

- Back Cover : Rs 20,000 / US\$ 800
- Inside Front Cover : Rs. 15,000 / US\$ 700
- Inside Back Cover : Rs. 15,000 / US\$ 700
- Full Page : Rs. 12,500 / US\$ 500
- Half Page : Rs. 7,500 / US\$ 350
- Centrespread : 25,000 / US\$ 900

Black and White

- Full Page : Rs. 10,000 / US\$ 375
- Half Page : RS, 5,000 / US\$ 250
- Doublespread : Rs. 15,000 / US\$ 500

TECHNICAL DETAILS

Frequency : Quarterly | Language : English | Material Required : Positive for Colour Advertisements | Art Work/Artpull/Positives : For 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
 Editorial & Marketing Office : Contemporary Brokers Pvt. Ltd.
 1, Old Court House Corner, Kolkata-700 001, West Bengal, INDIA
 Phone : (+91-033) 2220 0099/7241/7242
 Fax : (+91-033) 2243 5753/2210 4671
 E-mail : kolkata@contemporary.co.in Website : www.ctl.co.in



The exclusive magazine on the tea industry

A 2-year subscription for only Rs 500/-

Contemporary Tea Time, a quarterly magazine published by Contemporary Brokers Pvt. Ltd., has through the last 25 years, evolved into a voice of the industry. With unmatched circulation it reaches the movers, shakers and decision makers, both in India and abroad.

For subscription contact :

The Executive Editor, Contemporary Tea Time
Editorial & Marketing Office
Contemporary Brokers Pvt. Ltd.

1, Old Court House Corner, Kolkata 700 001, West Bengal, India

Ph : +91 33 2220 0099 / 7241 / 7242 • Fax : +91 33 2243 5753 / 2210 4671

e-mail : kolkata@contemporary.co.in • Visit our website : www.cbl.con.in

I want my Contemporary Tea Time



Subscription Rate :

INDIA

- 1 year Rs 300
- 2 years Rs 500

OVERSEAS

- 1 year US\$ 30
- 2 years US\$ 50

Cheques/DD should be drawn in favour of
Contemporary Brokers Pvt. Ltd. and payable at Kolkata, India.

To subscribe, please fill up the attached subscription card and send to :

The Executive Editor, Contemporary Tea Time
Editorial & Marketing Office
Contemporary Brokers Pvt. Ltd.
1, Old Court House Corner, Kolkata 700 001, West Bengal, India



The fabulous story of how Williamson Magor grew to be the biggest private producer of tea in the world

Business spotlight has been on the Magor group for some time since McLeod Russel, which is part of it, embarked on a policy of diversification and expansion with a massive public issue. It will be worth recalling the fabulous story of how Williamson Magor grew to be the biggest private producer of tea in the world.

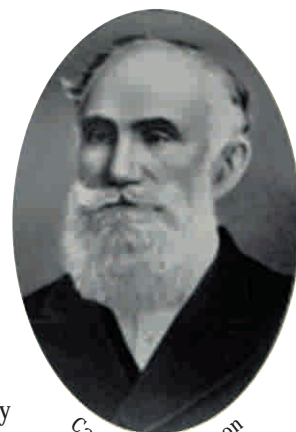
THE BEGINNINGS

The beginnings and rise of the tea industry have been through a momentous phase of change and turbulence in Indian history, through the 1857 partition of Bengal, freedom struggle and thereafter. Also the fortunes of few cities in the world have been intertwined with that of a crop as that of Calcutta and tea. In the 1820s the Bruce Brothers, C A and Robert, in conjunction with David Scott, penetrated into the forests of

Assam and returned specimen to the Government of India based in Calcutta.

THE WILLIAMSONS

Not long afterwards three Williamsons — two Georges and a Captain James Hay — the latter a captain of a steamer — appeared on the scene and found it worthwhile to meet the requirements of planters. Gradually, the Georges became closely involved in tea and they established rapport with R B Magor, an assistant in Great Eastern Hotel. Thus was born an association that resulted in the establishment of the tea company called Williamson Magor.



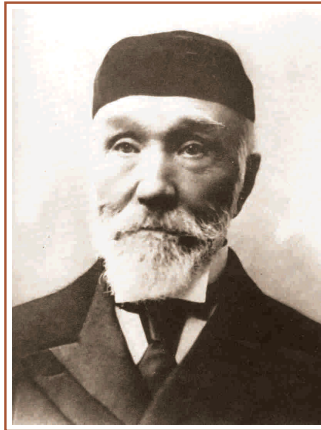
Capt J H Williamson



Richard Magor with his sister Nancy

The tea house of
WILLIAMSON MAGOR

George Williamson Junior joined the Assam Company as an assistant on a salary of Rs. 100/- a month in 1849. It was George Williamson who insisted that the Assam Company abandon the Chinese method of plucking which meant that the bushes were grossly overplucked in the early months of the year.



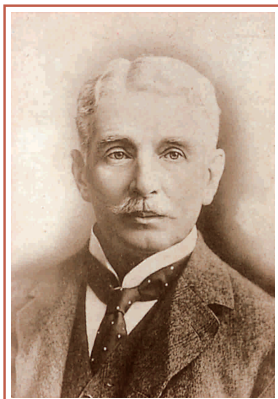
George Williamson

While Williamson pursued his business affairs in Assam, Magor would look after his interests in Calcutta. The formation of the Williamson Magor partnership was conceived in 1868.

J H Williamson retired from Calcutta in 1875 and R B Magor acted as managing partner in Calcutta till 1884.

"RITCHIE" MAGOR

At the end of 1905, Magor's son, Richard King Magor (known as Ritchie Magor), was admitted along with Lockhart Alexander Smith and Robert Lyell Williamson, the son of J H. In these early days the partnership was very much a family



R B Magor

affair. Ritchie Magor had served as an apprentice with the tea brokers, George White, from 1888 to 1890. He had joined Williamson Magor in 1891.

The War, (1914-1917) was a period of prosperity for the Indian tea industry. Ritchie Magor was writing to C Rennison in the Calcutta office in March 1915:

"Prices will doubtless surprise many Calcutta

people and we have not yet seen top I think. The Russians are undoubted short and there will be very little tea available for them before the new crop comes in. So there is every reason to anticipate a very strong market for the early Indian teas."

SLUMP AND RECOVERY

This slump was followed by recovery in 1921 and the 1920s

was generally a period of prosperity in spite of constant gloomy forebodings from company chairmen. By 1929 the all-India crop had risen to 433 million lbs.



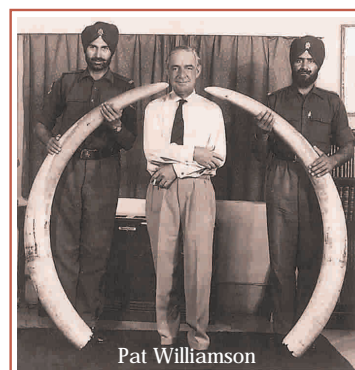
R L Williamson

By 1933 the partnership wanted to introduce some younger blood and recruited b o t h

O J (Peter) Roy son of James E Roy of Duncan Macneill and Co and Pat Williamson.

NEW BLOOD

The most significant development



Pat Williamson

for the Williamson Magor group in the last 30 years has been the partnership between Richard



Magor, grandson of the joint-founder of the original Williamson Magor partnership, and Briju Khaitan, the Indian introduced to the group in the late 1940s by Pat Williamson.

continued with Richard returning to London in 1968 after 20 years in Africa. His son Philip joined George Williamson in 1982 and is currently managing director.

BRIJU KHAITAN

Briju Khaitan established himself with Williamson Magor by being able to find 100 tonne of sulphate of ammonia for the gardens when no one else could. He had been told by Tom Hearn that if he wanted to be a supplier he could start by finding this fertiliser. Somehow Khaitan found it and a relationship that has grown and lasted for over 40 years was founded.



Briju Khaitan

McLEOD RUSSEL (INDIA) LIMITED

A tea announcing company with prime estates in Assam Valley and Dooars and a track record of producing top quality teas, MRIL has undergone a sea change in recent times in their approach to marketing and the diversity of their products.

MRIL already has presence in the packet segment with a polypack brand 'Premium Gold' in the domestic retail market and a premium Darjeeling blend

called 'Planters Pride'.

4 MANGO LANE

In the middle of the sixties, with prices moving lower and lower, Williamson Magor made a major investment in redeveloping the site of 4 Mangoe Lane. The original building — half residence, half offices — was pulled down and a nine storey block erected in its place.

Meanwhile, back on the tea estates in India, the Indian government introduced laws enforcing foreign companies to relinquish major stakes in their companies to Indians. The implication for George Williamson was serious in terms of profitability and in view of the possibility that India might decree that all tea sales were made locally. One of the company's reactions was to start acquiring shares in Williamson Tea Holdings with its major interests in Assam.

PHILIP MAGOR

The Williamson line died out with Pat as he never married and had no children. The Magors

SOCIAL CONCERNS

In looking to the future the Magors have become strongly aware that conservation of the environment is also an obligation that the present generation owes to future generations. It became clear to them, however, that if the tiger and many other beautiful animals and birds were to survive, definite steps needed to be taken to protect them. Richard Magor, who bagged the last tiger to be shot on a garden, at Bargang in 1968, in particular strongly supported schemes to preserve wild life and its environment such as the Assam Valley Wildlife Scheme. The Assam Valley Wildlife Society (AVWS) was started in 1972.

The group is also financing the building of a boarding school set in 230 acres for 840 boys and girls in the Assam valley; originally the idea of Richard Magor's wife, Julia.

Contemporary Tea Time July 1995

The Story So Far

How Tata Tea began its glorious journey

It is 117 years since commercial planting commenced in the High Ranges of Kerala on the slopes of which stretch the estates of Tata Tea. Several generations of men and women, British and Indian, have contributed to the growth of the company. Among the earliest Englishmen to visit the High Ranges (Kanan Devan Hills) was the Duke of Wellington.

It was originally the Kanan Devan Hills Produce Company that turned the High Ranges into an entirely tea-growing area. Through a succession of changes the estates came to be owned by James Finlay Company. The Foreign Exchange Regulation Act of 1973 required foreign companies to Indianise their shareholdings by 60% and in the case of plantation companies by 25%. Finally they decided to dilute their holding sterling share capital by full 60% and entered into an agreement with Tatas with whom they were already collaborating in an instant tea venture.

In 1962 the House of Tata collaborated with the century old James Finlay & Co. to form Tata Finlay Ltd., initially for the development and marketing of value added teas, including packet tea and instant tea. In 1976, Finlay's Indian interests were rupeised and the Tata's took over the undertaking and business interests of the sterling tea companies in the James Finlay group

to form Tata Finlay.

1980-'81 saw a downward trend in the Indian tea industry a decline so steep that in 1982, the Finlay group decided to withdraw from India. It was at this point that the House of Tata stepped

in to take the lead in Indianising the company and what was Tata-Finlay was rechristened Tata Tea Limited. It was this that marked the beginning of Tata Tea's planned corporate revitalisation. A major task lay ahead of the company – to rejuvenate a sleeping giant, with its vast inherited resources.

A seven-point programme was enunciated by the then Chairman, Darbari Seth in 1983, for transformation of the company. This

programme included : elimination of obsolescence from the company, insulation against random and uncontrollable external forces through innovative marketing policies, responsibility for total welfare of its employees and complete self-sufficiency in its operations.

It was against this background that Tata Tea Limited began its operations in 1983. Since 1983, Tata Tea has undergone a dramatic transformation. Today this largest integrated company, that has its presence in all tea growing states is poised to extend its production and operational base worldwide.

Contemporary Tea Time September 1995



The building that housed the old James Finlay office in Kolkata





From bush to cup — excellence in all stages puts Tata Tea among the best in the world

Tata Tea Ltd. is set to enlarge its global reach. It has readied plans to extend its production base to other tea growing regions of the world. So too, the value addition customer tailored marketing tie-ups are being fashioned on a global spread. No crystal ball gazer need tell Tata Tea House that what it sells is the beverage of the next century, that the company will be a major supplier taking on the MNCs. There is robust optimism about tea's future in Tata Tea House, which reflects its faith in its strategy.

With such international perspective, Tata Tea management is least agitated over the debate on continuance of the tea marketing control order and its like. "Leave the industry alone and it needs only strategic support from the government which we have received before." is what the Chief Executive and main architect of Tata Tea's global

design, R K Krishna Kumar comments to queries on the tea scene. On one point the Managing Director is certain : the industry and the government will have to work hand in glove in any gameplan. Also, the "Ball is in the industry's court. We have to export and the world is the target. It is for the industry to strategise itself."

Quality upgradation, added value for the consumer and commitment to the community's welfare are the key areas he would want Tata Tea to continue to concentrate with a view to maintaining its leadership. The manifold increase in the created assets, in the range and intensity of care of its work force, in the yield to the shareholders and in the earnings for the nation in the last dozen years or so since Tata Tea Ltd. assumed full ownership and management of its assets, are claimed to bear testimony to the many-

sided success of its corporate mission.

Tata Tea owns 52 tea estates and one coffee estate, covering approximately 24 ha of planted area spread over the states of Assam, north Bengal, Tamil Nadu and Kerala. In fact, the Tata Tea sign board is up in nearly every tea growing state in the country as the company sets its sights abroad. Together, these estates produce over 53 million kg of black tea and also some coffee and cardamom in south India. Thanks to R&D, production has been constantly on the rise.



R K Krishna Kumar, Managing Director, Tata Tea Ltd.

the company pioneered the paradigm shift in the tea industry from being production-led to being market-led. Since this shift in focus preceded the liberalised regime in the national economy, the company was equipped to meet in time the challenge of multinational competitors.

Illustrative of the shift in focus in consumer marketing has been the introduction of polypacks eleven years ago. It has since been followed by other companies, but the pioneering effort in estate packed polypacks substantially led to expansion of packet tea consumption.

Krishna Kumar cites the investment in R&D as the “most comprehensive research and

On the strength of a reinforced technical and technological base and on the guarantee of



development programme undertaken by any single company in the tea industry.” Development of the tissue culture is a major hallmark of its progress.

In an interview covering the entire range of operations of the company, present and projected, Krishna Kumar repeatedly emphasises that quality upgradation remained one of the central and continuing policies of the company. As a result

performance from a vast work force, prompted by the commitment of the company to involve itself in their welfare, Tata Tea is scanning the international horizon for emerging opportunities. There is constant exercise for planning and managing. Tata Tea is tomorrow's world, in which the winds of global change could be used to grasp these opportunities.

Contemporary Tea Time September 1995



To Import or not

The big question bugging industry bigwigs



Free
import
necessary

S M Datta, the Chairman of Hindustan Lever Ltd., has consistently pleaded for the doors of India to be opened to the free import of tea. His arguments are cogent and deserve to be heard carefully but juxtaposed with their repercussions on the fate of Indian tea gardens. He said that the country would have to import tea sooner or later although this may have an adverse effect on planters and inordinately favour the packet tea sector. Any move to import tea will, however, have little impact on small and medium sized growers who primarily produce green leaf.

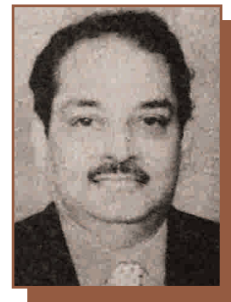
Import would also be necessitated in a situation where the rate of growth in domestic consumption outpaces the country's production. Imported tea, then, will have to be re-exported to bridge the gap between production and exportable surplus.

Free imports are perhaps inevitable considering that we are a signatory to the Marakesh Treaty under which all non-tariff barriers would be removed by 2005. In a sense it gives us about ten years breathing time.

There is absolutely no justification for seeking import of tea. In agricultural items, both food crops and cash crops, the Government has been rightly following cautious policy within the framework of the liberalisation process. Plantation crops, which in many ways are akin to the agricultural crops, should receive similar treatment.

In the case of tea, there has never been deficit in supplies. Production has been going up apace with the domestic consumption growth plus export demand. In fact, tea is a major foreign exchange earner in as much as it has gone up from Rs 703

Gains from
imports a
myth



crore in 1985 to Rs 1120 crore last year. It is important to note that with hardly any import content, the foreign exchange earning is net, unlike many other items where the import content is high. One can understand if domestic prices are unbearably higher than the global price to warrant imports. This is also not the case with tea.

In today's context, the objective should be to seek more export of Indian tea in value-added form rather than targetting higher volumes. Even in the world of free trade, today, countries put various restrictions on import. Hence the opposition to import of tea is not out of line with the trend noticed elsewhere.

S Samuel

Contemporary Tea Time March 1996

Much is new in old Washabarie

Washabarie Tea Estate is situated in the Dooars, about 30 km east of Siliguri. The estate is the second garden on National Highway 31 after one crosses the Teesta by the strikingly beautiful Coronation Bridge at Sevoke.

It was purchased by the Palchoudhuri family in 1959, which has been in tea now for four generations. The estate grew tea in about 240 ha when it was purchased from the Imperial Tea Company and produced 2.6 lakh kg. The estate now has 400 ha under tea and produces roughly one mkg. Thus since its acquisition, about 160 ha have been extended. More importantly, in Washabarie, one of the oldest estates in Dooars, a systematic replantation programme was also undertaken and about 50% of the original planted area has been replanted with new high yielding quality seeds and clones.

The estate produces top quality CTC teas and every effort is being made to produce the best CTC teas in 1995 as is being produced by its sister estates – Mohurgong and Gulma.

Washabarie, one of the oldest estates in Dooars, has a systematic replantation programme

The management lays emphasis on labour welfare and 100% of the workers are housed in 'pucca' houses. Their colonies have permanent potable water supply and electric street lights. Arrangements have been made to electrify all workers' houses. This will make a qualitative change in their lives.

Washabarie has tea processing facility, equipped with the latest equipment. Currently Electronics Research and Development Corporation — a Government of India organisation — is carrying out research at Washabarie on process control in the manufacture of tea. The findings will be eventually made available to the industry.

All the tea produced in Washabarie Tea Estate is sold through the Siliguri Auction Centre. The principal market for Washabarie teas is north India, but recently western Indian buyers have been taking a keen interest in the Washabarie mark.

Contemporary Tea Time June 1996





The Darjeeling Company Limited

Continuing the good work since the 'Raj' days

The Darjeeling Company was incorporated in 1864 for the purchase of two gardens, Ging and Ambootia. John Farley Leith became the first chairman. In London, William Roberts was appointed the first general manager, beginning a long chain of association with the company. At the centenary celebrations of Darjeeling Company in 1964, it was William Roberts' grandson, Lt. Col. F W S Roberts, who presided as chairman. The Roberts family's connection with the Darjeeling Company had stretched over three generations and spanned a whole century. The last visit of Lt. Col. Roberts to the estates was in 1956, when he visited Darjeeling with his daughter.

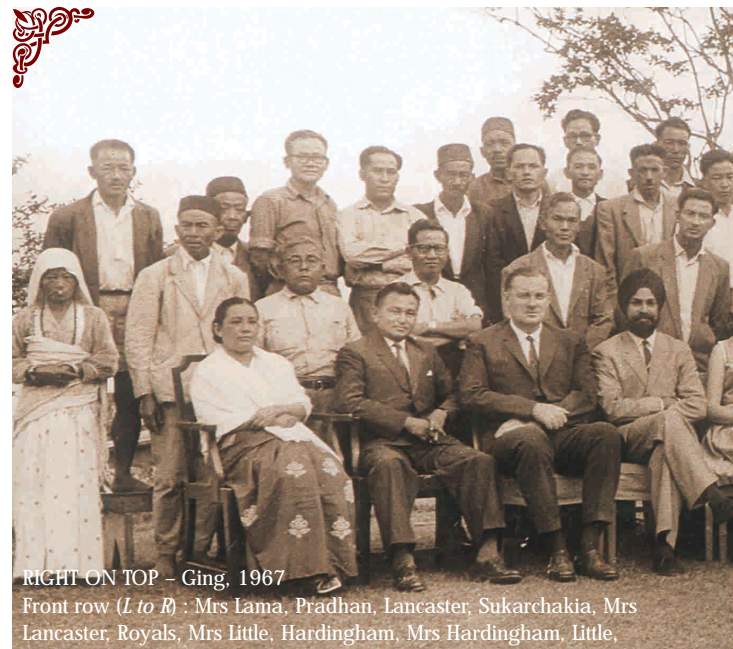
Tukdah was acquired shortly after 1864 and in addition, a grant of land in the Lebong district was made over to the company. This was later developed into Phoobsering Estate. Rungneet was purchased in 1945 and Bannockburn a year later. The total tea crop produced in the first year was 11,800 kg sold in Mincing Lane by W.J. & H. Thompson at prices between eight paise and 25p per kg.

The company prospered until the late forties and early fifties when rising costs coincided with a slump in the tea market. The expansion programme had to be discarded, and to solve pressing financial problems, Ambootia was sold in 1954, and Rungneet in 1955. However from 1956 it steadily regained its former position.

In 1955, the company adopted a proper policy of Indianisation of its management and the first Indian covenanted executive selected was Baljit Sukarchakia for Tukdah Estate. He later became the company's first Indian manager at

Ging Estate in 1967 and Ging won the Highest Yield Award for Darjeeling district from the Tea Board of India in 1968.

The company embarked upon clonal selection programme to look for the mother bushes on its estates with the desired Darjeeling flavour



RIGHT ON TOP – Ging, 1967
Front row (L to R) : Mrs Lama, Pradhan, Lancaster, Sukarchakia, Mrs Lancaster, Royals, Mrs Little, Hardingham, Mrs Hardingham, Little,

and high yield. This work was initially started in the 1950s by Jack Henderson who was the company's superintendent then.

By the late 1950s the clonal selection work was being carried out in all the estates of the company in full earnest as it was also being done by its counterpart in Assam — the Jorhaut Tea Company. Both companies had become leaders in this programme in their respective tea growing areas. However, Tukdah Estate was way ahead of other estates in the company because of the personal enthusiasm

of its manager, Gerard Kenay, and his assistant, in this very demanding work. Bannockburn was next to Tukdah due to the very hard work being put in single handedly by its manager, Hugh Dominy. In the 1960s, David Little, after taking over Tukdah as manager, and later as the superintendent of the company, consolidated this enormous selection by weeding out the mother bushes that were not absolutely outstanding.

While rooting and yield trials are essential, they take time. It was considered essential that

Station in Ging Estate. After the necessary trials confirmed the results, seven Tukdah, three Bannockburn and one Phoobsering clones were released in the first batch of certified planting material for Darjeeling district by the TRA.

By this time all four estates of the company had already planted out considerable areas with these selected clones. This policy of insistence on the maintenance of high level of flavour, coupled with good yields, was borne out by the fact that by the mid 1970s all estates of the



Royals, Mrs Little, Hardingham, Mrs Hardingham, Little, Mrs Sukarchakia, Cheney, Mrs Pradhan, Sheikh and Mrs Chetri

flavour and quality be given prior consideration. There was no point wasting time and money on long-term trials if there was no flavour.

After discussions with the experts of the Darjeeling branch of TRA, Ging Estate was selected to establish the Clonal Proving Station due to the advantages of its location, availability of suitable land and the experience of the management personnel involved in the clonal selection work. Thus in 1967 Bill Grice, TRA Advisor for Darjeeling and Baljit Sukarchakia laid out the Clonal Proving

company were among the top ten in the district average, with yields exceeding 10,000 kg per hectare on clonal teas.

The company's estates continue to be amongst the best properties in the district. In the last couple of decades its ownership and name have changed a number of times. It is now known as B.D. Tea Estates, and its head office from Bishop's Gate, London, has now come to Canning Street, Calcutta.

Contemporary Tea Time September 1996



Since the beginnings of the tea industry well over 150 years ago one hallmark of its progress has been its readiness to accept change in its business as well as technological environment. From the initial installation of the garden factory to research and development in brewing ready-to-drink beverage there has been a constant urge to keep pace with technological advance. In line with this tradition, the industry has embraced the contemporary totem of modernity, namely,



the computer. This tool of information technology and reliable prop of administrative and field support services has found its way not only to the gardens. It is an efficient management service provider and can unlock a vast storehouse of diverse and practical business solutions.

Gautam Shroff in the following report outlines the contours of a lucid format of computer applications to the industry.

With the computerisation of many activities, managers can now hope to have more accurate information, more regularly. Further, with a computerised decision support system, managers can often develop new insights based on sophisticated analysis of data on a day to day basis. Such tailor made computerised MIS systems are being developed in every industry, the world over.

Contemporary Tea Time December 1996

Stirring ISSUE

Ethical Tea Partnership norms evoke mixed reactions.
A Contemporary Tea Time report



Known as the Tea Sourcing Partnership in the initial stages, the newly-named (as recent as 2004), Ethical Tea Partnership or ETP as it is more popularly known, is a non-commercial and non-competitive association of tea packing companies based in the UK that monitors conditions of tea production around the world. Their decision to source tea only from the companies that fulfill certain social obligations as laid down by the laws of the producing country, according to them aims to seek and encourage improvement whenever and wherever needed.

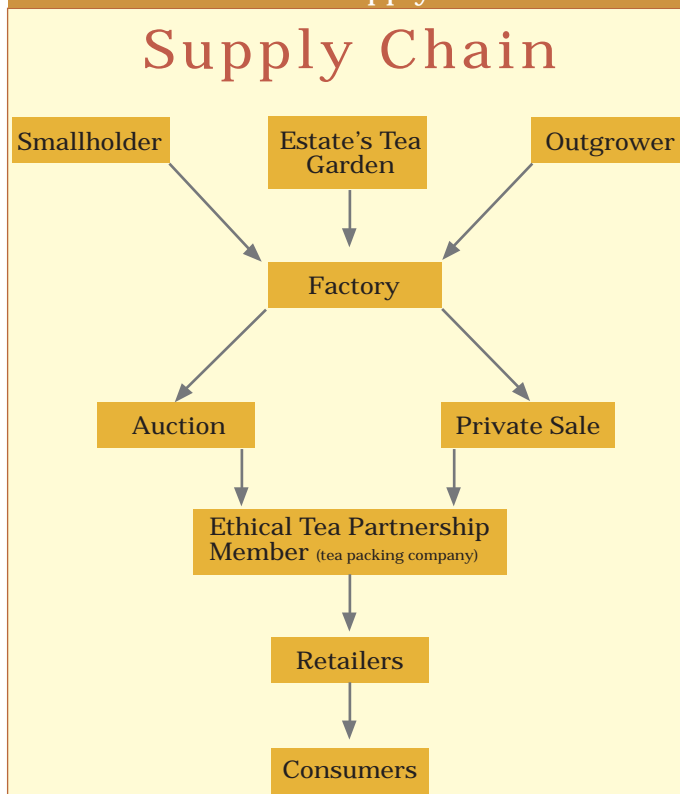
What Does The ETP Monitor?

The main areas that the ETP is monitoring are :

- Employment must be freely chosen. This area also includes minimum age and wage levels.
- Freedom of association and the right to collective bargaining are respected.
- Working conditions are safe and hygienic.
- Child labour shall not be used.

- Total remuneration packages are negotiated between unions and employers.
- Agreements are in place regarding working hours.
- No discrimination is practised.
- No harsh or inhumane treatment is allowed.
- PricewaterHouse Coopers have been the monitors of the ETP since 2004.

Here is what the tea supply chain looks like



NABA KUMAR DAS – Chairman, Tea Board

What are your views about the Ethical Tea Partnership?

Ethical Tea Partnership is an initiative of the packers and buyers in UK under which they have decided to source tea only from companies who are fulfilling certain social obligations as laid down by the laws of the producing country. It was originally termed as the Tea Sourcing Partnership and involves an audit of the member garden from where teas are sourced, as to the level of their compliance of their welfare obligations. It involves a system of grading the gardens depending upon their compliance of the welfare laws of the country.

This system has originated probably because the packers in UK have to protect themselves against the possible legal actions by concerned consumer interests. It will also help them in better positioning of their products in the domestic markets. Though we are not averse in informing the general public about the welfare activities for employees in tea estates in our country, we would like that tea companies should get a better value for their products. But this is not being assured by the present system. Furthermore, the standards followed in India may be much higher than those followed by other producing countries but the present system followed by the UK buyers does not differentiate between the levels of protection given to the garden employees in different countries.

How do you think this will affect the Indian tea industry? Will it have any effects on (a) the domestic market (b) exports?

While this will hardly have any effect on the domestic market, the present arrangement obviously is a disincentive for the new entrants from India into UK markets.



Why is it being implemented in the Assam gardens only, leaving out Darjeeling and the Nilgiris?

The present arrangement covers almost 160 gardens located all over the country and not only in Assam.

Is Tea Board linked to this in any way?

Tea Board is in no way involved in this partnership as the tea community in UK has approached the producers in the country directly on their own. Tea Board, however, has voiced its concern on the matter in the past.

Does Tea Board monitor the laws enforced by the Ethical Tea Partnership? If so, in which areas?

The Tea Board is basically responsible for implementing the Tea Act, Tea Rules and Tea Board bye-laws and orders issued there under. Most of the issues covered by the Ethical Tea Partnership are with regard to the welfare of employees for which different legal provisions are there and are being monitored by the different Ministries in the Centre and the states concerned.

Contemporary Tea Time March 2005



APEEJAY 100

The story of the Apeejay Surrendra Group. A saga spanning a hundred golden years. Of a strong and resilient family. A humble beginning in Jalandhar, Punjab, to geographies across the globe. A phenomenal growth from 100 people to over 43,000. A journey through pain and hardship, good times and laughter that has cemented an everlasting familial bond. And been the springboard for the leap towards the sky - the only limit.

A Contemporary Tea Time report

Pare Lal, the founder of the Group, his sons Jit Paul and Surrendra Paul and their families built the Apeejay Group on a firm foundation of business ethics. During the early years of Indian Independence, they committed themselves to driving the engines of the fledging economy. Their integrity, hard work and dedication to the nation built the Apeejay legacy. Today, the new generation of the Paul family has taken that commitment forward to evolve the Apeejay Surrendra vision and arrive where it has today.

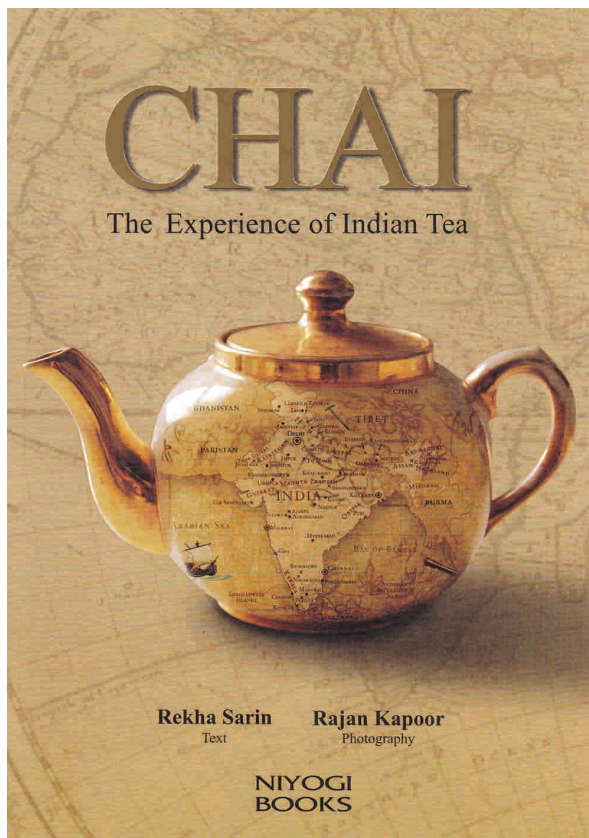
India today has reached a position of global pre-eminence with business as the key beneficiary of the nation's economic upswing. But prosperity is yet to reach all its people. Realising that it is the responsibility of business houses like theirs to lead the way and give back in ample measure, the young leaders of the Apeejay Surrendra Group are focused on execution of the Group's corporate social responsibility through welfare of workers, their dependants and the communities involved in the Group's business, education, health and empowerment of women, children and the disabled. Becoming active partners for positive change is an integral part of the centenary goals of the Group.

Contemporary Tea Time June 2010

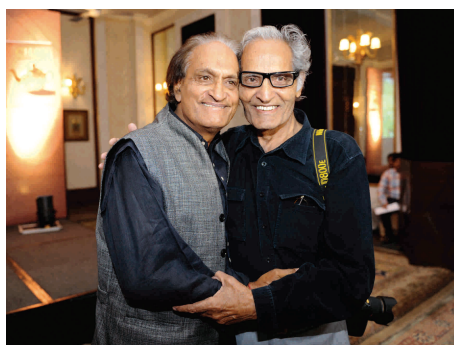


BOOK LAUNCH

Chai – a colourful book on tea, co-authored by Rekha Sarin and Rajan Kapoor — was launched on April 21, 2014, at the Imperial Hotel in New Delhi. The official launch was followed by entertaining Bihu dance performances. The proceeds from the sale of the book on that evening were donated to the Khushi Foundation. Celebrating the best loved brew of India, every page of the book published by Niyogi Books, is packed with beautiful photographs and useful information.



From (L to R) Author Rajan Kapoor, celebrated photographer Raghu Rai, S Paul and Bikash De Niyogi at the launch



Raghu Rai and S Paul at the programme

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

FORM-IV
(See Rule 8)

- | | | |
|---|---|--|
| 1. Place of publication | : | 1, Old Court House Corner, Kolkata 700 001 |
| 2. Periodicity | : | Quarterly |
| 3. Printer's Name | : | A Nandkeolyar |
| Whether Citizen of India | : | Yes |
| Address | : | 1, Old Court House Corner, Kolkata 700 001 |
| 4. Publisher's Name | : | A Nandkeolyar |
| Whether Citizen of India | : | Yes |
| Address | : | 1, Old Court House Corner, Kolkata 700 001 |
| 5. Editor's Name | : | A Nandkeolyar |
| Whether Citizen of India | : | Yes |
| Address | : | 1, Old Court House Corner, Kolkata 700 001 |
| 6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total paid up capital as on 31.03.2005 | : | Contemporary Brokers Pvt. Ltd.
1, Old Court House Corner, Kolkata 700 001 |

I, A Nandkeolyar, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated : 1-03-2014

A Nandkeolyar

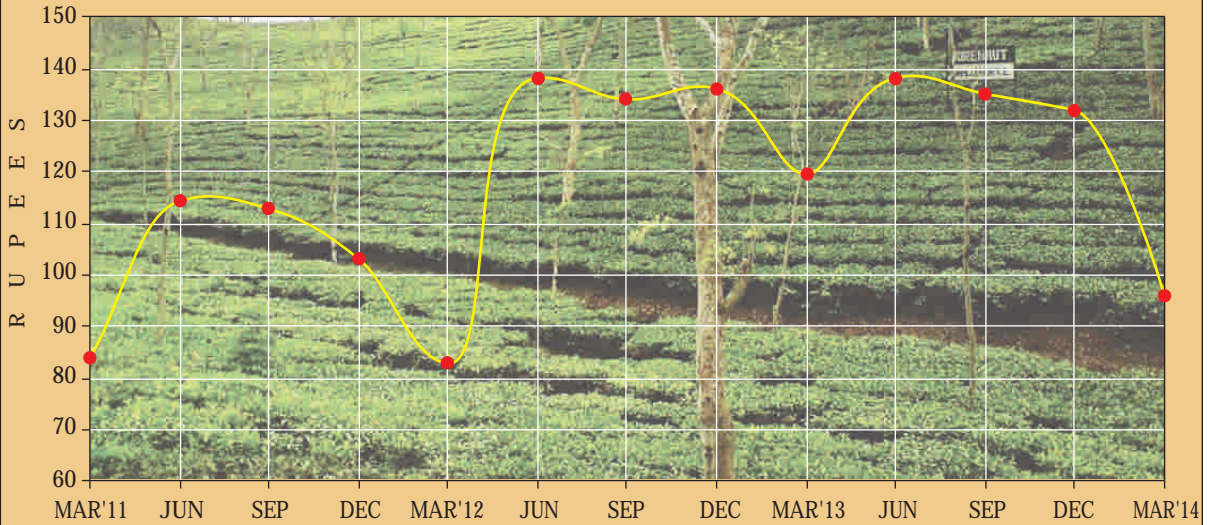
Publisher

Contemporary Targett TEA TRENDS



Compiled by Soumen Bagchi

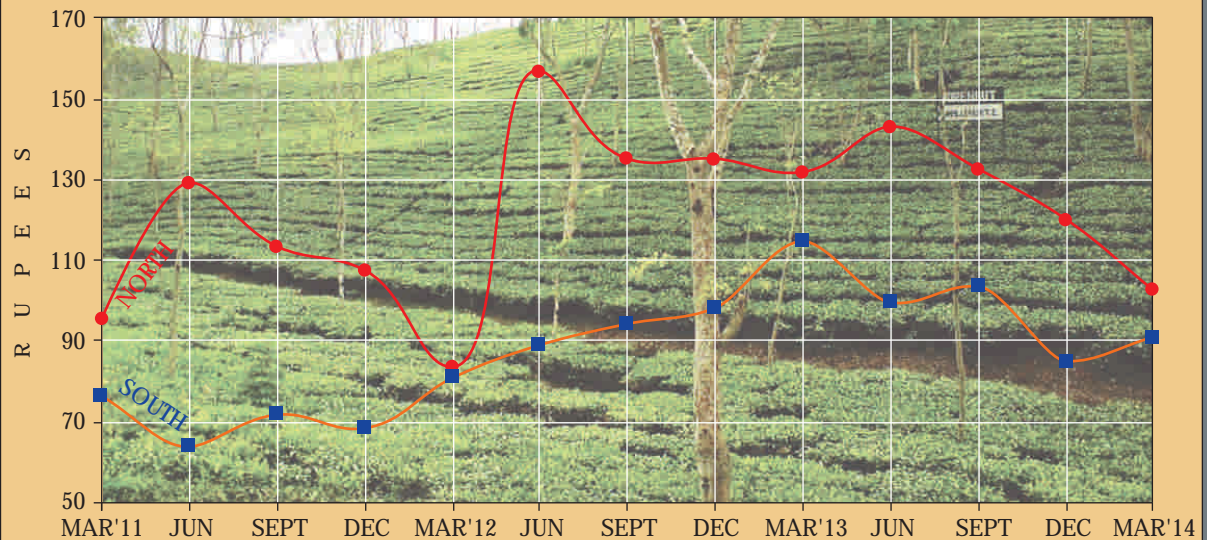
THREE YEAR AUCTION AVERAGE - ALL TEAS - ALL INDIA



March'11	Jun	Sep	Dec	Mar'12	Jun	Sept	Dec	Mar'13	Jun	Sept	Dec	Mar'14
83.72	114.24	112.99	103.33	83.07	138.26	134.37	136.15	119.59	138.36	135.14	132.23	95.63



THREE YEAR CTC/DUST AUCTION AVERAGE - NORTH AND SOUTH INDIA



	Mar'11	Jun	Sept	Dec	Mar'12	Jun	Sept	Dec	Mar'13	Jun	Sept	Dec	Mar'14
North	95.66	129.23	113.56	107.82	83.97	156.79	135.55	135.46	131.77	143.33	132.30	120.27	103.14
South	76.21	63.78	71.56	68.17	80.77	88.78	94.26	98.20	114.92	99.57	103.33	85.24	90.86



Tea was introduced in Tanzania by German Settlers at the Agricultural Research Station at Amani, Tanga 1902. It was grown at Kyimbila in Rungwe District, Mbeya region in 1904. Commercial production began in 1926 and increased considerably after World War II, when the British took over tea plantations. By 1960 Tanzania's tea production reached 3,700 tonnes of made tea.

Before independence, tea was produced in estates that were owned by foreigners and all tea related matters were handled by the then Tanganyika Tea Board. Smallholder tea farming began during the 1960s. In 1968, the government initiated a full-fledged smallholder tea development programme whereby the Tea Ordinance Act (Cap 291) was amended and the Tanganyika Tea Board was replaced with Tanzania Tea Authority. All aspects of smallholder tea marketing and trade were turned over to Tanzania Tea Authority which assumed a wide array of responsibilities. In the process of restructuring the tea industry the government repealed the tea ordinance that established Tanzania Tea Authority (TTA) by Tea Act No. 3 of 1997 and formed the Tea Board of Tanzania (TBT) and the Tanzania Smallholders Tea



Development Agency (TSHTDA). The history of tea dates back almost 5,000 years and tea itself now has more than 3,000 different variations. The most widely consumed beverage in the world has both a historical and cultural importance that cannot be rivalled.

There are three main tea-growing areas in Tanzania namely Southern Highland Zone (Mufindi, Njombe, and Rungwe Districts), the North East Zone (Lushoto, Korogwe and Muheza District) and Northwest Zone (Bukoba, Muleba district)

Courtesy: Tea Board of Tanzania

Tanzania

TEA

An interesting insight



Appendix 8

Tea Board of Tanzania National Tea Exports by Country of Destination July 2011 to June 2012

No.	Country of destination	Net kg	US \$
1	KENYA	11,067,837	15,386,478.00
2	SOUTH AFRICA	3,018,060	7,072,378.00
3	UK	6,634,167	15,268,196.00
4	NETHERLANDS	161,100	360,428.00
5	PAKISTAN	2,069,641	4,317,902.00
6	GERMANY	392,448	749,301.00
7	IRELAND	38,980	92,944.00
8	GREECE	-	-
9	ITALY	-	-
10	EGYPT	544,260	1,490,784.00
11	CANADA	79,720	191,926.00
12	INDIA	177,520	390,456.00
13	UNITED ARAB EMIRATES	1,226,310	2,630,293.00
14	RUSSIA	1,417,124	2,945,772.00
15	COMORO	-	-
16	JAPAN	1,755	20,183.00
17	TURKEY	-	-
18	POLAND	284,920	694,975.00
19	UKRAINE	-	-
20	MALAWI	-	-
21	USA	157,384	371,669.00
22	BULGARIA	-	-
23	INDONESIA	42,400	61,129.00
24	AUSTRALIA	38,472	154,480.00
25	SAUDI ARABIA	34,420	70,303.00
26	FINLAND	-	-
27	SWITZERLAND	-	-
28	DRC	-	-
29	PORTUGAL	-	-
30	UGANDA	-	-
31	CHINA	-	-
32	TAIWAN	20,000	46,502.00
33	SYRIA	-	-
34	OMAN	40,000	82,856.00
35	SEYCHELLES	-	-
36	BELGIUM	55,000	94,883.00
37	OTHERS	95,887	227,130.00
	TOTAL	27,597,405	52,720,968.00

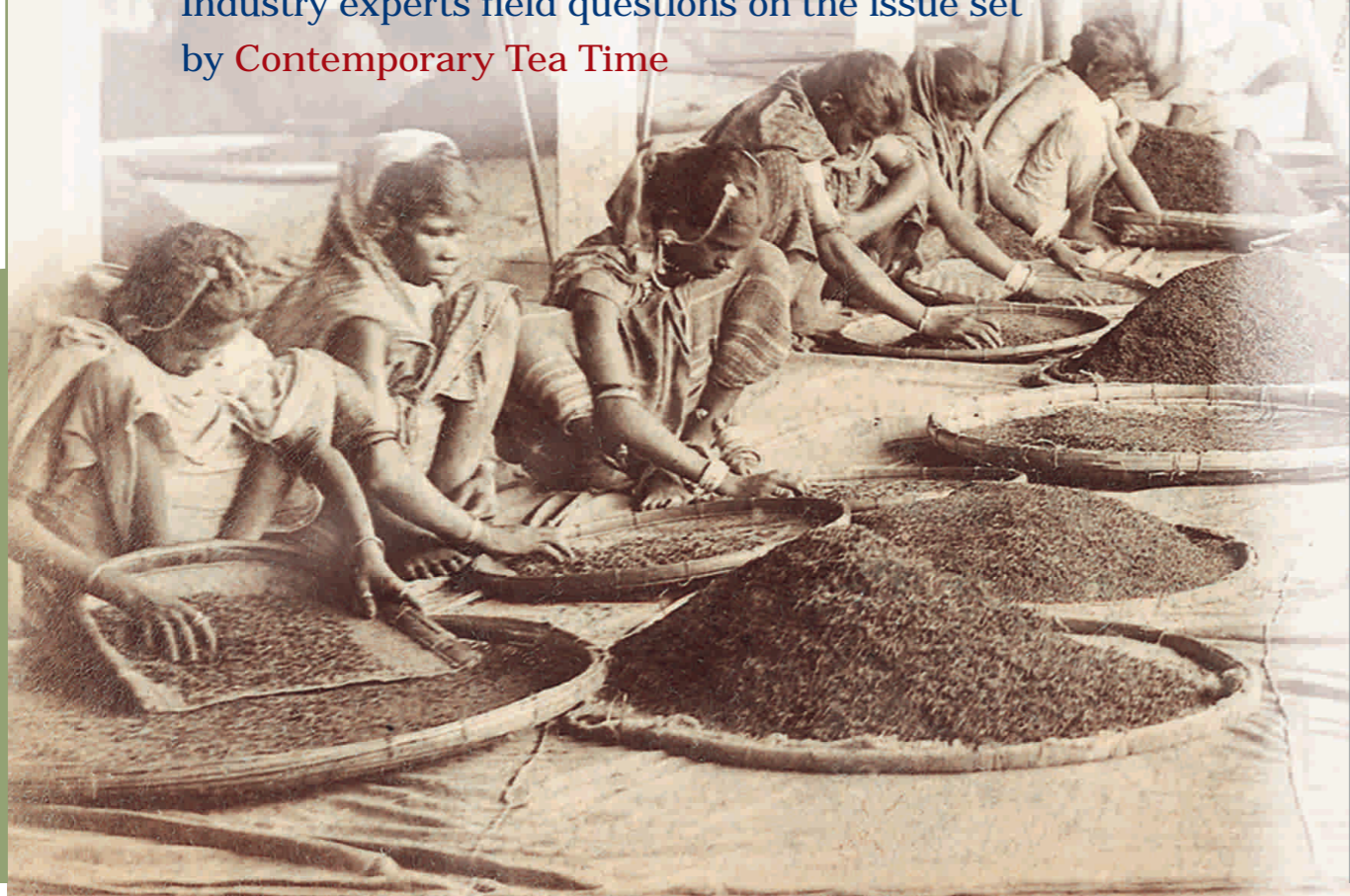


Fresh Opportunity for Orthodox Tea



In recent years the tea industry has been witnessing a reviving trend in Orthodox production. With the Rupee payment mechanism taking off with Iran – a major buyer – and Tea Board's incentive for production of Orthodox tea – a Sub Scheme under Quality Upgradation and Product Diversification Scheme – Indian producers are feeling enthused to produce good Orthodox teas. However, availability and quality are still fluctuating, depending on market conditions.

Industry experts field questions on the issue set by **Contemporary Tea Time**



QUESTIONS

1. Has the tea industry seen a kind of reviving trend in Orthodox production in recent years?
2. What do you think are the reasons for this?
3. What has been the role of the Tea Board in this?
4. How has this impacted the export markets of Indian tea?
5. Who are the major importers of Orthodox teas worldwide presently?
6. Who are the competitor countries in the traditional global markets?
7. What are their advantages, if any over the Indian tea industry?
8. Are the Indian producer's policy towards Orthodox production consistent and long term?
9. Do you have any suggestions for the industry, in reference to Orthodox?

1. Yes.
2. Iran is the major buyer for Orthodox teas and with the Rupee payment mechanism, the exporter is assured of the Rupee payment, no matter what the fluctuation of the hard currency.
3. Tea Board has come very strongly on issues of MRL, quality oriented shipments and certification prior to shipment, which is mandatory.
4. Importers are now quite assured and more confident on Indian tea exporters.
5. Major importers of Orthodox teas are Russia, Poland, Germany, USA and Japan. We are also seeing China as an emerging market.
6. Sri Lanka.
7. The advantage that Sri Lanka has over the Indian tea industry is their 12 months production and consistent quality due to good weather conditions and the attitude to maintain a standard quality for their importers.
8. Yes, some Indian producers have this policy. No matter what the market conditions, they are producing good Orthodox teas. There are others also who make Orthodox depending on the market conditions, as a result, the availability of Orthodox increases and decreases, so also does the quality.
9. The industry should make standard Orthodox production, making it available throughout the year, assuring the importer about Indian tea.



Binod Bansal
New Tea Company Ltd.



Anish Bhansali
Bhansali and Company

The Indian Orthodox market has certainly seen a revival. But the reasons are not flattering. High prices prevailing for the preferred Sri Lankan teas have forced Iran to look elsewhere and hence the interest in Indian Orthodox. The encouraging signs for Indian, Orthodox teas is that the Tea Board has clamped down hard on the exports of poor teas and the international buyers have realised that we could be serious exporters. With larger amounts of Orthodox teas being produced in India, Iran too sees greater opportunity. As buyers around the world get more confident, greater inroads are being made into the Russia and CIS countries.

There are three major importers of Indian tea. Iran and Russia buy from north India. Tunisia is the third country that buys broken and fannings from the South. These buyers buy throughout the year unlike several others who buy periodically for short periods.

Sri Lankan Orthodox teas at the top end of the market are high priced, Indonesian teas are of medium varieties and Vietnam has positioned itself at the lower segment. Sri Lanka is almost fully MRL compliant, while Indonesia and India are struggling to comply. Indonesian plantations comply with Rain Forest Alliance.

The biggest drawback of Indian tea is its keeping quality. The consumers usually get to consume the tea after about five to six months from the time they are exported. To circumvent this, the Sri Lankans are firing higher and have developed and cultivated successfully a slightly 'bakey' (in buyers taster's jargon or 'dry' in the broker's language) tea, preferred in most countries. There are a few exceptions like Germany and other parts of Europe, Japan and other niche markets who still prefer flavour rather than rich dark cups but they constitute a very small quantity of tea. Sri Lanka has realised this and therefore makes stylish well twisted blackish teas with a little tips, consistently throughout the year. We do not. The Indian producers are certainly not consistent on their policy with regards to quality or quantity of Orthodox. They need to seriously improve the keeping quality and thus shelf life of their teas and to understand the changing taste of the tea drinkers today. And also move towards MRL compliance, difficult in weather conditions prevailing in India.

1. By virtue of the term, Orthodox tea is the 'real thing'.
2. Like everything else in life the old order has few takers and fewer practitioners.
3. Orthodox manufacturing is an art and requires skill and passion. Skilled tea makers have passed on and the newer generation have either not learnt the skills or are too impatient to follow the process diligently.
4. The Tea Board has tried to do its bit by emphasising on Orthodox and even providing a monetary incentive to produce it; but there is only so much the Board can do, the tea has to be made in the factory by independent private producers.
5. Poor Orthodox is difficult to sell at a breakeven price and at times unsaleable.
6. The largest buyer of Orthodox from India was the Soviet Union and they had a minimum standard which ensured that producers had to adhere to it if they wanted to sell their teas. It also served as an easy benchmark for tea makers to target. This ensured a generally good standard of tea and the manufacturing practices required to produce it. Ever since the devolvement of the USSR and the subsequent confusion that prevailed in the industry, Orthodox manufacture and quality became the first casualty. There was no minimum standard to follow and the resultant quality, in general, left much to be desired. Good estates continued to make good Orthodox but the average quality dropped.
7. There was a major shift to CTC and with time Orthodox manufacturing practices declined. If one compares the Orthodox quality today from both north and south India to the quality in the pre 1991 era (the watershed year) one can easily visualise the difference. The 'make' is important in Orthodox and the absence



Shivaji Sen
Currently Associate Director – Quality Assurance, Ambootia Tea Group. Previously in Brooke Bond India Ltd. and J V Gokal. Served in Mauritius and Kenya

of it devalues its quality. Compare Indian Orthodox with that from Sri Lanka (the major Orthodox player in the world market) and it becomes quite apparent. There are producers of good Orthodox that are traditionally bought by European, Japanese and some Middle Eastern buyers and these will always be good because they have persevered with it and are relevant; but those who flit in and out of it have lost the touch and cannot recalibrate with any certainty. Having said that, Orthodox still sells at a good price so is the criticism justified? If one compares it in absolute terms, yes but what is the relevance? Only that Sri Lanka will continue to be the source of Orthodox teas of choice. Consumer expectations have

also moved on and no one is pining for the good old days but still bad Orthodox is difficult to sell when the market is not favourable, unlike CTC, which has the vast Indian hinterland to absorb anything that is made.

8. A demand pull spurt in prices or buoyancy in the market is not an indication of the intrinsic quality or desirability of the product. Indian Orthodox which sells on its own irrespective of the market, is where producers should position themselves. This is verging on a direct marketing and speciality approach which maybe the shape of things to come. If the buyer can be made to be committed then it is a long term game but for that the producer has to be sincere and doubly committed.

9. Are the Indian producers' policies towards Orthodox consistent and long term? In general, no. Indian producers generally have a herd mentality and very few have a long term plan of where they want to be at a given time in the future. Few have carved a niche for themselves or gone for product differentiation. Those that have, will prosper but the rest will be dependent on the cyclical benefits of the fluctuations in the commodity market.

1. Yes, there is definitely a reviving trend in Orthodox production in recent years, especially in the year 2013-'14. Wherein averages of Orthodox leaf in north Indian auction from April - March 2013-'14 was Rs 197.31 and in 2012-'13 was Rs 195.67 and in 2011-'12 was only Rs 138.76, which shows a jump of Rs 58.55 in two years. The quantity sold in auction last year was 27.5 mkg against 18.24 mkg the year before. (approximately nine mkg extra)



Sajeev Roy
Manager - Tea Marketing
Jayshree Tea & Industries Ltd.

2. We would attribute the main reason for this for the export to Iran which shows 22.34 mkg upto December compared to

last year. Orthodox teas remain the preferred category in Iran though CTC imports are also increasing in Iran gradually.

3. We think that the role of Tea Board in this has been very pro-active. They had taken delegation to Iran with major suppliers and producers which was quite beneficial. In respect of sorting out problems arising out of payments, Tea Board along with the Indian Embassy in Iran and meetings with the major importers, blenders and packeters and joint interactive meets and meetings with the Customs,

Central Bank, Tehran Chamber of Commerce were actively negotiating for a mutual settlement to further enhance our exports.

4. This has impacted Indian exports in a big way as in 2013 between January-December, we exported 217 mkg against 208 mkg in 2012 – an increase of approx nine mkg out of which the significant increase was exported to Iran which was 16.5 mkg upto end September, which was eight mkg more than last year.

5. The major importers of Orthodox teas worldwide are Iran, CIS, Russia and the Middle East.

6. The major competitor in traditional global markets against Indian Orthodox teas would be Sri Lankan Orthodox. As production in Sri Lanka upto end November was 309 mkg which is up by 8.4 mkg and with the Indian Orthodox market going up, there was strong demand for Orthodox in Sri Lanka also as average increase by Sri Lankan Rupee was 45.77 over 2012.

7. Sri Lankan teas have less pesticide residue, consistent quality and manufactured throughout the year whereas the Indian tea production is seasonal.

8. Yes, the Indian producer's policy towards Orthodox production is consistent and long term. This year also the Orthodox market was not too favourable at the beginning but the producers have gone ahead and made Orthodox teas as they have taken a long term perspective. We are expecting that the Orthodox market this year will also be good.

9. Last year our production was about 1200 mkg out of which we exported 217 mkg, mostly of Orthodox category. For the Indian market to sustain such a large volume of production, there should be a proper production mix of CTC and Orthodox which we have seen in the last two years resulting in good tea prices with less carry forward teas. So it is essential that we get the correct production mix of Orthodox and CTC which will do well for the industry in future.

Orthodox Exports – three decades ago

A buyer remembers



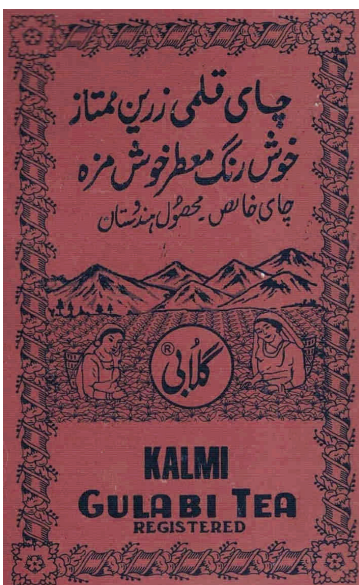
Prasun K Banerjee

In the late seventies and early eighties when Iran was under the rule of the Shah, they were the dominant buyers for the best Orthodox teas produced then. With no hesitation to pay for golden tips they outbid all. Several merchant exporters and an Iranian Agent based in Kolkata operated simultaneously to fill the thirst of the Iranians. The other operators were Iran Tea Trading Corporation, G Randerian, Randerian & Singh. Large quantities were purchased weekly. While Iran Tea Trading was an agent both G Randerian and Randerian & Singh were packeters. G Randerian had several brands such as Gulabi, a brokens blend, Fridosi and Gulabi Kalmi were whole leaf and Mumtaz was a CTC blend, to mention a few popular ones.

Iran, Afghanistan and the USSR were the other participants. The auction room in Calcutta was dominated by the Russians. They only divided freely with Iran, who they knew could push up prices for the tippy teas. The Kohli-Malhotra competition

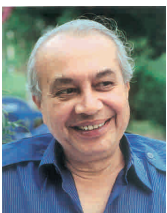
for the economical long leafed pekoe for Punjab/ Afghanistan was legendary. Iraq purchased through agents namely TTCI, Lipton, Harrison & Crossfield, Balmer Lawrie and DC Ghosh & Co who took turns at purchasing. Small quantities were purchased for Libya, Tunisia, Syria and 'spring' blends of Darjeeling brokens punched with Assam brokens for the Czech Republic. Hungary made up for the rest of the demand. While the buyers have sadly, for Indian tea, shifted their buying to Sri Lanka, and all but Iran, the CIS countries after the USSR break up and Tunisia are our regular customers today.

Fannings and dusts were dominated by some Middle Eastern exporters and readily absorbed by the domestic packers and local traders. This trend is continuing today, for these grades but with lower demand from the Middle Eastern packers.



An affair with GOLDEN TIP

PRAFULL GORADIA'S colourful relationship with the magic leaf had its ups and downs in the tea gardens of north and south India till its consummation at Towkok



Prafull Goradia

Soon after joining a tea department in 1959, I began to learn tea tasting. Most of my senior colleagues were forthcoming and did not hesitate to answer my questions as lucidly as they could. Many of my early curiosities were satisfied. The only exception was the phenomenon of the golden tip. The fresh green tea leaf, in the course of manufacture, turned into tip provided the hair on its surface served the processing. On whichever leaf there was no hair, the eventual colour became black. Why the very tippy teas were so much sought-after, no one could answer clearly except to say that the Iranian consumer had a fascination for the golden tip. In those days a kilogram of what could be described as a blaze of golden tip would attract Rs 250/- whereas a plain black tea of the same size would not realise much more than Rs 2.50 p. In other words, the ratio between the very ordinary and the very tippy tea was one to hundred. In comparison, the ratio has declined to one

to ten or twelve.

When, as part of my training, I visited Ouphulia tea estate, I discovered that the bud had the most hair on it. The first leaf also had a lot of it. The occasional tender second leaf also had some hair. The colour in all cases was a silvery white in contrast to the green base of the leaf. The manager, Prothero explained that the silvery hair could turn golden provided it was sufficiently exposed to the juice of the leaf during rolling. The juice had to be thick, which meant that the wither had to be optimum and the pressure in the roller had to be hard enough to release the juice and yet not too hard lest the hair on the leaf got destroyed. For a learner perhaps, this was sufficient enlightenment.

Although I came into tea in 1959, I had joined the company 15 months earlier in the Jute Fabric department, which unfortunately was closed down due to continuing losses. I had still not completed 22 years and was considered young enough to learn a new trade. The other colleagues, who were all Scottish, were older. I was the only covenanted employee to be accommodated in tea. In a way, I was a refugee in the tea department. Some work had to be found for me. I was assigned to call on Indian, as distinct from European, buyers. They were then referred to as the bazaar and looked after by promoted clerks called underbrokers. To be called upon by a covenanted executive had been the privilege of the European buyers. The distinction was indeed sharp, so sharp as to be illustrated by the formation of an export company called Siewert & Dholakia, which is still operating successfully in south as well as north India. The late Amrutlal Dholakia was the entrepreneur; he preferred to be



a European buyer. In order to do so, he employed one Siewert on a salary, so that he could name the company as he had with Siewert's name preceding his own. He was sent to operate in the auctions.

For me this novel assignment proved to be a boon because the bazaar buyers treated me with relative respect whereas the European buyer would not have even wasted a minute on me if I were to call on him. As a youngster, I had nothing to offer by way of either knowledge or information. For the bazaar, my convenanted status was a recognition. It was easy to learn about the quality of tea as the buyer who viewed it. He paid a premium for some tea and he discounted something else. Each country had its own preferences. One of the buyers I happened to call on was Parasmal whose only customers were in Iran. He was therefore deeply interested in golden tip. One afternoon I called on him when he was at leisure. He preferred to sit on a mattress rather than at a desk. He brought out some 20 different samples of tippy teas, all of them between 70% and 90% golden, the rest black. Three of the samples were nearly three years old and yet had not lost much of their golden lustre. They were also chunky, which means longish and flat, as distinct from being well twisted. The value of chunkiness was that the tip sat on top of a blend as opposed to sinking towards the bottom of it. To the buyer or consumer seeing the tip immediately was the attraction. The golden lustre had several advantages. For one, it stood out against the black leaf with the blend. Two, it gave the look of quality and richness which a silvery tip could not.

The next point that Parasmal made was that the tippy element should be larger than the black leaf in the blend. In other words, for a BOP blend, the tip had to be the size of a GFOP, so that the tip stayed on the top. When I got

the opportunity of visiting tea factories to advise them, I began experimenting and thus learning more. Truly golden tip, I found, would only be long and chunky. If a fresh green bud got twisted, it lost a lot of its hair. It then turned either silvery or blackish. Similarly, if a bud broke up, it meant that it has been treated harshly in the rolling which resulted in its loss of hair. Amongst the *jat* of seedling bushes that I came across, Betjan appeared to produce golden tip the



most readily. Clonal tea on a large scale was still a developing phenomenon in my days of factory visits. My trips to Meleng tea estate in the late sixties gave me a new angle to tippy tea. The estate had a sizeable clonal area, which produced plenty of tip and chunky tip at that! Yet, it was consistently a shining silver; outstanding, but not golden. Manager Chaurasia and I decided to give it the name platinum tip. The tip shone more brightly than a lot of the golden stuff that was available.

This phenomenon observed at Meleng was a clue that the colour of the tip, whether golden, platinum or silvery, had a great deal to do with the *jat* or variety of the bush. After I began writing this article, I happened to have a chat with Somnath Sen. His experience in the Nilgiris had made him wonder whether the colour of the tip, golden or silvery, had something to do with the temperature of the rolling room. He felt that an 80°F helped to produce the golden colour. A similar leaf and identical processing at 60° temperature in the rolling room resulted in the silvery tip. It

is true that a tip in Darjeeling tea is almost always silver. It is usually thin and small. My impression was that China or China Hybrid *jats* of bushes produced thin silvery tip. Perhaps, my impression may be only partly valid and Somnath Sen's theory of temperature in the rolling room may also be a significant factor.

In all my attempts to theorise on tip in tea, one or two aspects stood out like eyesores. One was the unscientific process of withering the bud, the tender first leaf along with the second leaf and perhaps the third. While the second leaf is correctly withered, the bud and the tender leaf become over-withered. If the wither is right for the bud, it is too *kutchra* for the rest of the bulk. Another factor was the pressure in the roller. If it was suitable for the whole bulk, the rolling would be too severe for the bud. In effect, the quality Assam estates were destroying their golden tip as a result of this wholesale treatment of the bud and all the leaves. This line of argument impressed Towkok manager, Dadhich.

The next morning he led an experiment of getting young pluckers to take away the bud and the tender, curled first leaf. The flat first leaf, the second and the third were plucked subsequently and sent for CTC manufacture. The bud and the tender leaf were manufactured separately. Some juice was borrowed from normal rolling in order to avoid hard pressure that might damage the hair of the tender leaf. And yet, providing the necessary thick juice in order to achieve the golden lustre. The end result was stunning. Something like 70% of the bulk comprised chunky golden tip. My apprehensions about wholesale wither and rolling of all the leaf proved correct. Whether separate plucking was a practicable proposition or not was a matter of circumstances, which differed with estate and the time of year. Towkok then was the consummation of my affair with golden tip.



second largest city situated in the north eastern part of Iran, near Turkmenistan and Afghanistan.

A Buyer-Seller meet was organised in the evening, which was addressed by the Chairman Tea Board, President, the Mashad Chamber of Commerce and Managing Director of Shahsavand Tea, which is the market leader in that region. Unlike other parts of Iran, a sizeable quantity of CTC teas sell in this region, mostly BP size which is sourced from Kenya and India. The result of the business meeting was good and most of the buyers placed orders.

On March 6, 2014, the delegation visited the tea packaging unit of Shahsavand Tea.



Tea Scenario in Iran

Consumption of tea in Iran is estimated to be around 110,000-120,000 tonnes per year, which equates to per capita consumption of around 1.5 kg. However, a considerable proportion of domestic need is met by unpackaged products and illicit trade. This has resulted in a major decline for domestic products. Import taxation on tea is set at 30% and importing packs of tea below 10 kg is illegal. This law is not enforced very well and different types of smuggled tea can be easily found in key urban areas.

Competitive Landscape

Golestan & Co remains the leader in tea, accounting for more than a 35% value share. Golestan

has a very strong image. The company offers a wide range of products from black standard tea to black speciality and green tea. It offers its products in both loose and tea bag format and in various pack sizes so as to cater to all income levels. Basically, Golestan offers three levels of quality under the Golestan brand name as well as an economy range under the Golkis brand. The highest quality is premium Kolkata tea which is imported from India and then packaged in Iran. The second highest quality tea is Ceylon tea which originates from Sri Lanka, followed by fine CTC tea from Kenya which is mainly used for making tea in tea bags. Iranian tea is only used in the production of the Golkis brand.

Prospects

Conversion from unpackaged tea to high-quality branded tea is expected to continue at an even faster rate over the forecast period. Illicit trade will remain one of the key barriers to growth in tea as there are no signs that the government will take control of this growing problem. It is also expected that domestic production of tea will vanish gradually as a result of relatively high production costs and lower tea quality.



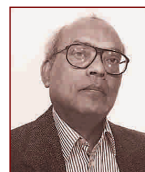


Tea is always in the news

TEA

Just before midnight, when the newspaper comes out from the press, an order came for the staff: "Hold the front page", for something very important has come up on the screen. The puzzled staff wondered

what could be so important for this interruption – another disaster in Afghanistan? New development in Gwyneth Paltrow and Chris Martin's separation, their 'conscious decoupling'? No, this was more important than all these. It was something to do with Tea!



Kalyan Sircar



Next morning's front page proclaimed: "Worried about statin? Try a cup of Earl Grey tea." We were told that researchers from Italy's University of Calabria had found that a cup of Earl Grey tea could be just as effective as statins at reducing cholesterol. They believe that bergamot, a fragrant Mediterranean citrus fruit which gives Earl Grey tea its distinctive flavour, can significantly lower cholesterol. More technically, the scientists say it contains enzymes known as HMGF (hydroxyl methyl glutaryl flavanones) which can attack proteins in the body known to cause heart disease. Additionally, the scientists claimed that not only did it reduce levels of LDL – so-called "bad cholesterol" which leads to heart disease – but it also increased HDL, which doctors call "good cholesterol."

Citrus foods have long been an important part of "Mediterranean diet" for their usefulness in avoiding heart disease, the biggest killer in the western world. A daily

supplement of bergamot fruit extract could be very effective for the treatment of high cholesterol. Moreover, the folk knowledge in the Mediterranean world had praised bergamot for its role in treating inflammation and as an antiseptic. Extracts have even been used in jams, ice cream and perfumes in the region.

A study by the University of Cantanzaro in Italy have found that bergamot could help people with their weight problem as well as to protect them against diabetes.

The fruit extract also comes in tablet form as a food supplement known as BerggaMet. When taken before meals it has succeeded in reducing blood sugar by 22 percent and raised "good cholesterol" by 41 per cent. Statins – drugs used to control cholesterol – have many bad side effects that affect muscles and kidney. It is recommended that we take bergamot by drinking Earl Grey tea, or in tablets or other forms.

One evocative travelogue

describes the citrus growing region of Calabria, Italy thus: " I walk in the luscious groves of bergamots and citrons, two trees which grow only there. The bergamot, a natural cross-pollination between a lemon and a bitter orange, is the source of an oil essential as a fixing agent in scent, responsible for bringing all the other elements into harmony, rather like the conductor of an orchestra. Most of the bergamot harvest goes into the making of this oil, although some fruits are used to make the most delicious marmalade on earth, and it is also used to flavour tea, as in Earl Grey." (*The Land Where Lemons Grow* by Helena Attlee)

Many supermarkets in Britain (Tesco, Sainsbury, Morrison, and a few others) are facing intense competition from the German discount markets Aldi and Lidl, who sell goods at a much lower price. In response the British giants have mounted a counter-offensive which involve "hospitality", such as wine tasting and dry



cleaning services in stores. One supermarket Waitrose (known as an upmarket chain) offer free tea, coffee and newspapers to loyalty card members. Tea drinkers please note that they will be served a cup of free tea in the afternoon only; in the morning it is coffee.

This counter-offensive has not pleased some disgruntled middle class shoppers. They complain that the policy of free tea and coffee has turned Waitrose branches into 'soup kitchens'. Mark Price, the Managing Director, has strongly denied that the chain was alienating traditional customers, rubbishing the reports as a "storm in a coffee cup" and stressing very few customers complained.

Supermarkets now stock enough tea to furnish their customers with a new flavour every day from March 1, until Christmas. The choice is enormous, but the best, it is claimed, is Twinings Gingerbread Green Tea. It smells of gingerbread and tastes of ginger, silencing teatime hunger pangs. The price is two pounds and forty nine pence for 20 bags and available in most supermarkets.

And lastly, at a recent Sotheby's auction there was a display of 1,000 objects ranging from Al Capone's silver cocktail shaker, a stained glass panel removed from Canterbury Cathedral in the 19th century, 10 fossilised dinosaur eggs dating to 100 million BC. One important item was Nelson's teapot (estimate 8,000 to 12,000 pounds). The collection belonged to a fabulously wealthy American who made his home in Britain.

The story has it that he used to serve camomile tea from Admiral Lord Nelson's teapot, and invite visitors to sit in Sir Winston Churchill's armchair (3,000 to 5,000 pounds).



Lord Nelson's teapot

The writer is an academic based in London



Dilmah T-Bar in Hyderabad

Dilmah, the Sri Lankan family-owned tea company and a global brand, set up their eighth exclusive T-Bar in the World at Radisson Blu Plaza Hotel in Hyderabad for its first outlet in India. Dilmah markets its pure unblended Ceylon tea and aspires to revive the image of Ceylon tea as the best and the most exotic in the world. It plans to offer 26 single tea varieties and choice of tea cocktails, mocktails and tea for specific tastes through the T-Bar in Hyderabad.



Goodricke Flower Show

M/s Goodricke Group Ltd organised their annual feature 'The Peter Leggett Memorial Flower Show' for Dooars on February 7, 2014, at Chalsa Polo Club. There were 562 entries in the flower show in various categories and as many as 60 planters from different gardens of Dooars and Darjeeling participated in the competition. The Flower Show was attended by Mrs and Mr. P J Field, the Chairman of Goodricke Group of Companies along with Mrs and Mr A N Singh, the Managing Director, Mrs and Mr. K Sinha, the Director and Mrs and Mr B Goswami, the Vice President of the Company. The large gathering had planters and



their spouses from Darjeeling, Dooars and Assam. Rajeshwar Singh, the Adviser was the overall co-ordinator and S K Ghai, the Senior Manager of Chulsa was the co-ordinator of this Flower Show, which was a great success. Neena Sinha of Danguajhar was the overall winner of the show, Joya Roy of Gandrapara was the First Runner up, Rita Singh of Leesh River was the Second Runner up and Preet Dhillon of Birpara bagged the Chairman's Cup for the Best Exhibit of the show.

Oprah Chai Tea Launch

If Parvati and Rajesh Hegde could read the tea leaves when Oprah Winfrey visited their hovel in India in 2012, they might have insisted on a trademark contract. Or may be not.

The big-hearted Mumbai slum-dweller couple served the American media mogul homemade *chai*,



laced with Indian spices. It provided the TV superstar the inspiration, if not the formula, to launch yet another product that will mint millions. Oprah herself acknowledged the origins of her *chai* in a promotional video on her website soon after her India visit.

Recently, Starbucks launched "Oprah Chai Tea" personally developed by Oprah Winfrey in close collaboration with Teavana's leading teaologist." Teavana is an Atlanta-based tea retailer that Seattle-based Starbucks acquired in 2012 for \$ 620 million.

"Oprah's personal tea passion and the deep expertise of Teavana have resulted in a distinctive blend featuring a bold infusion of cinnamon, ginger, cardamom and cloves, blended with loose-leaf black tea and Rooibos," the company said in a statement.

Starbucks, which recently entered India in a joint venture with the Tatas, hopes to do for tea – which is the world's second most popular beverage after water – what it did with coffee in America.

Last year the 19,000 outlet cafe giant acquired Teavana, a chain of mall stores that sell tea and teaware, hoping to expand it to 1000 stores in the next decade and milk more from tea. And Oprah Chai is one of their opening shots.

Courtesy : Times of India

Award for Contemporary Brokers



Siliguri Tea Auction Committee celebrated the achievement of 100 mkg tea sold during 2013-'14, on May 30 2014. Neelam Meena, Deputy Chairperson of Tea Board of India was the chief guest. Contemporary Brokers Pvt Ltd bagged an award for the highest percentage increase in quantity during 2013-'14 compared to the previous year. SK Saria, ex chairman of STAC, handed over the award to CBPL. Various awards were given to all three sections of the trade at a function that was preceded by many events throughout the day including blood donation. A silver hammer was auctioned at a price of Rs 75000, which will be distributed to NGOs. A Charity Auction was held and a little over Rs 11 lakh was collected for the West Bengal Chief Minister's relief fund. A Cultural programme was held followed by cocktail and dinner. The function was very well attended.



China's Pandas Brew A Top Drop

China's national treasure, the giant panda, will become even more precious if one businessman succeeds in using their dung to grow organic green tea, which he intends to sell for over \$200 a cup. An Yanshi, an entrepreneur in southwest China, grows the tea in mountainous Ya'an in Sichuan



province using tonnes of excrement from pandas living in nearby breeding centres.

The first batch of panda dung tea will be sold in lots of 50 gm that will cost some 22,000 Yuan each, a price, An Yanshi said, makes it the world's most expensive tea. He said profits would go to an environmental fund. Calling the tea 'environmental panda tea', he said, this will encourage turning waste into something useful and the culture of recycling and using organic fertilisers.

CSR Programme of McLeod Russel

Under its Corporate Social Responsibility (CSR) programme, McLeod Russel India Ltd., launched several eye screening camps in and around its tea estates and in collaboration with Sankaradeva Nethralaya helped over one thousand people to undergo cataract surgery. The tea producing giant owns 49 tea estates in Assam and six in the Dooars region and directly employs about 80,000 people.



In association with the government, the tea company has carried out rectification of facial deformities, such as, cleft lips and palates. Activities for the disabled and promotion of vocational training for women and youth are also planned under the CSR programme.

Tea House



A teapot-shaped building in Wuxi, China. Located in a suburban area in the Jiangsu province, the building will be a cultural exhibition hall when completed



A LONG JOURNEY

South Indian tea has spread its wings and won taste buds across India and the world in the last 25 years

In the last 25 years, the south Indian tea industry has undergone massive changes in both profile and performance on quantity and quality fronts. The quantity aspects relate to changes in area, number of small growers, production divide between large and small growers, productivity, exports, imports, domestic consumption, auction vs private retail selling, prices, production cost and overall earnings. The quality aspects include innovation like multiple-brew teas, winning globally-best quality awards, gift packs, participation in global quality events like Olympics, organising exclusive speciality tea auctions for top-quality teas, tea and tourism events and sponsoring delegations stressing on availability of high quality teas.

Twenty five years ago, in 1989 to be precise, the south Indian tea industry was a worried lot. The previous year, India's production had risen to an all-time high of 701 mkg and the expectation was to surpass this in 1989 but south India reeled under prolonged drought resulting in its tea output dropping

by 22 mkg to 150 mkg. Because of this, despite north Indian production being up by three mkg, India lost 19 mkg to fall to 682 mkg.

From then on, the Government and Tea Board were keen to raise India's production to 1,000 mkg at least by the turn of the century but this did not happen. It was only in 2011 that India's production crossed 1,000 mkg for the first time and reached 1116 mkg. The next year, production rose to 1126 mkg. Official data for 2013 are awaited but going by the indications, it is predicted that the output will be an all-time high of 1,200 mkg.



P S Sundar

South India's production which was 150 mkg 25 years ago is expected to be 245 mkg now, marking a growth of 95 mkg or 63 percent in 25 years. The substantial part of this increase has come from the small-scale sector.

Twenty five years ago, the erstwhile USSR bought over 70 percent of south Indian tea export. With production falling, export availability was less and in 1989, south India exported 43 mkg, nine mkg less



Hegde (left) receiving GTD 2013 from Dr Ramu in the presence of (l-r) Georgie John, Rajesh Gupta and Senthil Kumar



Vejaya Shekara with the coveted Global Gold Medal and awards

than the previous year. Over the years, USSR broke into 12 Commonwealth of Independent States and this conglomerate and Russia, in particular, continues to be the major buyer of south Indian teas. Now, south India exports 82 mkg. This means, 25 years ago, 29 percent of south Indian production was exported; now, 34 percent is being shipped out.

Value has undergone tremendous improvement. In 1989, every kg of south Indian tea exported fetched Rs 38 but now, it gets Rs 120. Hence, 25 years ago, south Indian tea export fetched for the exchequer Rs 166 crore; now, it fetches Rs 986 crore. That means, in 25 years, south Indian tea export earnings have increased by as much as Rs 820 crore or a whopping 494 percent!

1989 was a crucial year for the south Indian tea



Foreign delegates tasting tea at KAMC, Coonoor

industry because it marked its revival following the crisis since 1984 causing several estates to go into deep red. South Indian auction average price rose to Rs 33 a kg from Rs 20 in 1988. The south Indian tea industry saw this as a platform to get over lower returns due to reduced crop but the Government felt the need to protect consumer interest by making prices fall to affordable level through regulatory actions like import, export-restriction and compulsory sale through public auction.

The then Union Commerce Minister Dinesh Singh conducted a separate seminar to deliberate on tea prices. To control price by making available more CTC teas within the country, the Government announced that export buyers could participate only in alternate auctions and no withdrawal of CTC would be allowed at the auction. These restrictions were removed after UPASI made strong representations. The Minister also extended South India Tea Export Incentive Scheme for a year.

It was the period of the VIII Five Year Plan then. Now, the industry is in the XII Plan and a major development is the formation of Small Grower Directorate with about 100 field and factory officers specially appointed to guide the growth of small scale sector with development schemes at an outlay of Rs 200 crore. It is now proposed to form about 400 mini factories in south India.

The major innovation is the multiple-brewing speciality teas fetching premium prices from



connoisseurs. Some of them have won international awards, as for instance, Avataa speciality tea bagging the coveted 'Overall Award of Global Gold Medal Tea Competition 2013' beating entries from all countries.

“At the competition held as part of Annual North American Tea Conference in Bermuda, Southampton, we received two top honours – Overall Global Award and India's Gold Medal”, ENR Vejaya Shekara, Avataa Speciality Tea expert, told me.

“These awards are for bagging the highest overall score in excellence parameters and quality recognition for multiple-brewing Avataa twirl green premium tea of Western Ghats' single-garden selection at Billimalai Estate, Nilgiris, 6,400 feet above mean sea

added.

Tea and tourism is now very 'happening' with hands-on experience in tea tasting. In December, for instance, delegates from Germany, Indonesia and Bangladesh benefited from 'professional tea tasting experience' thanks to Kothari Agricultural Management Centre (KAMC) organising an exclusive expert exposure for them in Coonoor.

“Government of India sponsored the delegates from Bangladesh Tea Board and Indonesia Research Institute of Tea and Cinchona while German visitors are through COMINDIA Indo-German tourism venture. We organised this session to enhance global appreciation for south Indian tea and tourism. We guided the delegates through a practical hands-on



Foreign delegates with children of Badaga tea small growers' families at 'Peep into the World' programme

level”, Vejaya Shekara said.

Another major development now is the publication of free annual storehouse of the latest statistical data and relevant encyclopaedia, Global Tea Digest (GTD). The 2013 edition was released by Tea Board member Dr. S Ramu with UPASI's Past President D Hegde receiving the first copy.

“This 160-page publication contains 96 tables, 15 graphs and authentic information on tea tasting, glossary, grades, harmonised system coding and chronology of important developments. Global leaders in the tea industry are waiting for this publication”, Dr. Ramu said.

“This valuable document guides decision makers to manage excess tea with global production predicted at a record five billion kg in 2014 and Indian output, record 1,200 mkg”, Hegde told me.

“This is our third volume. As before, it is being issued free as our dedication to the industry”, GTD publisher Rajesh Gupta noted.

“GTD is world-class category on data documentation”, Global Tea General Manager Georgie John said.

“Data updating using global sources is an ongoing process”, Senior Executive Senthil Kumar

experience to appreciate tea quality with variety of samples”, KAMC Director Dr AVK Iyengar told me.

“While all these samples are excellent, we had not seen hitherto multiple-brewing Nilgiri Avataa Virgin Green Tea. We will promote Nilgiri tea back home”, Petra Dieler from Germany said.

“We also found Nilgiri Avataa White Tea unique. We will carry back our favourite tea varieties”, Heinz Wuchner from Germany added.

Another attempt is to link tea with culture. “We organised a presentation titled 'Peep into the World' with Nilgiris Cultural Association by officers of Governments of Afghanistan, Bangladesh, Fiji, Indonesia and Myanmar participating in our management programme sponsored by Government of India”, Dr Iyengar, said.

The delegates, in their traditional attire, sang their national anthems, showed their currency and highlighted their respective culture in terms of geography, population, religion, language, education, tourism, song, dance, festival and food like Myanmar's laphet tea leaf dish.

To help foreigners peep into India's folk culture, Badaga dance by children from tea small grower families of Kakkuchi village was staged.



IISTG Conference

An enriching experience for small growers

Confederation of Indian Small Tea growers Associations (CISTA) organised the India International Small Tea Growers Conference (IISTG) 2014 at North Bengal Tea Auction Centre, Jalpaiguri, West Bengal from February 21-22, 2014. With support from the Tea Board of India and Ministry of Commerce, Government of India, CISTA had organised a similar national workshop of small tea growers in 2011-'12 at Darjeeling, West Bengal and a National Workshop in Dibrugarh, Assam, in 2012-'13. The inauguration was on February 21, 2014, evening. Rachmet Badruddin, Chairman, Indonesia Tea Board and Chairman FAO, IGG STG Project was present as Chief Guest. S Soundarajan, Director, Tea Development, Tea Board and G Boriah, Advisor SGDD Tea Board India, were present as Guest of Honour and Special Guest respectively. Representatives of small tea growers from Assam, Tamil Nadu, Kerala, Arunachal Pradesh, Tripura, Mizoram, Nagaland, Himachal Pradesh were present at the conference. Two hundred delegates, comprising representatives from Tea Board, Tea Research Association, buyers, brokers, and others attended the conference. Tea machinery and agrochemical manufacturers participated in the tea exhibition. Bijoy Gopal Chakraborty, President CISTA, welcomed the guests and highlighted the issue of small tea growers in his speech. The inaugural session ended with a cultural function.

The morning session on February 22, 2014 was titled *Indian Tea Panorama*. Among the speakers were S Soundararajan, Director Tea Development, Tea Board India who spoke on *Small Sector of India*.

Souvik Sen, Advisor Officer, Tea Research Association, made a power point presentation on *Sustainable Quality In Small Sector*.

Dr. Abdul Hanan, Assistant Professor, Sikkim University in his presentation detailed how the small

tea sector creates employment and sustainable livelihood mainly in rural areas.

Dilip Kr. Khushwaha, Research Fellow, IIT Kharagpur, spoke on miniature CTC tea factory and its viability. Ravi Suchanti, Director, J. Thomas spoke on marketing of good quality tea manufactured by small tea growers.

The first session was chaired by G Boriah former Director of Tea Board India and Present Advisor, Small Grower Development Directorate (SGDD). In the second session – *The International Small Tea Holding Scenario* – the first speaker was Dr. S. Abheysinghe, Director Tea Research Institution, Sri Lanka. His topic was small tea holding in Sri Lanka. Rachmet Badruddin, Chairman FAO, IGG STG Project and Chairman, Tea Board, Indonesia, in his presentation pointed out that FAO, IGG has worked in many countries on small holdings. Ishu Shankar Shresthal, former Executive Director, National Tea and Coffee Development Board, spoke about the contribution of small tea growers in the Nepal tea industry.

J John, Director CEC in his presentation focussed on European Union aided project on small holdings in Bangladesh. C S Pheliomina, Tea Secretary, Republic of Mozambique, in her speech invited Indian investors to invest in the tea industry in Mozambique. The seminar was chaired by A N Singh, Chairman, Indian Tea Association, CCPA and Managing Director, Goodricke Group. The road map for the development of small tea in India as put forth by a three-member panel headed by A N Singh suggested

- Database of Small Tea Growers with area, production.
- Equipping the STGs by providing training, workshop with modern tea cultivation, regulation by TRA, UPASI.
- To make own brand of STG by promoting STG from leaf to cup.
- Quality tea production will be promoted by STG which has a huge export market.



FACTS & FIGURES

ESTIMATED PRODUCTION OF TEA IN INDIA During & Upto March 2014

(In million kgs)

District/State	DURING			UPTO		
	2014	2013	+ / -	2014	2013	+ / -
Assam Valley	13.51	8.62	4.89	14.09	9.14	4.95
Cachar	0.86	0.76	0.10	1.34	1.17	0.17
Total Assam	14.37	9.38	4.99	15.43	10.31	5.12
Dooars	10.26	10.46	-0.20	11.89	11.55	0.34
Terai	9.23	10.85	-1.62	11.32	12.34	-1.02
Darjeeling	0.21	0.60	-0.39	0.22	1.37	-1.15
Total West Bengal	19.70	21.91	-2.21	23.43	25.26	-1.83
Others	0.91	0.80	0.11	1.09	0.86	0.23
Total North India	34.98	32.09	2.89	39.95	36.43	3.52
Tamil Nadu	12.85	10.93	1.92	34.53	33.28	1.25
Kerala	4.20	3.73	0.47	12.61	11.95	0.66
Karnataka	0.46	0.53	-0.07	1.33	1.40	-0.07
Total South India	17.51	15.19	2.32	48.47	46.63	1.84
All India	52.49	47.28	5.21	88.42	83.06	5.36

INDIAN TEA EXPORTS

Figures in M.Kgs

QUARTERLY

MONTHS	2013-'14*	2012-'13	+ / - QUARTER	+ / - TO DATE
April-June	35.88	35.99	-0.11	-0.11
July-September	59.79	59.54	0.25	0.14
October-December	68.64	68.00	0.64	0.78
January-March	53.81	52.70	1.11	1.89
April-March	218.12	216.23	1.89	1.89

REGION-WISE

Region	April'13 - March'14	April'12 - March'13	Variance (+ / -)
North India	127.99	131.45	-3.46
South India	90.13	84.78	5.35
All India	218.12	216.23	1.89

* Provisional and subject to revision.

Source : Tea Board

Crop Figures of Some Major Tea Producing Countries in Million Kgs

2014	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	3.8	16.8	25.4	2.5	45.0	8.2	2.8	104.5
February	1.1	14.2	22.4	0.6	33.8	6.1	1.1	79.3
March	35.0	17.5	25.6	0.5	33.3	7.4	0.2	119.5
April								
May								
June								
July								
August								
September								
October								
November								
December								
Total	40.0	48.5	73.4	3.6	112.1	21.7	4.1	303.3
2013	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	2.8	19.1	23.2	0.2	45.3	6.0	6.1	102.7
February	1.5	12.3	24.8	-	38.5	5.1	4.4	86.7
March	32.1	15.2	32.2	0.5	33.4	6.6	4.1	124.1
April	55.0	20.2	33.6	2.4	38.2	5.5	6.3	161.2
May	77.0	24.2	33.7	5.2	39.6	4.7	6.4	190.8
June	111.7	24.5	24.6	6.9	30.5	2.3	5.0	205.5
July	138.2	16.8	22.6	9.0	26.2	1.7	3.4	218.0
August	139.7	14.6	26.5	9.1	26.3	1.8	2.7	220.7
September	132.8	23.9	25.0	8.9	32.8	2.7	3.4	229.5
October	142.0	25.1	30.3	8.6	44.3	3.2	3.2	256.7
November	85.4	27.1	29.8	6.5	35.5	2.8	3.8	190.8
December	39.2	19.8	30.2	4.4	41.7	4.0	2.6	141.8
Upto March	36.4	46.6	80.2	0.7	117.2	17.7	14.6	313.5
TOTAL	957.4	242.6	336.5	61.7	432.4	46.4	51.4	2128.5
Variance	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	1.0	-2.3	2.2	2.3	-0.3	2.2	-3.3	1.8
February	-0.4	1.9	-2.4	0.6	-4.7	1.0	-3.3	-7.4
March	2.9	2.3	-6.6	0.0	-0.1	0.8	-3.9	-4.6
April								
June								
July								
August								
September								
October								
November								
December								
Total	3.5	1.8	-6.8	2.9	-5.1	4.0	-10.5	-10.2

* Revised figures as per Tea Board of India (N. India and S. India)

Compiled by Soumen Bagchi
Contemporary Brokers Pvt. Ltd.



North India - CTC Leaf & All Dust

Months	2013/14	2012/13	+/-	2011/12
APR	144.84	141.93	2.91	124.17
MAY	144.22	158.98	-14.76	125.44
JUN	143.33	156.79	-13.46	129.23
JUL	143.18	144.48	-1.30	124.76
AUG	134.98	140.07	-5.09	115.25
SEP	132.30	135.55	-3.25	113.56
OCT	133.90	129.93	3.97	113.48
NOV	132.50	134.67	-2.17	112.02
DEC	130.16	135.46	-5.30	107.82
JAN	120.27	127.47	-7.20	101.99
FEB	108.31	127.13	-18.82	91.25
MAR	100.70	131.77	-31.07	83.97
April/Mar	132.11	137.84	-5.73	112.87



North India - Orthodox Leaf

Months	2013/14	2012/13	+/-	2011/12
APR	182.62	98.34	84.28	141.63
MAY	231.91	164.64	67.27	141.57
JUN	225.35	185.66	39.69	149.11
JUL	244.34	233.20	11.14	167.58
AUG	218.11	237.89	-19.78	166.01
SEP	213.48	215.75	-2.27	154.69
OCT	199.62	184.34	15.28	142.88
NOV	180.00	177.85	2.15	120.46
DEC	164.62	177.62	-13.00	110.67
JAN	130.70	169.63	-38.93	98.55
FEB	125.82	162.43	-36.61	99.97
MAR	135.64	137.71	-2.07	108.10
April/Mar	197.31	195.67	1.64	138.76

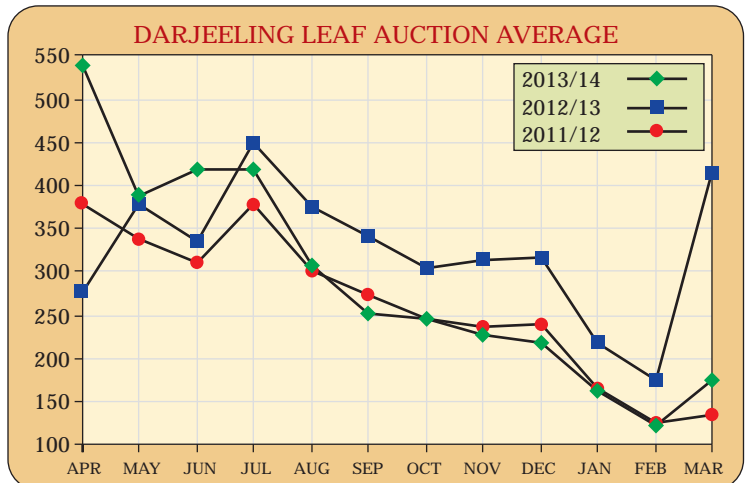
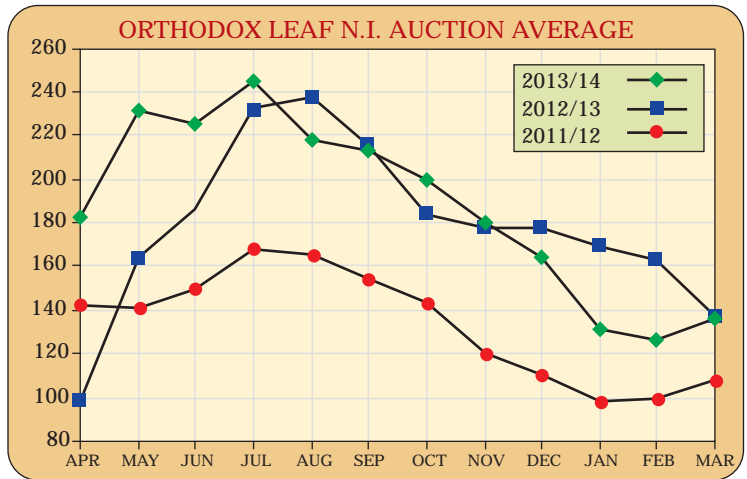
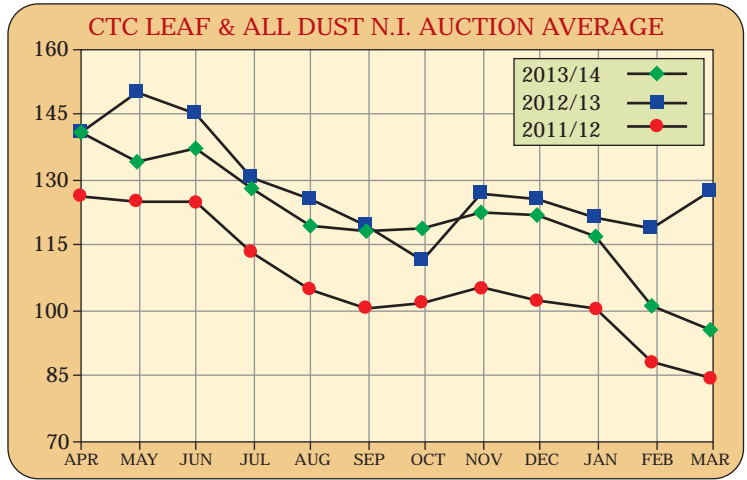


Darjeeling Leaf

Months	2013/14	2012/13	+/-	2011/12
APR	539.73	275.47	264.26	377.71
MAY	388.48	377.80	10.68	338.06
JUN	419.80	335.11	84.69	309.96
JUL	418.61	450.82	-32.21	379.86
AUG	307.89	375.86	-67.97	301.33
SEP	253.26	341.85	-88.59	272.61
OCT	245.61	303.67	-58.06	245.32
NOV	227.60	312.40	-84.80	237.58
DEC	218.75	315.54	-96.79	239.02
JAN	163.58	218.31	-54.73	165.19
FEB	120.87	174.43	-53.56	125.31
MAR	176.04	415.57	-239.53	134.85
April/Mar	300.57	341.23	-40.66	280.39

Contemporary Targett TEA TRENDS

Compiled
by
Soumen Bagchi



(*Subject to minor revision)

Why not concentrate on home consumers?

Pavan Poddar puts forth some constructive suggestions to producers and brokers

Twenty five years ago, quality from Dooars/Terai Estates was quite uniform. We knew what to expect from each garden. Brokers did the tasting and on the basis of the goodwill of the gardens and the brokers' valuations, we found sufficient confidence to buy all our requirements. Very few of us, commission agents, had to taste the teas physically to buy safely.

Today all that has changed. The teas vary from lot to lot in the same grade, practically from all the estates and certainly from all the factories. This makes it imperative for us to select and taste lots. And with over 7000 lots on offer each week in north India centres alone, we find that we are missing out on many teas as it is not possible to have the facility and the tasters that larger blenders or buyers have. In addition, we have to taste very large quantities of teas produced by factories, who buy their leaf on a daily basis and at varying prices, and therefore must sell at the earliest. Most of these producers do not wait for the auctions and sell off their teas very soon after they are packed.

I have two suggestions. One for the Producers and the other for the Brokers :

Producers who have control on their raw material, for example estate owners, must pluck fine and make the best possible teas. Consumers in India want and will pay for good quality. This is my experience. I am flooded all the time with requests for Halmari and Mahaluxmi for example, from my friends and clients for their home consumption. They tell me to send 10 kg at a time. After all even at Rs 400 per kilogram, most families use less than a kilo of tea each month when compared to five to six kg of *dal* at an average of Rs 130 per kg or sugar at Rs 35 per kg.

In the near future there will be very little to export. So why not concentrate on our home consumers? In



the next five years the domestic market will shift entirely to packets. One reason is the convenience of sale. Also, small regional packers will multiply, each with a sale of five to seven tonnes per month. Liquors will be essential and perhaps grading will become unnecessary – only leaf and dusts would then need to be separated.

My second suggestion is for Brokers. Why do they not value teas as per category? Say A,B,C,D and so on – say upto six categories.? And either give no valuations or if they must, say that A is worth between 180-190 and B between 170-180 and so on.

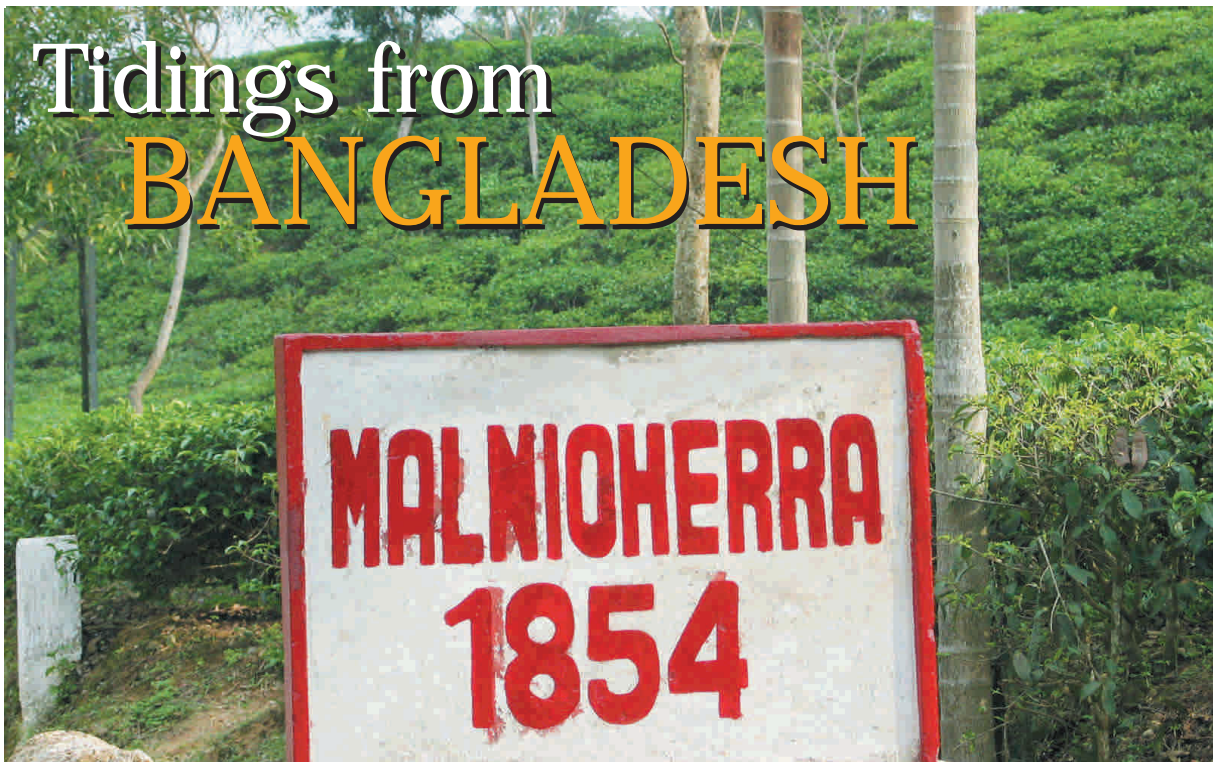
In the last category differentiate between those with normal infusions and those with dark infusions.

This will make our job much easier and selection for tasting easier still. We want to buy teas in various categories for different requirements, each week. This will help us to choose the lots to taste easily. And you could put out your tasting reports on a web-site with Leaf-Liquor-Infusion markings, on a scale of 10, and charge us a fee for this special service on the net.



Pavan Poddar, Commission Agent and Master Tea Blender, buys teas for a local major regional packer and for packers and wholesalers in Amritsar, Delhi, Jaipur, Sri Ganganagar, Ahmedabad, Indore, Raipur and Chennai. And also has trading offices at Jaipur and Sri Ganganagar





Bangladesh tea trail and the current scenario



Monjur Hossain

First experimental tea cultivation in the erstwhile Indian sub-continent was in Chittagong in 1840. The first commercial tea plantation in present Bangladesh was established in 1854 at Malnicherra Tea Estate near Sylhet town. The history of tea in this region since 1947 has undergone significant changes. During the partition in 1947, Bangladesh (the former East Pakistan) owned 103 tea estates, covering 28734 hectares of tea plantation with annual production of 18.36 mkg and an yield of about 656 kg per ha. Home consumption mostly in former West Pakistan was around 13.64 mkg up to 1955 but home consumption in present Bangladesh was negligible. After 1955 home consumption in Pakistan increased rapidly and in order to meet the increased home consumption, the Government imposed three percent mandatory extension of tea area per year in 1960 when area and production were 31418 hectares and 19.01 mkg respectively. Ten years later in 1970,

tea area had extended to 42,685 hectare and production increased to 31.38 mkg. During the liberation war in 1971, the tea industry suffered colossal damages which resulted in poor management, high vacancies in tea plantation, insufficient inputs, dilapidated factory machinery, inadequate maintenance etc., leading to lower yield and poor quality of tea. But the industry soon got a big support from the government through a massive development programme (BTRP-1980-'92) with the financial and technical assistance from the British ODA and EEC and production increased to 53.41 mkg with per ha yield of 1019 kg in 2006.

Tea was one of the main export items in Bangladesh a couple of decades ago, but it has been facing a gradual decline in sale in the global market since 1980. But on the other hand, local market of tea

has been increasing steadily over the last three decades. At present, almost the entire tea industry is dependent on the local market with a little export.

Bangladesh is a very small player in the global tea scenario but plays an important role in the

national economy. Its contributions in terms of employment and welfare to rural backward areas is



Leaf weighment

considerable. It employs 117728 people of ethnic minority directly, fifty one percent of whom are women. Besides, about 800000 people are indirectly dependent on its marketing, distribution, supporting industries, transportation and packaging industries

growth in the traditional areas of greater Sylhet and greater Chittagong remains almost stagnant though last year's performance overtook the previous years. On the other hand, the internal consumption of tea is increasing day by day. As such, though tea was a



etc. It contributes about 3.3% to the national employment, 0.81% to GDP and about one percent to export earning. Tea is grown on such land of the country where no other agricultural crop could be produced on commercial basis. It pays about Tk. 800 million to the government as VAT, LD Tax, Tea Cess, Income tax and other taxes every year.

major export commodity of Bangladesh, now tea is being imported for local consumption.

According to tea industry sources, local consumption of tea in 1985 was only 10 mkg annually. In 2013 it rose to 61.56 mkg; more than six times higher within a span of 26 years.

At present there are 165 tea estates and more or less 1000 small growers/holders have devoted an area of 116,264 hectare for tea plantation out of which 58000 hectare have been brought under tea as at 2013 in the tea industry struggling with various adversities. However per hectare yield has increased from 639 kg/ha in 1970 to 1345 kg/ha in 2013.

Table 1

Production, Export and Consumption of Tea 2003-2012

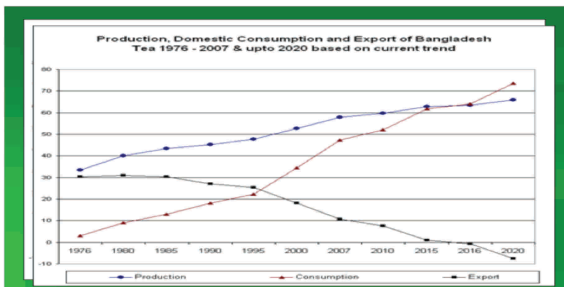
Year	Production (Million Kg)	Export (Million Kg)	Consumption (Million Kg)
2003	58.30	12.18	46.12
2004	56.00	13.11	42.89
2005	60.10	9.01	51.09
2006	53.40	4.79	48.61
2007	58.41	10.56	47.85
2008	58.66	8.39	50.27
2009	59.99	3.15	50.27
2010	60.04	0.91	59.13
2011	59.13	1.45	57.68
2012	62.15	0.49	61.66

Bangladesh contributed 1.4% of world tea production and shared only 0.1% of global tea export in 2012. The tea sector plays a significant role in the national economy through employment generation, export earnings as well as import substitution and poverty reduction in rural areas. It provides direct employment to about one lakh twenty thousand poor people, 50% of whom are women.

In 2009-'10, Bangladesh imported two mkg, in 2010-'11 it was five mkg and in 2011-'12 it was three mkg. The production of tea now stands at plus – minus 60 mkg annually. However in 2012 there was a record crop of 62.15 mkg.

The tea industry growth in the last few decades has been slow. But in the last decade a significant breakthrough was the evolution of the smallholding sector in the country. There was apparent growth in the new non-traditional tea area in northern Bangladesh and Chittagong Hill tracts. But the overall

The volume of export has decreased gradually since 1990. According to Tea Board sources, total export in 1990 was around 26.9 mkg, in 2012 export has gone down to 0.49 mkg. These statistics clearly show that the volume of export of tea has been declining every year. On the other hand domestic demand has been increasing. But the production of tea has remained nearly static.



The writer is Managing Director PMTC (Bangladesh) Limited

tea industry of TRIPURA

S Sannigrahi discusses the past, present and future

Historical background

During the British rule, Tripura was one of the free states of India and was joined to the Indian Union in 1949. Prior to the rule of Maharaja Birendra Kishore Manikya Bahadur, opening of tea gardens was strictly prohibited. The Maharaja did not allow the British planters to establish any tea garden in Tripura. Bejoy Kumar Sen, the then Chief Secretary, informed the Maharaja that about one eighth of the total land of Tripura state was lying unutilised and that could be easily brought under tea. Captain M B William, the political agent of the then British Government, also advised the Maharaja to open tea gardens in Tripura. Consequently, Maharaja Birendra Kishore withdrew the prohibitory order.

Dawn of the tea industry in Tripura

The first tea garden, Hiracherra tea estate, which now falls under Unokoti District, Kailashahar, came into existence in 1925 followed by tea gardens in Dharmanagar, Kailashahar, Kamalpur, Khowai, Agartala sadar, and Sabroom Sub-divisions. Before Independence, the communication of Tripura by road or railway was through Bengal. The Assam-Bengal Railways used to carry most of the produced tea to the other parts of the country.

Beginning of the phase of decline

The partition in 1947 severed the rail and road communication of Tripura with the rest of the country. The state became land locked. Tea started to be transported to Guwahati and Kolkata auction through the long road inside Assam and West Bengal resulting in high transportation cost. As a result, financial condition of the tea gardens of Tripura deteriorated.

Restorative phase

The situation turned better with the establishment of Advisory Centre of Tea Research Association at Agartala in 1978. The old methods of tea husbandry were gradually replaced by scientific approaches. New planting was started by raising improved clonal plants

through vegetative propagation. Member estates of Tea Research Association started to take benefit of the scientific and technological breakthroughs achieved at Tocklai Experimental Station through the estate visits by the Advisory Officers. However, precise scientific data on various aspects of tea industry in Tripura was not available in the absence of detailed scientific study.

Another phase of decline

Militancy became another major threat during the eighties. Some executives and garden staff left the gardens. Since then, the tea industry started to limp but majority of the gardens continued to operate till the end of the 20th century, amidst all odds. The linkage with the Tea Research Association snapped.

Present scenario

It was then decided by the state government to cancel the grant and vest the management of the abandoned tea gardens to a cooperative society by the workers of the garden. The state government also started to promote tea cultivation by helping and encouraging small tea growers with a dual objective — to make the economically backward classes, particularly in the tribal areas, self sufficient and to curb the problem of militancy. The tea industry in Tripura began to be managed by a) Organised sector mostly having own plantation and processing units b) Gardens managed by Workers' Co-operatives c) Small Tea Growers (STG) d) State government having gardens and processing units by forming Tripura Tea Development Corporation (TTDC), that manages three tea gardens and two tea factories.

Weather, crop, soil, pests and diseases

The tea industry in Tripura is almost 100 years old. Based on the estimates of 2010, there are 13,805 hectare under tea and the total number of employees is around 12,709. Including the green leaves of Small Tea Growers, around 9.5 mkg of tea is processed in the factories of Workers Co-operatives, government and

private owners.

The average yield of tea in Tripura hovers around 1125 kg of made tea per ha. There are wide variations in yield, ranging from 725 kg to 2300 kg of made tea/ha between poor and well managed estates. Tea in Tripura is predominantly of CTC type though around 0.5 mkg of green tea is also produced every year.

Durgabari Tea Estate : A model workers co-operative society

Durgabari Tea Estate was a private tea garden having a total grant area of 59 ha before Workers Cooperative Society was formed on December 26, 1978. The Society started with only about 30,000 tea bushes scattered over an area of 22.25 ha and 20 inexperienced garden workers. In 1979, the Society could sell only 17600 kg of green leaves and earn about Rs 19400. The Society persevered with assistance from the Co-operative and Industries Department of the Government and Tea Board. Today, the hard work and sincerity of the members of the Society have converted Durgabari Tea Cooperative Society into a model others can emulate.

The production of green leaves in 2000 AD was around 9.13 lakh. The Society has set the standard in respect of welfare of the workers and their families with improved low cost housing, kitchen and sanitation, LPG gas, furniture, electricity, mosquito nets etc. Tea processing factory of two lakh kg capacity was established in November 2003 and subsequently upgraded to five lakh kg in 2008 with the financial assistance of North Eastern Council, Tripura Gramin Bank and Tea Board of India. Up to 2009 - '10 season, the quantity of made tea produced was 4.60 lakh kg from own and purchased leaves. By undertaking extension planting, infilling and interplanting, the bush population, predominantly of Tocklai vegetative clones, has increased to 12 lakh in an area of 60 ha and registered an average yield of 3200 kg of made tea/ha in 2011 - '12. Irrigation facility is extended through underground flume line. Need based machine plucking is also done in the estate.

Small tea Growers

The STG sector of Tripura was started around



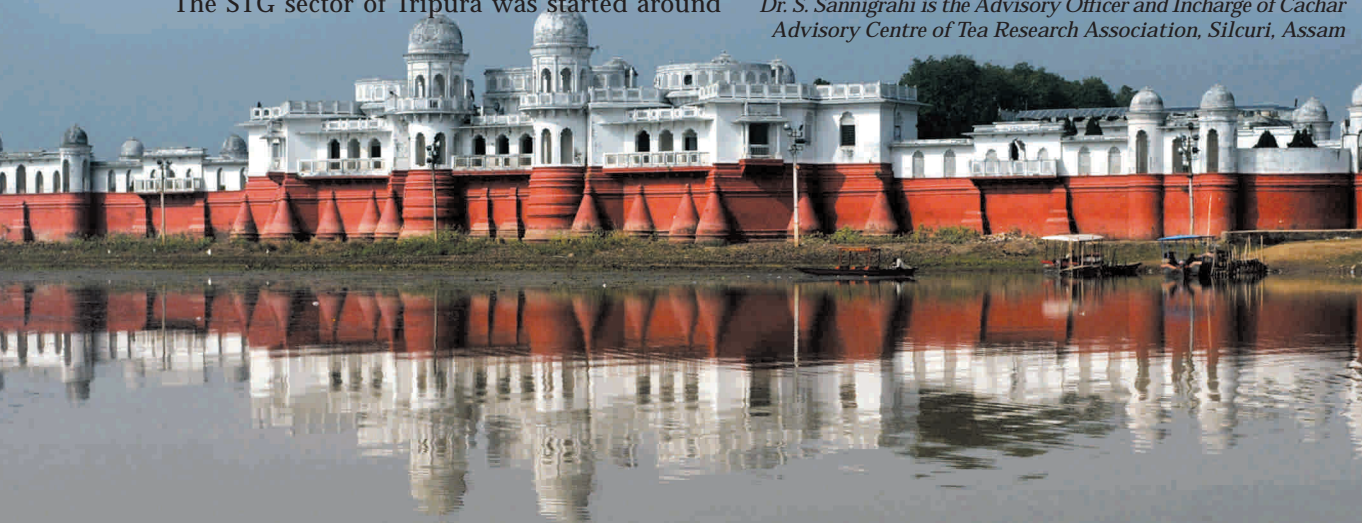
1980s under the patronage of the state government but prospered from 2000 onwards. There were 2146 small tea growers in 2008. The Government of Tripura was keen to bring some more area under tea for the self-help group. Only 0.20 ha to 0.40 ha forest land is being allotted by the government to the beneficiaries living adjoining the forest under "Right to Forest Act". The entire cost of planting of tea is borne by the government using MNREGA fund.

Green leaves harvested by small tea growers is believed to be around 38 lakh kg, being equal to 8.5 lakh kg of made tea. Productivity of small growers tea ranges from 800 kg to 1800 kg of made tea/ha. The green leaves produced by the STGs are processed in government owned factories and private factories.

Future directions

- Proper training of tea growers with respect to scientific practices of tea culture is needed. The proposed training centre at Brahmakunda TE is a welcome initiative from the government and Tea Research Association.
- While other tea growing regions are suffering due to lack of land for expansion, Tripura offers a huge tract of land left unplanted due to shortage of workers.
- Deployment of the tea garden labourers in MNREGA should be stopped. Tea garden workers enjoying all other statutory benefits in tea garden should be prevented from working in rubber plantations.

Dr. S. Sannigrahi is the Advisory Officer and Incharge of Cachar Advisory Centre of Tea Research Association, Silcuri, Assam



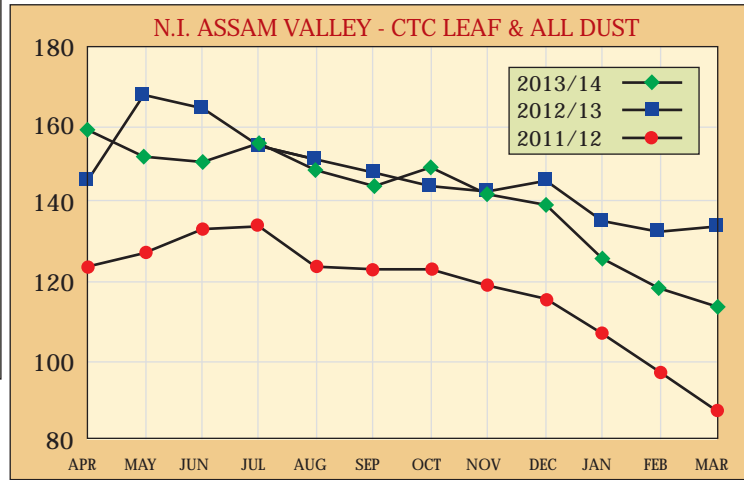
North India - Assam Valley
CTC Leaf & All Dust

Months	2013/14	2012/13	+/-	2011/12
APR	159.36	146.07	13.29	123.80
MAY	152.13	168.12	-15.99	127.69
JUN	150.73	164.31	-13.58	133.55
JUL	155.65	155.11	0.54	134.35
AUG	148.97	151.23	-2.26	123.93
SEP	144.83	147.81	-2.98	123.71
OCT	149.18	144.57	4.61	123.61
NOV	142.87	143.45	-0.58	119.37
DEC	139.51	146.10	-6.59	115.66
JAN	125.92	135.85	-9.93	106.89
FEB	118.83	132.76	-13.93	97.54
MAR	114.00	134.12	-20.12	86.86
April/March	143.29	147.98	-4.69	120.00



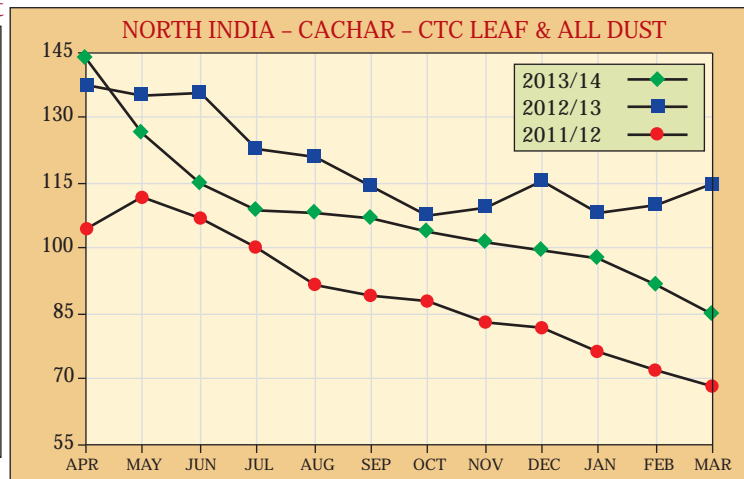
Contemporary Targett TEA TRENDS

Compiled
by
Soumen Bagchi



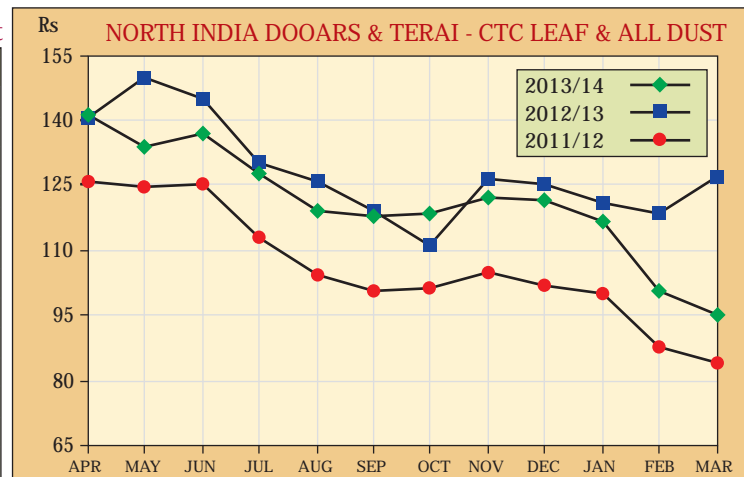
North India - Cachar - CTC Leaf & All Dust

Months	2013/14	2012/13	+/-	2011/12
APR	143.69	137.50	6.19	104.39
MAY	126.13	135.27	-9.14	111.52
JUN	114.77	135.81	-21.04	106.92
JUL	108.80	122.96	-14.16	100.26
AUG	108.19	120.99	-12.80	91.54
SEP	106.84	114.38	-7.54	89.43
OCT	103.96	107.35	-3.39	87.78
NOV	101.58	109.27	-7.69	83.18
DEC	99.46	115.15	-15.69	81.60
JAN	97.45	108.01	-10.56	76.10
FEB	91.53	109.69	-18.16	72.04
MAR	84.74	114.56	-29.82	68.30
April/March	104.20	114.85	-10.65	86.41



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

Months	2013/14	2012/13	+/-	2011/12
APR	140.97	140.89	0.08	125.71
MAY	134.13	150.01	-15.88	124.75
JUN	136.77	144.75	-7.98	125.05
JUL	127.62	130.14	-2.52	113.30
AUG	119.36	125.61	-6.25	104.66
SEP	117.95	119.28	-1.33	100.44
OCT	118.32	111.42	6.90	101.30
NOV	122.52	126.70	-4.18	105.28
DEC	121.59	125.22	-3.63	101.78
JAN	116.65	120.95	-4.30	100.42
FEB	100.72	118.71	-17.99	87.66
MAR	95.05	127.30	-32.25	83.98
April/March	121.14	126.45	-5.31	106.20



(*Subject to minor revision)

Tea scenario in Siliguri

A buyer's glance



Rajiv Jain

Siliguri has been an important auction centre, playing a pivotal role in the domestic tea trade ever since its establishment in Siliguri, in the year 1977. The plantation area increased and as quality consciousness developed amongst the buyers, producers began to take more care of plantations.

Siliguri is surrounded by about 300 major gardens and thousands of smaller plantations. The total production is close

to around 300 mkg, making almost 25% contribution to India's total tea production. Over a period of time, we have seen development of few regional packeters within Siliguri catering to the needs of whole of

West Bengal, Sikkim, Bihar, Orissa and parts of UP.

Siliguri Tea Auction Centre is the backbone of the economy of north Bengal. It has grown steadily during the last three decades. It has been working as a bridge

between producer and packeter/ wholeseller/retailer. During the 2013-'14 fiscal, this centre will cross the 100 mkg mark. Most of the tea transacted here is destined for domestic trade.

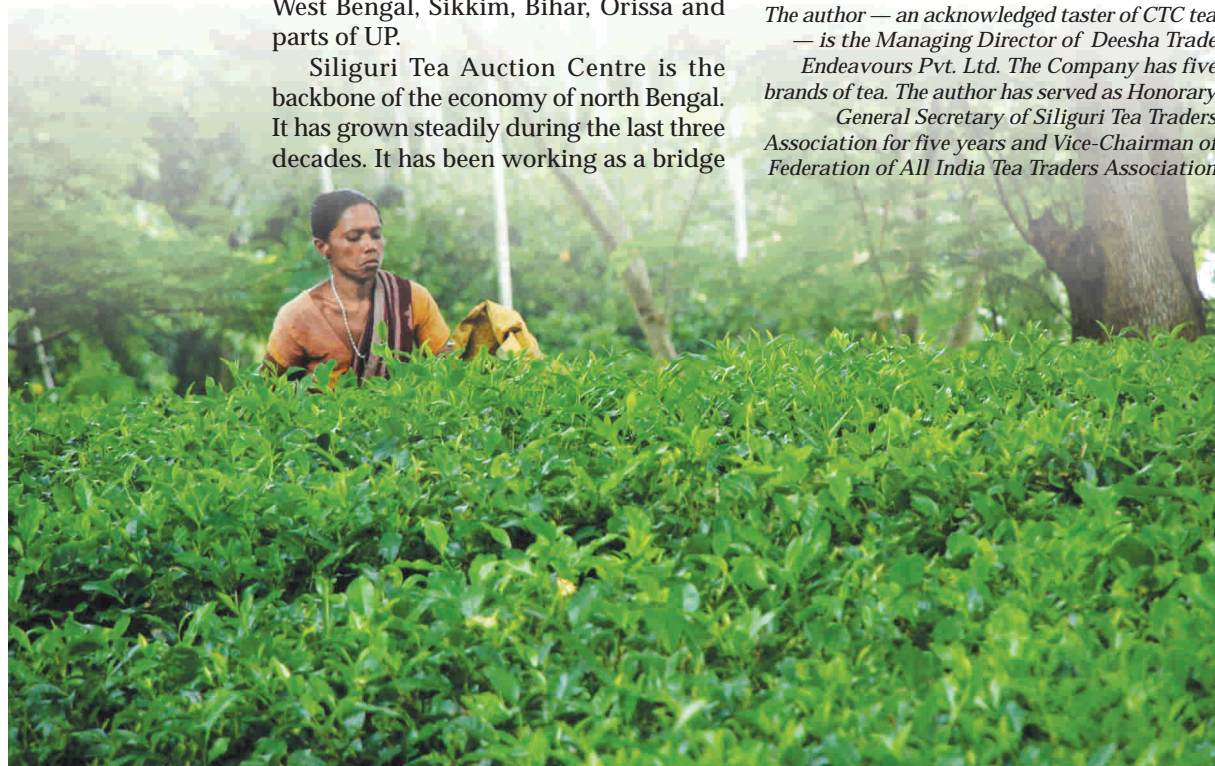
Over the years, the mindset of the trading community changed. People from various parts of India came and settled down here to trade in tea. New benchmarks were created by the new entrants. Many traders changed their orbits by moving into manufacturing. They built bought leaf tea factories and acquired tea estates. The quality of tea produced has continued to improve and has been maintained.

The emergence of Green tea manufacturing has been witnessed. About 10 mkg of Green tea is being contributed from this region. Some producers are now contemplating manufacture of Orthodox too.

Developments in complementary projects, such as, poly pouch makers, chest pack manufacturers, jute bag and woven sack industries have taken place over a period. The emergence of Tea Park is another milestone in the pipeline. Internal Container Depot for international trade too is being contemplated that will become a reality soon.

The tea trade and industry is vibrant in north Bengal and is progressing steadily.

The author — an acknowledged taster of CTC tea — is the Managing Director of Deesha Trade Endeavours Pvt. Ltd. The Company has five brands of tea. The author has served as Honorary General Secretary of Siliguri Tea Traders Association for five years and Vice-Chairman of Federation of All India Tea Traders Association





vikram
vision in action

Vikram the Best is yet to come

- Regular EEPCC Award Winner and Star Performer.
- Wide range of Tea Processing Machinery & Equipments; Axial Flow Fan, Withered Leaf Feeder, Rotorvane, CTC Machine, Continuous Fermenting Machine, Vibratory Fluid Bed Dryer, Fibre extractor & Sorting Machine, Auto Milling cum Grooving Machine, CTC Segments, Mono Rail, Vibro Sorter, Heater etc.
- Supplier to All renowned Tea Companies of India & Abroad mainly i.e., McLeod Russel, Tata Tea, Goodricke, Apeejay, Andrew Yule., K.T.D.A., James Finlay, Unilever, Kanan Devan Hills Plantations, AV Thomas Group, Woodbriar Group etc.
- Most experienced Technical & Commercial team.

Engineering Tea of Tomorrow



WITHERED
LEAF FEEDER



ROTORVANE



CTC MACHINE



CONTINUOUS
FERMENTING MACHINE



VIBRATORY FLUID
BED DRYER



AXIAL FLOW FAN



CTC SEGMENTS



TURNKEY
SOLUTION

VIKRAM INDIA LIMITED

FACTORY ADDRESS

Howrah Amta Road, Bankra Bazar, Near DR Market,
P.O. Bankra, P.S. Domjur Howrah - 711 403
Telephone: +91 33 3983 5555, Fax: +91 33 3983 5519/29
Mobile: 9830137626
E-mail: kolkata@vikram.in / sales@vikram.in

HEAD OFFICE

Tobacco House, 1, Old Court House Corner,
Kolkata - 700001, India

OFFICES IN INDIA

Tinsukia, Siliguri, Coonoor

LIASON OFFICES ABROAD

Dhaka, Colombo, Nairobi

w w w . v i k r a m . i n

The stirring tale of Indian tea



Captured in words and rare archival photographs, **The Saga of Indian Tea** by Prafull Goradia and Kalyan Sircar, records the splendour of Indian tea.

The flavour of the British era, the trials and tribulations, toil and hardship and the nurturing and flourishing of the industry comes alive in this panoramic story of tea.

