

CONTEMPORARY

TEA TIME

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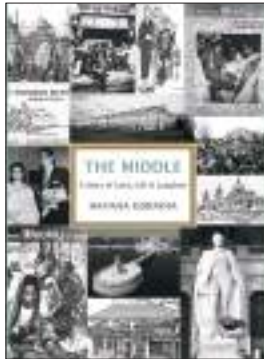
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Publisher's Note

Going into season 25 with a deficit crop and yet with non-responsive non-enthusiastic markets raises the question once again whether curtailing supplies is the solution to higher price realization, in a commodities market.

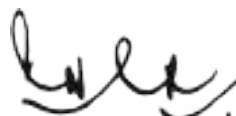
Dooars and Terai have a clear 10 days head start to commencement of harvesting while the dregs of last years production are still doing their auction rounds. Quality clones would come into bearing only in late March, we are told. Meanwhile large parts of Western India had stocked up with the generous availabilities in October and November.

Surplus production and supplies was discussed way back in 1976, at a seminar in Ceylon resulting in the formation of the International Tea Promotion Association with Mr T S Broca heading it, head quartered in Rotterdam in the Netherlands. However the focus was on restricting global supplies via export quotas to manage global supplies as a tool to push up prices. This came a cropper as certain member countries did not comply. Though in 1976 it was argued by a foresighted tea expert ,that curtailing supplies was not the solution to increasing prices but locating and creating new markets was. It was quoted then that the continent of Africa accounted for only 1% of the global tea consumption. The argument put forward was that geographies with low consumption or no consumption be located and a focused effort be made to introduce tea and thus create demand. Throughout history barter has been a mode of tea trade. Earlier, between Ceylon and USSR in the early part of the last century and recently between Sri Lanka and Iran. India too has had a robust barter trade with USSR.

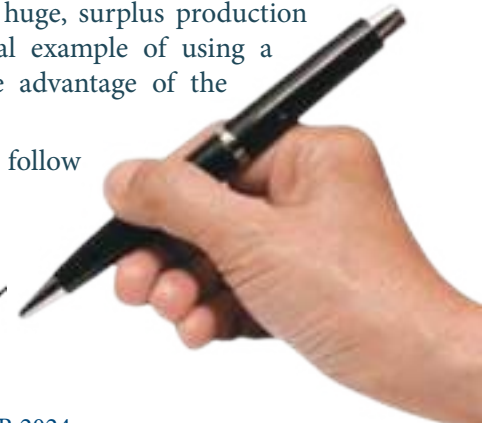
There are several instances of barter trade, for example between China and Ceylon (Sri Lanka) in 1952 Rice for Rubber, later between Russia and Pakistan, chickpeas for tangerines and also between China and Russia, for the imports of Chinese products in exchange for Russian agricultural products. Political will is the way forward in such cases. And there are sufficient reasons for such a political will to exist in India today. One is that tea is a labor-intensive industry (in fact its farming and therefore agriculture), and robust prices will improve the lively hood of the people engaged in this form of agriculture and secondly tea is a proven health drink.

Another lesson we can garner is from the PL480 plan of the 1960's created by the USA with a very innovative strategy to monetize a very huge, surplus production of wheat. This is a historical example of using a commodity in surplus to the advantage of the nation and its farmers.

Vision, quoting a wise man, is the follow through of history.



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Generations Change but Customers remain the same

K K Mehra and Sons

– A Tea Time Report

Krishan Kumar Mehra was born on Nov 30 1933, Amritsar Punjab. He started his tea journey in Amritsar at the age of 13 and worked under a tea trader. After a while he did marketing in Punjab and Jammu and Kashmir and stayed there for a while. He lived in Srinagar at Maharajganj. He traded in green and orthodox teas with people of Afghanistan, Pakistan and Jammu and Kashmir.

He learnt the Pashto & Kashmiri languages. He gained good and deep knowledge about tea.

In 1962 he moved to Delhi and singlehandedly began supplying tea to different tea stalls on his bicycle and so began a fresh journey. Later he brought his family from Amritsar to join him in Delhi. He was an honest, hardworking and knowledgeable tea person. In Delhi he studied the Delhi Markets. He began his trade buying and selling to the local marketeers in Delhi. This was a first attempt at this form of local business. He could add value to the traders purchases due to his keen knowledge of teas. Following this, traders from north India began approaching him. In April 13, 1976, after having established his credibility and knowledge he opened an office. His son, Ravi joined him soon thereafter. He was able to sell teas from producers such as got the hold of Tata Finlay, Hasimara Group, Buxa Dooars Group in Dooars and Jalan Group,

Borjuli, Jindals, Sonabheel and Bazaloni to name a few.

His principles was to guide people in a right direction and allow traders to buy selectively so that they could earn a profit. He would encourage his clients to generate larger sales with lower margins and increase turn over. Being aware of market trends from an early age, he was able to guide the traders as to when was the best best time to buy.

In 2007, 3rd generation, grandson Shanky Mehra joined the company and followed the teachings of the principles laid down by his grandfather and his father before him.

He believed that while generations change the customer remains the same.

– *TT spoke with Ravi Mehra, a long time tea trader and broker from Delhi.*



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Indians must drink more tea

Domestic consumption of Tea An overview

- A Tea Time Report

While India consumes about 85% of what it produces, the per capita consumption remains low at 780 g.

Türkiye and Pakistan , both countries are two of the larger consumers of tea where the per capita consumptions are 3200 g and 810 g per person in grams per year of orthodox and CTC teas respectively. Other countries with higher consumption than India are Morocco 1860g mostly green, UK 1580g, China 1310g.

In India, there is very little impact of price change on tea purchases. It is relatively price inelastic. It is looked upon as a commodity rather than an aspirational drink. (such as coffee).

Share of Throat: Tea is the most popular beverage in India at 92% followed by Milk 69%, Coffee 44% and Juices 24% reveals the 2017 study made by the Tea Board. Today Coffee is gaining , is a general perception.

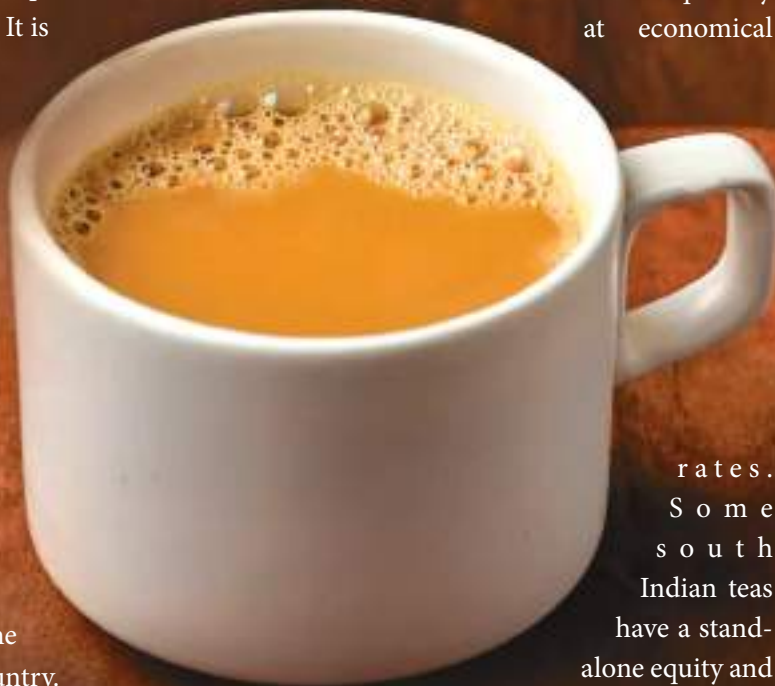
In India, tea is drunk in diverse ways throughout the length and breadth of the country.

In the West tea leaves boiled with milk and sugar, to which cardamon, a popular flavor is added ,while in the North, particularly the rural consumers use jaggery to sweeten their tea, brewed with milk and ginger as a popular choice.

Hot tea shops brew teas by dipping small muslin sack repeatedly into a cauldron of boiling water milk and sugar. They keep adding spoonful of dry leaf-mostly dust grades into this muslin sack to ensure that strength is maintained.

The north prefers reddish cups while in the west, they prefer a yellow cup. Assam teas are more popular in the western parts of India while teas of Dooars and Terai origin are preferred in the Northern states. Produce from the south are mostly blended with other North

Indian varieties to add to the volume in terms of quantity at economical



rates .
Some
south
Indian teas
have a stand-
alone equity and
fetch high prices.

Rural West Bengal loves a flavors and strength combination, made by mixing CTC with Darjeeling powdery teas , and make a pleasant drink with sugar and milk. Kerela drinks their own variety-a thick dark concoction brewed



Estimate Teas in the Pipe Line on 01/01/2025		
	M.Kg	M.Kg
Estimated Indian Crop		
January to December, 2024 (Actual)	1285	
		1285
Estimated Indian Exports		
January to October, 2024 (Actual)	209	
November & December, 2023 (Estimate)	47	-256
Estimated Import		
January to November, 2024 (Actual)	40	
December, 2023 (Estimate)	3	43
Estimated Consumption		
Year 2022 (Estimate - as per Tea Board)	1188	
Estimated growth 1% / pa for 2023	12	
Estimated growth 1% / pa for 2024	12	-1212
Estimated Tea available as on 01/01/2025		-140
#Stock in distribution and retail excluded. Only Primary market considered.		
# Import Jan to Nov as per DGCIS		

from powdery teas from the hills of the Nilgiris, with its own unique characteristics and taste.

Opines a brew-master, “All teas are good as long as they have been seeped or brewed in an appropriate manner commensurate for that particular leaf or granule. All teas drinkers have unique tastes and preferences. A true tea lover seeps his own cuppa.”

Do we have a tea culture in Bharat? And what do we can we do to increase the Indians’ consumption of tea?



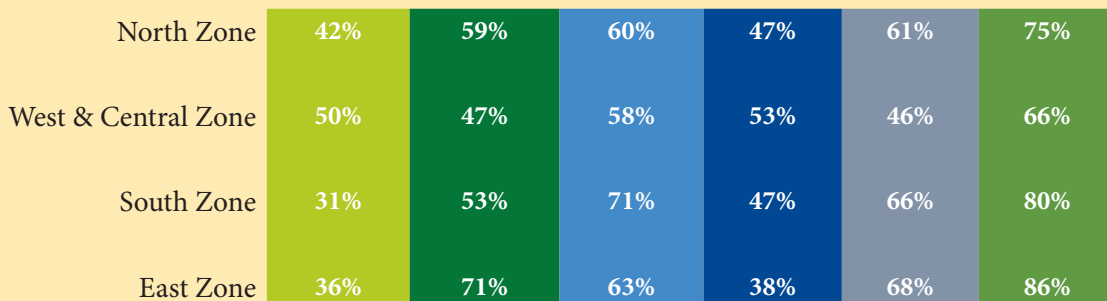
Figures 2017 Source Tea Board

Domestic Consumption of Tea

Preferred attributes

While aroma, flavor, freshness, high on colour, strength and taste were attributes used to access preferences, its interesting to note that a subjective word taste was the most preferred attribute.

In the North 75%, in West and Central 66%, South Zone 80% and East Zone 86% preferred the attribute – TASTE. This was true for the urban (73%) as well as for rural (75%)



(Data Source: Tea Board)

- Aroma
- Flavor
- Freshness
- High On Colour
- Strength/Liquor-Strong
- Taste

Zone Wise Consumption of Tea in India

Zones

1. The North Zone consumes 32%, while the West consumes 31% of the overall Indian tea consumption.
2. South Zone consumes 18%, 1% less than the East at 17%

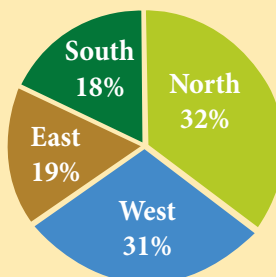
States

3. Tamil Nadu's share of the South Zone consumption is 28% .
4. In the North Zone, 43% of the share consumed is from UP followed by 22% in Rajasthan
5. In the West, Maharashtra's share of consumption is 37% followed by Gujarat at 29%.
6. In the East, West Bengal is at 34% and is followed by Bihar at 30% as the leading consumers of Tea.

States	% of All India Consumption	% of South Zone Consumption
Andhra Pradesh	3%	18%
Karnataka	4%	22%
Kerala	3%	18%
Telangana	2%	14%
Tamil Nadu	5%	28%

States	% of All India Consumption	% of North Zone Consumption
Jammu and Kashmir	2%	5%
Himachal Pradesh	1%	2%
Delhi	2%	5%
Punjab	3%	9%
Uttarakhand	1%	3%
Uttar Pradesh	14%	43%
Haryana	3%	10%
Rajasthan	7%	22%

Overall Zone Wise Consumption



States	% of All India Consumption	% of East Zone Consumption
Bihar	6%	30%
Odisha	2%	8%
Jharkhand	2%	9%
West Bengal	7%	34%
Assam	3%	14%

States	% of All India Consumption	% of West Zone Consumption
Gujarat	9%	29%
Chhattisgarh	3%	8%
Madhya Pradesh	8%	26%
Goa	0%	1%
Maharashtra	11%	37%

(Data Source: Tea Board)



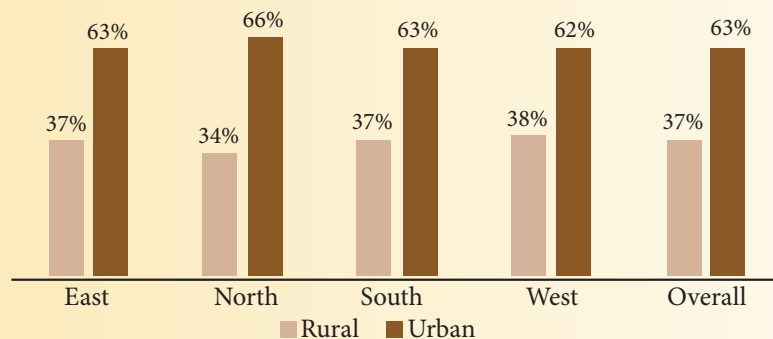
Out of home vs at Home Consumption

The states which consume the least in percentage terms, out of home, are Punjab 4%, Andhra Pradesh and Telengana 10%. The highest consumers out of home are in Tamil Nadu at 38%, Gujarat 30%, Sikkim and Tripura at 29% each.

State	Rural		Urban		State	Rural		Urban	
	At Home	Outside Home	At Home	Outside Home		At Home	Outside Home	At Home	Outside Home
Andhra Pradesh	90%	10%	85%	15%	Madhya Pradesh	81%	19%	78%	22%
Assam	80%	20%	79%	21%	Maharashtra	76%	24%	75%	25%
Bihar	83%	17%	84%	16%	Meghalaya	86%	14%	77%	23%
Chhattisgarh	87%	13%	82%	18%	Odisha	77%	23%	79%	21%
Delhi	78%	22%	77%	23%	Punjab	96%	4%	91%	9%
Goa	81%	19%	79%	21%	Rajasthan	83%	17%	81%	19%
Gujarat	70%	30%	72%	28%	Sikkim	71%	29%	76%	24%
Haryana	87%	13%	87%	13%	Tamil Nadu	62%	38%	66%	34%
Himachal Pradesh	75%	25%	71%	29%	Telangana	90%	10%	90%	10%
Jammu and Kashmir	82%	18%	87%	13%	Tripura	71%	29%	70%	30%

State	Rural		Urban		State	Rural		Urban	
	At Home	Outside Home	At Home	Outside Home		At Home	Outside Home	At Home	Outside Home
Jharkhand	87%	13%	86%	14%	Uttar Pradesh	93%	7%	87%	13%
Karnataka	72%	28%	68%	32%	Uttarakhand	88%	12%	84%	16%
Kerala	81%	19%	78%	22%	West Bengal	78%	22%	80%	20%

Among out of home tea consumers, close to 48% households (overall, including rural and urban region) have highlighted workplace as their primary place for tea drinking. The trend is more prominent in the Western states which are more industrialized and has a larger number of people going out to work in non-agriculture sectors. The figure below highlights the rural - urban split among the out of home tea consumers who prefers workplace as their primary place for out of home consumption.



(Data Source: Tea Board)

Per Capita and Total Consumption

The State wise highest per capita consumption, rural in Haryana is at 1231 g. Urban Haryana consumes 1233 g per head as well. The lowest per capita consumption (rural) is in Odisha at 370g followed by Uttar Pradesh at 639g. Lowest urban consumption is in Odisha at 420g per capita.

State	Rural PCC (grams per year)	Urban PCC (grams per year)	Overall PCC (grams per year)
North Zone			
Jammu and Kashmir	1,044	1,252	1,101
Himachal Pradesh	1,052	919	1,038
Delhi	712	887	882
Punjab	1,063	1,023	1,048
Uttarakhand	936	890	922
Uttar Pradesh	639	717	657
Haryana	1,231	1,233	1,231
Rajasthan	967	885	947
North (Other)	1,146	1,121	1,122
Overall North	800	872	820
West & Central Zone			
Gujarat	1,169	1,675	1,385
Chhattisgarh	911	889	906
Madhya Pradesh	972	1,123	1,014
Goa	1,193	1,171	1,179
Maharashtra	869	1,070	960
West & Central (Other)	980	1,275	1,142
Overall West & Central	969	1,222	1,065
South Zone			
Andhra Pradesh	596	714	635
Karnataka	644	615	633
Kerala	948	1,032	988
Telangana	574	907	685
Tamil Nadu	690	670	680
South (Other)	690	670	676
Overall South	668	744	699



State	Rural PCC (grams per year)	Urban PCC (grams per year)	Overall PCC (grams per year)
East Zone			
Bihar	493	547	500
Odisha	370	420	378
Jharkhand	462	562	486
West Bengal	694	727	705
Assam	793	833	799
East (Other)	562	659	590
Overall East	556	642	573
Overall India	737	895	786

Additives and Accompaniments

ADDITIVES

Milk and Sugar are the most common additives.

Over all 81% prefer to add milk with sugar while only 12% drink tea without milk and sugar.

In the East 26% of the drinkers prefer non milk tea without sugar with only 69% preferring it with milk and sugar.

Milk tea with Ginger is most preferred in North India 87% followed by 90% in the West. Milk tea with cardamom is most popular in the East at 8%. Only a small percentage, between 1-3%

add herbs such as Tulsi.

Black tea Liquor is most popular at 34% in the East as well as lemon tea 11%.

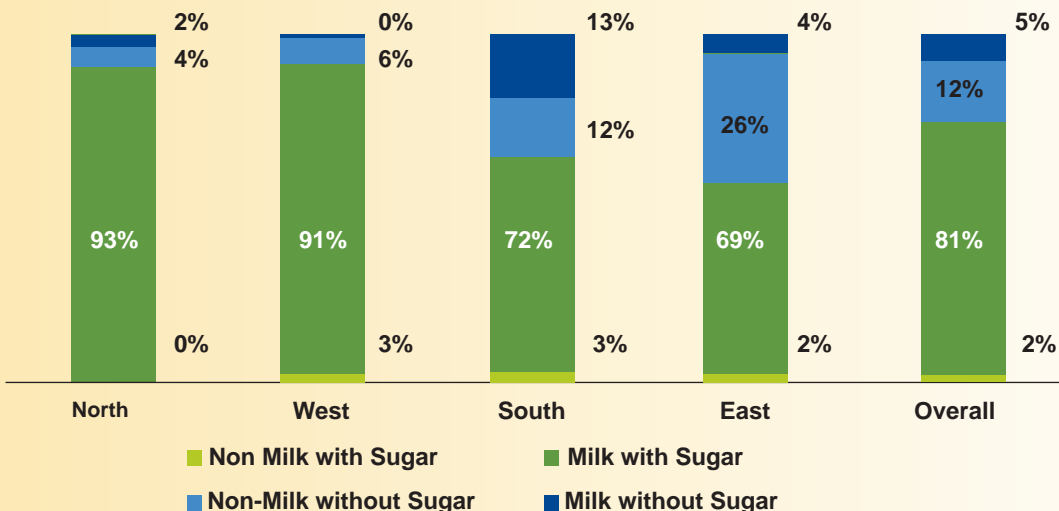
Green Tea is popular over all by 7%.

Accompaniments

In the North-nothing at 63% followed by the overall preference of 48% is the preferred accompaniment.

Biscuits at 42% in the east, is followed by the national preference at 26%.

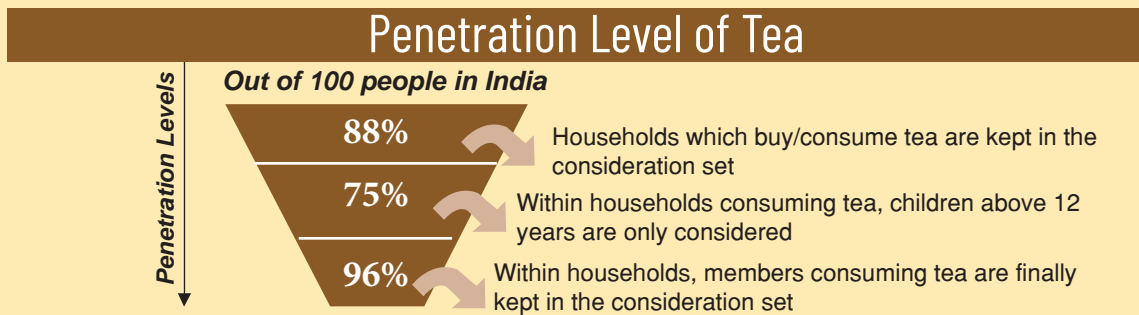
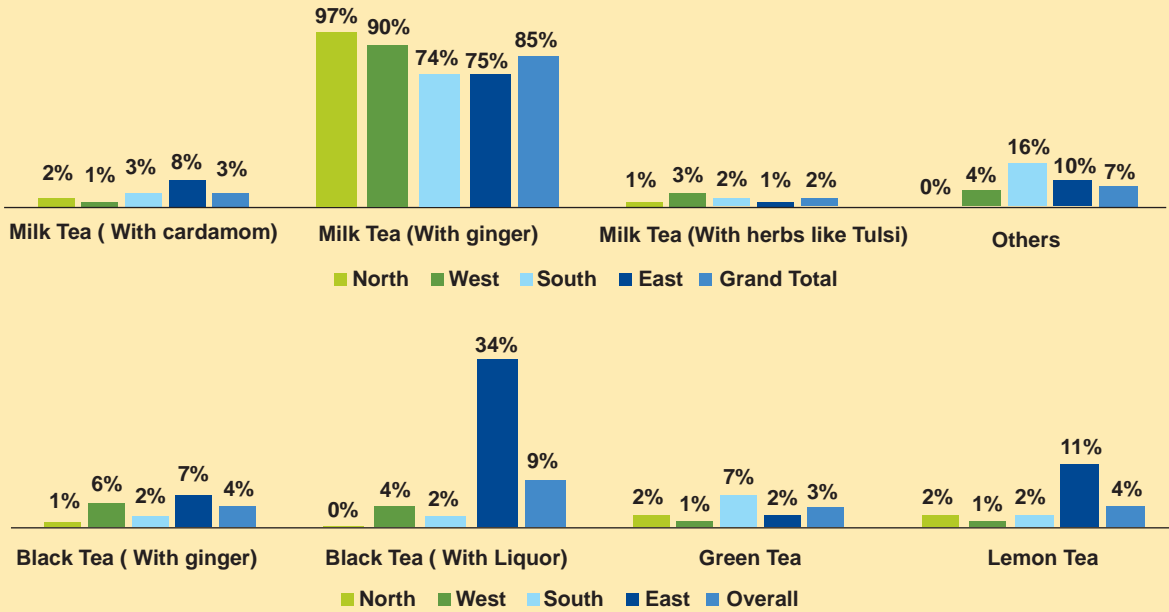
Other preferences considered were Bread Toast, salted/cooked/fried snacks, preferences for which ranged below 10 % at the national level.



(Data Source: Tea Board)

TEA TIME

ACCOMPANIMENTS



Tea a nutritional power house says National Geographic



“Tea is one of the world’s most popular drinks, second only to water, and for good reason. This nutritional power-house is celebrated for its calming effects, bold flavors, and impressive health benefits.

decade compared to non-drinkers. So, what makes a simple cup of tea so powerful? Here’s what happens to your body when you drink it.

Drinking tea can be an effective pick-me-up, thanks to its combination of caffeine and L-theanine, which improves alertness without the jitters associated with coffee, says Jennie Norton, a registered dietitian at RET Physical Therapy. Unlike a cup of joe, caffeine from tea is absorbed more slowly, providing steady energy for a more extended period of time.

“Tea is calorie-free and very rich in antioxidants,” says Whitney Linsenmeyer, a registered dietitian and spokesperson for the Academy of Nutrition and Dietetics.

L-theanine, a non-protein amino acid found almost exclusively in tea, promotes relaxation and enhances cognitive performance. Numerous studies show that L-theanine, enhances concentration, improves memory retention, helps with stress, and may protect against chronic diseases.”

National Geographic

Packet VS Loose Tea

The highest and lowest penetration of packets vs loose teas in rural and urban markets, zone wise is as follows:

Rural Markets highest North 89%, least East 47% and in Urban Markets North 92% and East 54%

- A Tea Time Report

Rapid urbanization, increased literacy and rising per capita income, have all caused rapid growth and change in demand patterns of consumers. India has moved from loose to packet tea market. Majority of the people sampled across the country buy packet tea for consumption.

Packet tea market is extremely saturated with more than 300 brands in the country, dominated mainly by large national packeteer who have deep presence in both urban and rural markets, across packs and variants. The improved distribution network and rural penetration has significantly helped most of the tea companies to reach the consumers even in the remotest of the villages. However, among all the zones east (49%) still has a high base of loose tea consumers for urban as well as rural areas. This is mainly because Assam (53%) and Darjeeling (27%) are two of the highest producers of tea in India. Also, Darjeeling and Assam tea are known for their flavors thus people staying here or in proximity prefer having loose tea or they purchase it to blend it with the packet tea to give a unique taste and flavor.

Apart from east, when people from other zones were asked what makes them still purchase

Zone	Rural		Urban	
	Loose	Packet	Loose	Packet
North	11%	89%	8%	92%
West	18%	82%	17%	83%
Central	28%	72%	15%	85%
South	17%	83%	13%	87%
East	53%	47%	46%	54%
India	25%	75%	20%	80%

loose tea there were interesting insights. Consumers from states like Punjab, Haryana, Rajasthan and Uttar Pradesh prefer loose tea as loose tea is easily available and is cheaper than packet tea. Interestingly 47% rural consumers reported they mainly prefer loose tea as it gives a nice color to the tea and urban class mainly takes loose tea for its flavor.

In West and Central zone consumers believe loose tea gives better flavor and down the line in south along with easy availability and cheaper rate loose tea can be easily blended with other teas and it also gives good taste, color and aroma. But still people using loose tea are only handful, more and more numbers of people are using packet tea these days and the numbers are only going to rise in the future.

A Tranquil Get-away

Sourennee Tea Resort : Mirik

– A Tea Time Report

Near the picturesque lake-town of Mirik, nestles a small estate, where the current owners have set up an interesting and popular boutique resort. Amidst pine trees near a breezy spur this resort, overlooks Kurseong to East and the snow capped mountains to the North. Barely an hour and a half from Bagdogra airport it offers a very relaxed get-away. The Sourennee Tea Estate is located in the Mirik Valley of Darjeeling in West Bengal, India.

The name Sourennee is a combination of two words: “Sour” – a kind of tree that grows in this region having medicinal value and “Rani” which indicates ‘Queen of the Valley’. In

existence from 1908, this estate is spread across an overall area of 137 hectares at altitudes ranging between 2,500 ft to 5,000 ft.

Within the boundaries of this sprawling estate, the Sourennee Tea & Boutique Resort is an oasis of peace and tranquility, yet humming with travelers who prefer to mix their leisure with experience of ethereal scenic beauty, the abundant flora and fauna of the Himalayan forests. It is but an enchanting experience living in any of the 12 bedrooms located in the main majestic bungalow and in an equally complimenting annex, with breathtaking views of the surrounding tea bushes and the Himalayan mountain ranges in the backdrop.



Soureee has 4 categories for room those are :

Deluxe : 8 rooms (double occupancy)

Junior Suite : 1 room (double occupancy)

Senior Suite : 1 room (quad occupancy)

Presidential Suite : 1 room (quad occupancy)
2 bedrooms with 2 washrooms and 1 living area



Soureee Leaves Private Limited

Sunny Tower First Floor

Sevoke Road Siliguri 734001

Contact : 9735887777

Our Website: www.soureeetourism.com

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Dynamic Business Development A Relia and Company

–ASHOK RELIA (A RELIA and Co.) Ahmedbad,
Tea Commission Agent (Tea Broker)

Ashok narrates his story from being a wholesaler of tea to a much sought after tea-blend creator. It was providence he recounts. “Even it was not my plan to join his business. As my academic carrier was very bright, I wanted to become a Chartered Accountant.”

My father was a Tea wholesaler established in Surat (Gujarat) and was selling tea to various semi wholesalers and retailers of south and central Gujrat. He started the firm around 1950. The oldest and most senior persons from Tea fraternity may recall name of his firm Messrs. P C. GANDHI-Surat. Being a reputed firm at the time, his market was eastern, central, and south Gujarat, which included towns like Godhra-Dahod-Vadodara-Bharuch-Ankleshwar-Surat-Navsari-Valsad-Vapi and even many smaller villages. That was the time when wholesalers were working as a buffer between tea producers and semi-wholesalers as well as retailers of tea at destinations.

I did not join my father’s business and even, it was not my plan to join his business. As my academic career was very bright, I wanted to become a Chartered Accountant. After graduation from M S University of Baroda (Vadodara), I joined a CA firm in Mumbai for my article-ship. As I did not have any accommodation in Mumbai, I stayed with family of one of the renowned Mumbai-based tea commission Agent of South India, with whom my father had very good business family relations. The family was very cultured and head of the family was a real gentleman, from whom I have learnt a lot.

After completing one year of article ship, when I was just about to appear for Inter C A exams, the gentleman told me that he could obtain an agency of Andrew Yule and Co to sell their teas in Gujarat. He offered me a partnership in Ahmedabad (Gujarat). Being a Gujarati it would be easier for me to enter in to market, he said. I raised a doubt that I did not know even the abc of tea. Though my father was a big tea trader, but I never attended my father’s shop/office/godown, throughout my life as I was involved in my academic activities. Yes, I had always seen him talking over trunk-call or STD to Kolkata, Guwahati, Coonoor, Cochin, Mumbai, during mid night. Call charges were half during night in those days. Even without knowing the meaning, I was familiar with words like BP, BOP, BPS, DUST, OF, PF etc. The terminology like Auction, Bilty-cut, RR, were going bumper over my head. Secondly, Ahmedabad was a new city for me as I was born and brought up in Surat, studied in Vadodara and Mumbai, and not a single friend or relative resided in Ahmedabad. I refused initially but was convinced and





Ashok Relia

decided to leave C A and to join the Tea business. I shifted to Ahmedabad at the age of 22. Initially I took some basic training like knowing grades, preparing delivery challans, despatching goods to buyers, reading invoices, raising invoices etc. Selling was done by my partner or his brother for few months and then I started selling also, but without knowing quality or other characters of Tea in depth.

Over a short period, due to the grace of God, I could gain trust and respect of traders of Ahmedabad and other places of Gujrat like Rajkot, Surendra Nagar, Mehsana, Bhavnagar, Anand, Surat etc.

Apart from Andrew Yule Tea, we also started selling Tea of North and South Indian estates of Jayshree Tea and Industries Ltd. And lots of other proprietary gardens from Assam, West-Bengal, Nilgiris and Annamalai.

Respected Shri Piyushbhai Desai of Wagh Bakri Tea, appreciated my approach and encouraged me by giving an opportunity to do business with him. I used to spend an hour or more in his office every evening, learning about quality, testing and general topics about the Tea fraternity. I learnt a lot from his experience and his guidance made me a perfect tea man. I am proud to be associated with Wagh Bakri group since 1976.

Later in early 80's, I received whole hearted support from most of the prestigious wholesalers and leading retailers of Gujarat.

During that period Tea was available only in loose form, from exclusive tea counters or from grocery shops (*Kirana shop*). Packet concept was not there except Lipton and Brook Bond. Both were having very nominal sale in Gujarat as many more retail outlets of loose tea were there in every village, town, or city of Gujarat. Almost all the retail counters were selling best quality blend of Assam/Dooars tea.

Coming to the main story, after the dissolution of the partnership firm in 1988. I started as a commission agent under a proprietorship concern A RELIA and Co. in Ahmedabad in 1989.

This time due to my contacts with tea traders and with my experience, I started offering to various buyers but after tasting of each lot. I also started analysing his buying habits after he buys the lot. By adopting this method, I learnt how to judge buyers' liking, requirement, affordability, and psychology in a volatile market. I also understood that quality is the basic parameter of western Indian buyer but there are so many other factors like consumers psychology, competitors' approach, stock position, finance facilities etc by which western Indian buyer take decision of buying.

Since 1989, I have been following same pattern and could create confidence in myself, ultimately obtained the trust of my buyers. My many buyers have assigned me open-buying on their behalf as a broker. They just give me quality wise and cost wise their requirement and I taste, negotiate, and buy in their names as I know their



Jinay Shah

TEA TIME

parameters. I buy on behalf of many wholesalers, blenders and exporters. I am also a consultant to medium and small-scale retailers and blenders. After tasting I buy lots on their behalf, arrange despatch directly to them and set their blends and mail them blend-sheet on a regular basis. I also check and taste their blends once their blended lot is ready. As I buy on behalf of such buyers, I keep record of their stock also, for ready reference and further planning.

I analyse and share my experience as below:

1) When I joined tea business in 1976- wholesalers were playing key role in the industry as I mentioned that they were working as buffers to local market. They used to keep huge stock round the year and continue the supply flow even in non-production period i.e. between December to March every year.

2) After 1980- Tea producers were dominating as the demand for quality tea increased and retail price of tea which was Rs.15/- to 20/-, jumped to 25/- to 50/-.

As the quality period continued and export was also at a higher level, and demand for quality continues, cost of production also increased due to modernisation of units with introduction of the computer era and factors like wage-hike etc.

Quality producers had a good time during period and it remained up to 1990.

3) After 1990- Concept of packet tea was gradually accepted largely by consumers and the whole scenario of tea trade was changed. In addition with implementation of farming technology, tea crop started increasing, which resulted in over-supply of tea and stagnancy or decline in export trade due to fall of USSR also disturbed demand and supply ratio. So only producers producing quality tea or packeters/retailers

selling quality tea could prosper.

4) Later after 2001 bought leaf factories started supplying more and more tea in the market. Most of the packeters had to introduce packets of different categories as per quality and price. Almost all the packeters launched three different categories- price wise and quality wise.

(A) Premium – Best quality with consistency round the year

(B) Medium – Value for money giving satisfaction to consumer

(C) Common – Affordability

In these 47 years, I have worked and am still working as a commission agent directly or indirectly with almost all leading producers either corporate and/or proprietor ownership. Like buyers they also respect me and trust me.

My policy, honesty, hard work, ethics, transparency, and thought has given me this position. Modernisation is required for progress of any business and I have adopted it. I am using it for keeping records of tasting, transactions, buyers' data, despatch status, payment status etc. and hence I can keep all my buyers and sellers satisfied.

As my son is in different line, I have adopted my friend's son Jinay Shah as a successor of my commission business. He is also has a background in Tea. His grandfather was one of the largest wholesalers of 60's and 70's. His father also continued till the late 90's. Jinay is with me since the past 15 years and he is trained in all the policies I learnt and he is following the same legendary tradition.

– Commencing Business as a whole seller, the aspiring Chartered Account, Ashok chose a career in tea instead. Adding value for his clients he has carved out quite a niche for himself.

A popular Brand



– A Tea Time Report

Sip the Legacy: Discover the Authentic Flavors and Freshness of Uphaar Tea

In the world of tea, Uphaar Tea stands out as a beacon of tradition, quality, and authenticity. Established under Dugar Consumer Products Pvt. Ltd., Uphaar draws from India's rich tea heritage, rooted especially in the renowned regions of Assam and Darjeeling. With decades of experience and a keen focus on quality, Uphaar has grown into a respected name in Indian households, offering a diverse range of tea varieties that appeal to both classic and modern tea drinkers.

The Origins and Legacy of Uphaar Tea

Uphaar Tea's journey began in 1985, a time when tea production in Assam was flourishing, yet only a few brands had managed to capture the essence of the land's rich tea gardens. Uphaar's founders aimed to bridge this gap by bringing high-quality Assam tea to the masses, focusing on purity and freshness. Since its inception, Uphaar has upheld a commitment to preserving traditional methods while embracing modern packaging and marketing techniques.

The brand prides itself on maintaining a strong relationship with local tea growers and consistently sourcing leaves from some of the best gardens in Assam and Darjeeling. This careful sourcing ensures that every Uphaar product

reflects the distinct flavors of these regions, from the bold and malty notes of Assam teas to the floral and nuanced profiles of Darjeeling blends.

Quality That Speaks for Itself

Quality is at the heart of Uphaar's philosophy. Uphaar Tea undergoes stringent quality control processes to preserve the leaves' freshness, color, and aroma. By focusing on freshness, Uphaar ensures that each cup offers a vibrant experience, maintaining the authentic taste and rich aroma that has won over countless tea enthusiasts.

Their dedication to quality extends to packaging, which is as much about practicality as it is about presentation. Uphaar offers a range of packaging options, from traditional pouches that evoke nostalgia to sleek, airtight jars designed to keep the tea fresh. This variety ensures that every tea drinker finds something that suits their lifestyle, whether it's a larger quantity for home use or a convenient pack for on-the-go enjoyment.

A Variety of Flavors for Every Palate

One of Uphaar's strengths is its diverse portfolio, catering to the varied tastes of tea drinkers across the country. Uphaar Tea offers a rich selection of Assam teas, known for their bold, malty flavor that pairs well with milk and sugar. For those who prefer a lighter, more aromatic experience, Uphaar's Darjeeling teas deliver delicate floral notes that are best enjoyed without additives. The brand also offers several blends, perfect for tea lovers looking to explore unique flavor combinations.

Beyond classic black teas, Uphaar has expanded its range to include green tea, reflecting the rising popularity of health-focused teas. With antioxidant properties and a lighter flavor profile, Uphaar's green tea provides a refreshing option for health-conscious consumers.



TEA TIME

Uphaar Tea's Commitment to Sustainability

As a company deeply rooted in Assam's tea culture, Uphaar is mindful of its responsibility toward the environment and local communities. Uphaar works closely with growers who follow sustainable farming practices, ensuring that their operations respect the land and benefit local communities. This commitment goes beyond environmental considerations; Uphaar actively supports the well-being of tea garden workers, contributing to fair wages and safe working conditions.

By championing sustainable and ethical sourcing practices, Uphaar Tea not only maintains its high-quality standards but also helps preserve the tea-growing regions of India for future generations.

Uphaar Tea's Place in Modern Indian Homes

In a modern era where people seek both quality and convenience, Uphaar has effectively adapted to meet the needs of contemporary lifestyles. From convenient, travel-sized pouches to elegant jars that add a touch of sophistication to any kitchen, Uphaar Tea's packaging choices reflect its commitment to blending tradition with modernity.

Despite its modern packaging, Uphaar's core remains rooted in the traditional tea-drinking culture that has long been a part of Indian life. For many, Uphaar Tea represents comfort and familiarity—elements that make it an ideal choice for a morning ritual or an afternoon break.

Uphaar Tea and the Art of Brewing

A significant part of Uphaar's charm lies in the way it celebrates the art of brewing tea. Uphaar encourages tea enthusiasts to experiment with different brewing methods to bring out the best in each blend. Assam tea, for instance, pairs well with a splash of milk, bringing out a smooth, robust flavor. In contrast, Darjeeling tea is best enjoyed on its own, with a quick steeping time that preserves its delicate floral notes. Uphaar's green teas offer a light, refreshing taste that comes alive with a shorter brewing time and slightly lower water temperature.

Uphaar has become more than a beverage brand;

it's an invitation to experience tea as an art form. This emphasis on quality and technique allows tea lovers to enjoy each cup to its fullest potential, creating an experience that's as soothing as it is flavorful.

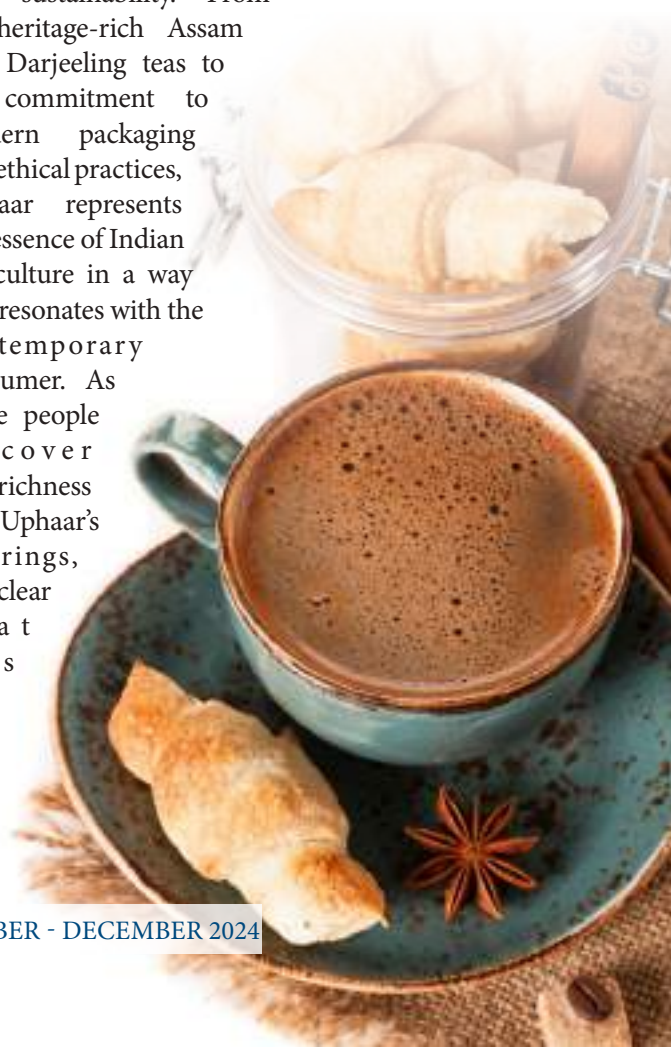
Uphaar's Future Vision

Looking to the future, Uphaar Tea continues to innovate while staying true to its roots. The brand is exploring new flavors and blends to cater to evolving tastes while enhancing its sustainable practices to minimize environmental impact. Uphaar's vision is not only to be a trusted name in Indian households but also to establish a global presence by sharing the unique flavors of Assam and Darjeeling with tea lovers worldwide.

For Uphaar, growth is not merely about expanding its market share; it's about upholding a legacy of quality and authenticity in every cup.

Uphaar Tea—Where Tradition Meets Taste

In a world where countless options compete for attention, Uphaar Tea has earned its place through dedication to quality, authenticity, and sustainability. From its heritage-rich Assam and Darjeeling teas to its commitment to modern packaging and ethical practices, Uphaar represents the essence of Indian tea culture in a way that resonates with the contemporary consumer. As more people discover the richness of Uphaar's offerings, it's clear that this



brand has succeeded in bringing the true taste of India's finest tea regions to tea drinkers everywhere.

By embracing the best of tradition while keeping an eye on the future, Uphaar Tea invites everyone to take a moment, brew a cup, and experience the world of flavor and freshness that makes each sip special.

Uphaar's Future Vision

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HAPPENINGS



Wagh Bakri Tea Group plans to invest over Rs 100 crore in a new plant in Gujarat

A Tea Time Report, News source ET

The facility will increase instant tea production and storage capacity. The plant will be operational by the third quarter of 2025. The company aims to boost its e-commerce and digitization efforts while maintaining.

This development aims to amplify both the storage capacity of raw materials and the production of instant tea, according to CEO Sanjay Singal.

Sanjay Singal, who took over as CEO in August of the previous year, emphasized that the upcoming unit will enhance both instant tea production

and raw material storage.

The new warehouse will

feature an Automatic Stock Retrieval System (ASRS) to streamline operations.

The plant, situated in Dakor, Gujarat, is projected to become operational by the third quarter of 2025.

With the investment, Wagh Bakri aims to quintuple its instant tea production, jumping from the current 3,000-4,000 packets daily to 20,000. Additionally, storage capabilities are set to increase significantly, accommodating up to 18 lakh chests of tea.



AT YOUR SERVICE

This article appeared in the statement of May 26, 1978

Nayana Goradia

I was a new bride then busy setting up my first house in Fort Cochin. I was therefore, considerably flattered to receive in the mail one day a heavy white envelope emblazoned with arms and insignia and hand-addressed to me. Inside was a charmingly personal letter from the Managing Director of a new department store in a nearby metropolis.

In tones of old world courtesy, the good gentleman, welcoming me to my new abode, wished me a long and happy married life and proceeded to catalogue for me an array of worldly goods I would need to ensure domestic harmony.

Getting more business-like, he told me that on the subject of furniture they had all the staples like sofas, beds, dining tables, dressing tables, the lot. But if I wished to supplement these standard ready-mades with period furniture, I could do so by glancing through a catalogue from their Ye Olde Curiosity Shop. One month's notice was necessary, he warned, which was not too much time for reproducing a genuine antique. All I had to do was tick off my preference on the enclosed business reply card.

This of course, was only a small sample of their services: the corporation's motto being "The Difficult we supply right away, the Impossible takes us a little longer". The letter ended vowing undying devotion and super-efficient computerised service. What more could I ask?

Alas! our budget could not stretch to more than a couple of the tantalising 'Thousand Creature Comforts' mentioned by my good friend. I, therefore, settled for a green plastic bucket which I did not really need.

A week later I was considerably alarmed to receive a reply thanking me for my order for an automatic washing machine, regretting that at

present stocks were exhausted and assuring delivery at the first possible date. Obviously the computerised service had gone haywire, mixing up my order with someone else's.

I promptly wrote off pointing out the error. But too late! The very next morning we were woken up by a delivery man. He had the grave face of an undertaker and was dressed in a black tunic with gold braid. On the road outside was a large black van resembling a hearse.

"Your order," he said to us in the tragic tones of one addressing someone recently bereaved. Our protests fell on deaf ears. "My orders are orders," said he sanctimoniously. "If you have complaints, you can make them to the corporation."

We did. The correspondence extended over three years. The last reply from the Board of Directors read:

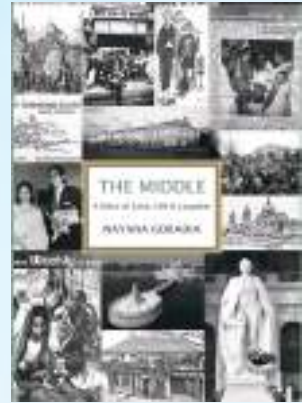
Dear Madam,

We are in receipt of your letter of March 2, 1969. In communicating in future, kindly indicate your reference number, complaint number, file number, nationality, number of children, occupation and hobbies.

We are happy to inform you that your complaint has been put before the Board. Its decision will be intimated to you.

In the meanwhile we enclose our new catalogue on marble bathtubs. In anticipation of your esteemed order, we remain,

Yours faithfully.



Kamal Kishore Tewari, a trailblazer in the tea industry, has built a remarkable legacy through resilience, hard work, and forward-thinking. Starting his journey in Siliguri in 1976 alongside his father, Mr. Tewari began as a clearing and forwarding commission agent. In his initial years, he lived in a humble rented home, diligently transporting tea shipments to Kolkata's leading traders by train.

In 1980, he took a significant leap by establishing the Tewari Warehouse in the Mittal Compound. Despite limited capital, his dreams were big, and he achieved new heights with unwavering dedication. By 1982, he ventured into tea trading in Siliguri, eventually expanding his business to Guwahati in 1997 and Kolkata in 2007.

The year 2000 marked a milestone with the launch of Kamal Tewari & Sons Warehouse, which became the largest tea warehousing business in Siliguri. Under his leadership, the company reached new heights, and today, his sons, Pankaj Kishore Tewari and Pawan Kishore Tewari, continue his legacy with operations in Kolkata and Siliguri.

Beyond his business ventures, Mr. Tewari has made significant contributions to the tea industry. He has held prominent positions, including President of the Tea Traders Association of Siliguri, Vice-Chairman of the Federation of India Tea Traders Association (FETA), and Chairman of the Siliguri Tea Auction Committee. He also served as Vice-

A Legacy of Vision and Determination

The Inspirational Journey of Kamal K. Tewari



TEA TIME



Chairman of the Jalpaiguri Tea Promotion Committee and Chairman of CII (North Bengal) in 2019-2020.

In recent years, Mr. Tewari has expanded his footprint by acquiring prestigious tea estates such as Nangdala, Namaste, Ethelbari, Sarugaon, and Pranam, further solidifying his position as a key player in the tea industry.



Mr. Tewari's story is one of inspiration and perseverance. He believes that success stems from hard work, dedication, and the efficient use of modern technology. His message to the youth is clear: "Starting afresh and building something new is just as rewarding as continuing an ancestral legacy when approached with passion and commitment."

Kamal Kishore Tewari is a shining example of how determination and vision can transform a humble beginning into an extraordinary success story.

Ena Bandyopadhyay

HAPPENINGS

West Bengal cracks down on abandoned tea gardens



A Tea Time Report

"KOLKATA: The West Bengal Government has come up with a standard operating procedure (SOP) stating that if a tea garden is closed for more than three months, its lease will be cancelled.

The government has asked the district magistrates to prepare a list of the closed tea gardens and the period of closure, officials

said. "The SOP was notified as it was found that many owners did not re-open their tea gardens even after the government addressed the workers' issues," an official said.

There are about 25 abandoned tea gardens in north Bengal, particularly in the Terai and Dooars region," said Anuradha Talwar, chief adviser to the Tea Garden Union.



HAPPENINGS

Telangana Tea Merchants Association

- A Tea Time Report

The 6th AGM of The Telangana Tea Merchants Association was held at Thrill City, Necklace Road, Hyderabad on 5th January 2025. Darvesh H Shahid presided over the meeting and in his address highlighted the problems faced by the Tea Industry. He thanked FAITTA (Federation of All India Tea Traders Association) for addressing tea industry concern at national level. He called upon the Members to procure quality tea from tea gardens for their customers and also encouraged Members to engage in educating the general public regarding the adulteration of tea and its hazards. He also highlighted the efforts of the Tea Board of India directed towards increasing tea consumption in domestic markets. Mr Surender Agarwal, Secretary, presented the Association's Report and Bimal Hirawat, Treasurer, presented the Accounts to the AG Members. The AGM was attended by members from across the state who participated fully and added their valuable suggestions and insights to the proceedings. Mr Basheer Ahmed joint secretary concluded the AGM with the Vote of Thanks.



photo - (from right) Darvesh Shahid, President, Surender Agarwal, Secretary, Basheer Ahmed, Joint Secretary and Bimal Hirawat, Treasurer.



RYDAK SYNDICATE

December 6, 2024

Thrilled to announce a milestone moment for our company! In the esteemed presence of our Chairman Mr. S. G. Mehta, Managing Director Mr. R. Singh, CFO, and Company Secretaries, we've signed the MoU for the acquisition of Kalabari Tea Estate near Binnaguri.

Here's to new beginnings, endless possibilities, and a thriving season ahead! Let's celebrate this proud achievement together!

#Kalabari Tea Estate #New Beginnings
#Tea Estate Acquisition #RydakSyndicate
#Proud Moment #Tea Industry Milestone
#Behind Every Sip

Singapore Tea with Rain

In Singapore, a coffee shop has created an original experience called “Sweet Little Rain.” This innovative concept involves serving coffee or tea with a cloud of cotton candy suspended above the cup. As the heat of the coffee rises, the steam slowly melts the sugar, causing the cloud to gently “rain” onto the drink. This sugar rain adds a sweet and visually stunning touch, turning the act of drinking coffee into a sensory show.



Pix WA Binod Mohan

Rossell India Limited Announces Completion of Acquiring the New Tea Estate Viz. Dhoedaam Tea Estate*

Rossell India Limited announced process that further to its letter dated 9th December 2024, the company has had the pleasure to advised that the process of acquiring the new Tea Estate viz. Dhoedaam Tea Estate (TE), located at Dist. Tinsukia, Assam, in terms of the Agreement executed on 9th December, 2024 by the Company with James Warren Tea Limited (Vendor), has now been completed .

Accordingly, the Company has obtained the physical possession of said TE w.e.f. 1st January, 2025 after having paid the agreed consideration.

HAPPENINGS



Jay Shree Tea notches five awards at The Leafies 2024

The company bagged two Gold recognitions and three 'Highly Commended' awards at the ceremony held in London

My Kolkata Web Desk Published 11.11.24, 05:32 PM



Jayashree Mohta
Chairperson, Jay Shree Tea & Industries Ltd.



The Birla Group company, established in 1945, received two Gold recognitions and three Highly Commended awards, Jay Shree Tea & Industries Ltd.

Jay Shree Tea & Industries Ltd., a leading Indian tea producer, won prestigious titles at the UK Tea Academy's (UKTA) Leafies 2024 awards ceremony held in London on November 6, 2024. The company emerged as the most multiple award-winning producer this year, securing a total of five esteemed awards.

The Birla Group company, established in 1945, received two Gold recognitions and three Highly Commended awards, for their quality, craftsmanship, innovation, and sustainability in the tea production industry.

Notably, Jay Shree

Tea secured Gold awards in two prominent categories – the Darjeeling category and the Experimental category. The awards recognised the company's expertise in producing exceptional Darjeeling teas while recognising its innovative approach to tea production.

The Darjeeling Balasun Mystic Second Flush, an exquisite second-flush Darjeeling tea, known for its complex aroma and well-balanced flavours, won Gold in the Darjeeling category. Darjeeling Turzum Panned and Steamed Green Tea bagged the Gold in the Experimental category. It is an innovative product that blends traditional Darjeeling techniques with modern innovation, offering a refreshing, delicately flavoured green tea.



The glorious history of India's passion for tea, in eight images

It took a British propaganda campaign to get Indians to drink chai.

Mridula Chari

Tea might seem to be India's best-loved beverage, but its popularity is actually the result of a careful propaganda effort. Like Christmas and diamonds, tea consumption is among the world's more successful advertising campaigns.

That's obvious from a section of the contemporary and political Indian art collected by noted entrepreneur and hotelier Priya Paul. In 2008, Paul invited archivists at Tasveer Ghar, a digital repository of visual culture, to digitise her collection. They, in turn, asked scholars and historians to place the images in a historical context.

– From Priya Paul Collection

In her collection was a wide range of advertisements that portrayed tea drinking as a highly desirable activity. As it turns

Tea plantations in India were initially meant to produce tea for foreign consumers. When tea consumption in Britain and the US began to stagnate around the turn of the 20th century, the British, ever the opportunists, decided to look to India to expand their markets.



Rural folk sing and dance in an advertisement for Brooke Bond 'Kora Dust', 1920s-1930s.



'Tea Garden', No. 386 in a sample calendar from Empire Calendar Manufacturing Company, Calcutta; ca. 1940s.

The problem

The only problem was that Indians were extremely reluctant consumers of the combination of sugar, boiled leaves, water and milk.

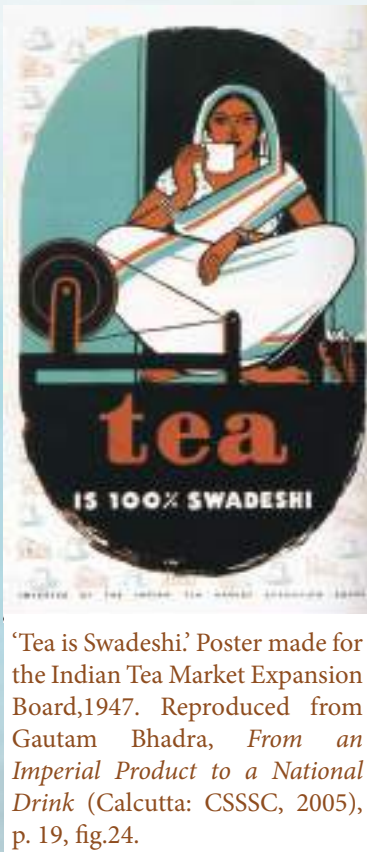
out, India owes its taste for tea and coffee to the diligent care of its former colonial overlords. Tea, particularly the Darjeeling kind, was introduced in plantations in North East India in the 1830s, as the British sought to destabilise the Chinese monopoly over the product, writes Philip Lutgendorf in an essay that accompanies Paul's collection of images of tea.

In 1903, the British government established a propaganda unit, at first called the Tea Cess Committee, that was meant to propagate tea consumption. This board was funded by the proceeds of a tax on the export of tea. The



A woman tennis player having a tea break. Sample from a catalogue of calendar images, circa 1940s.

government neatly renamed this as the Indian Tea Market Expansion Board in 1937.



‘Tea is Swadeshi.’ Poster made for the Indian Tea Market Expansion Board, 1947. Reproduced from Gautam Bhadra, *From an Imperial Product to a National Drink* (Calcutta: CSSSC, 2005), p. 19, fig.24.

Tea was so foreign to Indians – and for that matter Europeans – that the Tea Board’s early ads had to include instructions on how to brew the product. The board also distributed small packets of tea, available for one paisa, in villages and to middle-class consumers.

The tea shops that exist at railways stations and docks today are a product of the Tea Board’s campaign, according to Vernon Wickizer in a book on the political economy of tea, coffee and colas.

Indians roundly resisted. Mahatma Gandhi was particularly scathing in *Key to Health* in 1942.

“The use of tea is said to have originated in China,” he wrote. “It has a special use in that country. As a rule one cannot rely on the purity of drinking water in China and therefore it must be boiled before use to ensure safety.

“In my opinion, the usefulness of tea, if any, consists in the fact that it supplies a warm sweet drink which contains some milk. The same purpose may well be served by taking boiled hot water mixed with a little milk and sugar.”

Some support

Typically, the most enthusiastic supporters of tea were also from

groups that tended to be more Anglicised: Parsis and Bengali babus.

“An advertisement for the Thomas Lipton Company, published in the *Coronation Durbar Souvenir* edition of the *Express* in 1911 [...], conjures a vision of tea as a gift from brown-skinned colonial subjects, being offered to smartly dressed English ladies and a monocled gentleman, against a backdrop of an orderly garden plantation, with its bungalow-style factory building” writes Lutgendorf. “Yet this imperial infusion, steeped in porcelain china pots, accompanied by pitchers of warm milk and spoonfuls of sugar, had already begun to be savored by the *bhadralok* (‘well bred’) residents of Calcutta.”



An advertisement in the *Hindustan Times*, ca. 1940s.

TEA TIME



South Indian actor KR Vijaya sips tea. Sample from a catalogue of calendar images, circa 1950s-60s.



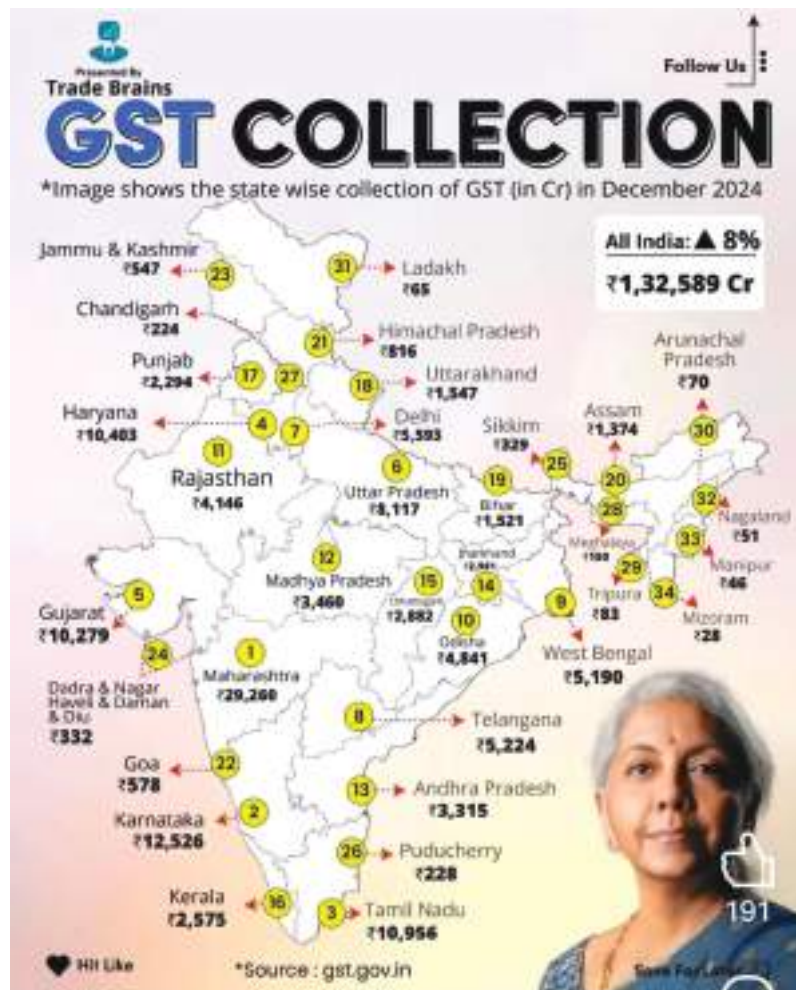
A wall-painted advertisement for Bharat Chai, Jodhpur, Rajasthan, 2004.



An advertisement for Brooke Bond 'A-1 Dust Tea'; 1960-1970.

After Independence, Indian companies began to represent tea as cent per cent Swadeshi product. Here is a selection of images from Paul's collection.

HAPPENINGS



We are a company with strong roots dating from the 1890's in the United Kingdom, started by the Marshall family. Back then the company established an enviable reputation, supplying agricultural machinery and steam engines. The product offerings from the company have undergone a sea change with time and today it offers state of the art equipments for CTC, Orthodox and Green Tea manufacture which save on energy, reduce labour dependency and deliver optimal performance, consistently.

CTC Tea

A few from amongst the wide range of CTC process line equipments offered by us are as follows:



Green Leaf Sifter



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Vibroscreen



Rotor Vane



CTC



CPU



Dryer



Online Weigher



Fiber Extractor



Automatic Milling



Automatic Chasing

Marshall Fowler Engineers range of CTC Tea processing machineries are engineered to meet the ever increasing demand for fuel and energy saving equipment. The machinery offered also reduce labour cost and ensure consistency in quality.

Energy Savings for Withering Fans in Tea Factories

Integrity is telling myself the truth and Honesty is telling the truth to others

— Spencer Johnson

Mindset: Being an Air Treatment Consultant while talking to the Planters of the benefits of integrating my designed *Innovative Heat Less & Dry Air Assisted Withering Systems* for Conventional Troughs and CPW Machines respectively, I could see doubtful frowns on faces of few of them. Reason I could find out was that quite a few *fly by night* operators (so called Tea Consultants included) *took them for a ride* leaving those unsuspecting Planters stuck up with faulty equipment wrongfully dumped on them. Green leaves being a perishable commodity, malfunctioning of such equipment even for few days made those Planters not only lose huge sum of money but also caused them grow negative mindsets towards any newly developed equipment or technology for that matter.

On the other hand, many uninhibited forward thinking Planters who adopt modern equipment/innovative technologies recommended by true-to-themselves sales personnel/consultants, are extremely happy with the excellent benefits of either enhanced tea quality (hence Value Addition) and/or savings of energy (hence reduced running cost) depending on types of new capital equipment/system they procured.

Energy Savings for Withering Fans: This application is often ignored as the kW requirement of axial flow fans are not that high compared to those of other machineries say Rolling Table/Rotorvane, Continuous

Fermenting Machine or Tea Dryer. However two facts i.e. their presence in sheer numbers in a large tea factory and their long running period viz. 16/18 hours /day of those fans also make them a point to reckon with.

In India *possibly* the first ever application of energy savings for axial flow fans happened in 2016. During one of my visits to Sungma T.E., Darjeeling, of Jay Shree Tea Group their Mr. Anil Kumar Jha (then Superintendent) was nice enough to disseminate how critical Quality of Withering is for *maceration processes* which contribute finally to a *Good Cuppa*. In the same breath my heartfelt gratitude will always be there for following highly renowned planters as well, who lent their valuable time to enhance my little knowledge base by sharing the nuances of *Art & Science* of tea making processes, me being good learner always :-

- 1) **Mr. Ashok Kumar Lohia** – ABC of Tea Manufacturing
- 2) **Mr. Shiv K Saria** : *Infusion* – Colour & Appearance, Nose, Liquor, Strength, Briskness & Flavour
- 3) **Mr. P. K. Bezboruah** – Effects of *quality of withered leave* on CTC manufacturing
- 4) **Mr. T. Jayaraman** – Tea industry's need of *withering through CPW machines* for future including its pros & cons.

Benefits of VFD installation: Now coming back to the primary subject i.e. Energy Savings for withering fan, Mr Anil Ku Jha having been

satisfied with the Quality Improvement and hence Value Addition to *made tea*, partly as a result of integration of my system design for *Innovative Heat Less Withering* for 3 (three) nos. Conventional Troughs at Sungma T.E., sought my technical assistance for a cost effective and scientific way to reduce *rather control* the air flow of the withering fans when full airflow from axial flow fan are not required in following instances :-

- a) Varying leaf load on troughs depending on that day's yield by garden
- b) With progression of withering, quantity of air requirement decreases
- c) During favourable weather condition having right *hygrometric differential*

As crude & unscientific methods of either stopping the fan for some time and then restarting or blocking the air intake with a fixed damper are not full proof ones. Further use of damper results to high pressure drops of air. After fully understanding the problem my recommendation to Mr. Jha was for integration of **Danfoss** make Variable Frequency Drive (VFD) with the fan motors of the axial flow fan to derive following benefits :-

- 1) Controlling the air flow as per user's need by varying the fan speed by simply turning the knob of the step - less regulator
- 2) Easy manipulation of air flow with change of weather leading to overall improvement in made tea quality
- 3) Reasonable savings on energy consumption by

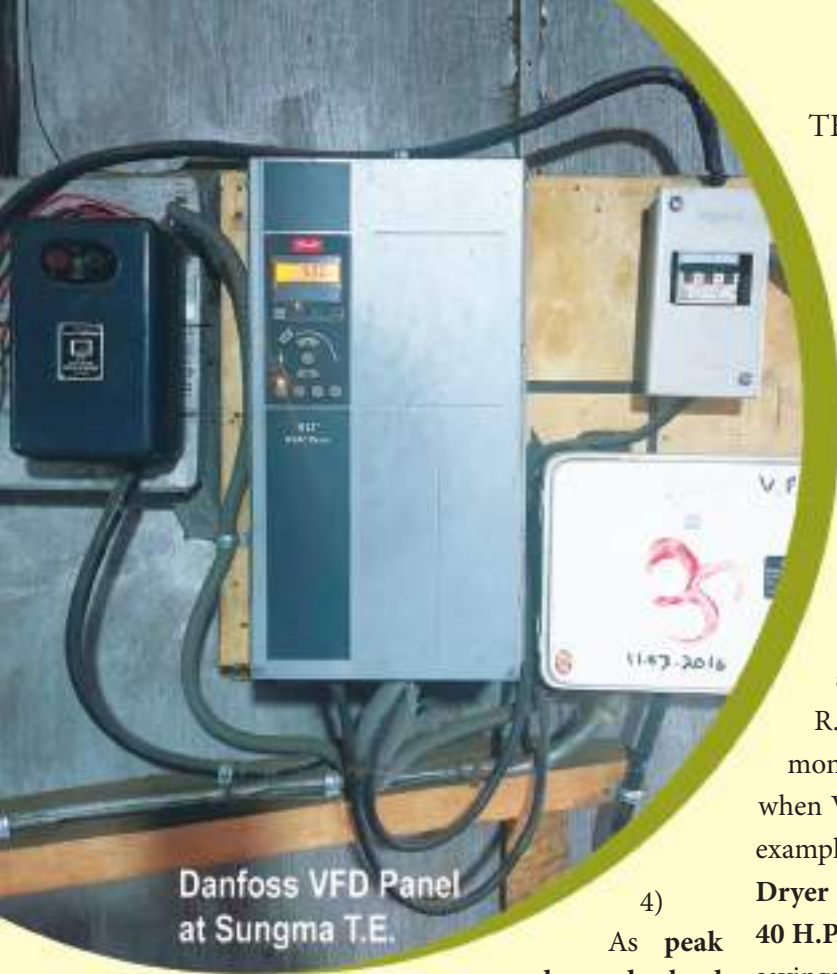
the fan motors

Further accrued benefits off integration of VFD are:-

- 1) **Lower drop** in fan's **static pressure** as opposed to reducing the air flow with fixed damper or by another method
- 2) **Soft starting** of fan motors which means **no in-rush starting current** which can be as high as 6 (*six*) *times* the running current
- 3) **Reduced current** means **lower power bill**



Masterclass by Mr. Anil Kumar Jha



Danfoss VFD Panel at Sungma T.E.

TEA TIME

After-Sales at Darjeeling & Dooars and at Guwahati for Assam.

Later on when I checked with Mr. Anil Ku Jha, he not only expressed his satisfaction with the results delivered by Danfoss but also making plan to instal 5 (five) more VFD's for balance troughs of the 2nd Loft at Sungma Tea Estate.

Return on Investment: While for the withering trough fan motors, energy savings were as high as 49% and the R.O.I. worked out to be a little over 12 months, the R.O.I. figures changes magically when VFD is applied to large kW motors. For example at Kalinagar Tea, Jalpaiguri for **Tea Dryer** application, VFD' integration with the **40 H.P. motor** for Hot Air Fan resulted annual savings of approx. Rs. 3.00 Lacs meaning a R.O.I of o **8 (eight) months**. I gather Danfoss have installed VFD for Tea Dryer application in Nalsar T.E., Darjeeling and Mag T.E., Jalpaiguri Now apart from integration of VFD, another *unique way* to save energy for a **Cold Air Fan** of VFBD type Tea Dryer is to integrate a properly designed **De-humidifier** at its inlet which would *reduce the drying time* because moisture laden cold air from atmosphere after mixing with bone dry air from Dehumidifier shall have lower moisture content.

Acknowledgement: Mr. Anil Kumar Jha, President - Darjeeling T.E.'s., Jay Shree Tea & Industries Ltd.

4)

As **peak demand load**

becomes lower, user can

apply to the power supply agency so that **Fixed Charge** part is reduced resulting to lower bill for electricity

5) Soft starting also results to **low wear & tear** which means **longer life of the motors**

As I had to as a Consultant be careful while my recommending the brand of VFD, I simply named **Danfoss** as I was familiar to their product during my tenure of employment with **Bry-Air**. Also I knew their Regional In-Charge as a person of integrity, which mattered very much. Further I checked to find out that Danfoss have their channel partners having *Danfoss Certified* engineers at Siliguri to take care of Service –



The author **Tapan Das**, B.E. (Mech) from erstwhile B.E. College, Shibpore is a practising Consultant for premium tea estates for: Heat Less & Dry Air assisted Withering and Energy Optimisation.

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TEA TIME

BREWING PERFECTION:

The Science of Tea Making with Heston Blumenthal Tea Maker by Sage.

“Tea is a part of daily life. It is as simple as eating when hungry and drinking when thirsty.” - *Yamamoto Tsunetomo, Hagakure: The Book of the Samurai*

Few beverages are as beloved, versatile, and culturally significant as tea. From morning rituals to afternoon gatherings, the act of brewing and drinking tea has transcended centuries and continents. Yet, for all its simplicity, crafting the perfect cup of tea is as much an art as it is a science. Temperature, steeping time, and water quality all play critical roles in determining flavour and aroma.

In the world of tea aficionados, where precision reigns supreme, one name stands out: Heston Blumenthal. Known for his obsession with culinary science, the Michelin-starred chef collaborated with Sage to create the Tea Maker by Heston Blumenthal, a state-of-the-art device that turns tea brewing into a scientific masterpiece. In this article, we'll explore the science behind tea making, the pivotal role of temperature, and how the Tea Maker by Sage revolutionizes this age-old process.

The Role of Temperature in Tea Brewing

At the heart of perfect tea lies one key factor: temperature. The brewing process extracts tannins, amino acids, essential oils, and polyphenols from the tea leaves, creating the flavors and aromas that define each type of tea. However, this extraction process is highly sensitive to heat, and each type of tea demands a specific temperature range to unlock its unique characteristics.

“Temperature is absolutely critical,” explains Dr. Tim Bond, a member of the Tea Advisory

Panel. “Different compounds are extracted at different temperatures. For example, catechins, the antioxidants responsible for tea’s health benefits, are best extracted at around 80-85°C. However, higher temperatures, like boiling water, can cause these compounds to degrade, resulting in a bitter and astringent taste.”

- **Green Tea:** These delicate leaves require temperatures between 70–80°C (160–175°F). Brewing too hot scorches the leaves, resulting in bitterness, while too cool leaves the tea bland.
- **White Tea:** With its subtle flavor and minimally processed leaves, white tea shines when brewed at 80–85°C (175–185°F).
- **Oolong Tea:** This semi-oxidized tea is more forgiving and thrives in a range of 85–90°C (185–195°F).
- **Black Tea:** Bold and robust, black tea is best brewed at 95–100°C (203–212°F) to fully extract its deep flavors.
- **Herbal Teas:** These caffeine-free blends often need boiling water at 100°C (212°F) to release their vibrant infusions.

Using the wrong temperature can result in over-extraction (leading to bitterness) or under-extraction (producing a weak brew). Precision, therefore, is not optional—it’s essential.

Heston Blumenthal’s Philosophy: Science Meets Simplicity

Heston Blumenthal’s culinary career has been



defined by his meticulous approach to flavor and texture. At his world-famous restaurant, The Fat Duck, he applies scientific principles to achieve culinary perfection. This same ethos underpins the Tea Maker by Sage. Designed for both tea connoisseurs and casual drinkers, this appliance promises to deliver a flawless cup of tea by controlling the two most important variables: temperature and steeping time.

Blumenthal's philosophy is simple: great tea requires great precision. His tea maker ensures that each tea type is brewed at its ideal temperature, with automated steeping times tailored to specific varieties.

The Science Behind the Sage Tea Maker

The Tea Maker by Sage is more than just a kettle—it's a technological marvel that combines intuitive design with scientific precision. Here's how it works:

Types of TEA



1. Precise Temperature Control

The tea maker offers multiple temperature settings ranging from 70°C to 100°C, catering to all tea types. Whether you're brewing green tea at 75°C or black tea at 100°C, the device heats water to the exact degree, ensuring optimal extraction. This precision eliminates guesswork, which is particularly important for delicate teas like green and white.

2. Automated Tea Basket

The standout feature of the Sage Tea Maker is its automated tea basket. Once the water reaches the desired temperature, the basket lowers gently into the water, immersing the leaves for the precise duration required. This minimizes

the risk of over-steeping, which can result in bitterness or astringency.

3. Adjustable Steeping Times

Different teas have different steeping requirements, and the tea maker allows for full customization. From a quick 30-second brew for light green teas to a robust 5-minute steep for black teas, you can adjust the steeping time to suit your preferences.

4. Keep Warm Function

For those who savor their tea slowly, the keep-warm feature maintains the tea's temperature for up to an hour without compromising its flavor. This is especially handy for busy mornings or when serving guests.

5. Intuitive Presets

The tea maker comes pre-programmed with settings for green, black, white, oolong, and herbal teas. These presets simplify the process, making it accessible to anyone, regardless of their experience with tea.

A Closer Look at Tea Chemistry

To truly appreciate the innovation of the Sage Tea Maker, it helps to understand the science of tea extraction. When tea leaves meet hot water, a complex interaction begins:

- **Polyphenols and Tannins:** These compounds give tea its astringency and depth of flavor. Controlled temperatures prevent excessive tannin extraction, which can lead to bitterness.
- **Amino Acids:** L-theanine, an amino acid in tea, contributes to its umami flavor and calming effects. Proper brewing conditions preserve this delicate compound.
- **Essential Oils:** These volatile compounds are responsible for tea's aroma. Overheating can degrade them, while underheating may fail to release them fully.

The Sage Tea Maker is engineered to strike the perfect balance, ensuring that all these components are extracted in harmony.

TEA TIME



User Experience: From Novices to Connoisseurs

One of the greatest strengths of the Tea Maker by Sage is its appeal to a wide range of tea drinkers. For novices, the intuitive presets eliminate the intimidation often associated with brewing specialty teas. Meanwhile, connoisseurs will appreciate the ability to fine-tune settings to their exact preferences, allowing for experimentation with rare or delicate teas. Many users have also highlighted the joy of rediscovering tea through the machine. The precision and consistency elevate even everyday tea bags, transforming them into richer, more flavorful brews. This democratization of high-quality tea is one of the product's most significant achievements.

Why Precision Matters in Modern Tea Culture

In the hustle of modern life, many people rely on convenience-driven methods to make tea—dunking a tea bag in hot water without much thought. While this approach might suffice for a quick caffeine fix, it overlooks the nuances and potential of tea as a beverage. The Sage Tea Maker bridges the gap between tradition and technology, ensuring that even the busiest tea lover can enjoy a perfect brew. Moreover, the precision offered by this machine reflects a broader trend in culinary culture: the move towards personalized, high-quality experiences. Just as espresso machines have elevated home coffee brewing, the Tea Maker by Sage is setting a new standard for tea enthusiasts.

How the Tea Maker Promotes Sustainability

Beyond its technical prowess, the Tea Maker by Sage also encourages sustainable tea consumption. By enabling users to brew loose-leaf tea with ease, it reduces dependence on

tea bags, many of which contain microplastics. This shift not only enhances flavour but also aligns with eco-conscious practices. Additionally, the machine's durability and energy-efficient features make it a long-term investment, reducing the need for frequent replacements and minimizing environmental impact.

Conclusion: A Cup Worth Savouring

The perfect cup of tea is no longer the domain of tea masters and artisans. Thanks to Heston Blumenthal's Tea Maker by Sage, anyone can experience the joy of a meticulously brewed cup from the comfort of their home. With its combination of scientific precision, intuitive design, and user-friendly features, this device is transforming how we think about tea.

For those who value flavour, convenience, and innovation, the Tea Maker by Sage is more than just a gadget—it's a gateway to a new era of tea appreciation. Whether you're a casual drinker or a seasoned connoisseur, this machine promises to elevate your tea rituals and make every sip an experience worth savouring.



Dr. Kallol K Dey

Dr K K Dey is a connoisseur of tea, and enjoys various varieties, in his spare time. He is also an amateur photographer. All this when he is not busy with patients.

He is a Consultant Neurologist and Chief Coordinator, The CMRI Stroke Care and Stroke Thrombolysis Programme Chief Coordinator, The Autonomic Function Lab, BM Birla Heart Research Centre C K Birla Group of Hospitals. Dr Dey has several professional degrees and accolades under his belt He is a MB BS (Hons and Gold Medalist) MD (IPGMER Gold Medal) MRCP (UK) FRCP (London) and a Fellow, The Royal Society of Medicine.



Assam on the go

As a precursor to Advantage Assam 2.0, CM Dr. Sarma meets top industry players in Mumbai

- A Tea Time Report

Chief Minister Dr Himanta Biswa Sarma who is leading a high powered delegation from Government of Assam to Mumbai, yesterday met Chairman, Tata Companies N Chandrasekharan and interacted with him on issues relating to the upcoming Advantage Assam 2.0, and the rich potential Assam offers to investors and entrepreneurs.

Presenting Assam's potential as a hub for investment, Dr Sarma also interacted with representatives from Tata Group including Mr. Sunil Dsouza, CEO, Tata Consumer, Dr. Praveer Sinha, CEO, Tata Power, Dr. Randhir Thakur, CEO, Tata Electronics, Ms. Suma Venkatesh, EVP, IHCL, Ms. Sucharita Choudhury, Sr. VP, Tata Sons and Mr. Rajamayoor Sharma, Principal, TSMG.

It may be noted that the Chief Minister led delegation comprising Chief Secretary Dr. Ravi Kota, Chief Minister's Principal Secretary Dr KK Dwivedi, Secretary to Industries, Commerce and Public Enterprises Dr. Lakshman S. is on a three day visit to Mumbai for a Road Show regarding Advantage Assam 2.0, the Investment and Infrastructure Summit to be held on February 25 and 26.

Chief Minister Dr.Sarma presented various ways to stimulate Assam's economy in infrastructure, green energy, *tea*, electronics, semiconductors, skilling initiatives etc.

The meeting with the TATA Group was followed by another meeting with Mr. Aalok Shanghvi, Executive Director and Mr. Rahul Awasthi, Global Head of Operations from Sun Pharma.

The meeting highlighted Assam's remarkable economic growth, including its impressive 19.1% GSDP growth in FY 2024 as the Chief

Minister requested the industry players to participate in the summit and invest in Assam.

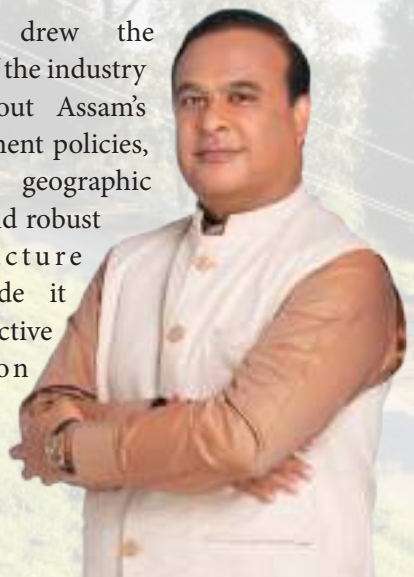
Chief Minister Dr. Sarma during the meeting stated Assam's emergence as a leading destination for investment and infrastructure development in India.

As a part of Mumbai visit, Dr. Sarma will also engage discussions with prominent industrialists and business leaders from major conglomerates such as Larsen & Toubro, Mahindra Group, and Adani Airports.

Additionally, the Chief Minister will draw the attention of the leaders from organizations like HDFC Bank, HUL, Luxmi Tea, Welspun Group, Tata Trusts, DMART, Piramal Group and others to explore avenues for strategic investments in Assam.

Dr. Sarma also highlighted significant opportunities across key sectors such as electronics and semiconductors, aerospace and defense manufacturing, renewable energy, pharmaceuticals, food processing, hydrocarbons, and more.

He also drew the attention of the industry players about Assam's pro-investment policies, strategic geographic location, and robust infrastructure which made it an attractive destination for businesses.





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In industries where maintaining air quality and proper temperature is essential, evaporative cooling has emerged as a reliable, eco-friendly option. The technology harnesses nature's cooling power by using water evaporation to reduce the air temperature while introducing fresh, oxygen-rich air into the environment.

One of the key players in this space is Arctic, a brand specializing in innovative cooling solutions. Their evaporative cooling systems are engineered to provide 100% fresh air, which is not only cooler but also enriched with more oxygen. This makes a significant difference in industries like tea processing, where maintaining the right air conditions can influence infusion, liquor, and bloom – key factors for ensuring product quality.

What sets evaporative cooling apart is its ability to maintain air changes without relying on conventional air conditioning systems. This creates a comfortable working environment while reducing energy consumption and the overall carbon footprint. The added benefit? The system



enhances product quality, helping manufacturers maintain their competitive edge.

Moreover, the installation of Arctic's cooling systems comes with tailored duct design and service options, making it easier for industries to integrate the solution seamlessly into their operations. Whether it's controlling humidity or providing adequate ventilation, evaporative cooling is proving to be a highly efficient method for improving indoor air quality in a variety of settings.

For industries looking to combine sustainability with efficiency, evaporative cooling offers a smart solution that works with the environment, not against it.

Is there a TEA CULTURE in BHARAT ?

Part 2 ...

Now as regards its subject-content, briefly I furnish some ideas in the form of anecdotes underneath :

(1) *Prince Dwarkanath Tagore* was one of the first Indian entrepreneurs who (among multiple businesses) left his remarkable imprint in the history of Tea in India by transplanting Chinese tea crop to the plains of Assam.

(2) It is astonishing to know that *Rabindranath Tagore* once took keen interest in tea, and with blithesome spirit wrote :

**“Come, oh come,
Yea tea-thirsty
Restless ones.
The kettle boils,
Bubbles and sings
Musically”.**

(3) About tea, another Indian poet, *Dwijendralal Roy* finely wrote :

**“I want not wealth,
Nor earthly treasures.
Nor even fame as others crave;
Let my fate ordain for me
My morning cup of tea
Nicely made for me.
Do not deny me, O my Lord !
My morning cup of tea”.**

(4) *Maniram Dewan* was an Assamese nobleman, and was one of the first natives to

establish Tea industry in Assam. He gathered sufficient knowledge regarding tea, and it was he who showed the Britishers the bright prospects of tea cultivation in early 1930s.

(5) *LU YU* was known as the Sage of Tea who lived in ancient China. His monumental work, known as “Cha Jing” (in English : “The Classic of Tea”) explores the relationship between humans and tea from a simple beverage to the status of intellectual pursuit.

(6) *Okakura Kakuzo’s* “The Book of Tea” explores about ‘teaism’ — which is used to foster mental discipline and a kinship with nature that would lead to enlightenment.

(7) Tea reached England around 1657 CE, and being a heathen drink imported from un-Christian East, it (tea) required Ecclesiastical sanction until the Bishop declared it ‘fit’ for Christian consumption.

(8) Tassiology or ‘tea-cup reading’ — with its roots in folklore and ideology — does the work of prophesy. One interprets his/her future by observing the tea-leaves that are collected in some different yet discreet shape(s) at the bottom of cup or kettle.

(9) The tea-bag was created by a New York merchant, Thomas Sullivan in 1904 CE. While selling little samples of tea in small tea bags, he became surprised to see that other than just tea, the customers’ Internet were more for its porous, petite bags.





(10) The story of tea in India dates back to 1774 CE when the first shipment of tea seeds was imported from China for planting in the Botanic Gardens of Calcutta.

Now as part of Tea Culture syllabi, some minute, interesting details should also be included, like :

- (1) The French were the first people on earth to add milk to their tea in about 1680 CE.
- (2) The Japanese Haiku (poetry) master, Kobayashi Issa was called : “cup-of-tea” poet.
- (3) In Tibet, tea is drunk laced with yak butter, and thus its National Drink is : Yak Buttered Tea.
- (4) After the Boston Tea Party in 1773 CE, many Americans considered tea-drinking as ‘unpatriotic’.

- (5) The words of American writer, Alexandra Stoddard cannot be forgotten : “The art of tea is a spiritual force for us to share”.

Instances, as such, can be furnished aplenty.

But I conclude with the thought that our Bharat — in the eyes of the world — would usher into a novel identity if Tea Culture starts getting disseminated here.

Debasish Paul

MA (Jadavpur University)
and a ‘Tea Connoisseur’
from Kolkata
Call : 7003129547
Wapp : 9831896712



Characters from: Tagore's plays

Bottom: Kabuliwala (Kabuliwala)
Left up: Tarapada from The
Runaway
Central: Wolf (Shiburam)
Center top: Nilu (The Scientist)
Right bottom: Hobu Raja (The
invention of shoes)
Up: Manindra (Atonement)

Drawn and Contributed by:
Ahona Saha

Rich Experiences

The Value of a Human Life

J P Gurung

This story is reproduced from The Flavours of Darjeeling

It is surprising how people live such eventful lives and carry to their graves rich experiences, wonderful moments and beautiful stories but nothing shared, nothing recorded and nothing celebrated. In this book JP, as he is fondly called waves into several short stories some of the remarkable times in the life of a Darjeeling tea planter.

Life is a collection of experiences, both good and bad. They all, however, teach us a lesson. More often than not we don't realize the value of someone or something when we have it. This invariably results in regrets in the future as time waits for no one.



Ruins of the Tree Top Hotel

I was one of those fortunate few who got my billet as a full-fledged Manager at an early age. By the closing months of 1982 I was already holding the charge of Gyabaree and Millikthong Tea Estates. The gardens were owned by Mr. Hemendra Kumar Radia a wealthy businessman originally from Porbandar in Gujarat who subsequently moved to various countries outside India before finally returning and settling down in these gardens once he purchased them. The "Burra" bungalow was then converted to the Director's

bungalow and an Annex added to serve as his living quarters. It was furnished in regal style and I still remember those huge elephant tusks, stuffed elephant leg stools, white tiger skin center table amongst a host of other valuables which adorned his drawing room.

I was given to understand that the main purpose of buying these gardens was to put up an exclusive hotel in the pristine forest area covering the lower part of the garden on the lines of the Tiger Tops of Kenya. Mr. Kumar has therefore the distinction of being the first one to dabble with tea tourism a concept now popular but unheard of in those days. Lack of Governmental support coupled with his failing health resulted in the project never seeing the light of the day but the ruins of those magnificent tree houses constructed can still be seen on the Mirik - Dudhia road reminding us of what could have been a fantastic tourist destination had it succeeded.

...to be continued



J P Gurung has several books to his credit. Darjeeling Tea, Muscatel Memories, All in a Cup of Tea, apart from The Flavours of Darjeeling and is currently writing on strategies to revive the famous Darjeeling tea and the brand.



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Floor Scrubber Machine



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OUR CLIENTS -



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Scenes From Bollywood Movies Where 'Ek Cup Chai' Played The Lead Role

Teatime in Hindi cinema is not merely a ritual, it's a flavorful narrative that steps into the essence of storytelling, adding warmth and authenticity to scenes that range from profound to light-hearted. From musings about life over a cup of tea to the charm of chai in various settings, Bollywood has masterfully blended this beloved beverage into its cinematic tapestry.



In the classic film “**Mili**,” the legendary Amitabh Bachchan once mused about the most consumed drink, perhaps hinting at the universal appeal and comfort that a simple cup of tea holds. Meanwhile, Tina Munim, in “**Soutan**,” playfully speculated about a ‘Meet the Parents’ scenario over a cup of tea, showcasing how chai has found its place in the heart of pivotal life moments.



together. Aamir Khan, in one memorable Bollywood scene of “**Andaz Apna Apna**”, declared, “Do dost ek pyaale se chai peeyenge,” emphasizing the bonding power that



a shared cup of tea can bring. Salman Khan, curious as ever, sought the philosophy behind this camaraderie, only to receive the succinct reply that it fosters friendship, even if fleetingly. The city's pulse is felt in the midst of a Mumbai monsoon in “**Hasee toh Phase**”, as depicted by Sidharth Malhotra and Parineeti Chopra in a scene where a hot cup of chai from a street-side chaiwala becomes a solace during a n





unexpected night out on the streets.

In the culinary comedy **“Bawarchi,”** Rajesh Khanna’s character uses the art of tea-making to bond his dysfunctional on-screen family. The notion that the family that sips Brooke Bond together bonds better is humorously exemplified.

“Dil Toh Pagal Hai” takes us to Germany, where Akshay Kumar and Madhuri Dixit opt for chai pe charcha over the famed breweries, proving that love can be better discussed over a cup of tea.

“Chhote Sarkar” flips the script on romantic beverages, as Govinda and Shilpa Shetty find sweetness in their relationship through the simplicity of a cup of chai, challenging the notion that only champagne can set the mood.

The monsoon-soaked love story in **“Dil Se”** unfolds over cutting chai, emphasizing the emotional depth that a cup of tea can evoke,

even in the most fleeting of romances.

In **“Griha Pravesh,”** the eternal debate between coffee and chai is captured with Sarika compelling Sanjeev Kumar to switch loyalties. However, his return to cappuccino ways suggests that chai’s allure is hard to resist.

“Khoobsurat” paints a picture of unconventional romance as Fawad Khan, a royal character, falls for street-side chai in humble crockery, courtesy of a bohemian Sonam Kapoor. Love brewed in a humble cup triumphs over regal conventions.

In **“Parineeta,”** tea quietly weaves its way into the narrative, symbolizing tradition, intimacy, and the complexities of relationships.

Lastly, **“Barfi”** celebrates the simple joys of chai, as Ranbir Kapoor, Priyanka Chopra, and Ileana D’Cruz find delight in sipping chai from a kulhad, complete with biscuits for dipping.

In each of these Bollywood films, tea emerges





as more than just a beverage. It becomes a storyteller, a companion in conversations, and a symbol of love, unity, and shared moments. From the regal settings of royal palaces to the rain-soaked streets, chai's versatility in capturing the essence of life on the silver screen is a testament to its timeless charm in the

cultural narrative of Indian cinema.

Article by:

Ena Bandyopadhyay



HAPPENINGS

Assam CM announces power tariff reduction and updates on clause 6 implementation

A Tea Time report, Assam tribune

Chief Minister Himanta Biswa Sarma on Wednesday informed that the power tariff would be lowered within this year as the Assam Power Distribution Company Limited (APDCL) has made profit in the last year.

“We will give the profit back to the power consumers. The reduction in tariff would be between 50 paise and Rs 1.5,” Sarma said.

The Chief Minister further informed that the State is on the verge of owning two hydroelectric projects one each in Bhutan and Arunachal Pradesh, which would help in further reduction of power tariff.

Justice Sharma panel: The Assam government will implement most of the recommendations

of the Justice Biplab Kumar Sharma Commission on Clause 6 of Assam Accord by April. Stating this, Chief Minister Himanta Biswa Sarma on Wednesday said that the State government will implement those recommendations of the panel that come under its purview.

“There are some debatable issues, including those related to cadastral survey in char areas which we would try to resolve after consultation with the All Assam Students’ Union and other stakeholders,” he said. The Chief Minister also said that the government is maintaining a day-to-day relationship with the tribal groups in this matter.



TRUE tea leads Infusions

Tea brands win big as FDA endorses “healthy” label claim for unsweetened varieties

A Tea Time Report

The US FDA has issued its final rule on using the term “healthy” on food labels, greenlighting tea brands with the opportunity to use this claim. Certain tea products, including tea bags and bottled tea, can now display the “healthy” claim on packaging, provided they contain less than 5 calories per 12 fluid ounce serving.

“We are thrilled that the FDA’s new ruling officially recognizes unsweetened tea as a ‘healthy’ choice,” comments Peter Goggi, president of the Tea Council of the USA. “For decades, we’ve known that tea delivers significant health benefits, and now consumers can more easily identify it as a ‘healthy’ choice right on the label.

This designation not only validates tea’s role in a balanced diet but will also encourage more Americans to reach for this naturally refreshing, calorie-free beverage.

The FDA recently overhauled its definition of “healthy” for the first time in 30 years to align with current nutrition science.

Flavanol-packed drink:

Tea is the most widely consumed beverage in



the world, second only to water, and scientific research provides robust support for its health benefits.

True teas — black, green, oolong, white and dark — all come from the same plant, a warm-weather evergreen named *Camellia sinensis*.

True tea has the highest concentrations of flavan-3-ols of all foods and beverages, making it a go-to source for this powerful plant compound, highlights the FDA.

The agency highlights two cups of green or black tea has 400–600 mg of healthy, bioactive flavan-3-ols, which is the recommended daily intake shown to help reduce the risk associated with heart disease and diabetes and improve blood pressure, cholesterol and blood sugar.

Each eight fluid oz. cup of tea consumed by those over 65 years old was associated with a 10% lower risk of death from heart disease.

Backed by a growing body of scientific evidence, tea exhibits the potential to reduce the risk of heart disease and diabetes.

Heart disease prevention

A supporting 2021 review found that a consistent intake of two cups of tea per day has the potential to decrease risk of heart disease and its progression.

True tea is affordable, accessible, and available. A one-cup serving of unsweetened brewed tea is calorie-free and contains 0 g saturated fat, 7 mg sodium and 0 g sugar.

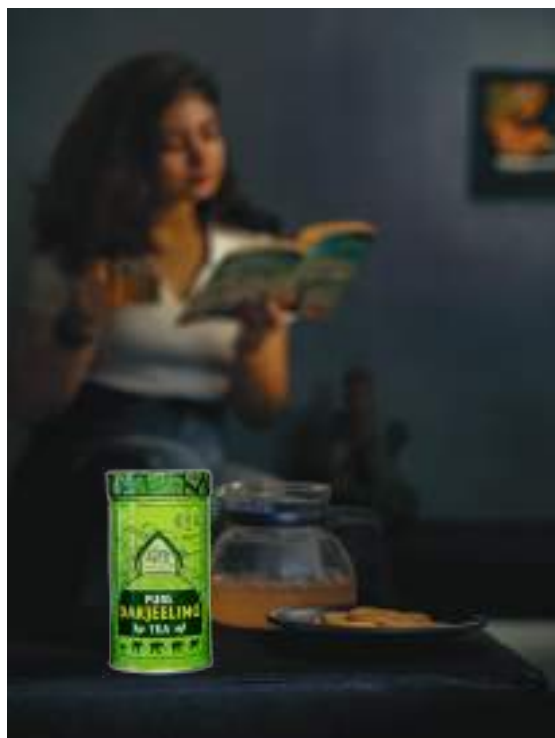
Tea linked to healthier patterns

The FDA highlights that hot or iced tea is a major contributor to beverage intake in the US, with about 20% of adults reporting drinking tea on any given day.



Founded in 1972 by the visionary entrepreneur Late Mr. Gobardhan Paul, G. Paul and Sons is a distinguished name in the World of Tea Trading and Tasting. The story of Mr. Paul is one of relentless determination, hard work, and an unwavering passion for excellence.

Mr. Paul's entrepreneurial spirit first led him into the clothing business, where, despite his best efforts, the venture did not achieve the desired success. Undeterred by this setback, he pivoted to the Saccharine Industry, establishing a manufacturing setup that demonstrated remarkable resilience and soon became a resounding success, marking the first of many achievements. However,



as the demand for saccharine waned in the food industry, Mr. Paul displayed remarkable foresight by transitioning into the Firecracker Business, where he once again experienced immense success.

It was, however, his lifelong business instinct and passion for tea that ultimately guided Mr. Paul toward his true calling. With an unwavering love for the art of tea and a deep understanding of its nuances, he established G. Paul and Sons, a company that would elevate the tradition of tea trading and tasting to new heights. This transition was not merely a business decision but a culmination of Mr. Paul's lifelong admiration for the world of tea.

Throughout this journey, Mr. Paul was never alone. His two sons, Mr. Ganesh Chandra Paul and Mr. Gobindo Chandra Paul, stood by him as lifelong supporters, offering both admiration and invaluable assistance. The unity and shared vision of the Paul family were instrumental in transforming the company into a thriving business. The hard work, dedication, and passion that Mr. Gobardhan Paul poured into the company, alongside the unwavering support of his sons, propelled G. Paul and Sons to great success.

Today, G. Paul and Sons (P) Ltd. operates from their central hub at Burrabazar, Kolkata (Rajakatra Building), a bustling area where

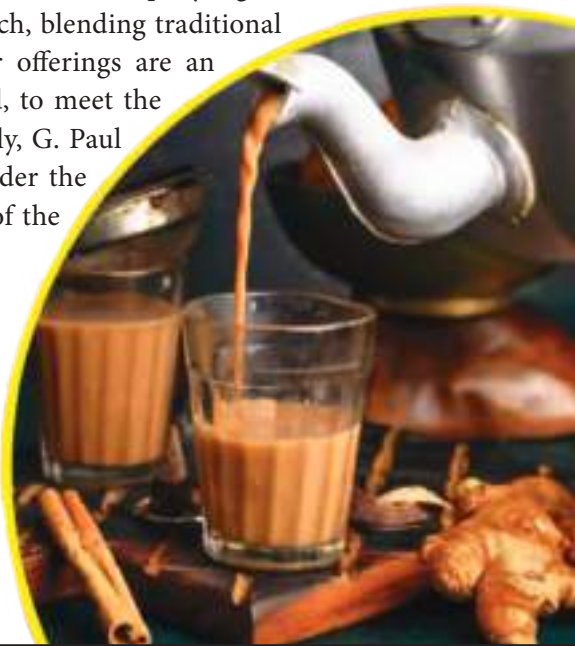


multiple shops within the building serve as a testament to the company's growth and prominence. The company has successfully expanded its reach, blending traditional tea-tasting wisdom with modern business practices. Their offerings are an impeccable blend of fine teas, expertly sourced and curated, to meet the evolving preferences of tea enthusiasts Nationwide. Currently, G. Paul And Sons, Paul's Tea and G. Paul and Sons (P) Ltd., all under the same umbrella are unwavering commitment to the pursuit of the finest tea.

Under the visionary leadership of Late Mr. Gobardhan Paul, G. Paul and Sons has become a symbol of excellence in the Tea Industry. Their legacy continues to thrive, upheld by a commitment to quality, innovation, and the pursuit of perfection in every cup.



Article by Niladri Saha for Tea Time



Uzbekistan eyes increased tea imports from India to rekindle historic trade ties

HAPPENINGS



- A Tea Time Report, *The Indian Express*

A trade delegation from Uzbekistan recently visited Kolkata and held meetings with members of tea organizations, generating renewed optimism about increasing imports from India.

Uzbeks like to have tea before a meal, with a meal, and after a meal, which shows how integrated tea is with their palate and culture. They are now looking to increase tea imports from India.

“We are a tea-drinking nation, and in earlier times, it was primarily Indian tea that we were used to consuming. However, things changed, and imports from India declined. We hope to import more from India now,” said an Uzbek official.

According to statistics, in 2022, Uzbekistan imported \$63.1 million worth of tea, out of which the lion's share (\$41.5 million) was from China.

India's exports are rather small at present, but considering the fact that India is the second-largest producer of tea and a significant exporter (\$706 million annually), it is now exploring ways to increase exports to Uzbekistan.

A trade delegation recently visited Kolkata and held meetings with members of tea organizations, generating renewed optimism about increasing imports from India.

Abling the differently abled

NISWARTH

“You give but little when you give of your possessions. It is when you give of yourself that you truly give.”- Khalil Gibran has so eloquently captured the essence of selflessness and generosity.

NISWARTH in its true sense signifies **selflessness.**

Niswarth is a charity started by me and my wife as co-founders in the year 2006 at Bagracote Tea Garden. It was registered in 2007 under Societies act 1860 and also having 80G, 12 A registrations with Income tax department for claiming tax rebate on donations made.



Having served with Duncans Tea for nearly four decades since 1973, I and my wife started Niswarth in an effort to remain connected with the underprivileged tribal population of the Tea Industry and also extend support towards their welfare.

In 2006, Niswarth made a humble start with a group of seven (7) Differently Abled persons of Bagracote giving them training to make incense sticks, candles, greeting cards and few other hand made gift items. (Due apology for using the word ‘Disabled’ in place of ‘Differently abled’) Understanding from these persons about the importance of a ‘Disability Card’, we did a survey of Bagracote and found

that out of 189 Disabled persons, only 28 had Disability cards. A disabled person has to visit District hospital (50-100 kms away) and get himself checked by a panel of doctors and if they confirm Disability percentage above 40%, then only this person will be issued a card by Chairman, Disability board. A card entitles the person with free travel for self & attendant, Job reservation, cash pension, free ration, priority housing and host of other benefits.

As most disabled persons can’t afford to travel long distances to the district Hospital, they miss out on getting a disability card made. (Govt has now simplified the process by allowing subdivisional hospitals to issue these cards). IN 2008, in a survey at Bagracote Tea Garden, a total of 187 differently abled persons were identified by us and surprisingly only 28 had DISABILITY CARDS by govt i.e. only 15%. Today this figure is nearly 100% with Niswarth’s help. Please check the box for all India Disability figures.



It would be interesting to introduce Pramila Chhetri who is a CP (Cerebral Palsy) with speaking disability (not able to communicate at all in 2007), aged 23 yrs but looks no more than 17, almost confined to the four walls in her brother’s home at Bagracote Tea garden till one day she found way to Niswarth House with her sister and that has changed her life

completely. With great reluctance and after a lot of persuasion, her family agreed to send her to our center but with a promise that she will be walked back daily to her house with an escort as she could not walk straight on the road and would land up crossing in a zig zag way due to her poor mental condition as well as paralyzed leg. Today, she comes to the center alone, communicates well with other members and is a big motivation to many such persons of Bagracote.

Going by our Bagracote survey figures and realizing that 85% disabled did not have Disability Certificates, thereby deprived of the associated benefits (including cash pension etc.), Niswarth took it up as a mega project in North Bengal and Assam in collaboration with Indian Tea Association (ITA) and local administrations- District Magistrates of Jalpaiguri, Mrs Vandana Yadav, Dibrugarh Mr. Tripathi, Mangaldai Mr. Sundaram, Medical Directors of Jalpaiguri, Dibrugarh, Tinsukhia, Tejpur-organizing Disability camps at different locations.



Today, Niswarth team is led by its President, Mrs. Sanjana Sarkar who is associated since 2008 along with its Project Heads Shri Suresh Thapa, Shri P. S. Dewgun and field officers Shri Prabhat Sharma, Shri Ajeet kharka. Mrs. Sarkar's contribution in taking Niswarth to the remotest corner of Assam is praiseworthy. Mrs. Sarkar and Bagracote team have given a new direction to Niswarth and we hope to expand our reach in times to come.



Simultaneously, Niswarth also organized many other camps, projects as listed below. Niswarth believes in having bare minimum paid employees relying more on individual connections in Tea Gardens and neighboring villages and volunteers. We emphasize more on an Individual's TIME given to Niswarth voluntarily as its main asset and of course not undermining the need of financial contributions.

Over a period of 13 years (2008-2020), Disability camps were organized In Jalpaiguri, Alipurduar, Dibrugarh, Tinsukhia, Jorhaut, Tejpur districts covering a population of nearly 1.5 million in 273 gardens.

Niswarth has organized Eye camps, Dental Camps, Hearing Aid distribution, Awareness camps with Tea Board, NHPC, Blood donation camps, Food distribution during covid. Relief team to Bihar flood affected areas in 2008 travelling in special train bogies/boats with clothes, medicines etc.

Through its Vocational Schools, more than 49,000 students have been trained in Computer, Tailoring, Beautician, culinary, Driving, Mobile, repairing, Flower, making, Artificial jewelry making, Spoken English and supporting them to get suitable employment in India as well as abroad.

TEA TIME

Annual Sports for Differently Abled persons of North Bengal where more than 32 gardens participated. Please see the box for details of various activities.

NISWARTH SCHOOL FOR DEAF & MUTE



Located at Bagracote T. G., an English Medium residential school for Deaf & Mute children has been opened last year with 19 students from far off gardens of Dooars and Terai. Many more students are not able to not join as we are not having Hostel facility and existing PG has limited capacity. It is a matter of pride that **three Tribal girls** have been sent last year to study in class XI at Chennai. We are hopeful of expanding this school with financial support from likeminded persons.



Harsh Kumar

Harsh is a tea planter and currently holds the post of Senior VA at Contemporary Brokers. When not advising producers on field and factory matters, he pursues his passion which is nurturing differently abled children through his NGO Niswarth. A keen golfer and an avid painter Harsh lives at the Uttarrayan township at Siliguri.



Niswarth was recently awarded with The Icon of North Bengal by a very prominent Newspaper “Dainik Jagran” by Honourable Governor of Sikkim Shri Lakshman

Acharya. Also, I was honoured with Distinguished Alumnus Award of IIT Kanpur by Honourable Defence Minister Shri Rajnath Singh recently.



150 Years of Dooars Tea: A Legacy of Excellence and Tradition



The 150th anniversary of Dooars Tea is a celebration of time, passion, and craftsmanship. From its humble beginnings in the late 19th century to its status today as one of India's most beloved teas, Dooars Tea symbolizes excellence. Its unmatched flavor and quality have delighted tea enthusiasts around the world for generations.

The Birth of a Legacy

The story of Dooars Tea began in the fertile plains of the Dooars region, nestled between the Himalayan foothills and the plains of Bengal. The region's rich alluvial soil, temperate climate, and consistent rainfall create ideal conditions for tea cultivation. These factors enabled the tea bushes to flourish, establishing a legacy that continues to thrive 150 years later. Since its inception, Dooars Tea has stood out among Indian teas. While Darjeeling and Assam teas are celebrated for their unique characteristics, Dooars Tea offers something distinct—a perfect balance of strength and smoothness. Its brisk yet mellow flavor has universal appeal, making it a favorite for tea lovers globally.

What Makes Dooars Tea Special?

Dooars Tea's exceptional reputation stems from geographical advantages, skilled craftsmanship, and its distinct flavor profile.

Geographical Advantage

The Dooars region's geography plays a pivotal role in shaping the tea's quality. With the Himalayas to the north and fertile plains to the south, the area benefits from cool temperatures, nutrient-rich soil, and abundant rainfall. These conditions promote the growth of robust, flavorful tea bushes, yielding leaves with a remarkable balance of strength and smoothness.

Unique Flavor Profile

Dooars Tea's distinctive flavor sets it apart from other Indian teas. Known for its brisk, malty taste with a smooth finish, it offers a harmonious blend of strength and subtlety. Whether sipped plain or enjoyed with milk and sugar, Dooars Tea is versatile and appeals to a wide range of palates. Its robustness makes it perfect for mornings, while its smoothness suits any time of day.

Heritage of Sustainability and Community

For the people who cultivate it, tea is more than just a beverage—it's a way of life. The legacy of Dooars Tea is inseparable from the communities that nurture it. Generations of tea workers have dedicated their lives to producing exceptional tea, and their expertise is evident in every leaf harvested and every cup brewed.



As we celebrate 150 years, we honor these communities for maintaining the high standards of quality that define Dooars Tea. Despite challenges such as changing market trends and environmental issues, the industry has embraced sustainability and innovation. Many estates have adopted eco-friendly farming practices, emphasizing fair trade and worker welfare.

A Future Steeped in Tradition

The 150th anniversary of Dooars Tea is a moment of pride and gratitude. It is a tribute to the land and the people who have preserved

TEA TIME

its legacy. With its commitment to quality, sustainability, and innovation, Dooars Tea is poised to thrive for generations. Here's to Dooars Tea—a legacy steeped in tradition, quality, and excellence.

Program Schedule

Challenges Before Dooars Tea Industry

Speakers:

1. Tea Board – Shri. Subir Hazra (DDTD)
2. Tea Research Association (TRA) – Dr. T. Mondal
3. Solidaridad – Ranjan Cirsar
4. Trustea – Rajesh Bhuiyan

Lifetime Achievement Awards

Recipients:

1. Late Krishna Kumar Kalyani – Posthumously recognized for significant contributions.
2. Shri. Ram Avatar Sharma – Senior planter and celebrated writer.

Recognition of Active Contributors

Planters continuing to contribute to the growth of Dooars Tea:

1. Jeevan Pande
2. Rajat Dev
3. Rajesh Kumar Rungta
4. Dr. Abdul Hannan – Associated Professor, Sikkim University.

Business Session Topic:

“Dooars Tea Should Be Used as a Brand, Not as Filler”

Speakers:

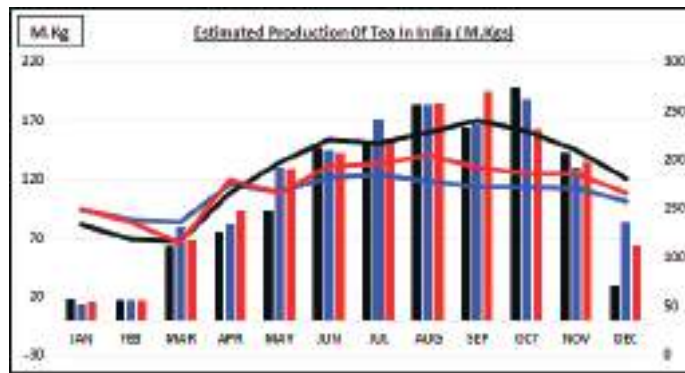
1. Nandini Dutta – DD.T.D (Promotion), Tea Board
2. Mr. Shiv Saria
3. Mr. Rajeev Baid – Managing Director, ChaiChun
4. Mr. Harsh Berilia – Tea Garden Owner
5. Mr. Mohit Agarwala – Director, Asian Export
6. Mr. Sourav Mukherjee – TCPL

*by Ena Bandyopadhyay
Tea Time, Siliguri*

Estimated Production of Tea & Auction Average-January to December

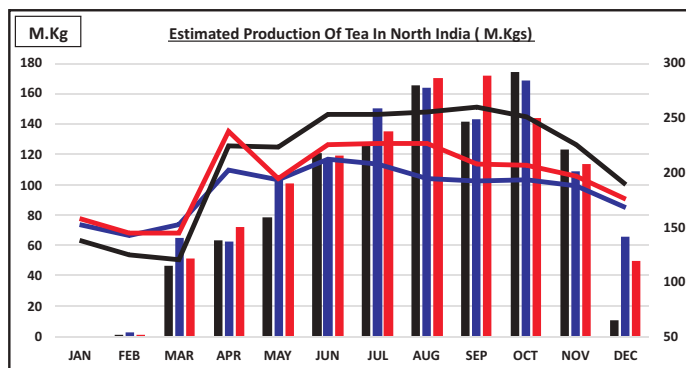
Estimated Production Of Tea In India

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	17.40	134.17	13.63	148.52	16.22	149.96	3.77	1.18	-14.35	-15.79
FEB	16.98	118.82	16.55	139.60	16.48	136.49	0.43	0.50	-20.79	-17.67
MAR	63.78	116.36	79.61	136.73	68.48	115.56	-15.83	-4.70	-20.37	0.80
APR	76.04	165.97	81.61	174.93	93.25	179.96	-5.57	-17.21	-8.97	-13.99
MAY	93.16	197.36	130.56	168.22	129.18	166.05	-37.40	-36.02	29.14	31.31
JUN	146.72	221.04	145.16	183.17	143.12	193.97	1.56	3.60	37.87	27.07
JUL	150.36	217.83	171.53	184.60	155.29	196.20	-21.17	-4.93	33.23	21.64
AUG	184.45	228.98	183.83	178.74	185.48	204.98	0.62	-1.03	50.25	24.01
SEP	164.62	241.00	167.76	173.00	195.69	192.03	-3.14	-31.07	68.00	48.97
OCT	198.60	229.82	188.26	172.70	163.15	186.19	10.34	35.45	57.12	43.62
NOV	143.28	209.77	130.77	171.37	135.49	186.78	12.51	7.79	38.40	22.99
DEC	29.39	181.03	84.39	158.23	64.53	166.32	-55.00	-35.14	22.80	14.71
JAN TO DEC	1284.78	199.55	1393.66	169.22	1366.36	180.37	-108.88	-81.58	30.33	19.18



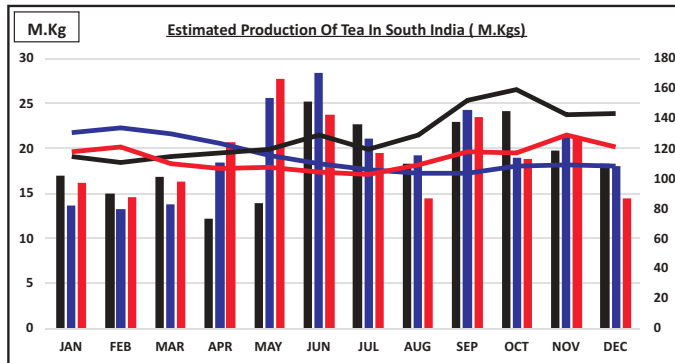
Estimated Production Of Tea In North India

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	0.37	138.19	0.00	152.69	0.00	158.22	0.37	0.37	-14.50	-20.03
FEB	1.91	124.91	3.23	142.89	1.86	145.52	-1.32	0.05	-17.98	-20.60
MAR	46.90	120.51	65.78	152.92	52.19	145.41	-18.88	-5.29	-32.41	-24.90
APR	63.76	224.77	63.07	202.62	72.45	238.27	0.69	-8.69	22.16	-13.49
MAY	79.24	224.36	104.90	193.48	101.38	194.63	-25.66	-22.14	30.88	29.73
JUN	121.52	254.28	116.78	212.61	119.27	225.76	4.74	2.25	41.67	28.53
JUL	127.57	253.29	150.34	208.20	135.77	226.81	-22.77	-8.20	45.09	26.47
AUG	166.15	256.22	164.55	194.87	170.97	227.70	1.60	-4.82	61.35	28.52
SEP	141.64	260.55	143.42	192.57	172.22	208.27	-1.78	-30.58	67.98	52.28
OCT	174.38	251.78	169.25	193.48	144.23	207.45	5.13	30.15	58.30	44.33
NOV	123.45	226.23	109.39	188.64	114.18	197.52	14.06	9.27	37.59	28.71
DEC	11.09	189.37	66.27	168.36	50.02	175.80	-55.18	-38.93	21.00	13.56
JAN TO DEC	1057.98	222.08	1156.98	187.38	1134.54	201.62	-99.00	-76.56	34.70	20.45



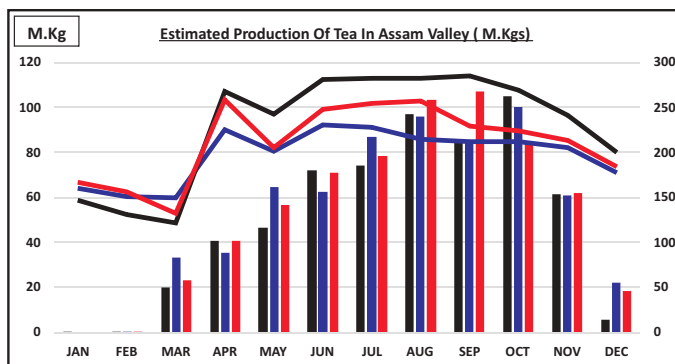
Estimated Production Of Tea In South India

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	17.03	114.64	13.63	130.63	16.22	118.40	3.40	0.81	-15.99	-3.76
FEB	15.07	110.84	13.32	134.11	14.62	121.05	1.75	0.45	-23.27	-10.21
MAR	16.88	114.63	13.83	130.03	16.29	110.10	3.05	0.59	-15.39	4.53
APR	12.28	116.97	18.54	123.66	20.80	107.21	-6.26	-8.52	-6.69	9.76
MAY	13.92	119.97	25.66	115.60	27.80	107.52	-11.74	-13.88	4.37	12.45
JUN	25.20	129.37	28.38	109.68	23.85	104.33	-3.18	1.35	19.69	25.04
JUL	22.79	119.36	21.19	106.24	19.52	103.05	1.60	3.27	13.12	16.32
AUG	18.30	129.49	19.28	103.86	14.51	109.39	-0.98	3.79	25.63	20.10
SEP	22.98	152.69	24.34	103.64	23.47	117.92	-1.36	-0.49	49.05	34.77
OCT	24.22	159.80	19.01	108.71	18.92	117.60	5.21	5.30	51.09	42.20
NOV	19.83	142.48	21.38	109.48	21.31	129.58	-1.55	-1.48	32.99	12.90
DEC	18.30	143.58	18.12	108.36	14.51	121.31	0.18	3.79	35.22	22.26
JAN TO DEC	226.80	130.63	236.68	113.60	231.82	113.62	-9.88	-5.02	17.03	17.01



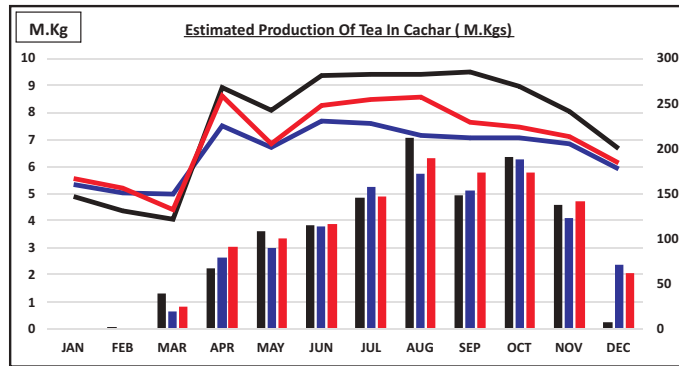
Estimated Production Of Tea In Assam Valley

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	0.16	147.02	0.00	160.85	0.00	167.93	0.16	0.16	-13.83	-20.91
FEB	0.21	131.34	0.29	151.39	0.14	156.79	-0.08	0.07	-20.05	-25.45
MAR	20.10	122.51	33.38	150.73	23.64	133.52	-13.28	-3.54	-28.22	-11.01
APR	40.90	268.01	35.42	225.35	41.00	258.68	5.48	-0.10	42.66	9.33
MAY	46.95	242.91	64.72	201.54	56.78	205.58	-17.77	-9.83	41.37	37.33
JUN	72.05	281.36	62.70	231.67	71.26	249.17	9.35	0.79	49.70	32.19
JUL	74.67	283.63	87.41	229.15	78.57	254.61	-12.74	-3.90	54.48	29.02
AUG	97.39	283.55	96.31	214.97	103.48	258.05	1.08	-6.09	68.59	25.51
SEP	85.03	285.72	85.10	213.23	107.24	230.57	-0.07	-22.21	72.49	55.15
OCT	105.16	269.14	100.27	212.44	84.92	224.96	4.89	20.24	56.71	44.18
NOV	61.85	241.28	61.19	205.95	62.28	214.14	0.66	-0.43	35.32	27.13
DEC	6.05	201.08	22.36	177.70	18.46	184.64	-16.31	-12.41	23.39	16.45
JAN TO DEC	610.52	243.00	649.15	203.89	647.77	220.56	-38.63	-37.25	39.11	22.44



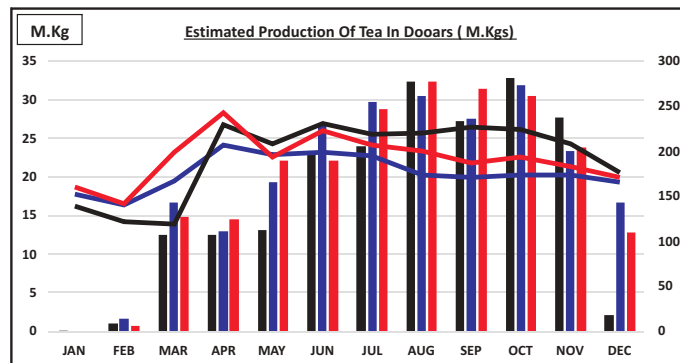
Estimated Production Of Tea In Cachar

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	0.00	147.02	0.00	160.85	0.00	167.93			-13.83	-20.91
FEB	0.09	131.34	0.03	151.39	0.04	156.79	0.06	0.05	-20.05	-25.45
MAR	1.35	122.51	0.66	150.73	0.86	133.52	0.69	0.49	-28.22	-11.01
APR	2.27	268.01	2.68	225.35	3.06	258.68	-0.41	-0.79	42.66	9.33
MAY	3.62	242.91	3.00	201.54	3.36	205.58	0.62	0.26	41.37	37.33
JUN	3.86	281.36	3.81	231.67	3.90	249.17	0.05	-0.04	49.70	32.19
JUL	4.88	283.63	5.29	229.15	4.94	254.61	-0.41	-0.06	54.48	29.02
AUG	7.07	283.55	5.77	214.97	6.33	258.05	1.30	0.74	68.59	25.51
SEP	4.95	285.72	5.16	213.23	5.80	230.57	-0.21	-0.85	72.49	55.15
OCT	6.36	269.14	6.27	212.44	5.80	224.96	0.09	0.56	56.71	44.18
NOV	4.59	241.28	4.13	205.95	4.76	214.14	0.46	-0.17	35.32	27.13
DEC	0.28	201.08	2.38	177.70	2.08	184.64	-2.10	-1.80	23.39	16.45
JAN TO DEC	39.32	243.00	39.18	203.89	40.93	220.56	0.14	-1.61	39.11	22.44



Estimated Production Of Tea In Dooars

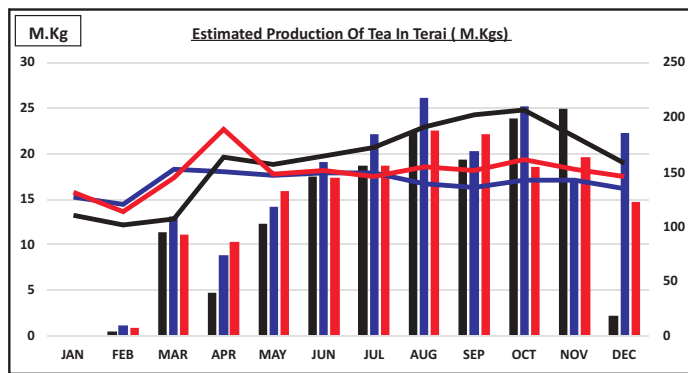
MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	0.08	139.49	0.00	153.07	0.00	160.70	0.08	0.08	-13.58	-21.22
FEB	1.08	122.46	1.68	140.41	0.80	142.80	-0.60	0.28	-17.95	-20.34
MAR	12.55	119.03	16.68	167.59	14.90	198.84	-4.13	-2.35	-48.56	-79.82
APR	12.55	229.59	13.02	207.50	14.53	243.47	-0.47	-1.98	22.10	-13.88
MAY	13.22	208.85	19.45	196.17	22.23	194.10	-6.23	-9.01	12.68	14.75
JUN	23.42	230.81	26.95	199.43	22.21	223.54	-3.53	1.21	31.38	7.28
JUL	24.00	219.21	29.80	195.28	28.83	206.70	-5.80	-4.83	23.93	12.51
AUG	32.40	220.54	30.59	174.39	32.46	200.84	1.81	-0.06	46.15	19.69
SEP	27.28	227.28	27.62	170.88	31.50	187.78	-0.34	-4.22	56.40	39.50
OCT	32.92	224.75	31.88	174.39	30.58	193.89	1.04	2.34	50.36	30.86
NOV	27.79	208.22	23.35	174.15	23.90	183.51	4.44	3.89	34.07	24.71
DEC	2.14	176.17	16.69	166.20	12.87	171.06	-14.55	-10.73	9.97	5.12
JAN TO DEC	209.43	200.70	237.71	176.58	234.81	191.66	-28.28	-25.38	24.12	9.04



TEA TIME

Estimated Production Of Tea In Cachar

MONTH	2024		2023		2022		Difference (M. Kg)		Difference (Avg. Rs.)	
	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	M.Kg	Auc Avg. Rs.	2024 vs 23	2024 vs 22	2024 vs 23	2024 vs 22
JAN	0.13	110.88	0.00	127.14	0.00	131.42	0.13	0.13	-16.26	-20.54
FEB	0.50	101.94	1.19	120.73	0.88	113.98	-0.69	-0.38	-18.79	-12.05
MAR	11.49	107.63	13.14	152.66	11.22	145.65	-1.65	0.27	-45.03	-38.02
APR	4.75	164.05	8.93	150.34	10.37	188.90	-4.18	-5.62	13.71	-24.85
MAY	12.31	156.76	14.22	147.02	15.91	148.49	-1.91	-3.60	9.74	8.27
JUN	17.49	164.61	19.17	149.20	17.38	152.23	-1.68	0.11	15.41	12.38
JUL	18.69	172.81	22.14	149.01	18.70	146.46	-3.45	-0.01	23.80	26.35
AUG	22.50	191.93	26.14	140.09	22.61	155.43	-3.64	-0.11	51.84	36.51
SEP	19.42	202.48	20.39	136.59	22.16	152.01	-0.97	-2.74	65.88	50.46
OCT	23.96	206.80	25.22	143.13	18.65	161.78	-1.26	5.31	63.67	45.01
NOV	24.95	183.13	16.96	143.36	19.70	152.48	7.99	5.25	39.76	30.64
DEC	2.26	157.89	22.32	135.55	14.76	146.33	-20.06	-12.50	22.35	11.56
JAN TO DEC	158.45	166.80	189.82	140.47	172.34	149.78	-31.37	-13.89	26.33	17.02



Compiled by Soumen Bagchi

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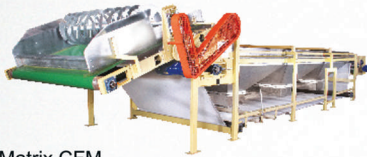
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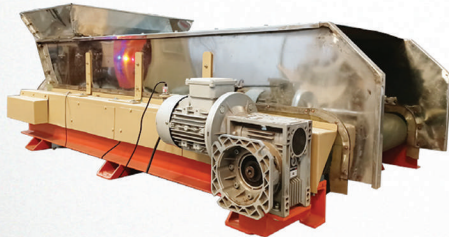


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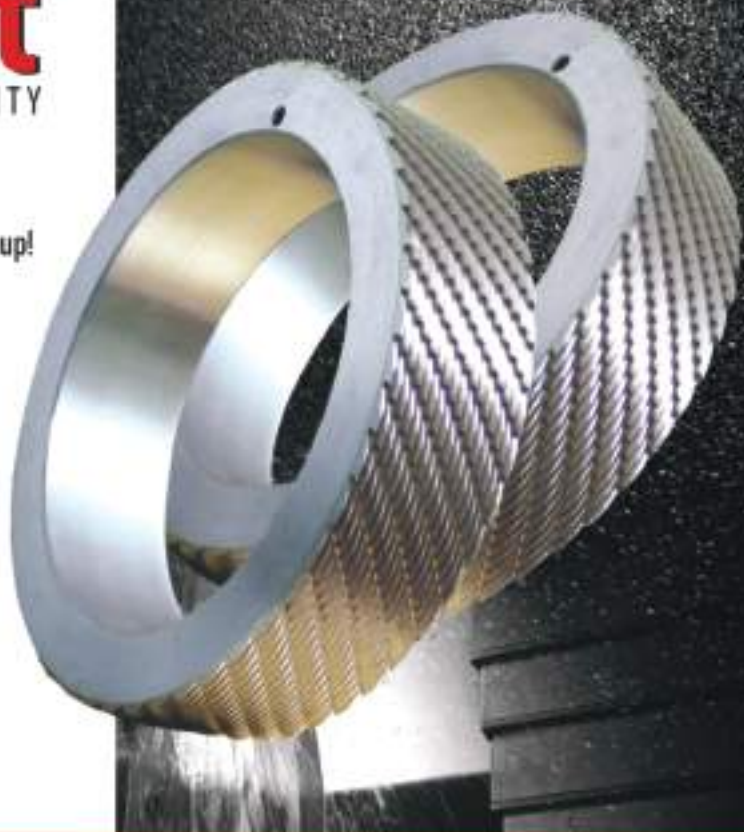
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