

INDIAN TEA ASSOCIATION



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Circular No. 11 /2024- 25

30th April, 2024

TO: ALL MEMBER COMPANIES

Inputs sought by Tea Board on:

- Draft calendar of International Events for 2024-25
- Decision taken at the Stakeholders meeting under the Chairmanship of the Additional Secretary, DoC and Chairman, Tea Board

Members are informed that Tea Board organized a meeting with the stakeholders on 19th March 2024 on "Tea Promotion Strategy" under the Chairmanship of Shri A.S. Bhatia, IAS, Additional Secretary, DoC and Chairman, Tea Board where stakeholders were advised to deliberate upon the following issues and send views on to proceed further:

1. The format and structure of the Industry's share of the total budget for the proposed Tea campaigns in the domestic and international markets.
2. Detailing of the generic campaign for the domestic market – Experts in the domain of tea industry may be involved in the exercise, who can craft an effective, reliable and actionable strategy for tea promotion.
3. Lists of domestic and international events for participation by the tea industry for 2024-25 and 2025-26 (A suggested list of International events is attached for 2024-25 for soliciting views/opinion).
4. Whether the campaigns and the promotional programmes are required to be implemented with selected professional agencies and/or IBEF.

In this connection, Tea Board has shared a draft calendar of international events/exhibitions for participation during the year 2024-25 which is enclosed for members' information and perusal. Tea Board has sought the Association's suggestions / inputs and probable participation of interested members' on the proposed events.

Members are requested to kindly send their views on the above for points latest by 2nd May 2024 for onward submission to Tea Board.

Arijit Raha
Secretary General

Encl: As stated

Copy to – Export Promotion & Marketing Sub Committee - with request to kindly forward their Views.