

INDIAN TEA ASSOCIATION



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Circular No.3 /2025- 26

ROYAL EXCHANGE
6 NETAJI SUBHAS ROAD
KOLKATA 700 001

30th April 2025

TO: ALL MEMBER COMPANIES

Indian Tea Festival in Turkmenistan

Members are informed that the Embassy of India, Ashgabat, Turkmenistan proposes to organize an Indian Tea Festival during last week of May, 2025 to highlight 200 years of Assam Tea.

The Embassy has requested the Secretary, Dept. of Commerce, Ministry of Commerce & Industry, Govt. of India –

- to mount a business delegation of Indian Tea exporters during the Indian Tea Festival to facilitate B2B meetings, fostering meaningful trade discussions.
- to supply different varieties of Indian tea for the festival.

In this connection, the Tea Board has sought the Association's urgent views on the feasibility of mounting a trade delegation to Turkmenistan and also requested Indian exporters to send fresh season teas for supplying to the Embassy of India, Ashgabat, Turkmenistan.

In this connection, an email received from Mr. Joydip Biswas, Dy. Director, Tea Board India forwarding a DO letter received from the AOI, Turkmenistan and a note prepared by Tea Board on Turkmenistan market are enclosed for members' kind reference.

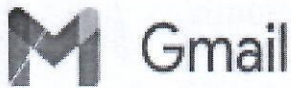
Members' views on the aforesaid matter are solicited at the earliest.

Arijit Raha
Secretary General

Encl: As stated.

Copy to:

Chairman / Vice Chairman / Addl. Vice Chairman
Export Promotion & marketing Sub Committee



Indian Tea Association <ita@indiatea.org>

Fwd: Proposal for Indian Tea Festival

2 messages

Joydip Biswas <joy2866@gmail.com>

Tue, Apr 29, 2025 at 1:52 PM

To: I T E A <i.t.e.a@hotmail.com>, Indian Tea Association <ita@indiatea.org>, TEA ASSOCIATION <teaasso@rediffmail.com>, COMMODITIES <commodities@upasi.org>, DIPAK SHAH <siteaexports@gmail.com>, CTTA KOLKATA <ctta1886@gmail.com>

Cc: aditya.c@indiatea.org, dcteaboardoffice <dcteaboardoffice@gmail.com>, Secretariat Branch <teaboardsect2021@gmail.com>, JOYDIP BISWAS <jbiswas.tbi@nic.in>, Ushree Bakshi <ubakshi.tbi@gmail.com>

Sir,

The attached DO letter from the AOI, Turkmenistan addressed to the Secretary, Department of Commerce may kindly be perused.

The said letter proposes to organise an "India Tea Festival" in Ashgabat during the last week of May '25. As per the letter, the event is envisaged to showcase various operators from the local tea trade (retailers, wholesalers, supermarket owners etc) as well as the government officials for substantive promotion of diversified bouquet of "India Tea" including holding testament to the glorious journey of "200 years of Assam Tea" at the show.

Although the letter has mentioned a very high level of tea consumption in Turkmenistan - green tea being sourced from China, whereas black tea from UAE, the following Turkmenistan tea market characteristics culled out from my old note are produced for reference and suitable amendment at your end. At the same time, an earlier small market note received from the EOI, Ashgabat is also attached for your reference.

Tea Market characteristics in Turkmenistan

- ▷ Tea is very popular drink being consumed heavily on every cultural occasion
- ▷ Total market size is estimated to be 15 million kg per annum
- ▷ Per capita consumption is around 1.5 kg per annum
- ▷ Green tea is the most preferred choice (70% of total consumption), followed by Black tea (30%)
- ▷ Of late, demand for packed tea and tea bags has increased considerably
- ▷ Sri Lanka has the overwhelming share in the import market. Additionally, teas are sourced from Georgia, China, UK and India (nominal quantity)
- ▷ The leading umbrella brands operating in the market are "Beta Champion" and "Pasha Tea" having a number of line extensions
- ▷ Cheaper Chinese tea and Quality Sri Lankan tea are the major competitors to Indian tea in the loose and packed segments respectively
- ▷ The largest tea-packing plants and the largest tea suppliers in Turkmenistan are located in Ashgabat
- ▷ The market is overwhelmingly dominated by two Turkish Companies viz. Teksun and Beta. They have been in operations since 1996
- ▷ Traditional channels of sale of tea & tea products are common grocery stores
- ▷ Tea is mainly channelised through Bandar Abbas port of Iran

The main tea-growing region is located mid-way on the North-South Transport Corridor.

The AOI's letter has also indicated that there is also a proposal of establishing a tie-in with the Government of Turkmenistan, who is also a big tea buyer. Further, Turkmenistan Airlines is also another significant tea purchaser and it has expressed keenness in introducing "India Tea" on its international and domestic flights.

In the above backdrop, your valued opinion/interest is solicited at the earliest regarding the feasibility of mounting a trade delegation to this new market. Accordingly, the Ministry and the Embassy will be intimated.

Moreover, fresh season teas may kindly be arranged to be supplied for the Festival as has been requested by the AOI, Turkmenistan. We're supplying a number of single-origin tea caddies for the same.

With Thanks & Regards,

Joydip Biswas

Dy. Director, Tea Promotion Directorate

Tea Board India, Kolkata

Ministry of Commerce & Industry

Govt. of India

Tel: +919163637102 (Whatsapp+Calling)

+918697019645 (Calling)

E-Mail: jbiswas.tbi@nic.in

joy2866@gmail.com

Website: www.teaboard.gov.in

चाय पियो मस्त जियो !

Chai piyo mast jiyo !

----- Forwarded message -----

From: Saurav Pahari <dychairman.tbi@gov.in>

Date: Mon, 28 Apr 2025 at 15:04

Subject: Fwd: Proposal for Indian Tea Festival

To: joy2866 <joy2866@gmail.com>

===== Forwarded message =====

From: Plant A <moc_planta@nic.in>

To: "Saurav Pahari" <dychairman.tbi@gov.in>

Date: Mon, 28 Apr 2025 14:44:15 +0530

Subject: Proposal for Indian Tea Festival

===== Forwarded message =====

Sir

Kindly refer to the trailing mail, it is requested to provide the requisite inputs at earliest to this Division.

===== Forwarded message =====

From: savita Jain FT CIS <moc_ftcis@nic.in>

To: "Neeraj Gaba" <neeraj.gaba@gov.in>

Cc: "Mohit Yadav" <mohit.yadav@gov.in>, "K Sivadas" <ka.sivadas@nic.in>, "deepthiraavi14" <deepthi.raavi14@nic.in>, "Plant A" <moc_planta@nic.in>

Date: Thu, 24 Apr 2025 12:38:12 +0530

Subject: Proposal for Indian Tea Festival

===== Forwarded message =====

Sir/Madam,

Please refer to the trailing mail and the attached letter from Ambassador of India, Turkmenistan regarding the proposal to organize Indian Tea Festival during the last week of May, 2025 for further appropriate action.

With regards,

FT(CIS) Division ,

Department of Commerce,

Vanijya Bhawan,

011-23039945

===== Forwarded message =====

From: Ms. Madhumita Hazarika Bhagat <amb.ashgabat@mea.gov.in>

To: "csoffice" <csoffice@nic.in>

Cc: "Head of Chancery" <hoc.ashgabat@mea.gov.in>, "RAMESH KUMAR" <com.ashgabat@mea.gov.in>

Date: Fri, 11 Apr 2025 13:17:50 +0530

Subject: Letter to Secretary, Department of Commerce

===== Forwarded message =====

Kind Attn: O/o Shri Sunil Barthwal, Secretary, Department of Commerce, Ministry of Commerce & Industry

Dear Sir/ Madam,

Please find attached herewith D.O. letter from Ambassador of India to Turkmenistan, Mrs. Madhumita Hazarika Bhagat addressed to Secretary, Department of Commerce, Shri Sunil Barthwal.

Kindly acknowledge receipt of the attached letter.

Regards,

Rashmi Rawat

PPS to Ambassador

Embassy of India


Ashgabat, Turkmenistan


Tel. No. +993-12-452425

With Regards / सादर,

Section Officer / अनुभाग अधिकारी
Plant-A Section / बागान-'क' अनुभाग
Department of Commerce / वाणिज्य विभाग
Ministry of Commerce & Industry / वाणिज्य और उद्योग मंत्रालय
Udyog Bhawan, New Delhi / उद्योग भवन, नई दिल्ली
Telephone / दूरभाष: 2303 8506
E-mail / ई-मेल: moc_planta@nic.in

2 attachments

 Letter to Commerce Secretary 11042025.pdf
274K


 Turk_Tea Mkt.pdf
202K


Aditya Chakrabarti <aditya.c@indiatea.org>
To: Indian Tea Association <ita@indiatea.org>

Tue, Apr 29, 2025 at 2:24 PM

[Quoted text hidden]

2 attachments

 Letter to Commerce Secretary 11042025.pdf
274K

 Turk_Tea Mkt.pdf
202K

मधुमिता हजारिका भगत
Madhumita Hazarika Bhagat



भारत की राजदूत
अश्गाबात, तुर्कमेनिस्तान
Ambassador of India
Ashgabat, Turkmenistan

No. Ash/Com/202/01/2025

11th April 2025

Dear Sir,

Greetings from Ashgabat, Turkmenistan!

The Embassy of India, Ashgabat, Turkmenistan proposes to organize an **Indian Tea Festival**, during last week of May 2025. The event is envisaged to bring together government officials, supermarket chains as well as private importers in Turkmenistan, providing them with an opportunity to explore and experience the rich variety of Indian teas. The event proposes to highlight 200 years of Assam Tea.

Turkmenistan has a high level of tea consumption, especially black and green tea, primarily imported from China and UAE. The Government of Turkmenistan is also a large purchaser. Given the quality and variety of tea that India produces, there exists immense potential for export of tea in this market. Turkmen airlines (a significant buyer) is operating regular flights (twice in a week) on the Delhi-Ashgabat route and has also expressed interest in introducing Indian tea on its international and domestic flight routes. This festival is aimed at providing a valuable platform to bring together relevant stakeholders from India and Turkmenistan and give impetus to capitalize on this market.

I would greatly appreciate if the Department of Commerce could support in procurement and supply of different varieties of Indian Tea for organizing the proposed event. It is also proposed to consider mounting a business delegation of Indian tea exporters during the festival to facilitate B2B meetings, fostering meaningful trade discussions. It would be deeply appreciated that consignments of tea could be sent along with promotional materials to showcase India's tea heritage.

Ms. Kanishka Singh, Second Secretary & Commercial Representative (email: hoc.ashgabat@mea.gov.in, Mob: +91 8376929789) of the Embassy will be the contact person for organizing the Tea Festival.

I look forward to your favourable response.

With kind regards,

Yours Sincerely,

(Ms. Madhumita Hazarika Bhagat)

Shri Sunil Barthwal
Secretary, Department of Commerce,
Ministry of Commerce & Industry
Room No: 426, Vanijya Bhawan
Email: csoffice@nic.in ; Phone: 011-2303 9251

Tea in Turkmenistan

Tea (Chai in Turkmen language) is very popular and part of culture in Turkmenistan. People take tea with anything they eat. Some people take tea in huge quantity as substitute of water. During the Soviet time Indian **black** tea was very popular, alongside Georgian **green** tea. Georgian green tea being the cheapest even though inferior in quality has remained the first choice of poor people.

A sizable portion of the population (app 35-40 %) mostly in Lebap and Ahal province are fond of black tea, which is mostly imported from Sri Lanka. Green tea is imported from Georgia and China.

Quantity of tea Consumption-

In 1 year 1.5 kg/per person = $1.5 \times 5,000,000$ people = 7,500,000 kg or 7500 tons (in India little less than 1 kg per person consumption)

Quality

Mainly low-medium quality tea. However the taste and demand for high quality tea is growing at a fast pace in last few years.

Countries

Tea is imported mainly from Georgia, China, Sri Lanka, India and UK

Companies

- Impra (Sri Lanka)
- Lipton
- Dilmah
- Ahmad
- Alakozay
- Bereketli (Turkmenistan, the company buys bulk tea from Georgia and China and packs up the tea)
- Arab tea
- Majest tea
- Mahmud tea
- Shere Tea

Distributors

Mr. Berdi Almazov, 80066-308023 (mobile) – Impra

Mr. Hemra, 80066-566161 (mobile) – Alakozay

Mr. Muhammet, 80066-557211 (mobile) – Dilmah

Mr. Ymam, 80066-312157 (mobile) – Ahmad, Shere

Mr. Halyl, 80066-307303 (mobile) – Lipton

Price

Different prices for different quality. Lowest quality tea is being sold at 10000-15000 manat /kg(Rs. 20-30).Mainly Georgian and Chinese. Poor people mostly buy it.

Impra ,Ahmad, Lipton sell both leaf/dust tea and tea bags.

In shopping malls and at few public places one comes across advertisements of Impra tea (Sri Lanka) and Lipton. Assam tea, Darjeeling tea, Neelgiri etc are being sold by Lipton UK.

Government Purchase of tea:-

- Government is a big buyer in Turkmenistan. It has retail stores in almost all towns/villages.
- In 2006, State Wholesale-Retail Trade Firm "Turkmen grocer's shop" of Ministry of Trade purchased 217 tons of tea from China, Georgia and Sri Lanka.

1.	Quantity of tea	217 tons
2.	Quality	Medium
3.	Countries	China
4.	Company	Capital-Longi Sci-Tecn. Co. Ltd (China)
5.	Distributors	no
6.	Brand	Green tea of the 1 st brand
7.	Preference of people of Turkmenistan	1. Chinese green tea of the 1 st brand; 2. Georgian green tea of the 1 st brand; 3. Ceylon black tea of the highest brand
8.	Price	Concrete price of the tea is 15 million manats per ton
9.	"Impra" and "Ahmad" teas	These teas were not bought by the government as they are sold by private sector in the market of Turkmenistan

(This is just a report made on the basis of information received from Ministry of trade and some private tea sellers to give some idea about the tea sector in Turkmenistan. This in no way is any authoritative document)