

INDIAN TEA ASSOCIATION

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Circular No. 11/2025-26

16th May 2025

ALL MEMBER COMPANIES

**Participation at International Tea Day Convention – ‘Tea For Better Lives’
to be organized at Vanijya Bhawan, Department of Commerce,
Ministry of Commerce & Industry, New Delhi, on 21st May 2025**

Members are informed that the Tea Board has sent a communication received early morning today, 16th May 2025 seeking Stakeholders participation at the International Tea Day Convention being organized at Vanijya Bhawan, Dept. of Commerce, Ministry of Commerce & Industry, New Delhi on 21st May 2025.

The relevant text of the communication is reproduced below:

1. “Tea Board India hereby invites interested stakeholders from the Tea Industry, including Start-ups, Exporters, Small Tea Growers (STGs), Industry Experts, Self-Help Groups (SHGs), Farmer-Producer Organizations (FPOs), innovators in the sector etc. for participation in the convention.
2. Interested stakeholders are also invited for conducting tea tasting and tea appreciation sessions and displaying their products at the India Tea Experience Zone to be set up at Vanijya Bhawan on the sidelines of the International Tea Day Convention (Kindly note that only Indian teas must be showcased, sampled, displayed at the events. Indian teas not having the major component as Camellia sinensis, as well as other origin teas apart from India should not be displayed/sampled/promoted under any circumstances).

The detailed programme schedule of the convention will be shared shortly. Interested stakeholders are requested to kindly send an email communication to the below-mentioned coordinates, informing Tea Board of their interest to participate in the event:

Name of Contact Person: Shri S.M. Nasrullah
Designation: Special Officer (NWI), Tea Board India
Email: daktboard@gmail.com
Mobile: 9818007168

Name of Contact Person: Smt. Dipannita Dattagupta
Designation: Publicity Officer, Tea Board India
Email: dipannita.teaboard@gmail.com

Members interested in participating are requested to submit their application to the Tea Board as stated above by end of day today i.e. 16th May 2025.

Arijit Raha
Secretary General

Copy to: National Committee
West Bengal and Assam Regional Committee
Export Promotion & Marketing Sub-Committee

AR:HC
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