

INDIAN TEA PROMOTION : B2Y

(1st Phase : Feb-Apr 2015)

SPONSORS –



TEA
SPONSOR

The Plan



- The ITA had organised a B2B programme in 11 locations in 2012 & 2013.
- Taking suggestions of the Trade, ITA organised two B2C tea carnivals namely “**CHAI HO JAYE**” in Gurgaon & Ahmedabad in 2014 in collaboration with the Tea Board of India.
- Following this ITA decided to take forward the Tea Promotion campaign to a more micro level to the Youth segment through a B2Y (Business to Youth) Tea Carnival.
- India is the second largest producer of black tea in the world. The beverage competes with a wide range of other beverages available to the Youth. Through this carnival, ITA intended to redefine the experience of drinking Tea.
- B2Y intended to unveil the magnificent world of tea – the types, rich history, cultural nuances and preparation styles to Youth. It is an attempt to make Tea ‘cool’ with various ‘lifestyle’ connotations associated with it



Objective

- **Primary Objective** – To ‘package’ the tea experience to make it a more contemporary, relevant, aspirational beverage of choice to the Youth.
- **Secondary Objective** – To create awareness about the Indian Tea, showcasing various types of tea.

A Technical Committee was formed under the supervision of the National Committee involving ITA member companies, industry leaders, leading broker, etc as follows :

- | | |
|----------------------------------|---|
| • Mr. Vikram Singh Gulia | – Goodricke Group Ltd |
| • Mr. Arijit Dasgupta | – J Thomas & Company Pvt Ltd |
| • Mr. Ritwik Palchoudhuri | – McLeod Russel India Ltd |
| • Ms. Aditi Nathani | – Goodricke Group Ltd |
| • Mr. S Patra | – Indian Tea Association |
| • Mr. Gautam Bhalla | – Promotion Advisor |

After several rounds of discussions with some leading marketing agencies the Technical Committee selected M/s Entertainment Network India Ltd (Radio Mirchi) as the Event Manager for the 1st phase of B2Y activity.

It was decided to cover certain college festivals in different cities in the 1st Phase of B2Y.

Activity Schedule – February to April 2015



SI	City	Venue	Activity Duration
1	Noida	Amity Institute of Biotechnology	12th – 14th February
2	Chandigarh	Govt. Medical College	20th & 21st February
3	Delhi	Venkateshwar College	24th & 25th February
4	Delhi	Hindu College	27th & 28th February
5	Delhi	Shri Ram College of Commerce	2nd & 3rd March
6	Chandigarh	Chitkara University	26th & 27th March
7	Kolkata	Oberoi Grand Hotel at India Tea Trade Dinner	8th April
8	Kolkata	Jadavpur University	28th – 30th April

Activity Report



College	Fest Name	College Profile	Footfalls in B2Y
Amity Institute, Noida	Amity Youth Fest	One of the leading group of private educational institutions in India	40,000 (approx)
Govt. Medical College, Chandigarh	Euphoria 2015	One of the best Medical Colleges in India.	12,000 (approx)
Venkateshwar College, Delhi	Nexus 2015	A most prominent College which offers a wide range of University and add on courses	40,000 (approx)
Hindu College, Delhi	Mecca 2015	A premier institution very much sought after by students.	35,000 (approx)
SRCC, Delhi	Crossroads 2015	Shri Ram College of Commerce continues to remain a dream destination for many youngsters of India	25,000 (approx)
Chitkara University, Chandigarh	Explore 2015	Chitkara University – one of the best universities in Punjab	35,000 (approx)
Jadavpur University, Kolkata	Sanskriti 2015	A premier Institution in Kolkata offering various disciplines with distinction	55,000 (approx)
Oberoi Grand Hotel	ITTD 2015	A leading 5* hotel in Kolkata.	500 (approx)

Activities of B2Y



Chai Ho Jaye kiosk served two types of Teas :

- Hot Tea – From various region
- Iced Tea with many innovative Tea Mocktails

Various types of Games like Dart Board, Selfie Contest, Memory Game, Debate, Sports etc were played to engage and encourage students

Renowned RJ from Radio Mirchi interacted with students who took photograph with their favorite RJ and posted the same in “Chai Ho Jaye” Facebook Page

Signing, Dancing on Tea theme. A group of dancers in Tea Costume performed on the stage with Chai song **(Flash Mob Dance)**

Collation of reaction / feedback from students about their experience

Various giveaways (Like – “Chai Ho Jaye” branded Fridge Magnets, leaflets, Tea Hampers, etc) were handed over to the participating students

Social Media engagement and promotion of the activities through Radio

Radio Promotion



Radio Mirchi in its regional FM channel played jingles for each B2Y activity for 2 days prior to & 3 days during event in local language

<i>Radio Station</i>	<i>Event Covered</i>
Radio Mirchi Jalandhar	Amity Institute
Radio Mirchi Delhi	Govt Medical College
Radio Mirchi Delhi	Venkateshwar College
Radio Mirchi Delhi	Hindu College
Radio Mirchi Delhi	Sri Ram College of Commerce
Radio Mirchi Jalandhar	Chitkara University
Radio Mirchi Kolkata	Jadavpur University

Chai Ho Jaye Kiosk Set Up



Students gathered at the “Chai Ho Jaye” kiosk

Maximum crowd experienced during evening time.....

RJ interacting with students / visitors



'Chai' Sampling Report



Venue	Total Sampling (Cups)	Hot Tea (Masala / Dhaba Chai)	Iced Tea (Mocktails)
Amity Institute	3365	673	2692
Govt. Medical College	1402	504	898
Venkateshwar College	3793	748	3045
Hindu College	2519	588	1931
Shri Ram College of Commerce	1851	534	1317
Chitkara University	3700	722	2978
ITTD at Oberoi Grand Hotel	575	200	375
Jadavpur University	2734	389	2345
Total	19939	4538	15581



Tea Sampling



ICED TEA : Tea Mocktails

PEPPERMINT GREEN COOLER

Green Tea with Pepperminty Refreshing After-taste

CTC EAST MEETS WEST

A Spicy Blend of Kokum Berry Extract from Western Ghats & CTC Tea

DARJEELING HONEY COOLER

The famous Darjeeling tea in a Sweet Sour Honey Flavor Mix

'UN'ORTHODOX MOJITO

The long leaf Orthodox Tea served the popular Mojito Style

HOT TEA :

DHABA / MASALA CHAI

Students loved the flavor and taste of tea mocktails and appreciated the effort of B2Y Chai Ho Jaye campaign

*** Tea Mocktails Recipes ***



PEPPERMINT GREEN COOLER

-
Glass : Collins / Tall Glass
Green Tea : 150 ml
Lime Juice : 15 ml
Sugar Syrap : 22 ml
Peppermint Powder : A Pinch
Cube Ice
Garnish : Polo

DARJEELING HONEY COOLER

Glass : Collins / Tall Glass
Brewed Darjeeling Tea : 150 ml
Lime Juice : 15 ml
Honey : 25 ml
Caster Sugar
Cube Ice
Garnish : Orange Slice

CTC EAST MEETS WEST

Glass: Collins / Tall Glass
CTC : 150 ml
Lime Juice : 15 ml
Kokum Syrap : 45 ml
Black Salt : Half Teaspoon
Cube Ice
Garnish : Orange Slice

'UN'ORTHODOX MOJITO

Glass: Collins / Tall Glass
Orthodox Brewed Tea : 150 ml
Lemon Wedges : 3
Mint Leaves : 10-12
Sugar Syrup
Cube Ice
Garnish : Mint Spring

Tea Cocktails



GREEN VODKA COOLER

- (Green Tea Vodka based Cocktail)

ORTHODOX MOJITO

- (Orthodox Tea Rum Based Cocktail)

WEST MEETS EAST

- (CTC Tea Vodka Based Cooler)

DARJEELING HEIGHTS

- (Darjeeling Tea Rum Based Cocktail)

TEA LIQUEUR

- (CTC Tea Whiskey Based After Dinner Drink)

**Both Tea Mocktails & Cocktails
were served at the Oberoi
Grand Hotel Kolkata..**

Oberoi Hotel Kolkata..
MGL 26L6D 9C JUG 0D6LOI

**Guests loved the flavor
and taste of tea mocktails
served at the India Tea
Trade Dinner Venue**

* Tea Cocktails Recipes *



GREEN VODKA COOLER

Glass: COLLINS GLASS
GREEN TEA BREW: 150 ml
VODKA: 45 ML
MINT LEAVES: FINGER FULL
LEMON JUICE: 15 ml
SUGAR SYRUP: 25 ml
ICE CUBES
GARNISH: POLO RING

ORTHODOX MOJITO

Glass: COLLINS GLASS
ORTHODOX TEA BREW: 150 ml
WHITE RUM: 45 ML
LIME JUICE: 15 ml
SUGAR SYRUP: 25 ml
LEMON WEDGES: 3
MINT LEAVES: FINGER FULL
ICE CUBES

WEST MEETS EAST

Glass: COLLINS GLASS
CTC TEA BREW: 150 ml
VODKA: 45 ML
BLACK SALT: 1/4 tea spoon
COCUM SYRUP: 30 ml
LIME JUICE: 15 ml
SUGAR SYRUP: 15 ml
ICE CUBES
ORANGE SLICE: GARNISH

* Tea Cocktails Recipes *



DARJEELING HEIGHTS

Glass: COLLINS GLASS
DARJEELING TEA BREW: 100 ml
VODKA / RUM: 45 ML
HONEY: 25 ml
LIME JUICE: 15 ml
CASTOR SUGAR: 1/4 Tea spoon
ICE CUBES
ORANGE SLICE: GARNISH

TEA LIQUEUR

STRONG CTC TEA BREW: 250 ML
WHISKY: 180 ml
CONDENSED MILK: 200 ML
GRATED NUTMEG: 1
HERSHEY'S CHOCOLATE
SYRUP: 100 ML
ICE CUBES
FULL CREAM: 50 ml



Glimpses of Activities at Colleges







The Flash 'Tea' Mob

A very encouraging effect of Music & Dance on the Youth making the event more entertaining.

An unique song on 'Tea' was lyricked for a Flash Mob of young dancers dressed in Tea leaves & danced on the "Chai Ho Jaye" stage



Flash Mob received very good response from the audience

Chai Ho Jaye @ The Oberoi Grand Hotel, Kolkata



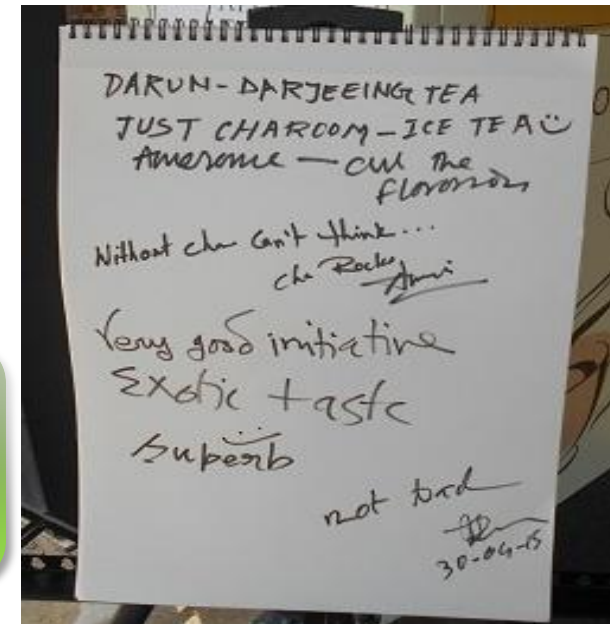
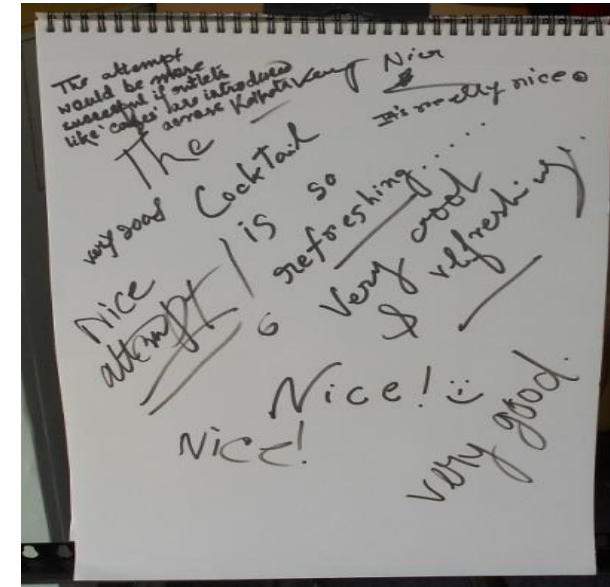
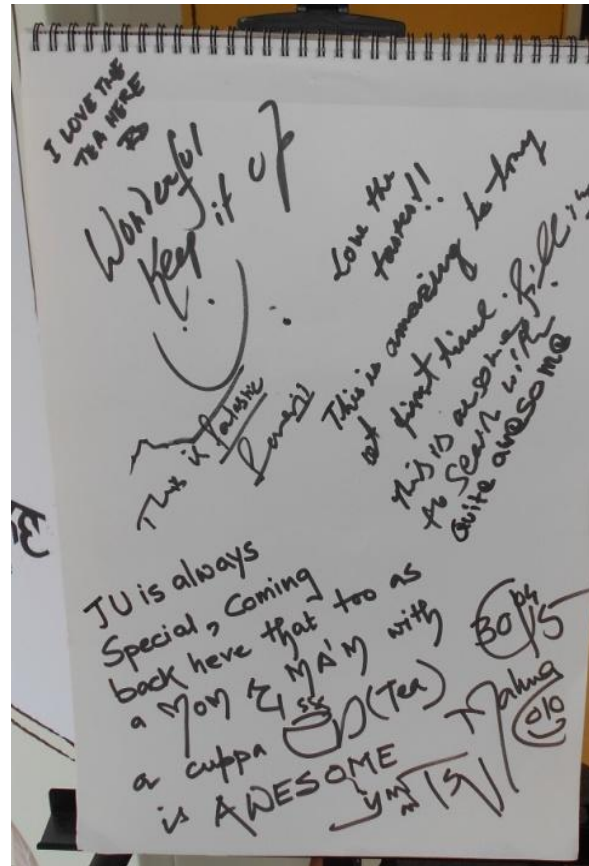
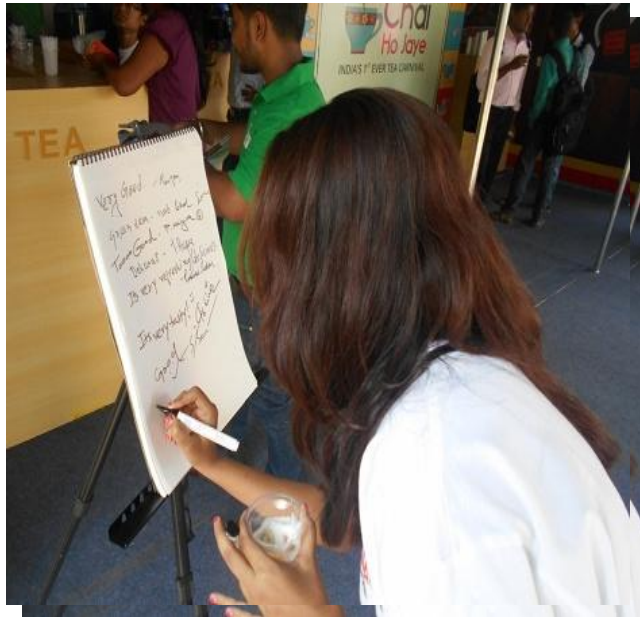
India Tea Trade Dinner 2015



India Tea Trade Dinner (ITTD), an signature event, brings together all segments of the Tea Industry and Trade in India and overseas to facilitate exchange of views at the onset of the tea production season.

A prototype model of B2Y Chai Ho Jaye was placed at the Oberoi Grand Hotel Kolkata on 8th April 2015 at the ITTD and served tea Cocktails & Mocktails to the participants.

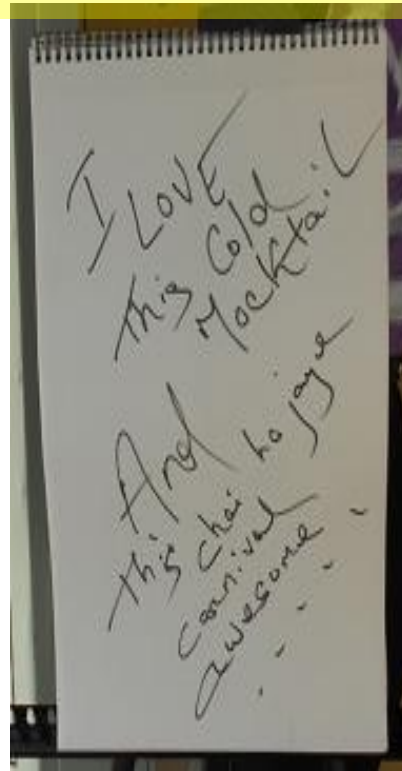
Compliments from Students / Visitors



Great achievement of the "Chai Ho Jaye"

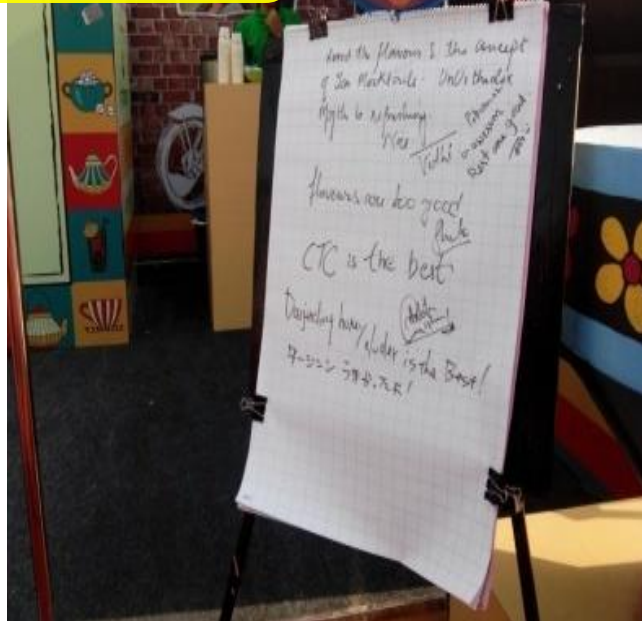
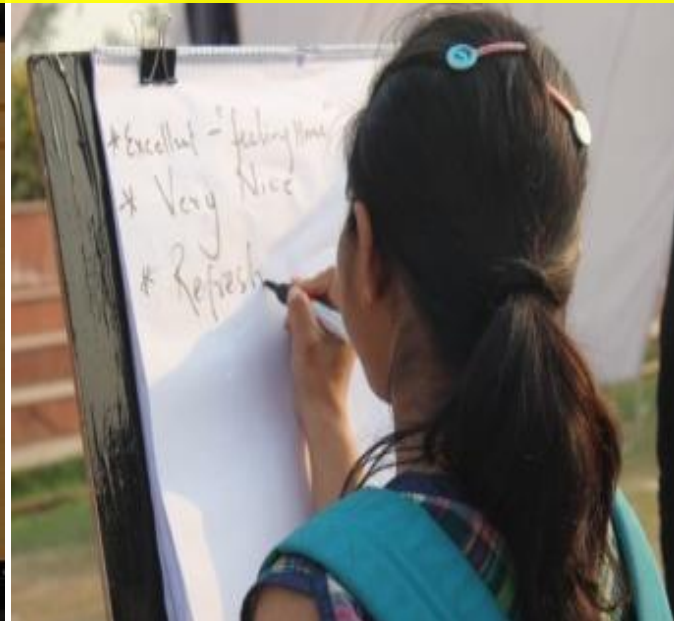


Students appreciated the idea , sipped tea mocktails and gave their comments





Students showed their gratitude by asking the B2Y team to come each year with such an ACTIVITY



Social Media - Digital Visibility



**15,000 +
Likes**

71K62

**More tags from the
page at individual
profiles**

Posts to Page

Photos of Chai Ho Jaye

Photos

Albums

Pintu Kumar > Chai Ho Jaye

26 February at 12:13 · 🌐

Chai ho jaye

See translation





Dr.Ashok K.Taneja ▶ Chai Ho Jaye

18 November · 🌐

I wish to put up a stall for "Chai Ho jaaye" at Gurgaon Drs conference. Contact me. M: 8800691400

1 Comment



Pooja Girdhar ▶ Chai Ho Jaye

25 January · 🌐

Hello.

I wanted to buy green tea..please let me know How can I purchase it.



Sidhant Kumar ▶ Chai Ho Jaye

26 February at 9:23 am · 🌐

Chai ho to asie Chill jasie.... :-)



8 Likes



Like



Comment



Share



The posts show how much people have liked the kiosk, quality & way of sampling



Mahua Mukherjee Ghosh ▸ Chai Ho Jaye

1 May at 01:33 · Edited · 🌐

Couldnt stop myself from writing a feedback....Communication Teacher in her role!!!



Mahua Mukherjee Ghosh ▸ Chai Ho Jaye

1 May at 01:32 · Edited · 🌐

A lot happened with me @ d JU chai ho jaye..Winning a prize



**Ek Cup Chai
Ho Jaye ??**



Rajesh Das added a new photo to Chai Ho Jaye's Timeline

— with Subrata Khetri and 2 others.

28 April at 13:57 · 🌐

Ek cup chai...ho jaye vai...



Like · Comment · Share · 👍 10 💬 3 ➦ 1

Print Media Coverage



➤ ***The Economic Times on 12 / 02 / 2015***

➤ ***The Telegraph on 27 / 04 / 2015***

➤ ***Anandabazar Patrika on 26 / 04 / 2015***

➤ ***Times of India on 25 / 04 / 2015***

➤ ***Business Standard on 25 / 04 / 2015***

➤ ***The Telegraph on 24 / 05 / 2015***

WAH CHAI!

Tea Party's on People, Come and Pick Your New Flavour


Indian Tea Association to promote beverage among youth with tea carnivals in colleges pan India

SUBANJANA GHOSAL/livesgout.com

Kolkata: The Indian Tea Association (ITA) is set to promote the beverage among youth through carnivals in colleges, beginning with Delhi, National Capital Region, Chandigarh and Kolkata later this month, as the industry lobby seeks to reach out to the consumers that it believes are fast turning to coffee due to its more contemporary image.

The association will try to attract students with tea mocktails and other innovative tea preparations at the events, which have been termed as a B2Y (business to youth) campaign and will be held during the college festivals. In Delhi, the first set of carnivals will be held in Hindu College, Sri Venkateswara College and Shri Ram College of Commerce.

"The per capita consumption of tea in India is as low as 730 gm per annum though it is the largest producer of black tea in the world," said Sujit Patra, joint secretary of ITA. The figure is lower than that in Pakistan, where the per capita consumption of tea is 1.2 kg per

 **NOT SIPPING ENOUGH**

The per capita consumption of tea in India is as low as 730 gm per annum though it is the largest producer of black tea in the world

SUJIT PATRA
Joint Secretary, ITA

annum, and other tea drinking nations like UK and Ireland where it is even higher at 1.5 kg and 2.3 kg respectively.

"So we need to increase our consumption as production is increasing. And to do that, we feel that young Indians are the right target group for us," said Patra. Coffee has emerged as a strong competitor to tea as it has won favour among the youth, said Asim Monem, director of McLeod Russell India. "Tea traditionally has been drunk as the morning and evening cuppa, whereas coffee is being offered to customers in different forms,"

he said. "But there can be many preparations of tea also as India produces different kinds of tea," he added.

Monem said ITA will also use social media platforms such as Facebook and Twitter to promote tea. "We are starting with eight colleges. In the next phase, we will go to the IITs and IIMs to organise tea carnivals," he said.

Patra said tea output is on the rise, largely driven by small tea growers. Last year, 30-35% of the total production of 1,200 million kg came from them. While tea consumption in India has grown with the increase in population, it is vital for tea industry to grow in the category, he said.

Monem said ITA has successfully conducted B2B (business to business) and B2C (business to consumer) programmes in several cities.



The Economic Times

Business Standard

Chai Ho Jaye phase I nearing completion

The Indian Tea Association (ITA) in consultation with the Tea Board has initiated a B2Y (Business to Youth) tea carnival targeting the youth segment through Chai Ho Jaye campaign.

In the 1st Phase of the B2Y

campaign ITA has participated at 6 College Fests since February 2015. The last event in this chain will be at Jadavpur University, Kolkata at its Fest "Sanskriti" over 28th to 30th April, 2015.

Chai Ho Jaye is a generic

tea promotion campaign aimed at making tea the most popular/ preferred beverage amongst the youth. While India is the second largest producer of tea worldwide, its perception amongst the younger generation is very limited.

Through this carnival, ITA is unveiling the world of tea - types, rich history, cultural nuances and preparation styles. It is an attempt to make tea 'cool' and have various 'lifestyle' connotations associated with it.

BS REPORTER

Coverage Snaps

Anandabazar Patrika



The Telegraph

Tea plan to win over youth

A STAFF REPORTER

Calcutta, April 26: The Indian Tea Association (ITA) has started a campaign, called *Chai Ho Jaye*, to popularise the beverage among the youth.

The association has held tea carnivals in six college fests across New Delhi, the National Capital Region and Chandigarh since February. The last carnival will be held at Jadavpur University in Calcutta from April 28-30.

Tea has not been as popular among the youth as coffee.

The per capita tea consumption in India is around 730 gm annually, far below countries such as Ireland (1.90 kg), Russia (1 kg), Chile (1.24 kg), Turkey (2 kg), Egypt (1.15 kg) and Pakistan (1.1 kg).

However, the production of the brew has been on the rise mainly because of an increased contribution from small growers.

"We want to connect with the consumers. Youth account for around 30 per cent of the population. So, unless we attract this segment, we cannot grow," said Sujit Patra, additional secretary of the ITA.

চাহিদা বাড়তে তরুণ প্রজন্মই বাজি চা শিল্পের

নিজস্ব সংবাদদাতা: চা উৎপাদনে বিশ্বে বিক্রীত হলেও চা পানীয় হিসেবে অনেকটাই পিছিয়ে পড়েছে। সাম্প্রতিক কালে দেশের সর্বত্র নিত্য নতুন তৈরি হচ্ছে 'কফি-শপ'-এর সঙ্গেও কৃত্রিম প্রতিযোগিতার মুখে দেশের চা শিল্প। বিশেষ করে তরুণ প্রজন্মের কাছে চায়ের গ্রহণযোগ্যতা বেশ কম। তবে দাঁতকে তাই সেই তরুণ প্রজন্মের দুমুঠেই বাজে চা শিল্পমহলা। দেশের বিভিন্ন প্রান্তে কলেজ-বিশ্ববিদ্যালয়ে চা উৎসবে সন্মিলন হতে 'বিজ্ঞানসন্মুখ ইয়ুথ' কর্মসূচি নিয়েছে ইন্ডিয়ান টি অ্যাসোসিয়েশন (আইটিএ)।

অন্যদিকে ২৮ এপ্রিল থেকে বামপন্থার বিশ্ববিদ্যালয়ে বিন বিন বাস্কিট হাউস উৎসবে সন্মিলন হচ্ছে তারা। আইটিএ-র তরুণ অনুযায়ী, ভারতে বর্তমানে মাত্র ৭৩০ গ্রাম চা পানীয় পরিবেশন হয়। অন্যদিকে

অন্যান্য দেশ অনেক এগিয়ে। যেমন তুরস্ক ২ কেজি, কেম্বি, চিলি ১.২৪ কেজি, মিশর ১.১ কেজি, পাকিস্তান ১.১ কেজি, রাশিয়া ১ কেজি ইত্যাদি।

সর্বশেষ মহাশয়ের মতে, ভারতে চা পানীয় বেচিরা কম। হলে ব্রিন বা আইসক্রিম বাওরার গ্রহণতা কিছুটা উঠেছে। তরুণ সার্বিক ভাবে তা নবপণ্য। দুই সপ্তাহের মধ্যে কটি পান করতে বসতি অগ্রহ, চায়ের ক্ষেত্রে ততটা



মহা চা পানীয় আরও বাড়ানো ছাড়া বনেই মনে করছে চা শিল্পমহলা। কারণ

এক দিকে যেমন অসুখের সংখ্যা অনেক বাড়ছে, তেমনি দলল অসুখে অসুখের ঔষধমাত্রাও। সেই কালে যতটা আরও সাময়িক প্রেক্ষাপটকেই যতলা বুঝির জন্য শাখির প্রাণ করছে চা শিল্প। আইটিএ-র বক্তব্য, অন্যান্য পানীয়ের মতোই চায়ের বেচিরাও কমতি নেই। যেমন চায়ের ক্ষেত্রেও 'মকটেল' তৈরি হচ্ছে। ইতিমধ্যেই বাজারে

মকো বিভিন্ন ধরনের মকটেল। তেমনই রকমারি আইসক্রিম-ও রয়েছে। পাশাপাশি চা পানি বাজারে পক্ষেও যে ভাল, তার বিজ্ঞানসন্মত ব্যাখ্যাও আছে। এই সব তথ্যই দুই সপ্তাহের মধ্যে ছড়িয়ে পড়ে। অসুখের কাছে টানতে টানতানী আইটিএ। আইটিএর জনপ্রিয়তা, বামপন্থার বিশ্ববিদ্যালয়ের ছাত্র উৎসবে (সেফেটি) পদযাত্রার কাছে চায়ের সেই সব পৌঁছিয়ে আবার নিকে ছড়িয়ে পড়ে তারা। থাকবে নানা মেলায় বাবুহাও। চায়ের পেছন্যে নিয়ে দুই সপ্তাহের মধ্যে আসবাব করাই তাদের মূল লক্ষ্য।

প্রথম পর্বের এই কর্মসূচিতে এর আগে মিলি, চট্টগ্রামের ছাত্র কলেজ ও বিশ্ববিদ্যালয়ে সন্মিলন হয়েছে আইটিএ। দ্বিতীয় পর্বের পুরো মরসুমের পরে যেন তারা অন্যান্য কলেজের উৎসবে সন্মিলন হবে।

Tea talk at JU

Kolkata: In order to promote tea among youth, Indian Tea Association (ITA) will be conducting 'Chai Ho Jaye' campaign on Jadavpur University campus coinciding with its annual students' fest "Sanskriti" on April 28-30, 2015.

To bring alive the culture of drinking tea and its different ways of consumption, the premier tea producers' body in association with Radio Mirchi will organise various activities like interaction with the college students, sampling/showcasing various types of Indian teas, tea mock-tails, engaging games, flash mob dance, etc. TNN

Times of India

Leanings from B2Y



- **Iced teas in the different flavours were a great hit as consumers were more willing to experiment**
- **Most consumers had very limited knowledge of the variety of Indian tea but were very willing to learn**
- **Make the occasion attractive to Youth with exciting events like Flash Mob which received very good response from the students**
- **Youth are ready to experiment for innovations such as tea mocktails with ice**
- **Changed the perception of tea as a drink for only old people & converted it as a hip drink**

Thank You ...