

# INDIAN TEA ASSOCIATION



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Circular No. 119 /2014-15

9<sup>th</sup> February 2015

**TO: ALL TEA COMPANIES**

## **ROAD SHOW: CHAI HO JAYE TEA PROMOTION CAMPAIGN: B2Y**

This is further to the ITA Circular No. 86/2014-15 dated 24<sup>th</sup> November 2014 wherein members were apprised of the two B2C Tea Carnivals – **Chai Ho Jaye** organised at Gurgaon and Ahmedabad in August & September 2014 respectively. Detailed Report & Photos have been uploaded in the ITA website.

While tea production has not increased from the corporate sector, it has been continuously increasing from the bought leaf sector. In order to sustain this increase in production, it is imperative for the consumption to continue to grow well beyond the 730kg per capita currently, which is below some of the neighbouring countries.

Whilst tea consumption in India has grown on the back of the increasing population it is now vital for us to grow the category by reaching out to the youth and by tapping into the variety of tea servings that can make the drink as exciting and appealing as any other beverage.

Considering overwhelming response in B2B & B2C, the Association in consultation with Tea Board has decided to take forward the Tea Carnival to the target section i.e. Youth through B2Y (Business to Youth). Accordingly some Agencies have been consulted and decided to participate at certain College Fests in different cities. In the 1<sup>st</sup> Phase 8 colleges in Delhi NCR, Chandigarh & Kolkata will be participated through interaction with the college students, sampling/showcasing various types of Indian teas, tea Mocktails, their preparations, etc. After scrutinising all proposals the Tea Promotion Technical Committee has finally selected M/s Entertainment Network (India) Ltd (Brand-Radio Mirchi) for execution of this B2Y Tea Carnival. The Schedule of participation at the College Fests is as follows:

Sl No.	City	College Name	Area/Location	Festival Name	Festival Dates
1	Delhi	Hindu College	North Campus	Mecca	27th & 28th Feb
2	Delhi	Venkateshwar College	South Campus	Nexus	24th & 25th Feb
3	Delhi	Shri Ram College of Commerce	North Campus	Crossroads	02 <sup>nd</sup> - 3 <sup>rd</sup> March
4	Noida	Amity Institute of Biotechnology	Noida	Amity Youth Fest	12 <sup>th</sup> - 14th Feb
5	Chandigarh	Govt. Medical College	Chandigarh	Euphoria	20 <sup>th</sup> – 21 <sup>st</sup> Feb
6	Chandiargh	Khalsa College	Chandigarh	-	Dates to be fixed
7	Chandigarh	Chitkara University - Punjab	Chandigarh / Patiala	-	26 <sup>th</sup> & 27 <sup>th</sup> March
8	Kolkata	Jadavpur University	Jadavpur	Sanskrity	20 <sup>th</sup> to 22 <sup>nd</sup> March

Radio Mirchi will broadcast about this B2Y Tea Carnival for 4 days prior to & during each college event in local language. RJ from Radio Mirchi will be also present in each day of the Tea Carnival at Colleges and perform & interact with the students.

Members are requested to support and actively participate at these Fests.

  
S Patra  
Addl.Secretary