



Indian Tea Association organised the **India Tea Road Show 2012** covering 7 key domestic markets involving the Selling and Broking fraternity from North and South India in two phases –

- **1<sup>st</sup> Phase : 14<sup>th</sup> to 17<sup>th</sup> February 2012 : Hyderabad, Mumbai, Ahmedabad and Jaipur**
- **2<sup>nd</sup> Phase : 28<sup>th</sup> February to 1<sup>st</sup> March 2012 : Amritsar, Delhi and Kanpur.**

This B2B initiative was conceived as a PR exercise to foster better commercial relationship in the tea fraternity, understand each others' problems, exchange information on the current tea scenario and look forward to boost tea consumption. The India Tea Road Show provided ample opportunities to build/intensify contacts and network with the regional packeters/blenders in the key markets.

Various issues/problems like Iron Filings in Tea, Poor Bulking, Poor Standard of Packaging, augmenting Green Tea Production, etc. were raised and discussed at the Interactive Sessions at each location. The Association took up the issues like notification of a Tolerance Limit on Iron Filings in Tea, Prevention of Colouring Matter in Tea, Promotion of Tea, etc. with the Tea Board. ITA circulated an advisory Note, as prepared by the Chairman, ITA Technical Sub Committee, to members and CCPA Constituents advising factories to implement certain preventive measures at various levels of tea manufacturing towards reducing the contents of iron filings in Tea. **(Note is placed in the Download section)**

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