



India Tea Road Show 2013 – B2B

After the overwhelming response of last year's Road Show, ITA again took a strong contingent of producers and major auctioneers from North and South India for the 2nd India Tea Road Show which was held in Nagpur, Indore, Rajkot and Pune from 18th to 23rd March 2013. The producers present accounted for approximately 300 m.kgs (27 % of India's production) while the auctioneers represented 450 m.kgs (approximately 90 % of the total tea auctioned in India). Besides PR exercise opportunity was taken to showcase Corporate Social Responsibility (CSR) undertaken by the producers and left a thought with the traders to share social, promotional and environment cost with the producers.

India Tea Road Show 2013 – a B2B Event – was organised in Nagpur, Indore, Rajkot & Pune over 18th to 23rd March 2013 associating Sellers and Auctioneers from North and South India.

The salient features of the market covered are as follows :

- **NAGPUR** is the mid-point of India and is the capital of Vidharbh region of Maharashtra and caters to markets like Akola, Amravati, Balaghat, Gondia, Vardha, Hinganghat, Chanderpore, Yeotmal, etc.
- The popular grades in this market are PF, PD and Dust.
- Dooars / Terai dominate this market with about 80 % of the market share followed by Assam (10%), Cachar (5 %) and South India (5 %).
- The total consumption in this belt is between 25 to 30 m.kgs.
- Incidentally, Maharashtra consumes the maximum tea in India – the consumption is between 95 to 100 m.kgs.

- **INDORE** is situated in the Malwa region of Madhya Pradesh (MP) and caters to nearby markets like Bhopal, Ratlam, Neemuch, Mandsaur, Ujjain, Dhar, etc.
- The popular grades are PF and PD.
- Like Nagpur Dooars / Terai enjoy a market share of 70 – 75 % followed by Assam (15 to 20 %) and South India (5%).
- The consumption is approximately 15/20 m.kgs in this region

- **RAJKOT** is situated in the Saurashtra belt of Gujarat and caters to markets like Bhavnagar, Surendranagar, Jamnagar, Junagarh, Porbunder, Morvi and Bhuj (Kutch area).
- The popular grades here are PF and PD.
- Assam enjoys the lion's share of this market 50-60 % followed by Dooars / Terai 30-35 % and South India 10%.
- The approximate consumption in this market is between 20-25 m.kgs.

- **PUNE** is in the western part of Maharashtra and caters to markets like Kolhapur, Satara, Sholapur, Sangli, Ahmednagar, Jalna, etc.
- The popular grades are Dust, PD and CD.

- Quality Assam enjoys the lion's share of this market between 50-60 % followed by Dooars / Terai 20 – 25% while South India accounts for about 15-20 %.
- The consumption in this belt is approximately 25-30 m.kgs.

Various issues/suggestions were discussed at the Interactive Sessions at each location. Producers/Sellers needed to address many these issues like poor bulking, keeping quality, shortage in weight, poor standard of packaging, presence Iron filings/foreign materials, more Green tea production, etc.

Traders faced problems on presence of Iron Filings in Tea beyond interim prescribed limit of 150 mg/kg.

Association again circulated (as circulated in 2012) the Advisory Note to members and CCPA Constituent Associations to take preventive measures by installing magnets at various levels of tea manufacturing towards reducing the contents of iron filings in Tea. Also manufacturers were advised to follow good manufacturing practices, HACCP norms, etc to prevent problems of iron filings, pesticides, etc.

It was felt that to increase consumption **ITA must embark on a B2C exercise** and develop a concept where tea could be promoted to School and College going youth highlighting health benefits and correct method of tea brewing to enjoy variants throughout the day (4 occasions). Pune, Gurgaon, Chandigarh, Bangalore could be selected to do free sampling of various varieties of Tea available in India.

Certain other suggestions towards popularizing Tea were :

- Training blenders / packeteers / traders in tea, visiting tea gardens and learning the nuances of Tea making.
- Organize Tea Party meets for Ladies in selected Towns.
- Open Tea Lounges in all major cities where one should go back to the Raj days, playing old music and take the **NOSTALGIA** route.
- To take the glamour route – Tea Icon can be considered. While the selection of a celebrity would be an expensive proposition we could however think and invent our own friendly Icon / Mascot.

Conclusively, the Road Show was participative with good interaction and a further step forward from the learning experience of last year.

Indian Tea Road Show 2013 has pioneered a new bond of Buyer-Seller-Auctioneer relationship. It also provided an opportunity to build further contact with the regional packeteers which was evident from the Tasting Sessions held in all the four places which displayed regional brands. Producers and auctioneers present had a chance to look and taste popular brands in these four major regional markets.

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