



Business to Consumer (B2C)

Indian Tea Association (ITA) organized B2B Road Shows at several locations during 2012 & 2013 and interacted with the trading community. Following that ITA strongly felt that the industry should be engaged through B2C programmes at several key locations involving packeters. Accordingly, an Advisory Committee and a Technical Committee was formed involving the Tea Board, CCPA Constituents, leading regional packeters, industry leaders, brokers, etc to supervise the matter.

Launch in 2014

In the year 2014, ITA in consultation with the Tea Board of India initiated **B2C- CHAI HO JAYE™**, India's 1st ever Tea Carnival.

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 wanted to unveil the magnificent world of quality tea – its varieties, health benefits, rich history, cultural nuances and preparation styles, which is a key element. It was an attempt to make tea 'cool' and have various 'lifestyle' connotations associated with it. It was the first ever Tea Promotion Campaign bringing together producers, packeteers, auctioneers and the Tea Board of India.

Gurgaon & Ahmedabad were the targeted cities where ITA rolled out B2C carnivals – on 23rd & 24th August 2014 at the Ambience Mall and 13th & 14th September in Himalaya Mall respectively. A mobile canter moved around each city prior to the event in order to build up pre-event hype. The events inaugurated in presence of the Media Personnel. At the Mall, people experienced what it is like to 'sip their cuppa tea' quite like an English Tea Room, 'slurp their Chai' at an Indian Dhaba or attend a 'Tea Party' with tea mocktails created by renowned Mixologists! The Carnivals were attended by a large number of consumers – a major portion of which was Youth & School Children – the Carnival's targeted groups.

Apart from the above ITA approached 10 schools of repute in each city to participate in an essay competition on Tea. The essay topic was "Sharing of 'Chai'ldhood Moment". Around 500 Students from class V to VIII standard participated and submitted their 'story 'on tea. The winner from each city got a fully sponsored trip to a Tea garden (in Darjeeling & Assam) with family.

Please visit our gallery & explore event photographs.