



India Tea Road Show 2017

Indian Tea Association (ITA) embarked on B2B Road Show under the banner “India Tea Road Show” in two Phases in March 2017.

- 1st Phase : covered Rajasthan and Gujarat : commenced from **Jaipur** on 6th March and taken up to **Udaipur** on 7th March, **Ahmedabad** on 8th March and **Vadodara** on 9th March 2017
- 2nd Phase : covered Madhya Pradesh and Maharashtra : **Indore** on 20th March, **Bhopal** on 21st March and **Nagpur** on 23rd March 2017.

Large number of participants from producers and auctioneers in each phase interacted with large numbers of traders / packeters in each location.

Road Shows covered buyer / seller interactions over a lunch or dinner hosted by ITA. Producers are facing lot problems in regard to huge cost, low price realization, etc. ITA presented some of those issues to the trade. A presentation was showcased covering industry issues, crop scenario, prices, cost, sustainability, etc.

Road Shows proved to be a good PR exercise. Road Show emphasized on the need for a rise in price for the survival of the industry given unsustainable cost and supply / demand mismatch. ITA advocated for use of “Trustea” code for the benefit of consumers and a suitable price premium which could be shared in the entire value chain. ITA has requested traders / packeters to target young in the age group of 17 to 24 (about 30% of population) with different format of tea, say, cold and flavoured and shared its B2Y experience and recipes from its “Chai Ho Jaye™” campaign in over 12 colleges in 2015 & 2016.

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