Special edition e-auction organized on 22nd June, 2020

On 21st May, about 300 tea gardens throughout India had participated in a symbolic move to pluck and process the finest two leaves and a bud. Their plantation management and staff worked tirelessly to prepare some excellent teas.

These limited edition teas were crafted with utmost skill and care to represent the exceptional attributes, taste and flavour of Indian tea varieties and types.

These teas were offered at the International Tea Day Special Edition e-Auction on 22nd June, 2020. The special auction was organized in all the six (06) registered auction centers across of the country i.e. Kolkata, Guwahati, Siliguri, Cochin, Coonoor and Coimbatore and was governed by Pan India Auction Rules. The initiative was publicized through the Social Media platforms and the names of the top 10 tea gardens fetching the highest prices at this special auction were posted on the Social Media platforms.