

## **Good News for Connoisseurs of Indian Tea**

The Tea Board of India has taken firm steps to protect and enhance the image of Indian tea globally, and to ensure that only tea worthy of the tagline 'Indian tea' is exported. This comes on the backdrop of various quality issues that have cropped up in recent years.

Effective **February 1<sup>st</sup>, 2013**, no teas can either be exported from or imported into India, without conforming to FSSAI parameters and teas would be subjected to random testing. The Tea Board of India has established a Tea Council of North India and one for South India, under its direction, to put in place an online mandatory mechanism to track all exports and imports of tea and ensure that quality norms are enforced. The mechanism, being designed by NSE-IT will be hassle free and paperless. Details would be posted on the website of the Tea Board from 01.1.2013, and tea exporters/importers are advised to visit the webpage <http://www.teaboard.gov.in/> for details.