

## **India Tea Week held at Astana & Almaty, Kazakhstan, to commemorate 66th Independence Day**

On the occasion of 66th Independence Day of India, a tea festival was organized by Tea Board of India with active support from Embassy of India in Kazakhstan at Astana (13 - 15 August) and Almaty (12-14 August), as a part of special promotion of Indian Tea in Kazakhstan.

Kazakhstan is the second largest importer of tea in the CIS region after Russia and imports about 28 million kgs of tea per annum. It is a quality conscious CTC tea market with high per capita consumption of 1.5 kg per annum. Currently India is the leading supplier of tea to this country with a market share of 40.9 per cent. In 2010 total export from India was 11.69 million kgs. In this perspective, the special tea promotion campaign was organized as a part of the Project 5-5-5 of which Kazakhstan is one of the focus countries.

As part of the campaign, tea tasting session was organized at Khan Shatyr complex at Astana for three days (12-14 August) for the public, along with cultural programmes showcasing traditional Indian dance and Bollywood theme music. There was a tremendous response to the event with a footfall of around 5,000 in three days.

A similar tea tasting session was organized in Almaty at the MEGA shopping complex (12 - 14 August) supported by M/s Premeir's Tea Ltd and M/s J V Gokal & Co. Bollywood theme dance and classical Indian dance were part of the programme. The event saw a footfall of around 3,000 in the three days.

On 15th August, a business conference on Indian Tea was organized at Hotel Intercontinental Almaty, attended by leading tea personalities from Kazakhstan. In the conference, a presentation on Indian tea was delivered by Shri M G V K Bhanu, Chairman, Tea Board of India, and key note address was given by Mr Ramaz Chanturya, General Director, Association Russteacoffee. The conference witnessed lively discussion on potential and problems related to tea trade, particularly Indian tea in Kazakhstan. In the summing up address, H.E. Shri Ashok Kumar Sharma, Ambassador of India to Kazakhstan, expressed that this event could be significant towards strengthening the glory of Indian Tea in Kazakhstan and similar events will be organized in other cities like Karaganda, Aqtobe, Atyrau etc.

The evening witnessed a networking meet and reception where leading figures from the industry, diplomatic communities were present. A film on Indian tea was displayed during the reception and finest quality Indian Tea was served to the guests. The event ended with a cultural programme showcasing Indian dance from all corners of the country performed by local Kazakh artists.