

Indian tea showcased at mega promotional event during London Olympics

London, August 2: The special Indian tea promotion in London, coinciding with the Olympics, started with a flourish on 1st August, 2012, at the Royal Festival Hall, Southbank Centre, London. A delegation of major producers and exporters, led by the Additional Secretary, Ministry of Commerce, Shri Madhusudan Prasad, is in London for the special promotional event. His Excellency, Dr J. Bhagwati, the High Commissioner of India in the UK, inaugurated the show with the cutting of the ribbon and there was a symbolic pouring of the tea from a huge teapot into a cup by the Additional Secretary, Shri Madhusudan Prasad, and the Chairman, Tea Board of India, Shri MGVK Bhanu. A mini tea garden was created inside the Royal Festival Hall, narrating the story of tea production, from the leaf to the cup. The entire hall came alive with the drumbeats, along with the Bhangra performance and other Indian dance performances, which were a major attraction of the day's event. The crowd loved the Indian flavour in its various manifestations -- Indian tea, dances, music, food stalls, coffee, spices etc.

Prominent Indian tea producers and exporters, including M/s McLeod Russell, M/s Goodricke, M/s Ambootia, M/s Rossell Tea, M/s Typhoo Tea, as well as Indian Tea Association (ITA) and Darjeeling Tea Association (DTA) were present in full strength and displayed some of the best teas in the exhibition stall outside the Royal Festival Hall. The crowd got the opportunity to see a display of and sample a delectable selection of some of the finest teas of India from a stationary tram, decorated with signages of different types of Indian tea. It was the hotspot of the exhibition's venue, from where a continuous supply of a fine selection of Indian teas, including Darjeeling Tea, Assam Tea, Nilgiri Tea, Kangra Tea, was done.

There were stalls by other commodity boards like Coffee Board, Spices Board and APEDA. These stalls, along with various other food stalls, serving Indian snacks and food items, made the concept of "Flavours of India" come alive. The mood was very upbeat, with the crowd soaking in the ambience, and enjoying many cups of Indian tea.

A two-week long special tea promotion event is being held at Harrods and at Heathrow Airport as part of the overall promotional campaign. A special nook has been created at Harrods to display Indian tea. Large digital display screens all over Harrods showcase a special selection of Indian tea. A High Tea event has also been organised in the Tea Room of Harrods as a celebration of the wonderful teas of India, where the tea lovers are being treated to the special Indian tea menu.

A buyer-seller meet is scheduled to be held on 2nd August, where some of the prominent players of the UK market will interact with Indian producers and exporters. This mega event of Indian tea promotion, coinciding with London Olympics, is

expected to enhance the brand equity of Indian tea exponentially in the minds of the people and the British tea trade and give a new fillip to the Indo-British tea trade.