

Makaibari Sets a New Record

It is a matter of great pleasure and pride that Indian Tea, Makaibari, has booked orders at a record price of \$1850 per kg. That the orders have come from Japan, UK and US is also noteworthy. At a time when the Tea Board and the tea industry is grappling with the issues of value addition and brand building this news has come as a shot in the arm for the Indian Tea Industry. Makaibari has been an iconic tea garden and we are very pleased to note that even after its ownership has recently changed hands, the high standard of its quality and recognition has grown further.

The Tea Board congratulates the spirit of Makaibari, Raja Banerjee, the master salesman and Laxmi Tea Company, its new and promising owners on achieving this fantastic feat. It is hoped that other prestigious tea companies of India will be encouraged by this example and pursue their own plans of value addition and brand building with renewed vigour.