

## **Press Release on Promotional Activities**

### **Tea Board India undertakes a slew of promotional activities through the virtual medium**

Kolkata, August 26: Tea Board India, a statutory body under the Ministry of Commerce & Industry, has been initiating a slew of promotional activities through the virtual medium of webinars, virtual B2B meets, video conferences etc. in order to facilitate the tea business, both in the domestic sphere and the export sector, keeping in mind the current scenario in the wake of the global pandemic.

A Virtual B2B meet of Indian Tea Exporters with importers and other stakeholders of Egypt was organized jointly by Embassy of India, Cairo and Tea Board India on 24<sup>th</sup> August 2020.

The underlying principle behind organizing this B2B meet was to develop networking opportunities and to generate the requisite business leads for Indian tea exporters to Egypt. About 60 delegates participated in the meet and various possibilities for increasing Indian tea exports to Egypt were discussed

On the domestic front, a virtual B2B meet was organized by Tea Board India on August 18 with the overall objective of making low-tea drinking states of India into promising markets where the potential for consumption of tea is high.

The webinar attracted wholesalers and retailers from Uttar Pradesh and NCR so that they could engage in hard core business with the sellers from the Northeast.

This domestic B2B meeting was the first in a series to be organised in the four states of Uttar Pradesh, Bihar, Jharkhand and Odisha as part of an attempt by Tea Board India to aggressively promote Indian tea in the domestic and international markets.

Further, an Interactive Meeting was held via Video Conferencing with major exporters and Associations on 10<sup>th</sup> August on the issue of the “Way Forward for Indian Tea Exports in the Current Situation.” The meeting was chaired by Shri P.K. Sahoo, Deputy Chairman, Tea Board.

These were the first of the series of virtual meetings organized in the wake of the global pandemic to facilitate tea trade. More such meetings will be organized in the coming months to address the issues related to both domestic, international tea trade and other requirement of the Indian Tea Industry.

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