

### **Promotion of Packaged Teas of Indian Origin (Brand Support)**

**Objective:** To help Indian exporters for marketing teas of Indian origin in overseas markets on a sustained basis, the sub-component is intended to promote teas of Indian origin therein.

**Sub-component contour:** For companies wanting to avail of the benefits of this sub-component, it is mandatory to adhere to the following stipulations:

- (i) To market teas of Indian origin in packets carrying the Indian tea logo or any of the speciality logos (Darjeeling, Assam, Assam Orthodox, Nilgiri, Nilgiri Orthodox, Dooars-Terai) after complying with the requirements of logo usage norms as well as IPR norms and regulations
- (ii) All Indian companies/exporters marketing Indian branded teas in packets less than 5 kg are covered in the sub-component
- (iii) The brand shall be owned by the company/exporter
- (iv) Exporters desiring to avail of the benefits of this sub-component will be required to draw up a one year action plan with corresponding projected exports and submit the application to Tea Board.

The promotional assistance will be applicable for the following categories:-

#### **3.2.3.1. Promotional campaign**

For intensive publicity campaigns toward launching Indian branded products or for promoting branded products, the following components are eligible for financial assistance –

- (a) Media (social, digital, print, electronic and any other media as found suitable for a specific market subject to prior approval of Tea Board)
- (b) Hoarding
- (c) Bus / Train/Tram panels
- (d) P-O-P material, and
- (e) Promotional literature.

#### **3.2.3.2. Displays in International Departmental Stores and in-store demonstration**

For promoting value added tea products, tie up with local distributors and major stores for display and in-store promotion

#### **3.2.3.3. Product Literature, Website Development**

Production of product literature, development of website, etc. for fairs/events

#### **3.2.3.4. Inspection charges**

Inspection charges, incurred prior to shipment of packaged teas carrying Board's logos (adhering to logo usage norms), will be reimbursed. The inspection will be carried out through the Tea Board-approved list of inspection agencies who will submit the results to Tea Board simultaneously along with the exporter. Clearance certificates from the Tea Councils are mandatory.

### **Eligibility**

1. All the Indian exporters registered with Tea Board having valid registrations and exporting value added tea will be eligible

2. All the above exporters exporting for the past 3 years and submitting regular monthly export returns to Tea Board

3. All registered Associations of tea producers and exporters are eligible to apply for assistance for promotion of Indian tea brands owned by their members

### **Scale of assistance**

#### **1. Promotional campaign**

Up to 25% of the cost for reimbursement subject to a ceiling of Rs.50 lakh per annum per market

#### **2. Displays in International Departmental Stores and in-store demonstration**

60% of display and shelf rental cost for reimbursement subject to a ceiling of Rs.25 lakh per annum per market

#### **3. Product Literature, Website Development**

25% of the total cost subject to a ceiling of Rs.50 lakh per annum per market on reimbursement basis

#### **4. Inspection Charges**

A maximum of 25% of inspection charges on reimbursement basis

### **Terms & Conditions**

1. All interested Exporters/Associations are required to apply in advance on company letter head to Tea Board in a prescribed application form

2. While applying, applicants will be required to provide:-

a) Year-wise full details of exports (volume and value) of their tea brands during the last 3 years to the particular country for which promotional/financial assistance is sought (Associations will be required to furnish information pertaining to their members)

b) Indicate market prospects in terms of market attractiveness and ability to serve it

c) A one-year plan with clear targets and timelines for implementation

3. Tea samples or Trade discounts, if given, may not be included in this sub-component. PR activities in regard to any promotional item will not be eligible for financial support

4. It is desirable that, wherever possible, Tea Board representative (i.e. any officer from the Promotion Directorate) is associated during all stages of the promotion campaign for better execution and results

5. For assistance with regard to Promotional Campaign/Brand Promotion, details of the selected media readership/viewer ship, and tariff are to be indicated clearly.

6. After the campaign, copies of invoices along with copy of the advertisement released (in the case of publication) shall be submitted for release of funds through e-payment mechanism ie. RTGS/NEFT

7. In case of hoardings or Bus/Tram Panel ads, photographs shall be submitted duly endorsed by the concerned Director of Tea Promotion or any other authorized official of the Board where such promotion has taken place

8. All claims need to be duly substantiated by proof of payment against invoices. In the event of any false claims being lodged, Tea Board reserves the right to claim refund of the amount granted to the applicant with applicable interest

9. Applications will be processed through E-government portal of Tea Board to be uploaded on "first-come-first-serve" basis, subject to availability of funds and adhering to all the terms & conditions

10. There will be an overall ceiling of Rs. 50 lakh per company or the group per annum

11. Disbursement will be made subject to the applicant achieving 10% increase of volume of export in the target market. For the purpose of calculating increase in exports, calendar year (Jan to Dec) figures will be taken into account

12. Claim for reimbursement will have to be accompanied by a Chartered Accountant's Certificate

13. Y-o-Y review as well as a 3 year composite review will be undertaken regarding the efficiency & effectiveness of an activity to decide on course correction and/or continuity of a project further

14. Relaxation may be made by the Deputy Chairman depending on the merit of each case

Implementation: Deputy Chairman will be the sanctioning Authority under the scheme component. Tea Board will implement the sub-component as per the delegation of powers and with due concurrence of Finance Department. Any doubt or dispute arising out of any application will be referred to an Advisory Committee constituted by the Deputy Chairman, Tea Board. Thereafter, decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

**Submission of application:** The applicant exporters desirous of availing the assistance shall submit their application in the prescribed form along with necessary supporting documents to Director of Tea Promotion, Tea Board, 14 B.T.M. Sarani, Kolkata 700001.

**Disbursement:** Reimbursement will be effected through E-governance Portal of Tea Board to be developed by it. After the sanctioning authority has satisfied him about the legitimacy of the same, funds will be released through e-payment mechanism ie. RTGS/NEFT. Administrative and monitoring expenses of the sub-component will be met from the fund allocated to it.

#### **Amendment to the Sub-component**

The Tea Board reserves the right to amend, amplify or abrogate in its discretion any of the terms and conditions of the sub-component without notice as deemed necessary for efficient and effective execution of the sub-component and fulfillment of its objectives.

**N.B.**

1. If the consignments for export are rejected on grounds of quality, MRL issues or packaging issues, the amount availed from Tea Board by the exporter under this sub-component has to be returned along with the prevailing interest
2. Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected. Similarly, legal action will be initiated for recovery with applicable interest against applicants who obtain the export incentive benefit by willfully furnishing wrong/incorrect information, misrepresentation and suppression of information.

Sl.No.	Exporters
1	MCLEOD RUSSEL INDIA LIMITED
2	S.S.K.EXPORTS LIMITED.
3	SHAH BROTHERS
4	TATA Global
5	MADHU JAYANTI INTERNATIONAL LTD.
6	GIRNAR FOOD & BEVERAGES PVT. LTD.
7	BHANSALI & CO.
8	GOODRICKE GROUP LTD
9	Unilever India Exports Ltd.
10	Asian Tea Company Private Limited
11	BALAJI AGRO PVT.LTD.,
12	J.V.GOKAL & CO. PVT. LTD.
13	VIKRMA IMPEX (P) LTD.
14	TEA GROUP EXPORTS
15	Swiss Singapore India Pvt Ltd
16	A.TOSH & SONS (INDIA)LTD.
17	NEW TEA CO. LTD.
18	JAYSHREE TEA & INDUSTRIES LTD
19	M K JOKAI AGRI PLANTATIONS PRIVATE LIMITED
20	AL-GAYATHRI TRADING CO.(P)LTD.
21	Avt Natural Products Limited
22	GUJARAT TEA PROCESSORS & PACKERS LTD.
23	M.K.SHAH EXPORTS LTD.
24	Gillanders Arbuthnot & Co.Ltd.
25	CHAMONG TEA EXPORTS PVT.LTD.
26	Chaizup Beverages LLP
27	APEEJAY TEA LIMITED
28	HARRISONS MALAYALAM LTD
29	AQUARIUS MARKETING PVT.LTD.
30	NARENDRA TEA CO.(P).LTD.,
31	NESTLE INDIA LTD.
32	KUSUM INTERNATIONAL
33	Tea Promoters India
34	JFK International Ltd.
35	New Tea Exports Private Limited
36	INDIAN PRODUCTS LTD.
37	HINDUSTHAN TEA EXPORTERS
38	Siewert & Dholakia Overseas Pvt.Ltd.
39	GODFREY PHILLIPS INDIA LTD.
40	G.A.RANDERIAN PVT.LTD.
41	THE COONOR TEA ESTATES CO.LTD.

42	Sumran Agro Private Limited
43	Matheson Bosanquet Enterprises
44	Kanan Devan Hills Plantations Co.Pvt.Ltd.
45	HAVUKAL TEA & PRODUCE CO. PVT. LTD.
46	Everton tea India Pvt Ltd
47	Shri Shakthi Associates
48	Team United Marketing Pvt Ltd
49	Glenworth Estate Limited
50	THE TELOIJAN TEA CO.LTD.
51	CRYSTAL TEA (INDIA) PRIVATE LTD.
52	THE UNITED NILGIRI TEA ESTATES CO. LTD.
53	BLUE MOUNTAIN TEA AND COMMODITIES PVT. LTD.
54	EASTERN CONDIMENTS PRIVATE LIMITED
55	THE BOMBAY BURMAH TRADING CORPN. LTD
56	Rossell Tea
57	NEELAMALAI AGRO INDUSTRIES LTD.
58	Vahdam Teas Private Limited
59	ADITYA TRADING CO.
60	RAGHUNATH EXPORTS COMPANY
61	AMAR TEA PVT. LTD.
62	Teesta Valley Exports Ltd.
63	KAMRUP TEA COMPANY
64	The Jorehaut Group Limited
65	Newby Teas Overseas (P) Ltd
66	Tea Experts India Private Limited
67	Inderchand Sitaram
68	MARIS AGRO PRODUCTS PVT. LTD.
69	Chai Kapi Services
70	BALAJI AGRO INTERNATIONAL
71	SARAF TRADING CORPORATION PVT.LTD.
72	M/s Tulip Nilgiris Exports Pvt.Ltd.
73	RAGHUNATH EXPORTS PVT, LTD.
74	PREMIER'S TEA LIMITED
75	Young Tea Private Limited
76	Purba Tea Exports Private Limited
77	Miracle Tea & Spices Co.
78	RAGHUNATH EXPORTERS
79	C. PATEL & CO.
80	Agri Import & Export Limited
81	Jalinga Tea Co. (India) Private Limited
82	A.V.Thomas & Co.Ltd.
83	Aeon Commodities Private Ltd
84	L.M.J.INTERNATIONAL LTD.

85	PARRY AGRO INDUSTRIES LTD.
86	Tea Xpress Pvt. Ltd.
87	Amalgamated Plantations Private Limited
88	Om Tea Private Limited
89	THE ANANDA-BAG TEA CO. LTD.
90	STANES AMALGAMATED ESTATES LTD
91	KAIRBETTA ESTATES SYNDICATE
92	Chrometan Exports Private Limited
93	ANITA EXPORTS
94	CRAIGMORE PLANTATIONS (INDIA)PVT.LTD.
95	B.R. MALHOTRA & CO. PVT. LTD.
96	Parkwood Tea Exports LLP
97	Lochan Tea Limited
98	SURAJMUKHI TEA PRIVATE LIMITED
99	Majestic commodities Private Limited
100	DESAI & SONS
101	Eswaran Brothers India Pvt. Ltd
102	Om Sai Foods
103	Consolidated Tea corporation
104	WARREN TEA LTD.
105	JIVRAJ TEA LTD.
106	AL SHOKUR (INDIA)PVT.LTD.
107	Kesar Commercial Private Limited
108	DARJEELING IMPEX LIMITED
109	THE GLENMORGAN TEA ESTATE COMPANY
110	AMBO EXPORTS INDUSTRIESLTD.
111	James Warren Tea Limited
112	SAKET IMPEX
113	Putharjhora Tea Garden Private Limited
114	TRINITY TRADING
115	TEA PACKERS(INDIA) PVT. LTD
116	SREE SAI CORPORATION
117	Blueberry Agro Products Pvt Ltd
118	IP Tea & Commodity Company
119	RADHA SUPPLIES
120	Poabs Enterprises Private Limited
121	P.S. TEA INDUSTRIES
122	Longview Tea & Agro
123	SOUTHERN TREE FARMS LTD.
124	Rajshahi Banijya Pvt.Ltd.
125	KANORIA INTERNATIONAL
126	Mokalbari Kanoi Tea Estate Private Limited
127	Golden Tea Manufactures & Exporters
128	Jogmaya Tea Estate Private Limited
129	Aabeli Tea Company

130	ANDREW YULE & CO LTD.
131	Mac Impex
132	Thaisola Plantations Pvt.Ltd.
133	Waterfall Estate Private Ltd.
134	Sombaria Company Ltd.
135	Neel Beverages Private Limited
136	Eastea Chai (P) Ltd.
137	POABS EXPORTS
138	Jalannagar Development Private Limited
139	R.L.EXIM
140	Amaco Impex Private Limited
141	Geebees Beverages Pvt.Ltd.
142	VIMAL TEA COMPANY
143	AGARMET CORPORATION
144	Central Agri Trades Private Limited
145	AMARAWATI TEA CO. LTD.
146	J.D.CORPORATION
147	CTE Tea Private Limited
148	Okayti Tea Co Ltd
149	Quality Spices & Food Exports Pvt. Ltd.
150	Mohani Tea Leaves Pvt.Ltd.
151	V. G. Exports
152	Koshambh Multitred Pvt Ltd
153	Makaibari Tea & Trading Co.Pvt.Ltd.
154	The Small Farmers Tea Project
155	Aap Ki Pasand
156	Nisha Enterprises
157	Accord India International Pvt. Ltd.
158	Spisys Limited
159	GOLDEN TIPS TEA CO(PVT) LTD
160	TEAMARK EXPORTS