

Report on mounting of trade delegation to Kazakhstan during August 23-24, 2018

In accordance with the Ministry's sanction dated May 9, 2018, a full-fledged trade delegation had visited the potential Kazakhstan market was mounted from August 23-24, 2018 in collaboration with the Industry and the guidance of the Indian Embassy.

The list of finalised delegates comprises twenty (20) members from the Industry including two small growers' representatives from North Bengal and one representative from the Indian Tea Association (ITA).

The delegation was led by Sri Arun Kumar Ray, Dy. Chairman, Tea Board to facilitate trade promotion through organizing India Tea Seminar, Buyer-Seller meet and conducting tasting sessions to inform regarding India's diversified tea growing regions and the rich variety & produce.

The entire programme was highlighted by a well-attended "Indian Tea Seminar", "Buyer-Seller Meet (BSM)" and the concurrent tea tasting sessions & the tea pairing competition being undertaken in collaboration with the Indian Embassy in Kazakhstan and the Rusteacoffee Association.

As a curtain raiser to the programme, "The International Tea Masters' Cup, Kazakhstan" relating to Tea Pairing and a Tea Tasting competition was organised in the morning of 23rd August 2018 through the Rusteacoffee Association for presenting exclusive Indian tea being targeted at the discerning Kazakh consumers, who were very much enamoured by the Indian tea varieties. The teas used for the Tea Masters cup comprised exclusive Indian teas of different grades encompassing CTC, Orthodox and Darjeeling teas. The participants were from the HORECA Industry, who used individual creativity & zeal for infusing the original teas with fruits/spices, and presenting them with food pairings. The basic objective was to enhance the image of "Tea" from mass consumption item to that of a premium consumption category for creating awareness and emotive association thus ultimately forming a strong branding leading to strong brand equity in the consumers' minds about "India Tea". Mr. Krishan Katyal, Chairman of the reputed auction organizer - M/s J. Thomas & Co and a very reputed tea taster was roped in as the key industry resource on behalf of Tea Board for organising and coordinating tea tasting sessions for promotion of India Tea in an effective and focused manner.

In the afternoon of 23rd August'18, Shri Katyal conducted an interactive tea tasting session with the invitees, introducing and presenting a full range of representative Indian tea types and varieties, comprising Green Tea, Assam, Darjeeling, and Nilgiri Orthodox and a full range of CTC teas which form the bulk of Kazakhstan imports. The session evinced considerable interest from potential buyers, who concentrated not only on their traditional CTC category, but also on the Orthodox varieties. The event was also highlighted in the media. The list of teas presented is placed at the Annexure – 1.

"The International Tea Masters' Cup, Kazakhstan" was followed by the inauguration of the "India Tea Conference" by the Indian Ambassador to Kazakhstan, Sri Prabhat Kumar. Separate presentations were made by the Dy. Chairman Tea Board – Shri Arun kumar Ray and the Indian Tea Association Vice-Chairman (ITA) – Shri Iqbal Singh Sukarchakia, highlighting the quality and nuances of Indian teas especially suited for the Kazakhstan markets. In his address, Mr. Ramaz Chanturiya, General Director, Rusteacoffee Association - the biggest association of Tea and Coffee Producers in Russia under the wing of the Russian Federation Ministry of Agriculture operating as the most influential group in the CIS

countries of Russia, Kazakhstan, Uzbekistan etc stressed upon the strategies for leveraging on the inherent strength of “Indian tea’ for penetrating into the Kazakhstan market in face of stiff competition given by Kenyan teas of late.

The “Indian Tea Seminar” was immediately followed by a well-organised Buyer-Seller Meet in which each individual exporter from India had an opportunity to intensively interact with the representatives of importing companies on one-on-one basis. In all, eighteen (18) buyers had attended the structured BSM and some of the attending exporters confirmed of effecting sound business deals as a corollary to this meet.

The tea tasting session was followed by distribution of prizes amongst the winners of the “Tea Pairing Competition” and a cultural programme of Music and Dance combining an amalgam of Indian & Kazakhi culture. Subsequently, the invitees and the delegates mingled and exchanged views over the networking dinner hosted by Tea Board India.

On 24th August 2018 morning, first the meeting with the Kazakhstan Chamber of Commerce was held, where useful discussions and exchange of views in relation to rationalization of import tariffs on branded Indian teas, possibilities of having suitable warehousing and Tea Centres took place. It was followed by the visits to a Tea Packaging factory named “Universal Tea Factory” on the outskirts of Almaty.

In the evening, showcasing of Indian teas and live tasting for consumers was conducted for over two hours in a prominent mall. The exercise turned out to be a huge success resulting in continuous footfall, questions, tasting of different teas and it interestingly generated a lot of enquiries by the streaming shoppers for on the spot purchase of the teas on display. It was also a pleasant surprise to note the keen interest and curiosity shown by several groups of children between the ages of 8 and 14 about the Indian teas on offer.

Annexure - 1

List of teas presented for tea tasting

S NO.	REGION	TEA TYPE	GRADE
1	ASSAM	GREEN TEA	WHOLE LEAF
2	DARJEELING	FIRST FLUSH	WHOLE LEAF
3	DARJEELING	SECOND FLUSH	WHOLE LEAF
4	NILGIRI	ORTHODOX	WHOLE LEAF
5	ASSAM	ORTHODOX	TIPPY WHOLE LEAF
6	ASSAM	ORTHODOX	TIPPY BROKEN
7	ASSAM	ORTHODOX	WHOLE LEAF
8	ASSAM	ORTHODOX	GFOP
9	DOOARS	CTC	BOPSM
10	DOOARS	CTC	BOP
11	ASSAM	CTC	BPS
12	ASSAM	CTC	BOP
13	ASSAM	CTC	BOPSM

14	ASSAM	CTC	BP
15	ASSAM	CTC	PF
16	ASSAM	CTC	PD

Visit of Indian Tea Delegation to Almaty, Kazakhstan, 23-25 August, 2018



Shri A.K. Ray, Deputy Chairman, Tea Board, giving a presentation on Indian Tea, 23/08/2018



The Indian Tea Delegation led by Deputy Chairman, Tea Board



Tea Tasting Session



Buyer Seller Meet