

Scheme for Assistance for setting up Tea Boutiques in overseas locations for India

Tea Promotion

Objective : India as the second largest producer and the largest consumer of tea in the world has a diversified portfolio of single-origin teas like Darjeeling, Assam, Assam Orthodox, Nilgiri, Nilgiri Orthodox, Dooars-Terai, each of which has distinct aroma & flavour attributable to its geographical origin.

In order to showcase these wide varieties at one place and excite the customers especially youth about the qualitative nuances and the correct brewing method in a magnificent & aesthetic ambience, the concept of “Tea Boutique” has been harnessed.

Nature of assistance:

Tea Board will handhold a prospective entrepreneur for three (3) years in terms of financial assistance being provided to him/her as explained below in a structured format:

Type of acquisition for a stand-alone boutique	Nature of financial assistance			Remark
	End of Year 1	End of Year 2	End of Year 3	
Ownership	25% of (Capex*+WC**)	50% of WC	25% of WC	Subject to upper ceiling of Rs.50 lakh in Year 1 and Rs. 30 lakh in Year 2 & Rs. 20 lakh in Year 3
Rental	50% of rental	40% of rental	30% of rental	Subject to upper ceiling of Rs.50 lakh in Year 1 and Rs. 30 lakh in Year 2 and Rs. 20 lakh in Year 3

*Capital expenditure-> May include actual cost of space or lease value of space

**WC-> Working capital toward day-to-day operations

Eligibility criteria

- i) All Indian companies registered with the Tea Board holding valid Registration Certificate (RC) under TMCO 2003 and/or Buyer’s registration no.
- ii) Having financial commitment for the project at least to the tune of Rs. 5 crores
- iii) Indian partners of Joint venture companies, having equity share of at least 49%

Documents to submit

- (i) A detailed project proposal clearly indicating the following:
 - nature of Tea boutique to be set up with planned location (s)
 - space to be acquired on ownership or lease basis
 - year wise profitability analysis (for 5 years) and its viability
- (ii) Self-certified copies of RC under TMCO 2003 and TDECO 2005
- (iii) Verification of credentials from Trade Association(s) to which the prospective applicant is affiliated
- (iv) Documents indicating firm commitment of the applicant for his/her investment share as specified above

Terms & Conditions

1. All interested Tea Companies are required to apply in advance on company letter head to Tea Board in a prescribed application form placed at Annexure - 1
2. While applying, applicants will be required to provide:-
 - a) Year-wise full details of domestic sale as well as overseas sale, if any (volume and value) of their tea brands during the last 3 years
 - b) A one-year plan with clear targets and timelines for implementation
3. 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 prevailing bank interest
4. Applications will be processed on "first-come-first-serve" basis, subject to availability of funds
5. Claim for reimbursement will have to be accompanied by a Chartered Accountant's Certificate
6. 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. 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