



टी बोर्ड भारत Tea Board India

14, बी.टी.एम.सरनी (ब्रेबोर्न रोड) कोलकाता 700001  
14, B.T.M Sarani (Brabourne Road) Kolkata 700 001

[www.teaboard.gov.in](http://www.teaboard.gov.in)

Ref No : 20(20)/2023/Prom

Dated: 21.07.2023

**Circular for setting up an Indian Tea Experience Zone as part of the  
Promotional Activities related to India's G20 Presidency at Jaipur, 21-25  
August, 2023**

- Tea companies/applicants interested to participate along with Tea Board at the G-20 Indian Tea Experience Zone at Jaipur on 21-25 August, 2023, must be registered with Tea Board India. Copies of valid licenses (eg. RCMC/Buyers License/Exporters' License etc.) in respect of the above with the company/applicant seal and signature of the Authorised Signatory must be submitted along with the application form. In case of Small Tea Growers (STGs), copy of STG Smart Card issued by Tea Board India should be submitted.
- The company/applicant shall submit an undertaking with the Company/applicant seal and signature of the Authorised Signatory stating that it is not under any investigation/charged/prosecuted/debarred/black listed on any grounds related with trade and business, on the Letter Head of the Company and not signed by anybody less than the rank of a Director. Scanned copy of declaration to be given on company/applicant letterhead.
- The company/applicant must display/sell/exhibit only Indian teas at the events. Self-declaration by the company/applicant duly signed, that the company/applicant will display/sell/exhibit only Indian teas (*Camellia sinensis*) from the pavilion. No beverage other than *Camellia sinensis* will be allowed.
- Branding would be allowed in terms of packs/cartons/ caddies etc. on display, and on leaflets, free gifts etc.

- Only Indian teas to be displayed, sampled and sold from the stalls. Non-tea products (i.e. products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed/sampled/sold from the stalls. Any deviation to this will be viewed seriously and penalty will be applicable as per the discretion of Deputy Chairman.
- Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition. All the requirements essential for putting up a good show at the India Tea Experience Zone e.g. hiring of experienced personnel for conducting the tea tasting and tea sampling activities, travel, accommodation, sampling equipment, logistics, smart liveries for the staff, display materials, accessories extra furnishing and other incidental charges will have to be arranged for and borne by the company/applicant. Further, it must be ensured that all the representatives of the participating tea companies must be there for the entire duration of the event till the completion of the event.
- Each tea company /applicant must submit pictures of proper displays and accessories to be displayed at the Indian Tea Experience Zone.
- Only one application will be entertained for group companies where the entire group will be considered as one applicant.
- Those companies/applicants who have already submitted their application forms along with participation fees for participation in this event along with Tea Board India need not submit it again.



In the event of more entries than available space, assessment will be done as per the following table.

Sl. No.	Description	Marks
1	Start ups	20
2	Average exports in volume in the last 3 financial years	10
3	Average exports in value in the last 3 financial years	10
4	Unit value realisation in domestic market in last 3 years (average)	10
5	Unit value realisation in exports market in last 3 years (average)	10
6	Domestic average annual turnover in the last 3 financial years	10
7	Annual average turnover of the Company in the last 3 financial years	10
8	Percentage of business in value added segment (average) in the last 3 financial years	10
9	Display aids and accessories for the stall	10
	Total	100

- Upon shortlisting of companies and the number being more than the space available, further selection would be done by drawing of lots
- One stall will be allotted to a group of 2-4 Small Tea Growers (STGs), provided there is a minimum of two applications from the STG sector and provided the STGs submit their filled-in application forms within the last date for submission of applications. The participation fees of Rs. 2,500/- + 18% GST will be divided equally amongst all the STG participants.

- If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, penalty will be applicable as per the discretion of Deputy Chairman Tea Board.
- In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding.
- 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 scheme and fulfilment of its objectives.
- 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.
- All the above-mentioned documents must have the Company/applicant Seal along with the signature of the Authorised Signatory of the Company/applicant.
- The interested Tea companies/applicants to submit the participation fees of Rs 50,000/- + 18 % GST latest by 02.08.2023. The total expenditure for setting up the Experience Zone (apart from the participation fees of Rs. 50,000/- + 18% GST) would be jointly borne by Tea Board India and the respective companies on a 20:80 sharing basis (20% of the expenditure will be borne by Tea Board and the remaining 80% has to be borne by the participating company). The details of the representatives of the Company may be duly filled up as per the format and submitted to Tea Board latest by 02.08.2023.
- The details for NEFT/RTGS for remittance of the participation fees of Rs. 50,000/- + 18% GST are given below:

Account Name: Tea Board Market Promotion Scheme

Bank: Bank of Baroda

Branch: Brabourne Road

Account no: 00260200000807

IFSC: BARB0BRABOU

- Please note that all the interested applicants/tea companies/STGs must submit the filled-in application forms strictly within the last date for submission of applications. Any requests for considering applications submitted after the cut-off date will not be entertained under any circumstances.


*Rishikesh Rai*

(Dr. Rishikesh Rai)

Secretary



### Format for forwarding details of participants

<b>Name</b> (Should include complete parentage)	<b>Aaadhar Number</b>	<b>Working mobile number</b>	<b>Permanent Address</b> (complete with Taluka/ Tehsil, Village, district, house/street/lane and PIN code) <b>POLICE STATION DETAILS BE ALSO INCLUDED)</b>	<b>Present address</b> (if applicable , but in same format)	<b>Photo</b>
<b>Raj Ram Reddy</b> <b>Father's Name:</b> <b>Mother's Name:</b> (This is an example)	<b>806100983454</b>	<b>9448224611</b>	<b>#64/1, F1 Coffee Court, Milllers Road, Benson Town Post Office, Bengaluru-560046 (Bharai Nagar Police Station)</b>	<b>#64/1, F1 Coffee Court, Milllers Road, Benson Town Post Office, Bengaluru-560046</b>	



### Application for participation

Sl. No.	Subject	Particulars
1	Name of the firm/company/applicant/organization	
2	Complete Communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the official(s) participating in the event	
4	Name of the Group company/applicant	
5	Name and number of the documents showing registration with Tea Board	
6	<p>Average exports in volume in the last 3 financial years, Average exports in value in the last 3 financial years, Unit value realisation in domestic market in last 3 years (average), Unit value realisation in exports market in last 3 years (average), Domestic average annual turnover in the last 3 financial years, Annual average turnover of the Company in the last 3 financial years, Percentage of business in value added segment (average) in the last 3 financial years</p> <p>(mention for each of the last 3 financial years separately)</p> <p>Year 1</p> <p>Year 2</p> <p>Year 3</p>	
7	<p>Particulars of exhibition</p> <p>Name</p> <p>City:</p> <p>State:</p> <p>Duration of the event from _____ to _____</p>	
8	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/ITPO etc. for the event under reference at Sl. NO. 7?	

**Declaration**

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no subsequent claims are in the pipeline, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature\_\_\_\_\_

Name (Block Letters)\_\_\_\_\_

Designation\_\_\_\_\_

Name of Applicant\_\_\_\_\_Firm\_\_\_\_\_

Office Seal\_\_\_\_\_

Place:

Date: