

टी बोर्ड ★ भारत

(भारत सरकार के अधीन, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग)

14, बी. टी. एम. सरणी (ब्रेबोर्न रोड), कोलकाता 700 001, पो० बा० सं० 2172,
तार टीबोर्ड दूरभाष : 2235-1411(7 लाइन), एसटीडी : 033-22215720 फ़ैक्स : 2221 5715
ई-मेल : teaboard@teaindia.org., वेबसाइट : www.teaboard.gov.in

TEA BOARD ★ INDIA

(Under Govt. of India, Ministry of Commerce & Industry, Deptt. of Commerce)

14, B. T. M. Sarani (Brabourne Road), Kolkata - 700 001, P. O. Box No. 2172
Gram Teebord Tel.: 2235-1411(7lines) STD 033-22215720 Fax : 2221 5715
E-mail : teaboard@teaindia.org., Website : www.teaboard.gov.in



Tea Board Scheme

Component: Overseas Promotion

Sub Component: Brand support in overseas market

Circular No. 33(1)/2015/PROM/ 1265

Date: 19.08.2015

To :

ALL THE TEA EXPORTERS' / PRODUCERS' / TEA TRADE ASSOCIATIONS IN INDIA

SUB : MARKET DEVELOPMENT & EXPORT PROMOTION OF THE BOARD – ASSISTANCE UNDER SCHEME FOR
PROMOTION OF PACKAGED TEAS OF INDIAN ORIGIN (BRAND SUPPORT) IN OVERSEAS MARKET - Circular reg.

Sir(s),

In référence to the 'Market Development & Export Promotion Scheme' of Tea Board India under the 12th 5-Year Plan (i.e. upto 31-3-2017), I am to inform you that the scheme pertaining to 'Assistance for promotion of packaged Teas of Indian Origin (Brand support) in overseas market', has been uploaded into the Tea Board's website.

In this context, you are requested to go through the scheme with the detailed guidelines and the related enclosures carefully prior to applying for assistance under the Scheme.

Yours faithfully,

Joydip Biswas
(Joydip Biswas)

Director of Tea Promotion (HQ) I/c

Encl : As stated



यदि आप अपना पत्र हिन्दी में लिखेंगे तो उतनी ही जल्दी जवाब मिलेगा, जितना कि अंग्रेजी में लिखने से मिलता है।

Circular for Assistance under Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market

To help Indian exporters for marketing teas of Indian origin in overseas markets on a sustained basis, the Scheme is intended to promote teas of Indian origin therein.

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 specialty 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:-

1. Showrooms and Tea boutiques

For setting up showrooms, tea boutiques or retail outlets for retail sale of value added teas from India

2. 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. 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

4. Product Literature, Website Development

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

5. 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.
4. The scheme covers all Indian exporters selling 100% Indian teas in packet less than 1 kg and having "Indian Tea Logo" and/or origin logos printed on their packs. Focus will be on exports of high value teas.

Scale of assistance

25% of the lease/rental charges subject to a maximum reimbursable limit of Rs. 10 lakh per annum

2. Promotional campaign

Up to 25% of the cost for reimbursement subject to a ceiling of Rs.50 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 Chairman/Deputy Chairman depending on the merit of each case

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.

Proforma Application Covering Letter

(In Company letter head)

To
Chairman
Tea Board, Kolkata

Dated:

Sub : Application for Assistance in Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market

1. I/We propose to avail assistance under the "**Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market**" on account of our promotional activities for packaged teas of Indian origin and submit herewith an application for subsidy amount of Rs.....for the purpose.
2. I/We have read and understood all the terms and conditions of the scheme and I/We hereby agree to abide by all the terms and conditions.
3. I/We hereby declare that I/We am/are not a defaulter under any of the loan schemes of the Board.
4. I/We hereby enclose the documents in support of the application as per the Scheme.
5. DD/Bankers' Cheque for Rs.1000/-as application fee enclosed in favour of Tea Board, payable in Kolkata

Encl: As stated

Yours faithfully,

Signature _____

Name _____

Designation _____

Full Address _____

Applicant's Seal & Date



Assistance under Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market

PROFORMA APPLICATION FORM

(Particulars asked for herein should be furnished in respect of tea factory to which the application relates)

Sl.No.	Particulars	Remarks		
A	1. Accounting year of application			
B	Ownership/Name of the Co. with Address /fax/ e-mail			
C	Details of activities undertaken for which assistance is sought. (Separate sheet may be used)			
D	Registration no. under Tea (Distribution & Export) Control Order, 2005.			
E	Registration no. under Tea Marketing Control Order, 2003			
F	1.Total export Volume (in Kg.) in preceding 3 years 1 (i) Total 1 (ii) Brand wise	Year 1	Year 2	Year 3
	2. Total export Value (Rs. In lakhs) in preceding 3 years 2 (i) Total 2 (ii) Brand wise	Year 1	Year 2	Year 3
G	Total amount of subsidy applied for	Rs.		

DECLARATION

I/We hereby declare that the above mentioned particulars are true to the best of my/our knowledge and also declare that I/We will strictly abide by the terms and conditions laid down in the Scheme.

Yours faithfully,

Signature _____

Name _____

Designation _____

Full Address _____

Applicant's Seal with Date-----

LETTER OF UNDRTAKING

(On Non Judicial Stamp Paper Rs. 20/-)

(To be used for Assistance under Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market)

(To be signed by :)

1. Director supported by Board resolution or Authorized signatory (as per Power of Attorney)
2. A Partner (in case of Partnership firm)
3. The Proprietor (in case of Proprietary concern)

Sub: Assistance under Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market
for Accounting Year -----

In continuation of Tea Board having sanctioned a subsidy of Rs..... (Rupees only) for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market in favour of (Name of the Company), we do hereby agree to;

1. To observe, fulfil and perform all the terms and conditions laid down in the Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market.
2. I/We agree to sign such documents/papers all undertaking as may be required by Tea Board from time to time.
3. I/We hereby undertake to submit the monthly return in regard to export during each month and also the yearly statement of the same.
6. The made teas sold should not fail the tea quality parameters of FSSAI, 2011
7. In the event of breach of any of the aforesaid undertaking or the terms and conditions under the Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market, Tea Board at its option will be entitled to call for immediately the entire amount paid as subsidy with interest thereon at the rate of 12% per annum and we undertake to pay the same within 10 days from the date of demand as per the payment made by the Tea Board to us under Scheme for Promotion of Packaged Teas of Indian Origin (Brand Support) in overseas market.

Signature _____

Name _____

Designation _____

Full Address _____

Applicant's Seal with Date-----