

4. Any application incomplete on account of lack of documents confirming such compliances shall be summarily rejected.

D. ELIGIBILITY CRITERIA

1. Indian tea companies registered as per TMCO 2003 /TDECO
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
3. All exporters holding valid exporters' license of Tea Board
4. The applicant exporters shall not be a defaulter in submission of monthly export returns
5. The exporters should have relevant and valid logo registrations with Tea Board as per the norms.
6. The applicant is not debarred for availing of a scheme of Tea Board.

E. CONDITIONS

1. Only Indian tea must be showcased, sampled, displayed at the events. Indian teas not having the major component as *Camellia sinensis*, as well as other origin teas apart from India should not be displayed, sampled/sold/ /promoted under any circumstances. For participating in International Fairs & Exhibitions with Tea Board, each applicant is to be provided a minimum exclusive space as far as practicable.
2. 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.
3. Representatives from the exhibiting companies shall preferably be of senior management level. Leaving the stalls empty before the completion of the event would be viewed seriously and might lead to non-acceptance of participation in the next event by Tea Board.
4. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
5. Advance participation charges and Application Fee will be forfeited if the participant who has confirmed participation pulls out of participation within one month before the commencement of the event.
6. In the event of a greater number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:

- i. Companies/Applicants dealing in value added/organic teas/specialty tea
 - ii. MSMEs
 - iii. Small tea growers/ Start Ups
 - iv. Large Companies
7. In case of a greater number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots. STGs will be exempted from any charge for the stall except payment of Rs. 1000/-+ GST as participation fee for each applicant. For SC and ST small grower participants, there will be no participation charges.
 8. Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the company.
 9. A self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other Government/Semi-government organization.
 10. CA certified annual turnover certificate for the last three financial years for companies

In case of limited space availability with Tea Board the selection of participants shall be preferably done in a manner so as to ensure equitable and fair representation from the industry in an event. The following participation split will be targeted in such a case:

Sr. No.	Segment	% representation in the delegation
1.	Merchant Exporters	25%
2.	Producer Exporters	20%
3.	Entrepreneurs/Small growers/FPOs/FPCs/Start-ups	15%
4.	Value added exporters including organic exporters	30%
5.	First time exporters/ new exporters	10%

In case of more entries in segments 1, 2 & 4, decision for selection will be based on parameters as given below, whereas in case of segments 3 & 5 it will be based on drawing of lots. The following parameters will be used for the priority list:

- Y-o-Y growth (%) in aggregate export value in general
- Y-o-Y growth (%) in aggregate export value for that particular market
- Export of value-added teas.

F. SUBMISSION OF APPLICATION

- 1) Exporters interested in participation will have to submit application online to Tea Board through Service Plus portal (<https://serviceonline.gov.in>) informing Tea Board of their interest in participation.
- 2) The applications will be called for after uploading the event on Tea Board's website. A cut-off date for receiving applications along with application and participation fees will also be uploaded on the website.
- 3) In case the requisite number of exporters, required for the joint participation in the event, is not there so as to optimally use the space available with Tea Board, the Tea Board may extend the cutoff date.
- 4) In case the number of exporters who have applied exceeds the space available with Tea Board they will be selected as per the criteria mentioned in point C above. However, in case of any cancellation or withdrawals by any of the selected exporter's opportunity would be provided to the next eligible exporter in the priority list.

G. APPLICATION FEE

1. Non-refundable sum of Rs 10,000/- + GST is to be submitted as application fees. For Small Tea Growers/FPOs and FPCs application fees of Rs.1000/- + GST. SC/ST small growers are exempt
2. An advance of Rs. 2.00 lakh /- (Rupees two lakh only) for each event on account of participation fee to be submitted at the time of application. Not applicable in case of Start-ups (registered under Start up India).
3. In case any selected participant withdraws within one month before the date of commencement of the event, then his application and participation fees will be forfeited.

H. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized by the Board officials and intimation would be conveyed online to the applicants.

I. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds. Obtaining VISA, travel, boarding and lodging, interpreters etc. will have to be looked into by the participants themselves.

J. INTIMATION REGARDING COMPLETION OF ACTIVITY

1. Upon completion of the fair/exhibition and return to India, the participating companies have to submit their e-boarding passes to Tea Board along with a declaration on Company letterhead that copies of boarding passes will not be used for availing reimbursement from any other organization with regard to that particular event. If not complied with, participation in the next fair/exhibition along with Tea Board will not be entertained.
2. A report and feedback about the event, awareness generated, orders received etc. to be submitted within 4 weeks from the date of completion of the event.
3. Upon compilation of all expenses, it would be intimated to the exporter's about payments to be made, if any, towards 40 % / 20 % of the share of the event or vice versa.

K. SCALE OF ASSISTANCE:

- 1) 60% of the total cost of the furnished stall.
- 2) In case of Start- ups 80 % of the total cost for their furnished stall
- 3) The excess money, if any, on both the sides will be adjusted (refunded/recouped) upon final calculation consequent to completion of the event. If the calculation comes to a sum higher than the participation fees, then the applicant has to pay the remaining sum and vice versa i.e. if the sum is less than the participation fees, then Tea Board would refund the balance amount.
- 4) Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics, extra furniture, furnishing etc. and other incidental charges will have to be arranged by and borne by the exporter.

Note: Please note that the event would be participated at, upon approval by Ministry, please. Interested participants may submit their application by 17-04-2026

Amrita Chakraborty

(Dr. Amrita Chakraborty)

Secretary I/C