

With higher tea production, govt looks towards exports

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AT A TIME when tea production in country is ahead by around 33 million kg than last year and domestic demand all surging up, tea companies and government are all showing their concern towards its export.

India's total production of tea is expected to cross 1,000 million mark. The total turnover of tea industry is country is estimated at around ₹10,000 crore

There has been a considerable increase in exports in the past few years. However total net foreign exchange earned per annum is around ₹1847 crores.

India produced 967 million kgs in 2010-11, of which 179 million kg were exported. While bulk of the global demand is for the orthodox tea, India pre-dominantly produces Crushed, Tear and Curl (CTC) variety.

While government has announced a ₹100 crore package for stepping up production and exports of tea through a 'Triple five' promotion scheme, tea industry is getting good export orders.

"We are witnessing a growth of 30 per cent in export orders this fiscal. Though we are growing substantially in exports year on year basis but there is still lot to explore globally. Orthodox Indian tea is in

from the private sector.

Market Reports are received from the six major auction centres in India, namely, Calcutta, Guwahati, Siliguri, Cochin, Coonoor, Coimbatore and NI teauction.com

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good demand, said Piyush Desai, Chair, Wagh Bakri Tea Group, the third largest packaged tea company in India.

"Currently our brands are available in 25 countries and is a household name in markets of US, Canada, UK, Australia and New Zealand," he added.

The tea package of ₹100 crore announced by Ministry of Commerce and Industry would be released over five years with the government contributing 75 per cent and the rest coming

Tea trading in the domestic market is done in two ways- Auction and Private Selling.

Tea industry being a labour intensive sector directly employs over 1.1 million workers and generates income for another 10 million people approximately.

The 'Triple Five' promotion strategy, which the commerce ministry is working, would involve five major steps and focus on five countries - Kazakhstan, Russia, Egypt, the US and UK, in five years.