

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
STARRED QUESTION NO. 223
TO BE ANSWERED ON 12th MARCH, 2018

DECLINE IN EXPORT OF TEA

*223. SHRI SIRAJUDDIN AJMAL:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether there has been a decline in the export of tea recently and a loss of its market share in the international market;
- (b) if so, the details thereof including the financial loss along with the reasons therefor; and
- (c) the measures being taken by the Government to recover/increase the market share of Indian tea in global tea market?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री सुरेश प्रभु)

THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI SURESH PRABHU)

a) to c): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA
STARRED QUESTION NO. 223 FOR ANSWER ON 12th MARCH, 2018
REGARDING “DECLINE IN EXPORT OF TEA”.**

(a) & (b): No, Madam. On an average, India maintains a tea export share in the global market at a level of around 12%. In fact, the year 2017 has seen a record export of tea from India at 240.68 M.Kgs. in the last 36 years.

There was a marginal decline in export of around 6 m. kg of tea from the country in 2016 as compared to 2015, which can be attributed to a decrease in export to Pakistan, U.K. and Russia. The reason was more tea production in Kenya and the low price advantage it offered which affected India's market share in the major CTC tea markets in general and Pakistan & U.K. in particular. At the same time, tea production in South India had been lower (around 17 m. kg) while gaining on the pricing front. This affected exports to Russia and Pakistan in particular, who primarily imported lower- priced teas.

India's export and export share during 2013 to 2017 is given in the following Table.

Year	Export (M.Kgs.)	Export share (%)
2013	219.06	11.77
2014	207.44	11.36
2015	228.66	12.72
2016	222.45	12.35
2017	240.68	-

(c): In order to increase share of Indian tea in the international market, focused and sustained initiatives are taken up which, inter alia, includes arranging buyer-seller meets, effecting exchange of trade delegations, participating in international trade fairs and undertaking generic promotion of Indian Brands in key markets.
