

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

LOK SABHA
UNSTARRED QUESTION NO. 611
TO BE ANSWERED ON 01st DECEMBER, 2021

TEA BRANDING

611. SHRI PALLAB LOCHAN DAS:

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

- (a) the details of the mechanism of Tea Branding in the country;
- (b) whether it is a fact that Assam and West Bengal tea is being mixed with tea of other countries and are then sold in the market;
- (c) if so, the details thereof; and
- (d) the total tea exported and imported the Government during the last three years including cost at which the tea have been imported, country wise data?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

- (a) : Tea Board promotes Indian Tea as a brand and its various varieties such as Darjeeling, Assam, Nilgiri, Sikkim, Kangra, Dooars-Terai and Tripura through various platforms i.e. Tea Board website, social media, promotional programs, Buyer Seller Meets, awareness campaign, Indian Missions abroad wherein a detailed description of uniqueness/characteristics & health benefits of Indian teas are displayed. Branding of Indian Tea and its varieties is also done through various stakeholders of Tea Industry. Tea Board has obtained GI (Geographical Indication) for three different unique regional teas namely, Darjeeling, Assam (Orthodox) and Nilgiri (Orthodox) for premium teas of India. Further, in order to strengthen the identity of Indian tea, the Tea Board has registered logos for Indian Tea as well as other teas viz., Assam, Nilgiri, Dooars -Terai, Tripura and Sikkim.

(b) & (c) : Teas are allowed to be imported into India. The percentage of tea import to total domestic production is about 2%, which is mainly meant for re-export after value addition including blending. The Tea Board has issued instructions on 11.11.2021 directing not to blend imported tea with teas of Darjeeling (West Bengal)/Kangra/Assam (Orthodox)/Nilgiri (Orthodox).

(d): The Government of India does not export or import tea.
