

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION NO. 3712
ANSWERED ON 12/08/2025

GLOBAL PROMOTION OF ASSAM TEA

3712. MD. RAKIBUL HUSSAIN

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

- (a) whether the Assam tea is renowned worldwide, if so, the details thereof;
- (b) the steps taken by the Government to increase Assam tea's international market share and promote its unique qualities globally; and
- (c) the manner by which the concerns about weak marketing strategies and challenges in meeting international quality standards impact the global promotion of Assam tea?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a): Assam tea is internationally acclaimed for its distinct flavor, bright liquor, and strong briskness, making it one of the most sought-after black teas globally. The "Assam Orthodox" tea has been granted Geographical Indication (GI) status, further reinforcing its identity as a premium tea with unique origin-linked attributes.

(b) & (c): Tea Board regularly promotes Indian tea, including Assam Tea, in both domestic and international markets. Generic promotion of Indian Tea, including Assam Tea, is carried out by Tea Board through participation in various domestic and international promotional events, fairs, and exhibitions, branding, tea tasting and tea sampling activities and through various Indian Missions abroad. In addition, Tea Board regularly publishes the Plant Protection Code (PPC) and also conducts regular visits & inspections of manufacturing units & warehouses for quality compliance.
