

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE AND INDUSTRY  
DEPARTMENT OF COMMERCE  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2636**  
**ANSWERED ON 04/08/2026**

COFFEE BOARD

2636. SMT. PRIYANKA GANDHI VADRA:

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

- (a) whether the Government and Coffee Board have taken initiatives to promote and market Indian coffee in overseas markets, if so, the details thereof;
- (b) the details of overseas promotional campaigns, including trade fairs and branding initiatives since 2019;
- (c) whether the Government has identified any new and emerging export markets for Indian coffee, if so, the details thereof;
- (d) whether the Government and the Coffee Board have taken initiative to promote GI-tagged coffee and support growers cultivating such varieties, particularly in Wayanad Lok Sabha Constituency;
- (e) whether the grant of GI certification has resulted in higher prices, export demand and income for coffee growers, particularly small and tribal farmers, if so, the details thereof; and
- (f) the details of Indian coffee varieties that have received Geographical Indication (GI) certification, State-wise?

**ANSWER**

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)  
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SHRI JITIN PRASADA)

(a) to (c) Under the scheme 'Integrated Coffee Development Project (ICDP)' Coffee Board undertakes various activities for promotion of coffee that inter alia include participation in international trade fairs/events; capacity building programs; entrepreneurship development programs; organization of coffee tasting sessions and training programs on barista skills; generic branding of Indian coffee for premiumization; digital media / social media campaigns for branding and promotion; support for value-addition; organizing Buyer-Seller meets in association with Indian Missions abroad and promotion of value added coffees sold in retail packs (upto 1000 Gms) which have 'Coffees of India' logo and also depict the words indicating 'Made in India' on the retail packs. Further, the Coffee Board also promotes GI coffees and has developed Gourmet GI Coffee Gift Boxes in collaboration with Indian Missions abroad to enhance the domestic and international visibility of Indian GI coffees. In order to promote Indian coffees in different regions of the world Coffee Board has participated in 41 international fairs from 2018-19 onwards that inter alia include events such as Gulf food, Dubai, World of Coffee, Amsterdam, Melbourne International Coffee Expo, Host Milano, World Specialty Coffee Conference & Exhibition Tokyo, International Café Show Seoul etc.

Indian coffee was exported to more than 140 countries during FY 2025–26 with a significant increase in coffee exports to emerging and expanding markets such as United Arab Emirates, Libya, Australia, South Korea, Egypt, Kuwait and United Kingdom and new markets such as Djibouti, Micronesia, Timor-Leste etc.

(d) to (f) Government undertakes several initiatives to enhance the visibility and marketability of GI products that inter alia include organization of India GI fair, GI Mahotsav & GI Pavilions at national & international exhibitions. Further, Coffee Board has undertaken several initiatives to promote GI-tagged coffees and support coffee growers for cultivating GI-registered coffees, including those in Wayanad Lok Sabha Constituency. The 'Wayanad Robusta Coffee' is registered as Geographical Indication. The Coffee Board is the Authorized User Registrar for GI-tagged coffees and conducts regular awareness programmes on GI user registration for all stakeholders across the coffee value chain. It also organizes GI coffee tasting sessions, Buyer-Seller Meets and participates in coffee-centric trade fairs and food & beverage events to promote GI-tagged coffees. The initiatives also inter alia include development support to growers, including small and tribal coffee farmers under Coffee Board's ICDP scheme. During FY 2025–26, the average export unit values of GI-registered Arabica and Robusta coffees increased by 34.36% and 29.73%, respectively, compared to FY 2024–25. The details of Indian Coffee varieties that have received Geographical Indications (GI), state-wise, are attached as Annexure-I.

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## ANNEXURE-I

Annexure referred to in reply to Parts (d) to (f) of Lok Sabha Unstarred Question No. 2636 for answer on 04.08.2026

| Sl.No. | Geographical Indications for Coffee | Geographical Area         |
|--------|-------------------------------------|---------------------------|
| 1.     | Coorg Arabica Coffee                | Karnataka                 |
| 2.     | Chikmagalur Arabica Coffee          | Karnataka                 |
| 3.     | Baba Budangiris Arabica Coffee      | Karnataka                 |
| 4.     | Wayanad Robusta Coffee              | Kerala                    |
| 5.     | Araku Valley Arabica Coffee         | Andhra Pradesh and Odisha |
| 6.     | Monsooned Malabar Arabica Coffee    | Karnataka & Kerala        |
| 7.     | Monsooned Malabar Robusta Coffee    | Karnataka & Kerala        |

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