

**REPORT
OF
THE COMMITTEE ON
TEA MARKETING**

NOVEMBER 1978

APPOINTED BY
THE GOVERNMENT OF INDIA



Published by

TEA BOARD
Commerce, Civil Supplies & Co-operation,
Government of India)

**REPORT
OF
THE COMMITTEE ON
TEA MARKETING**

NOVEMBER 1978

APPOINTED BY
THE GOVERNMENT OF INDIA

Published by
TEA BOARD
14, Biplabi Trailakya Maharaj Sarani
Calcutta-700 001

Rs. 25/-
(Rupees Twenty Five Only)

Printed by The Technical & General Press
17 Crooked Lane Calcutta 700 069

CONTENTS

	Page
PART ONE—INTRODUCTION	
—Tea Committee—Its Appointment and Task	1
—Questionnaire—List of Issues	5
—Places Visited and Parties Met	9
PART TWO—SUMMARY AND HIGHLIGHTS	
PART THREE—MAIN REPORT	
—World Tea Production	61
—Indian Tea Production	62
—World Tea Trade and India's Share	68
—Indian Tea Exports	74
—Indian Export Duty	76
—India's Domestic consumption— Its Impact on Exports	79
—India's Export Policy	80
—Tea Market Abroad	81
—United Kingdom	
—Europe	
—United States of America	
—Primary Marketing of Indian Tea	89
—Auctions in India	92
—Mini Auctions	97
—Auctions in London	98
—Ex-Garden Sales in India	106
—C & F Sales—Direct Exports by Producers	110
—Dutch Auctions	113
—Collusion and Under-Invoicing	113
—Marketing for Indian Small Growers	117
—Buffer Stock	120
—Futures Market	122
—Consumer Marketing of Tea in India	124
—Value Added to Indian Exports	131
—Public Sector and Tea Industry	140
—Tea Research in India	142
—Financing of Indian Tea Industry	153
—Tea Board and Tea Promotion Abroad	168
PART FOUR—TERMS OF REFERENCE AND KEY RECOMMENDATIONS	