

**GOVERNMENT OF INDIA  
COMMERCE AND INDUSTRY  
LOK SABHA**

UNSTARRED QUESTION NO:6289  
ANSWERED ON:05.05.2000  
EXPORT OF TEA  
BRIJLAL KHABRI

**Will the Minister of COMMERCE AND INDUSTRY be pleased to state:**

- (a) the names of the countries to which tea was exported during each of the last three years;
- (b) whether there has been a decline in the export of tea during the above period;
- (c) if so, the reasons therefor; and
- (d) the steps taken by the Government to boost the export of tea?

**Answer**

MINISTER OF COMMERCE AND INDUSTRY

(SHRI MURASOLI MARAN )

(a) Indian tea was exported to around 67 countries of the world during each of the last three years. Major countries to which tea was exported are United Kingdom, Germany, Ireland, Netherlands, Poland, Russian federation, Ukraine, Kazakhstan, USA, ARE, Iran UAE, Iraq, Saudi Arabia, Japan, Turkey and Sri Lanka.

(b)& (c) : While export of tea from India registered an increase during the years 1997 and 1998 over the previous years, there has been a decline during 1999 as compared to 1998. The decline has been caused because of various factors such as stiff competition from other producing and exporting countries like Sri Lanka, China, Indonesia and Kenya; country specific problems concerning Netherlands, Kazakhstan, Uzbekistan, A.R.E, U.A.E, Turkey etc.

(d) : With a view to promote export of tea, Government and the Tea Board have been analysing country-wise exports of tea giving special attention to areas offering potential. Tea Board also acts to remove bottlenecks in exports to individual markets whenever these are noticed. Certain other steps taken to increase exports of tea include:

- i) participation in major trade fairs/exhibitions abroad ;
- ii) field sampling at speciality stores and in principal markets.
- iii) media campaign to increase consumer awareness of the speciality of Indian teas and to popularise the Tea Board marketing symbol which stands for pure Indian tea.
- iv) exchange of tea delegations between India and tea importing countries.