

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

UNSTARRED QUESTION NO:1771
ANSWERED ON:01.08.2003
COFFEE HOUSES
UMMAREDDY VENKATESWARLU

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

- (a) whether Coffee Board is encouraging the establishment of coffee houses in malls and shopping complexes all over the country;
- (b) whether the Coffee Board is also assisting such entrepreneurs by giving publicity to their establishments;
- (c) the steps the Coffee Board is taking to increase consumption of Indian coffee in the country;
- (d) whether any rebates or excise reliefs or other financial incentives are being offered to companies to boost sales internally in the country; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) & (b) The Coffee Board is no longer involved in coffee marketing activities. However, the Board have been providing intensive training on roasting and brewing coffee by conducting Kaapi Sastra courses in different locations for the benefit of private coffee entrepreneurs. The Board also provides support to grower cooperatives for brand building and marketing.

(c) To promote domestic coffee consumption, the Board conducted a Market Research Study in urban India and based on the findings of this study, the Board has been taking the following steps to enhance the domestic coffee consumption:-

- Participation in important national festivals/exhibitions.
- Producing world class publicity promotion material.
- Organising coffee festivals throughout the country.
- Sale of consumer friendly coffee making machines/percolators to the consumers through promotional units of the Board.
- Aggressive generic promotion efforts through public relation campaigns.
- Establishing a high tech roasting and packaging facility in the Board for making coffee blends, packaging it in attractive vacuum packed pouches and selling through promotional units of the Board as well as extending the facility to grower cooperatives/consortia.

(d) & (e) For boosting domestic sales of coffee, Board has been extending financial incentives for procurement of coffee vending machines by the private entrepreneurs.