

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

UNSTARRED QUESTION NO:4022  
ANSWERED ON:22.08.2003  
TEA BOARD OFFICES  
AMBATI BRAHMANIAH

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

- (a) whether the government propose to set up Tea Board offices in Latin American countries;
- (b) if so, the details thereof;
- (c) whether there is potential demand for Indian tea in Latin American countries;
- (d) if so, whether there have been any promotional activity by the Tea Board in that area;
- (e) if so, the details thereof;
- (f) the total imports of tea by Latin American countries during 2002-03; and
- (g) the steps proposed to increase the Indian tea exports to Latin American countries?

**Answer**

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

(a) : No, Sir.

(b) : Does not arise.

(c) to (g) : The Latin American countries do not constitute a major market for Indian tea as Argentina is the main supplier of tea to this region. The total import of tea by Latin American countries in 2002 was 18.63 million kgs. of which India accounted for only 0.06 million kgs. Considering the shipping distance which makes Indian tea economically unviable and the lack of interest shown by Indian exporters in this market, no large scale promotional activity has been carried out by Tea Board in the Latin American region.