

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

STARRED QUESTION NO:100

ANSWERED ON:12.08.2013

TEA EXPORTS

Gandhi Smt. Maneka Sanjay;Sivasami Shri C.

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

(a) whether there has been a decline in the net production and export of tea from the country and if so, the details thereof and the reasons therefor along with the quantum of tea produced, consumed, exported and imported during each of the last three years and the current year, value-wise;

(b) whether the production and quality of tea has been affected due to climate change resulting in the fall in profitability of the tea companies and if so, the details thereof and the present status thereof;

(c) whether the Government proposes to declare any drink particularly tea as a National drink and if so, the details thereof and the reasons therefor;

(d) whether Iran accounts for about ten per cent of India's foreign exchange earnings from tea and if so, the details thereof; and

(e) whether a delegation from the tea industry of Iran has visited India to explore the possibilities of more imports of tea from India and if so, the steps being taken by the Government to boost the production and export of tea to various countries, particularly Iran?

**Answer**

MINISTER OF COMMERCE AND INDUSTRY (SHRI ANAND SHARMA)

a) to e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 100 FOR ANSWER ON 12TH AUGUST, 2013 REGARDING "TEA EXPORTS"

(a)& (b): No, Madam, there has been no decline in production and productivity as is evident from the Table-1 given below that there was a steady growth in production, exports as well as domestic consumption during the three years:

Table: 1 Production, Export and consumption of tea in India during the last three years (in m. kg)

Parameter	2010-11	2011-12	2012-13
Production	966.73	1095.46	1135.07
Export	213.79	214.35	220.46
Consumption	856	873	890

# Provisional and subject to revision.

(c): No, Madam.

(d): Yes, Madam. Iran accounted for about 10% of foreign exchange earnings from tea during 2012-13 (provisional) and the details are as below:-

India's Tea exports to Iran and its share in total tea exports during the last 10 years

Qty. in M.Kgs.    Value in Rs.Crs.    Unit Price in Rs/kg

Year Exports from India to Iran India's total tea exports Share of Iran to India's total exports

Qty Value Unit    Qty Value Unit    Qty (%)    Value (%)  
Price    Price

2012-13#    16.90 395.28 233.88 220.46 3962.92 179.76 8    10

#Provisional, subject to revision.

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(e): Yes, Madam. An eight-member tea delegation from Iran is on a visit to India during August 5-9, 2013 to strengthen ties between the two countries. It is expected that there will be an increase in export of India tea to Iran in the months ahead.

In line with Government's stated policy of laying emphasis on sustained export promotion in order to maintain supply-demand balance as well as earn higher price realization for the Indian tea industry, a promotional endeavor called "Project 5-5-5" has been conceived to facilitate significant brand recall for Indian tea in the five targeted highly potential markets. The programme covers five strategically important markets viz. U.S.A., Russia, Kazakhstan, Iran and Egypt for extensive & intensive promotional intervention through implementation of five specific activities over five years through dedicated funding. An MOU has also been signed between Indian Tea Association and Iranian Tea Association for target export of 50 million kilograms tea from India to Iran.

During 2013-14, a detailed framework of activities for Russia, Kazakhstan, USA and Iran has been drawn up in consultation with the Industry for implementation.

Besides the above, stress has been laid on arranging buyer-seller meets and Trade Delegations for promotion of Indian tea both in the international and domestic market.