

Almaty raises a toast to India Tea during Nawruz

Almaty, March 21: Citizens of Almaty, Kazakhstan, will get an opportunity to taste the myriad flavours of Indian tea during their Nawruz celebrations this year, as Tea Board of India is organizing the “Day of India Tea in Kazakhstan”, coinciding with the celebrations on 22nd and 23rd March.

As Kazakhstan is an important export market for Indian tea, with a market size of 24 million kilograms per annum, and India meets almost 50% of this demand, the importance of tea trade to this country assumes great significance.

A delegation, led by Ms. Neelam Meena, Deputy Chairman, Tea Board of India, besides major Indian tea exporters and importers, will be part of the celebrations. Nursultan Nazarbayev, Hon'ble President of Kazakhstan, is expected to be the Chief Guest for the celebrations at Almaty. Ambassador of India, Kazakhstan, Shri Ashok Kumar Sharma will also attend the event.

Major Indian Tea exporters and importers will put up an exhibition and tea tasting session for the general public during the official celebration of Nawruz at the legendary Astana Square on 22nd March 2013 and at Promenade Mall on 23rd March 2013. As part of the celebration, a colorful kaleidoscope of Indian dances, music, yoga and Indian Cinema will be presented. During the two-day exhibition, Almaty citizens and guests will get an opportunity to taste all types of Indian Tea, along with traditional Indian cuisine, and experience the magic rhythms of Indian music and dance.

Meanwhile, leading Indian Tea exporters will get an opportunity to interact with leading importers of Kazakhstan during a business meet organized to boost exports. Deputy Chairman, Tea Board, Ms. Neelam Meena, and Rusteacoffee Association General Director, Mr. Ramaz O Chanturiya, will lead the business meet on 23rd March 2013 at Hotel Kazzol in Almaty.

From India, major exporters like Premier Tea, JV Gokal, McLeod Russel, Aditya Birla Group, Harrison Malaylam etc. will be part of the delegation. Leading Kazakhstan importers like Tea House, RG brands Tea Yards, Asia Tea etc. will also be participating.