

Promotion Scheme for packaged teas of Indian origin

The scheme is proposed to be implemented in April, 2010 and will be reviewed after two years (March 2012). In case of a favourable response and a significant achievement, the scheme could be continued.

I. Scheme Details

To help Indian exporters, to market teas of Indian origin in overseas markets on a sustained basis, Tea Board proposes a promotion scheme. Since the scheme is intended to promote teas of Indian origin, it is mandatory for companies wanting to avail of the scheme, to be marketing Indian teas in packets carrying the Indian tea logo or any of the speciality logos after complying with requirements for logo usage. The scheme covers all Indian companies/exporters marketing Indian brand teas in packets less than 1 kg. **The brand should be owned by the exporter.** Exporters desiring to avail of the scheme would be required to draw up a one year action plan with corresponding projected exports and submit application to Tea Board.

The scheme would be applicable for the following categories:-

1. Showrooms

Companies desiring to set up showrooms or retail outlets, outside India for retail sale of value added teas may receive 25% of the lease / rental charges. Maximum reimbursable limit under this head would be Rs. 10 lakhs per annum.

2. Promotional campaign

For intensive publicity campaigns for launching Indian branded products or for promoting branded products, upto 25% of the cost could be considered for reimbursement subject to a ceiling of Rs.50 lakhs per annum, per market.

Components eligible under “Promotional Campaign” would be (a) media (both print and electronic), (b) hoarding, (c) Bus / Tram panels, (d) P-O-P materials and (e) promotional literature. Tea samples or Trade discounts, if given, may not be included in this scheme. P.R. for the campaign would not be eligible. It is desirable that, wherever possible, Tea Board representative (i.e., Director, Tea Promotion) is associated during all stages of the promotion campaign.

3. Displays in International Departmental Stores + In-store Demonstration

For promoting value added tea products, tie up with local distributors and major stores is permissible. Level of assistance would be 60% of display and shelf rental cost subject to a ceiling of Rs.25 lakhs per annum per market.

4. Product Literature, Website Development

For production of product literature, development of website, etc. for fairs/events, assistance to be provided would be 25 percent of the total cost subject to a ceiling of Rs.50 Lakhs per annum per market.

5. Inspection Charges

Inspection charges, incurred prior to shipment of packaged teas carrying Board’s logos (adhering to logo usage norms), would be reimbursed. A maximum of 25% costs of such inspection charges would be reimbursable.

II. Eligibility

1. All Indian registered exporters exporting value added tea would be eligible.

2. All registered exporters exporting for the past 3 years and holding valid exporters license and submitting regular monthly export returns to Tea Board

3. All registered Associations of tea producers and exporters are eligible to apply for assistance for promotion of Indian tea brands owned by their members.

III. Conditions

1. All interested Exporters/Associations are required to apply in advance to Tea Board in the prescribed application form (Annexure I).

2. Exporters/Associations will be required to apply in advance on company letter head to Tea Board for assistance under the above scheme. While applying, applicants would be required to provide :-

a) Full details of exports (volume and value) of their tea brands in the last 3 years, year-wise, to the particular country for which promotional/financial assistance is sought (Associations would be required to furnish information pertaining to their members).

b) Indicate market prospects.

c) Draw up a one-year plan.

3. For assistance for Promotional Campaign/Brand Promotion, details of the selected media readership/viewer ship, and tariff are to be indicated. After the campaign, copies of invoices along with copy of advertisement released (in the case of publication) should be submitted for release of funds. In case of hoardings or Bus/Tram Panel ads, photographs should be submitted duly endorsed by the concerned Director of Tea Promotion or any other authorized official of the Board where such promotion has taken place.

- 4.** All claims need to be duly substantiated by proof of payment against invoices. In the event of any false claims being lodged, Tea Board reserves the right to claim refund of the amount granted to the applicant.
- 5.** Applications will be processed on “first come first served” basis, subject to availability of funds.
- 6.** There would be an overall ceiling of Rs. 50 lakhs per company group per annum.
- 7.** Disbursement would be made subject to the applicant achieving

 - (a) 10% increase of volume of export in the target market. For the purpose of calculating increase in exports, calendar year (Jan to Dec) figures would be taken into account.
- 8.** Relaxation may be made by Chairman/Deputy Chairman depending on the merits of the case.