



सी. मुरुगन, भा.प्र.से.  
उपाध्यक्ष

**C. MURUGAN, IAS**  
Deputy Chairperson



**टी बोर्ड ★ भारत**

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**TEA BOARD ★ INDIA**

(Ministry of Commerce & Industry, Govt. of India)

14, बी. टी. एम. सरणी, (ब्रेबोर्न रोड) कोलकाता – 700 001

14, B. T. M. Sarani, (Brabourne Road), Kolkata - 700 001

दूरभाष : +91 33 2221 5717

e-mail : dychairman.tbi@gov.in, dychteaboard@gmail.com

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**CIRCULAR**

In exercise of the power conferred by sub-sections (3) and (5) of section 30 of the Tea Act, 1953, the Central Government vide notification S.O. 2688 (E) dated 1st October, 2015 has amended the Tea (Marketing) Control Order, 2003.

As per amended clause no 21(1) of the Tea (Marketing) Control Order, 2003 (TMCO, 2003), “ **Every registered tea manufacturer shall, on and from the date of commencement of this notification, sell not less than fifty per cent of the total tea manufactured in a calendar year through public tea auctions in India, held under the control or auspices of organisers of tea auction licensed to do so under the provisions of this order**” Provided that the Registering Authority may, from time to time, revise such percentage with the prior approval of the Central Government.”

In order to monitor compliance with the aforesaid order, a detailed analysis of auction participation by registered manufacturers of the Tea Board has been undertaken for two calendar years, i.e., 2024 and 2025 (up to August 2025). Based on this analysis, tea manufacturing units that did not offer any tea for sale through auctions during the aforesaid period were issued show-cause notices for violation of Clause 21(1) of the Tea (Marketing) Control Order, 2003. Subsequently, personal hearings were conducted for those manufacturers who either did not submit a reply against show cause notice or submitted a reply deemed unsatisfactory.

During these personal hearings, it was brought to the notice of the Registering Authority, Tea Board, that some manufacturers were unaware of the stipulation regarding 50% participation in auctions.

Accordingly, it is advised that the contents of the Extraordinary Gazette of India vide Notification dated 1st October 2015 be brought to the attention of all your esteemed members, stating that “Every registered tea manufacturer shall, on and from the date of commencement of this notification, sell not less than fifty per cent of the total tea manufactured in a calendar year through public tea auctions in India, held under the control or auspices of organisers of tea auction licensed to do so under the provisions of this order. Failure to comply with this requirement will be viewed seriously by the Registering Authority.”

This may please be brought to the notice of all your members.

(C. Murugan)

Deputy Chairman & Registering Authority

To,

- 1) All Tea Producer Association across India – for information and circulation amongst their members.
- 2) All Zonal & Regional Offices of Tea Board—for necessary compliance please.



Website : [www.teaboard.gov.in](http://www.teaboard.gov.in)