



टी बोर्ड भारत Tea Board India
14, बी.टी.एम. सरनी (ब्रेबोर्न रोड) कोलकाता 700001
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www.teaboard.gov.in

Ref. No. LC-MISC/18/2026-Licensing/924

Dated 09.07.2026

Circular

Subject: Rollout of the Online "Tea Mark" Licensing Portal and 'Tea Marketplace' Portal.

In pursuant to the Executive Order dated 20.03.2026 issued by the Deputy Chairman, Tea Board, the Tea Board is pleased to announce the official rollout of the "Tea Mark" Licensing Portal and 'Tea Marketplace' Portal.

The 'Tea Mark' certification scheme is open to all Mini tea manufacturers and Bought leaf factories registered under the provisions of the Tea (Marketing) Control Order, 2003. In alignment with Section 2 of the Executive Order, this scheme does not impose any restriction on trade; participation and certification remain entirely voluntary.

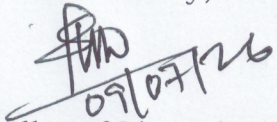
To ensure quality and traceability, the Tea Board has introduced the "Tea Mark" for all tea sold on the dedicated e-commerce platform built by the Board to promote domestic sales. Only Authorized users granted permission to use the logo/word mark and they shall strictly adhere to the Standard Operating Procedures (SOPs) enclosed herewith.

The Board's Online licensing portal for obtaining Tea Mark certificate and Batchwise permission shall be accessed through the following URLs-onlineapps.teaboard.gov.in. The Board's e-commerce platform for listing and purchase of Tea Mark certified teas shall be accessed through the following URLs-teamarketplace.in

This issues with the approval of the Competent Authority.

Yours sincerely,

Encl: SOP


(Controller of Licensing)

To:

All Registered Tea Manufacturers, Industry Stakeholders, and Associations