



टी बोर्ड भारत Tea Board India
14, बी.टी.एम.सरनी (ब्रेबोर्न रोड) कोलकाता 700001
14, B.T.M Sarani (Brabourne Road) Kolkata 700 001
www.teaboard.gov.in

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**Circular for Participation at the
World Food India during 3rd - 5th November, 2023 at Pragati Maidan New Delhi
along with Tea Board India**

A. Background

The Ministry of Food Processing Industries (MoFPI) is organizing World Food India (WFI) 2023 from 3rd to 5th November 2023 at Pragati Maidan, New Delhi, bringing together investors, manufacturers, producers, food processors, policy makers and organizations from the global food ecosystem. The event comprises Exhibitions, Conferences and Thematic knowledge sessions, Reverse BSM for B2B, B2G, and G2G meetings, Indian states and International pavilions, CEO Roundtables, and Food Street, Start-up Awards etc.

The previous edition of the WFI organised in 2017 was an immense success with the participation of 70,000+ business delegates, 800+ exhibitors, 60+ countries, 28 states, 50+ global CEOs and 8000+ B2B and B2G meetings.

WFI 2023 is envisaged to showcase India as the Food Basket of the World and to explore the investment and collaboration opportunities in food processing, technology & equipment, manufacturing, supply chain, logistics, cold chain, and food retail.

A Reverse Buyer Seller Meet (RBSM) is being organised during World Food India 2023 where over 1000 Foreign Buyers from across the globe will be invited to have scheduled B-2-B and B-2-G meetings with the Exhibitors and enhance multilateral trade in the food and beverage sector.

In the above backdrop, Tea Board India has decided to participate in WFI'23. Accordingly, it has been allocated 195 sqm of aggregate space in Hall no-3 (Ground Floor).

B. Eligibility criteria

1. Tea companies/applicants interested to participate along with Tea Board at the World Food India 2023 from 3rd -5th November, 2023 at India Pragati Maidan New Delhi must be registered with Tea Board. Copies of valid licenses (Exporters' License) with the company/applicant seal and signature of the Authorised Signatory must be submitted along with the application form. The company/applicant must also provide copy of the latest CTM license in respect of Darjeeling tea, if applicable. In case of Small Tea Growers (STGs), copy of STG Smart Card issued by Tea Board India should be submitted.
2. Only packet tea players/exporters and/or value-added tea exporters having packets will be considered for participation as mandated by the Ministry.
3. The company/applicant must display/sell/exhibit only Indian teas at the Board's stand at the World Food India 2023. Teas of other origin are strictly prohibited and not acceptable.

Procedures of Application

1. Tea Companies/applicants interested in participation will have to apply to Tea Board informing their interest in participation strictly through the application format placed at Annexure - 1.
2. Application for participation in exhibitions with Tea Board will be considered only on receipt of all the requisite documents and the participation fees as per the guidelines given below.
3. The company/applicant shall submit an undertaking with the Company/applicant seal and signature of the Authorised Signatory clearly specifying that it is not under any investigation/ charged/ prosecuted/ debarred/black listed on any grounds related with trade and business. The undertaking must be on the Letter Head of the Company and not signed by anybody less than the rank of a Director/Sr. Manager. Scanned copy of declaration is required to be given on company/applicant letterhead.
4. Further, a declaration as given at the Annexure – 2 on the Company Letter Head bearing signature of the Authorised Signatory together with the the Company/applicant seal must be submitted along with the application and fee transaction evidences.
5. All the above-mentioned documents must have the Company/applicant Seal along with the signature of the Authorised Signatory of the Company/applicant.
6. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
7. A minimum of 6 sq. m of space will be allocated to an interested tea company/applicant. He/she will have to bear 40% of the total cost of built-up space allotted to him/her. An applicant must make payment of a participation fee of Rs. 20,000/- + 18% GST through NEFT/RTGS in favour of “Tea Board Market Promotion Scheme” and submit the UTR no. of the transaction along with his / her applications. This amount would be appropriated to the 40% share of an individual tea company/applicant.

The excess/unspent amount will be adjusted against actual cost attributable to a company/applicant for participation in the event. In case the total cost for 6 sq. m/9 sq. m stall is more than Rs. 20,000/-, then the excess amount will have to paid by the company/applicant to Tea Board within 15 days of completion of the event for accounting purpose.

The stipulated sums shall be deposited by NEFT/RTGS to the following account:

Account Name: “Tea Board Market Promotion Scheme”

A/c No: 00260200000807

IFSC: BARBoBRABOU (the 5th letter is ‘zero’)

Bank of Baroda, Brabourne Road

8. Upon shortlisting of companies and the number being more than the space available, further selection would be done by drawing of lots.
9. As regards the STG sector’s participation, three stalls will be earmarked for the Small Tea Growers (STGs), provided the STGs submit their filled-in application forms within the last date for submission of applications.
10. STGs will be exempted from any charges for the allocated built-up stalls except for Rs. 1180/- as participation fee for each applicant. In the event of more than three (3) STG participants, selection will be done based on drawing of lots. For SC and ST small grower participants, there will be no participation charges. However, in all cases, Tea Board will bear only the rental charges for the stalls as per the approved percentage share. No other charges e.g. travel, accommodation, sampling equipment, logistics, extra furnishing and other incidental charges etc. will be borne by Tea Board.

11. The company/applicant must display/sell/exhibit only Indian teas at the events. The company/applicant shall submit an undertaking in this regard with the Company/applicant seal and signature of the Authorised Signatory stating that only Indian teas will be displayed, sampled and sold from his/her stall/stand. Non-tea products (i.e. products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed/sampled/sold from the stalls. Any deviation to this will be viewed seriously and penalty will be applicable as per the discretion of Deputy Chairman.
12. Branding would be allowed in terms of packs/cartons/caddies etc. on display, and on leaflets/standees, free gifts, fascia, AV display etc from the respective booth/stall.
13. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition. All the requirements essential for putting up a good show at the Tea Board Zone e.g. hiring of experienced personnel for conducting the tea tasting and tea sampling activities, travel, accommodation, sampling equipment, logistics, smart liveries for the staff, display materials, accessories extra furnishing and other incidental charges will have to be arranged for and borne by the company/applicant. Further, it must be ensured that all the representatives of the participating tea companies must be there for the entire duration of the event till its completion.
14. Each tea company /applicant must submit pictures of proper displays and accessories to be displayed at the Tea Board Zone.
15. Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected.
16. Please note that all the interested applicants/tea companies/STGs must submit the filled-in application forms strictly within the last date for submission of applications, which is seven (07) working days after publication of this circular on the Tea Board's website/circulation. Any requests for considering applications submitted after the cut-off date will not be entertained under any circumstances.
17. No application/intimation prior to the date of uploading on Tea Board's website will be considered.
18. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, penalty will be applicable as per the discretion of Deputy Chairman, Tea Board.
19. In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding.
20. Tea Board reserves the right to amend, amplify or abrogate, in its discretion, any of the terms and conditions of the sub-component without notice as deemed necessary for efficient and effective execution of the scheme and fulfilment of its objectives.
21. All the communications including submission of applications may be submitted at the following:

Secretary, TEA BOARD INDIA

14, B.T.M. Sarani (Brabourne Road)

Kolkata 700 001 Phone No. +91 33 2235 1331 (Hard copies)

secyboard@gmail.com, secretary.tbi-wb@gov.in, amritachakraborty77@gmail.com

(Soft copies)



(Dr. Rishikesh Rai)

Secretary



Annexure - 1

Application for participation at the World Food India during 3rd -5th November, 2023 at Pragati Maidan New Delhi along with Tea Board India

Sl. No.	Subject	Particulars
1	Name of the firm/company/applicant/organization	
2	Complete Communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the official(s) participating in the event	
4	Name of the Group company/applicant, if any	
5	Name and number of the documents showing registration with Tea Board	
6	Business performances for the last 3 years (mention for each of the last 3 financial years separately) Year 1 _____ Year 2 _____ Year 3 _____	
6(i)	Average exports (volume, value in INR & USD, Unit value realisation)	
6(ii)	Average domestic annual turnover with indications of average percentage of business in the value-added segment	
7.	Whether assistance availing from other Govt. Bodies/EPCs/Commodity Boards/ITPO etc. for the event?	

Declaration format

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no subsequent claims are in the pipeline, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature_____

Name (Block Letters) _____

Designation_____

Name of Applicant/Firm_____

Office Seal_____

Place:

Date: