



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

Ref. No. LC-EAUCOTNDR(JRSA)/1/2025-Licensing-Part(1)/4615

Dated 26.03.2026

**Circular**

**Sub: Discontinuation of Jorhat Auction (Jorhat e-Marketplace) with effect from 1<sup>st</sup> April 2026**

The undersigned is directed to inform that Tea Board has recently initiated process by floating an RFP for establishment and operation of a web-based tea auction platform with integrated e-Commerce operations on a Build, Own, and Operate (BOO) model on a pan-India basis.

In this context, the continuation of a separate auction model at Jorhat is no longer considered feasible particularly with regard to ensuring uniformity, improving ease of doing business and rationalizing regulatory oversight.

Accordingly, it has been decided to discontinue the operations of the Jorhat Auction (Jorhat e-Marketplace) with effect from 1<sup>st</sup> April 2026. No new sale shall be conducted under the existing Jorhat Auction / Jorhat e-Marketplace with effect from the said date.

All concerned sellers and buyers are hereby advised that, in the absence of the Jorhat Auction platform, they may participate in the existing pan-India auction system for sale and purchase of tea in accordance with the provisions of the Tea (Marketing) Control Order, 2003.

This issues with the approval of the Competent Authority.

(Samaresh Mondal)  
Controller of Licensing (I/c)

**Distribution:**

1.	All Tea Producer Association	For information and circulation among their members
2.	All Buyer Association	
3.	All Exporter Association	
4.	Executive Director, Coonoor & Guwahati	For kind information
5.	System Analyst	For uploading on Board's website