



TEA BOARD
14, Biplabi Trailokya Maharaj Sarani
Kolkata - 700 001

Date: 20.03.2026

EXECUTIVE ORDER

Subject: Introduction and Operationalisation of “Tea Mark” Certification Scheme, Traceability and Digital Market Facilitation System for Domestic Tea

Whereas, Tea Board has been constituted under section 4 of the Tea Act, 1953 (hereinafter called the Tea Act) and under section 10 of Tea Act, Tea Board is duty bound to take such measures *inter alia* for improving quality of tea, increasing consumption and carrying out propaganda and improving marketing of tea in India.

And Whereas, Tea Board has been entrusted with various statutory functions under Tea Waste (Control) Order, 1959, Tea Warehouse (Licensing) Order, 1989, Tea (Marketing) Control Order, 2003 and Tea (Distribution and Export) Control Order, 2005 and the Deputy Chairman, Tea Board, is the Licensing and Registering Authority under these Control Orders.

And Whereas, in order to promote the quality of tea, increase consumption of tea and improving marketing of tea in India, it is essential to introduce a credible, verifiable and consumer-visible quality assurance and traceability mechanism for tea sold in the domestic market through a logo/word mark.

And Whereas, under Rule 4 of Tea Board (Powers of Chairman and Deputy Chairman) Rules, 2016, Deputy Chairman, Tea Board has the power to administer logo and word marks of tea of Indian Origin.

Now, therefore, in exercise of the powers vested with the Deputy Chairman, Tea Board, the following Order is hereby issued:

1. **Introduction of Tea Mark:** Tea Board hereby introduces “Tea Mark” as a quality certification and assurance identifier to promote quality, consumption and marketing of tea. Tea Mark signifies that the tea has been tested and verified as prescribed under the Control Orders read with FSSAI parameters. The Board shall be the owner/proprietor of the mark.
2. **Nature of Order:** This Order does not impose any restriction on trade and ‘Tea Mark’ certification is voluntary in nature.
3. **Scope of the Order:** This ‘Tea Mark’ certification scheme shall be available for use by eligible tea manufacturers registered under provisions of Tea (Marketing) Control Order, 2003.

4. **‘Tea Mark’ Certification Scheme:** Under the certification scheme, the Board shall:
- design, select, register and popularise the ‘Tea Mark’;
 - decide the mode of application and fees, manner for the use of the mark by authorised users, etc.;
 - registering manufacturers as authorised user under the ‘Tea Mark’ scheme to use the mark on their packaging so that it is clearly visible to purchasers / consumers;
 - permit use of ‘Tea Mark’ to authorised users to use the mark on their packaging upon fulfilment of conditions as prescribed in the SOP issued from time to time;
 - ensure and enforce quality standards as prescribed under the Control orders read with FSSAI parameters;
 - ensure digital traceability and verification of supply chain integrity regarding origin;
 - ensure testing through empanelled testing laboratories;
 - prescribe conditions for suspension/cancellation of permission issued to authorised user on the grounds of failure to maintain quality, misuse of the logo, false declaration, traceability violations and alike.
5. **Market Facilitation and E-Commerce Platform:** In order to ensure sanctity of the mark, Tea Board may develop an e-commerce platform for the sale of Tea Mark certified teas. Such platform shall promote and facilitate sale of such teas. In order to make the e-commerce platform sustainable, a nominal fee shall be charged from the authorised users.
6. **Power to Issue Guidelines:** The Tea Board shall have the power to issue SOP, clarifications and amendments from time to time for smooth running of the Tea Mark Certification Scheme.



(C. Murugan)
Deputy Chairman, Tea Board
Registering & Licensing Authority

To,

All Stakeholders concerned-----For information

Copy to:

1	Executive Director, Tea Board Guwahati and Tea Board Coonor	For information
2	All HoDs, Tea Board, Kolkata	For Information and necessary action
3	IT Cell	For uploading in Board's Website