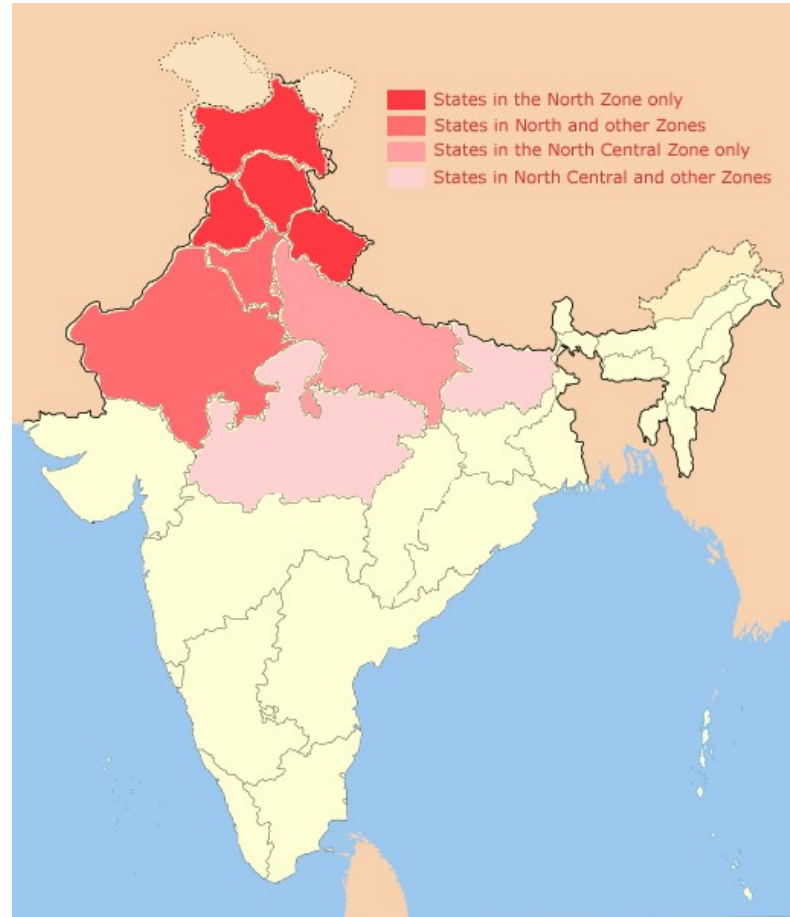




EMERGING TRENDS IN INDIAN TEA MARKET FROM A REGIONAL PERSPECTIVE



REGIONAL PERSPECTIVE- NORTH & CENTRAL REGION



North & Central Region
Contributes around **40%** of total tea
consumption



Unlike western and southern, belly of the market is in the **popular and economy segment**





Distribution



Distribution reach and ability to **manage cost** efficiency is key to the success of brand





Market **credit**
extending more than 60
days





Trade body needs to effectively represent the interest of tea industry in any forum





NATIONAL PERSPECTIVE





Consumers have **multiple choices** with rather low brand loyalty.
Price & Promotions are the key drivers





Localized small packers
are giving hard time to regional players.



At the same time,
the **regional players** are
challenging
the national brands.





DOMESTIC MARKET- WHAT IS NEEDED FOR GROWTH OF BRANDED TEA



Unify as a **strong cohesive tea trade body** to represent interests.



Value added healthy green and specialty tea for **youth**

TEA
vs
COFFEE



Health Benefits of Green Tea

- Oral Health
- Bone Health
- Weight Loss
- Heart Health
- Anti-aging
- Blood Pressure
- Diabetes
- Cholesterol
- Immunity
- Asthma
- Ear Infection
- Liver Diseases
- Flu and Cold

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Pradhan Mantri Kaushal Vikas Yojana on **Skill Development** for Tea Industry





Declare Tea as a
National drink
to bring in a revolution



chai
chai
chai



Tea lounges must be more popularized among investors





Food park should have tea in the product basket as well





Reasonable rates of **GST** for Tea





THANK YOU

