



**1. MARKET REPORT IN BRIEF:**

- A. DEMAND :** GOOD.
- B. MARKET :** GOOD AND MEDIUMS WERE IRREGULAR AROUND LAST WITH PRICES EASING WITH DECLINE IN QUALITY. FIBROUS TEAS WERE DISCOUNTED PARTICULARLY IN THE DUST SEGMENT.
- C. BUYING PATTERN:** HUL AND TATA GLOBAL LENT GOOD SUPPORT. THOUGH LATER WAS MORE SELECTIVE IN THE DUSTS SEGMENTS. OTHER PACKETEERS PARTICULARLY DTL & EVEREADY LENT FAIR SUPPORT. UPCOUNTRY DESTINATIONS WERE ACTIVE. LIMITED EXPORT ENQUIRY ON BOTH BOLDER BROKENS AND DUSTS.

**2. TOTAL AUCTION WEIGHTED AVERAGE. (IN RS)**

CATEGORY	2011/2012			2010/2011			UPTO - SALE -01		
	SALE 01	SALE 52	+/-	SALE 01	SALE 52	+/-	2011	2010	2009
LEAF	94.49	100.43	-5.94	97.03	101.95	-4.92	112.32	116.02	114.06
DUST	90.64	90.70	-0.06	93.17	99.81	-6.64	111.85	119.97	120.22
TOTAL	93.40	97.80	-4.40	95.86	101.30	-5.44	112.17	117.24	115.85

**3. A. QUANTITY OFFERED & SOLD IN SALE 01 (IN LAC KGS)**

CATEGORY	OFFERED QUANTITY	SOLD QUANTITY	OUT %	OUT % IN SALE 01 LAST YEAR	OUT% UPTO SALE 01		
					2011	2010	2009
LEAF	26.40	21.07	20	29	28.24	28.64	22.08
DUST	11.73	8.31	29	33	33.50	29.27	27.18
TOTAL	38.13	29.38	23	30	29.98	28.83	23.63

**B. CATEGORY-WISE WEIGHTED AVERAGE (IN RS.)**

	BROKENS	FANNINGS	PD/D	LEAF SEC	DUST SEC
S/01-2011	104.19	88.14	108.50	76.42	66.27
S/01-2010	100.60	95.66	104.33	89.37	77.07
S/01-2009	100.56	94.98	103.32	91.48	83.85

**C. CATEGORY-WISE OFFERED AND SOLD PERCENTAGE.**

	BROKENS	FANNINGS	LEAF SEC	PD/D/CD.	DUST SEC
OFFERED - SALE 01	42.16	5.53	21.55	18.09	12.67
SOLD - SALE 01	44.12	6.04	21.55	16.33	11.96

**4. PRICE RANGE.**

PRICE RANGE LEAF & DUST COMBINED	2011-12		UPTO S/01		
	SALE 01	SALE 52	2011	2010	2009
A. % OF TEA SELLING ABOVE RS. 160.00	3.71	3.84	6.69	9.29	1.09
B. % OF TEA SELLING BETWEEN RS. 150.00 - 159.99	3.75	4.26	8.84	8.03	4.27
C. % OF TEA SELLING BETWEEN RS. 140.00 - 149.99	4.80	7.41	9.62	10.21	8.19
D. % OF TEA SELLING BETWEEN RS. 130.00 - 139.99	5.17	6.48	8.83	10.11	15.33
E. % OF TEA SELLING BETWEEN RS. 120.00 - 129.99	6.70	6.62	9.15	11.11	15.61
F. % OF TEA SELLING BETWEEN RS. 110.00 - 119.99	8.58	8.29	10.91	11.73	16.33
G. % OF TEA SELLING BETWEEN RS. 100.00 - 109.99	10.32	10.05	11.65	11.36	16.41
H. % OF TEA SELLING BETWEEN RS. 90.00 - 99.99	9.63	9.56	8.16	8.83	11.14
I. % OF TEA SELLING BETWEEN RS. 80.00 - 89.99	8.04	9.22	8.33	7.04	6.87
J. % OF TEA SELLING BETWEEN RS. 70.00 - 79.99	9.45	9.68	7.31	5.77	3.74
K. % OF TEA SELLING BETWEEN RS. 60.00 - 69.99	10.07	10.45	5.87	4.72	0.50
L. % OF TEA SELLING BETWEEN RS. 50.00 - 59.99	14.42	9.34	3.69	1.65	0.03
M. % OF TEA SELLING BELOW RS. 50.00	5.36	4.80	0.95	0.15	0.01

**5. FUTURE OFFERINGS (IN PKGS)**

SALE 03 CLOSED ON 28 <sup>TH</sup> DECEMBER 2011	THIS YEAR	LAST YEAR	+/-
LEAF :	76890	82042	-5152
DUST :	33691	25540	+8151
ORTHODOX	329	226	+103
TOTAL	110910	107808	+3102

SALE DATE 17<sup>TH</sup> & 18<sup>TH</sup> JANUARY 2012

**6. OTHER INFORMATION - India rivals Kenya with Sh 2.3bn tea exports to Pakistan**

Kenya's dependence on Pakistan for tea exports is gradually being eroded by the Asian country's improved ties with India. Pakistan, which buys more than 17 per cent of Kenya's black tea, last year imported a 21.8 million kilogrammes of tea worth \$27.2 million (Sh 2.3 billion) from India, compared to 8.3 million kilogrammes worth \$15.5 million in 2010. "One would expect that with the improved trade relationship with Pakistan more and more tea will be bought from the neighbouring country," said East African Tea Trade Association marketing manager. As India's share of the Pakistani market grew, Kenya's slice dropped from 60 per cent in 2010 to 55 per cent in the last financial year, according to latest data from the Pakistan Tea Association (PTA). East African Tea Trade Association showed that Kenya exported 58 million kilogrammes worth \$175 million (Sh14 billion) to Pakistan in 2010 compared to 70 million kilogram worth \$204 million (Sh16.9 billion) in 2011. "Kenya's share of total tea imports by Pakistan has reduced by five per cent," PTA said in a press briefing last week. Total Pakistan tea import increased by a third in the last fiscal year to 127 million kilogrammes worth \$301 million from 95 million kilogrammes worth \$252 million imported in 2010. However, industry insiders said more Kenya tea could be finding its way to Pakistan through smuggling via Afghanistan. Tea Board of Kenya data indicates Afghanistan increased its imports from Kenya by the highest margin — 48 per cent to 49 million kilogrammes — among the 48 destinations supplied with Kenya tea last year. "The ratio between tea imports through legal and illegal channels is almost equal," said PTA Chairman adding that Pakistan loses between \$50 million and \$80 million annually in revenue due to tea smuggling through Afghanistan. The Pakistan government charges a 10 per cent import duty, a 15 per cent sales tax, a 10 per cent value added tax and another two per cent income tax on imported tea, laying the ground for a black market to flourish. A fghan imports Kenyan tea that is blended and sold to Pakistan at an extra charge of 15 per cent making it competitive. Pakistan meets its green tea requirement from five countries including Indonesia, Vietnam, Bangladesh, China and Sri Lanka. Vietnam has a major share of 64.38 per cent in this group. Indonesia, Bangladesh and China shares in Pakistan's green tea market are 2.33 per cent, 3.58 per cent, and 29.76 per cent respectively.

[www.businessdailyafrica.com](http://www.businessdailyafrica.com), dated 03.01.2012

Exchange Rates:-1 US \$- Rs. 52.83, 1 UK £- Rs.81.82, 1 Euro-Rs.67.48 as on 6<sup>th</sup> January, 2012.

Source: <http://in.reuters.com/finance/currencies/>

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