



टी बोर्ड भारत Tea Board India  
14, बी.टी.एम सरनी (ब्रेबोर्न रोड) कोलकाता 700001  
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[www.teaboard.gov.in](http://www.teaboard.gov.in)

Ref. No.6(29)/LC/Bharat Auction/2021/ 385

Dated 10.02.2023

To,  
All registered auction organizers across India  
All producer associations  
All buyer associations

**Subject: Roll out of Bharat Auction in North India -regarding**

Sir(s),

In continuation with this office letter no.366 dated 02.02.2023, wherein the auction organizers of North India were requested to suggest a sale no. which can be dropped for doing pre-auction activities for the purpose of rolling out of Bharat Auction across all auction centres of North India in March, 2023, I am directed to inform that upon examination of various proposals received from the auction organizers of North India, Board has scheduled launching of Bharat Auction at all registered auction centre of North India, viz, Kolkata, Guwahati and Siliguri from sale no.12/2023 (starting from 20<sup>th</sup> March, 2023). The details of the schedule are as follows:

| Sale No.           | Date/ Week   | Activity  |
|--------------------|--|---|
| Sale 10            | 6 <sup>th</sup> March to 11 <sup>th</sup> March, 2023  | English Auction                                     |
| Sale 11 is dropped | 13 <sup>th</sup> March to 17 <sup>th</sup> March, 2023 | Pre-auction activities for launching Bharat Auction |
| Sale 12            | 20 <sup>th</sup> March to 24 <sup>th</sup> March, 2023 | Roll out of Bharat Auction                          |

Please note that the schedule of mock (for all auction centre across India) and pilot run of Bharat Auction (for North India only), as has been mentioned in earlier letter dated 02.02.2023, will remain unchanged.

The content of this letter may please be brought to the knowledge of all members under your jurisdiction for information and necessary action.

This issues with the approval of Competent Authority.

Encl: As stated

Yours faithfully,  
Sd/-  
(Rajanigandha Seal Naskar)  
Controller of Licensing

Copy to:

|  |                      |
|--|----------------------|
| 1. Executive Director, Guwahati & Coonor | For kind information |
| 2. D.D.T.D., Tea Board Siliguri          |                      |
| 3. M/s. NSEIT Ltd.                       | For necessary action |

Controller of Licensing