



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

Ref. No.6(29)/LC/Bharat Auction/2021/ 659

Dated 06.09.2023

Circular

Subject: Price Rediscovery Session (PRS)-regarding

Reference has been invited to Rule no.38 (a) of the Pan India Bharat Auction Rules circulated on 24.12.2021, wherein it was mentioned that all unsold lots from the normal session shall be offered in Price Rediscovery Session (PRS). Tea Board had received representations from few producer associations across India with the request to either do away with the PRS session from Bharat Auction or to make the same optional to the sellers as PRS tends to reduce competition in the main sale.

On examining the representations, Board has decided to keep PRS optional for the sellers w.e.f. sale no.38 of all auction centres across India. In this connection, the Rule 38 (a) of Pan India Bharat Auction has been amended and enclosed herewith.

All concerned are requested to take note of the same for necessary action as required at their end.

This issues with the approval of Competent Authority.

(Rajanigandha Seal Naskar)
Controller of Licensing

Distribution:

All registered auction organizers	For information and circulation amongst the members of the respective associations/ organisations
All producer associations	
All buyer associations	
ED, Tea Board, Coonoor & Guwahati	For kind information
DDTD, Tea Board, Siliguri	
NSEIT Ltd.	For necessary action

Pan India Bharat Auction Rule

Rule No.		Original Rule	Amended Rule
38.	Handling Unsold Lots/ Price Rediscovery Session (PRS)	<p>a. All unsold lots from the normal session shall be offered in Price Rediscovery Session (PRS).</p> <p>b. Price Rediscovery Session (PRS) shall be conducted after completion of normal session of each day sale (after 60 minutes of the normal session). However, the auctioneers can modify the timing of the PRS session as per their requirement (30 minutes prior to the start of the session)</p> <p>c. The closing price of the normal session shall become the base price of the PRS. RP (Reserve Price) can be modified 15 minutes prior to the start of the session for each auctioneers.</p> <p>d. If the lots are unsold in PRS session then the same shall be re-printed in a fresh catalogue with sampling. However, it should not be marked as reprinted teas in the fresh catalogue.</p> <p>e. In case of any private sale, the details are to be intimated to Tea Board and concerned auction organizer in writing immediately after sale.</p>	<p>a. Unsold lots from the normal session shall have the option to be offered in Price Rediscovery Session (PRS) as per the discretion of the sellers.</p> <p>b. No change</p> <p>c. No change</p> <p>d. If the lots are unsold/not offered in PRS session then the same shall be re-printed in a fresh catalogue with sampling. However, it should not be marked as reprinted teas in the fresh catalogue.</p> <p>e. No change</p>