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Ref. No.6(29)/LC/Bharat Auction/2021/ 435

Dated 15.03.2023

Circular

Subject: Exemption of Darjeeling teas from Bharat Auction

Tea Board is in receipt of representations from Indian Tea Exporters Association (ITEA) and Darjeeling Tea Association (DTA) requesting Tea Board to continue e-auction of Darjeeling and Orthodox teas through English model in place of Bharat Auction which is planned to be implemented from sale no.12/2023 commencing from 20.03.2023. The requests for such exemption have been made with a view that this special and high value category of teas are different from other segments in respect of nature of bidding, competition, etc.

The matter has been thoroughly examined by Tea Board and it is proposed that the Darjeeling tea offered through "Kolkata 2" centre of Calcutta Tea Traders Association (CTTA) shall be continued to auction under English model till further orders. It is pertinent to highlight that since the dual model of auctioning cannot be implemented within a particular centre, all the teas which are offered through "Kolkata 2" centre of CTTA shall be auctioned under English model by virtue of this circular. The matter regarding inclusion of "Kolkata 2" under Bharat Auction module shall be examined by the Board in due course, based on the post-implementation scenarios of Bharat Auction in North India.

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

This issues with the approval of Competent Authority.

(Rajanigandha Seal Naskar)
Controller of Licensing

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