

**Embassy of India  
Thimphu**

**Press Release: India@75 Export Promotion of Tea & Coffee in Bhutan**

1. Under the ambit of India@75 'Azadi Ka Amrit Mahotsav' celebrations to commemorate the 75<sup>th</sup> Anniversary of India's Independence, the Indian Embassy – in collaboration with Tea Board India; Coffee Board India; Indian Tea Association (ITA); Tea Coffee Association (TCA), India; Indian Chamber of International Business (ICIB); and Bhutan Chamber of Commerce and Industry (BCCI) – organised a virtual Buyer-Seller Meet on 25 November 2021 between Indian exporters and Bhutanese importers to promote Indian tea and coffee in Bhutan.

2. Speaking at the event, the **Ambassador of India to Bhutan Ms. Ruchira Kamboj** said that this virtual meeting was aimed at expanding India's exports of tea and coffee to Bhutan. She added that, "Indian tea and coffee are already quite popular in Bhutan, however, there is even greater scope for promoting these commodities in the Bhutanese market." She emphasized that, through this meeting and subsequent interactions, the Indian side should be able to penetrate the Bhutanese market better for mutual benefit of both sides.

3. During the meeting, **Dr. K.N. Raghavan** (IRS), Deputy Chairman, Tea Board India and **Mr. N.N. Narendra** (IOFS), Director (Finance), Coffee Board India and **Dr. Mandappa**, Divisional Head (Coffee Quality), Coffee Board India spoke on the initiatives undertaken by the two Government bodies to promote the production and export of tea and coffee respectively. **Ms. Nayantara Palchoudhuri**, Vice Chairperson and **Mr. Sujit Patra**, Secretary, Indian Tea Association (which is the premier and the oldest organization of tea producers in India), **Rtn. Manpreet Singh**, President, Indian Chamber of International Business (which is one of the leading organisations in India that supports and assists micro, small & medium companies to grow globally), and **Mr. Pramod Wakode**, National President, Tea Coffee Association, India highlighted the opportunities for export of Indian tea and coffee to Bhutan. **Mrs. Shelly Mehta**, Owner, Jardine Henderson Ltd. (Rydak Syndicate Ltd.) and **Mr. G.D. Raja**, Managing Director, GD CAFE Pvt. Ltd. shared views on factors affecting growers and exporters of tea and coffee. **Mr. Tandin Wangchuk**, President of the Bhutan Chamber of Commerce and Industry provided insights from the business and commercial perspectives.

4. This meeting provided an opportunity for Bhutanese importers to have greater exposure on the production and export of tea and coffee from India and also helped the Indian side gain a better understanding about the requirements of the market in Bhutan. The event included an interactive business networking session with participation from leading Indian exporters of tea and coffee including Jardine Henderson Ltd. (Rydak Syndicate Ltd.), GD CAFE Pvt. Ltd., The South India Coffee Company, Woodpeckers Coffee Trading House, Krish Food and Fun (India)

Pvt. Ltd., Araku Aroma Coffee, and interested Bhutanese importers and dealers. The Bhutanese buyers also sampled gourmet tea and coffee provided by the Indian companies. The tea and coffee traders from both sides carried out detailed discussions to explore innovative ways to improve trade.

5. In the last two years, Bhutan's import of tea from India increased by almost 50% from 379 MT (Rs. 7.7 crore) in 2019 to 554 MT (Rs. 13.1 crore) in 2020, comprising 99.40% of Bhutan's total tea imports. During this same period, however, Bhutan's import of coffee from India decreased by 40% from 9.5 MT (Rs. 33 lakh) in 2019 to 5.70 MT (Rs. 17 lakh) in 2020, comprising 40.43% of Bhutan's total coffee imports. India is the second largest producer of tea in the world. India is the third largest producer and exporter of coffee in Asia, and the sixth largest producer and fifth largest exporter of coffee in the world.

6. The Embassy - in collaboration with three popular cafes in Thimphu, viz. Ambient Cafe, Cloud9 Cafe, and Coffee Culture - will be holding a special India Tea and Coffee Promotion Week from 26 November to 05 December 2021 with a specially curated menu of beverages and artisanal dessert made with gourmet Indian tea and coffee provided by Indian companies [viz. Tea Board India, Coffee Board India, Jardine Henderson Group of Companies (Rydak Syndicate Ltd., Kopati Tea Estate, Duklingia Tea Estate), GD CAFE Pvt. Ltd., The South India Coffee Company, Woodpeckers Coffee Trading House (Guna Coffee), Krish Food and Fun (India) Pvt. Ltd., Araku Aroma Coffee, etc.].



      

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**VIRTUAL BUYER-SELLER MEET ON  
INDIAN TEA & COFFEE IN BHUTAN**

**Thursday, 25 November 2021  
3 pm (IST) / 3:30 pm (BTT)**

Virtual link: [bit.ly/3bug741](https://bit.ly/3bug741)



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## INDIA TEA & COFFEE PROMOTION WEEK

Enjoy specially curated Beverages and Artisanal Dessert made with gourmet Indian Tea & Coffee!

**Ambient Cafe, Thimphu:** 26 Nov to 05 Dec 2021  
(8 am to 8 pm except Thursdays)

**Coffee Culture, Thimphu:** 01-05 Dec 2021  
(11 am to 8 pm)

**Cloud9 Cafe & Bar, Thimphu:** 04-05 Dec 2021  
(12 pm to 10 pm)



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@ambientcafe   
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Thimphu  
25 November 2021