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To
The Editor,
Sir,

Date: 24.07.2026

I request that the following message may kindly be published in your esteemed daily:

Tea Board India in collaboration with the Directorate of Agribusiness Development, TNAU, Coimbatore, organised the South India's Signature Tea Fair and Buyer–Seller Interactive Session at TNAU, Coimbatore on 24.07.2026.

Tea Board India, South Zonal Office, Coonoor, in collaboration with the Directorate of Agribusiness Development, Tamil Nadu Agricultural University (TNAU), Coimbatore, is organized the South India's Signature Tea Fair and Buyer–Seller Interactive Session at the Convocation Hall, TNAU, Coimbatore, on 24 July 2026. The event has been conceived as a major tea promotion initiative to showcase the unique identity and exceptional quality of region-specific teas produced across South India while creating market linkages between tea producers and buyers.

The programme will be graced by Dr. K. Subrahmaniyan, Acting Vice-Chancellor, Tamil Nadu Agricultural University, as the Chief Guest. Shri M. Bharani Kumaar, IAS, Executive Director, Tea Board India, South Zonal Office, Coonoor, delivered the Special Address. Dr. E. Somasundaran, Director (ABD), Directorate of Agribusiness Development, TNAU, felicitated the gathering and Shri Rajeev Baid, Proprietor, Chai Chun Tea Boutique, West Bengal, delivered the Technical Session and Buyer–Seller Interactive Session.

The fair featured leading tea brands representing the major tea-growing regions of South India, including the Nilgiris, Anamallais, High Ranges, Travancore, Wayanad and Karnataka. About 110 buyers and sellers including small tea growers, 530 TNAU students and 30 scientists, attended the event. Visitors had the opportunity to experience the distinct flavour profiles and quality characteristics that make each region unique, while interacting directly with tea producers and manufacturers.

Dr.E.Somasundaram, Director (ABD), DABD, TNAU, Coimbatore pointed out that Small tea holders together can create a brand and make wide publicity and advertisement to compete with corporate brands and the history of tea and its impact on culture and economy.

Dr. K. Subrahmaniyan, Acting Vice-Chancellor, Tamil Nadu Agricultural University, in his chief guest address emphasised the role of tea in everyday life and further encouraged the TNAU students to pursue their entrepreneurial career in the tea value chain.

Shri M. Bharani Kumaar, IAS, stated that South India possesses some of the world's finest tea-growing regions, each distinguished by its unique agro-climatic conditions, elevation and flavour profile. He emphasised that the fair aims to celebrate the diversity and heritage of South Indian teas while providing a common platform for producers, buyers, entrepreneurs, researchers and consumers.

Shri Rajeev Baid, Proprietor, Chai Chun Tea Boutique, West Bengal, motivated the students by narrating his own success story. Students and other stakeholders in the tea value chain participated in the discussions on business opportunities in the tea sector.

The Buyer–Seller Interactive Session provided valuable insights into speciality tea marketing, branding, packaging and consumer preferences. Tea producers, manufacturers and small tea growers had an opportunity to interact directly with buyers, explore new markets and establish long-term business relationships.

The programme encouraged students of Tamil Nadu Agricultural University to explore career opportunities in the tea sector. Tea Board India believed that innovation, technology, value addition, quality assurance and entrepreneurship played a vital role in shaping the future of the Indian tea industry, and students can make significant contributions in these areas.

The event witnessed the participation of Tea Planters Associations, tea manufacturers, small tea growers, buyers, researchers, academicians, students and tea enthusiasts from across the region. Dr.R.Uma Maheswari, Development officer, Tea Board of India, Coonoor and Dr.C.Muralidharan, Professor(HRM), DABD, TNAU, Coimbatore coordinated the event.

Public Relations Officer