

**“AWARENESS OF INDIAN TEA Towards Increasing DOMESTIC Consumption”**

**TENTATIVE PROGRAMME STRUCTURE**

**13TH AUGUST, 2021**

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| **11:00 PM -1:00 PM : SESSION 1** |
| 11:00 AM - 11:15 AM | WELCOME REMARKS BY SESSION MODERATOR | **MR ATUL ASTHANA**CHAIRMAN – ICC TEA NATIONAL EXPERT COMMITTE  |
| 11:15 AM - 11:30 AM | KEYNOTE ADDRESS | **MR SAHOO**DY CHAIRMAN, TEA BOARD OF INDIA |
| 11:30 AM - 11:45 PM | INCREASED CONSUMPTION OF TEA IN NEW NORMAL | **MR. ATUL RASTOGI**MDLUXMI TEA CO P LTD |
| 11:45 AM - 12:00 PM | GENERIC PROMOTION – INCREASE PER CAPITA CONSUMPTION | **MR SHIVA KRISHNAMURTHY**HEAD FOOD AND REFRESHMENTS BUSINESSHUL |
| 12:00 PM - 12:15 PM | TEA & YOUTH – MAXIMISE EXPOSURE TO GENEXT | **MR GULSHAN SINGH**ERSTWHILE NATIONAL PLANNING DIRECTORFCB INTERFACE  |
| 12:15 PM - 12:40 PM | ADDRESS BY  | **MS PARUL SINGH**DIRECTOR PLANTATIONSMINSTRY OF COMMERCE & INDUSTRYGOVT. OF INDIA |
| 12.40 PM – 12.50 PM | **INTERACTIONS & SUM UP BY SESSION MODERATOR** |
| 12.50 PM – 1.00 PM | **VOTE OF THANKS** | ICC |

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| **2:00 PM- 4:00 PM : SESSION 2** |
| **2:00 PM - 2:15 PM** | WELCOME REMARKS BY SESSION MODERATOR | **MR RAVI SUCHANTI**CO CHAIRMAN – ICC TEA NATIONAL EXPERT COMMITTE  |
| **2:15 PM - 2:30 PM** | DIGITAL COMMUNICATION – TO PROMOTE TEA CONSUMPTION  | **MR PIYUSH PANDEY / MR R BALKI** |
| **2:30 PM - 2:45 PM** | EMERGING TRENDS IN TEA DRINKING – SPL FOCUS ON HEALTH FACTOR  | **SENIOR REPRESENTATIVE** TGBL / STARBUCKS |
| **2:45 PM - 3:00 PM** | DYNAMICS OF TEA PROMOTION ON A REGIONAL SCALE | **MR VIREN SHAH**CHAIRMANJIVRAJ TEA COMPANY |
| **3.00 PM – 3.15 PM** | MAXIMISE TEA CONSUMPTION – SPECIFIC TO SHARE OF THROAT | **MR. BINOD GURUNG**HEAD MARKETINGGOODRICKE GROUP LTD |
| **3:15 PM - 3:40 PM** | ADDRESS BY CHIEF GUEST | CHAIRMAN WBIDC |
| **3:40 PM - 3:50 PM** | **INTERACTIONS & SUM UP BY SESSION MODERATOR**  |
| **3:50 PM - 4:00 PM** | VOTE OF THANKS  | ICC |