

“FROM INDIA WITH LOVE”

DELIGHTING GLOBAL PALATES



Tea • Coffee • Spice • Fresh Fruits & Vegetables • Cereals & Processed Food Products





INDIAN AGRICULTURAL AND PROCESSED FOOD PRODUCTS



A RICH RESOURCE

Indian livestock comprises 15% of the world's cattle population, 58% of the buffalo population, 6% of sheep and 15% of the world's goat population.





LEADING THE DAIRY INDUSTRY

India is the largest producer of milk in the world. Dairy products comprising dry/powdered/condensed/semi-solid whey, butter milk, yogurt, butter, powder/grated/fresh cheese/cheese spreads, and ghee notched up nearly US\$ 546.16 million in value recently.



FRESH FROM THE FARMS

Frozen bovine meat from India dominates the international market. Fresh and chilled sheep and goat meat are showing good demand in the Middle East market. Dairy and poultry products along with honey, are contributing immensely to rise in exports.



GRAINS OF LIFE

India is the second largest producer of rice and wheat. The country also produces jau (barley), buckwheat, oats, maize (corn), rye, jowar (sorghum), bajra (pearl millet) and ragi (finger millet).



BREAD BASKET

Wheat contributes to nearly one third of India's total foodgrain production. Numerous varieties of wheat and wheat products are exported to several countries including Myanmar, Bangladesh, UAE and Nepal.



QUEEN OF RICE

Basmati Rice, which literally means 'fragrance of the earth' and 'the one containing aroma', originated in India. Its cultivation in a delineated geographical area i.e. Punjab, Haryana, Himachal Pradesh, Uttarakhand, Delhi, Western UP and two districts in J&K, gives it the special characteristics that have brought it global acclaim. The distinct methods of harvesting, processing and aging, result in this special long grain, aromatic rice.



TREAT FOR THE SENSES

Basmati Rice is a favourite of global palates, be it Indian Biryani or any international rice dish. Indian Basmati Rice exports have gone up exponentially in the past decade. Major export markets include Iran, Kuwait, the UAE, Saudi Arabia, Iraq, Europe & USA.



FAST GROWING ESTATE

Maize is emerging as the third most important crop in India after rice and wheat, and is cultivated on about 8.12 million hectares of land. Its contribution to the national food basket is about 8% with more than US\$ 100 million share in the GDP. India ranks amongst the top 10 maize producing countries in the world.



PEARLS OF GOOD HEALTH

India leads the world in production of bajra or pearl millet, with nearly 8.8 million tonnes produced annually. India exports Bajra to many countries including Sudan, UAE, Yemen, Saudi Arabia and Nepal.



THE NUTRITIOUS GRAIN

With an annual production of 9 million tonnes, India is the seventh largest producer of sorghum. Key export markets include Japan, the EU, Africa, Colombia, Canada, Korea, Eritrea, Sudan and Vietnam Social Republic.



HEALTHY BOUQUET

India is the second largest producer of fruits and vegetables globally, accounting for 40.48% of the world's mangoes, 27.43% of bananas, 22.71% of green peas and 24.04% of onions.



DELECTABLE ENTERPRISE

India ranks first in the production of bananas, papayas, mangoes, lemons and limes in the world. In vegetables, India ranks first in the production of ginger and okra, while it stands second in the production of onion, cauliflower, brinjal, cabbage, potato, etc.



IN FULL BLOOM

India produces a large variety of flowers such as rose, tuberose, glads, anthurium, carnations, marigold, etc. The cultivation of these flowers is undertaken in both open farm conditions and state-of-the-art poly & greenhouses.



TRUE TO NATURE

During 2016-17, area under organic certification was around 4.45 million ha including forest area of 3.01 million ha. The total organic production was 1.20 million MT including wild collection. The total volume of agricultural exports was 309,767 MT realizing Rs. 2,478.17 crores (US\$ 370 million).



PIONEERING CHANGE

The major countries where organic products were exported were European Union, USA and Canada. The other destinations of export of organic products are Switzerland, Australia, New Zealand, Japan, Middle East countries and ASEAN countries. The major products exported are Oilseeds, Sugar, Basmati Rice, Tea, Pulses, Spices, Flax Seeds and a range of processed food items.



NEW FRONTIERS

Due to good availability of raw material with an advantage of competitive production costs, India offers enormous prospects for setting up of food processing units. India's exports of processed food products have been increased steadily during last ten years from US\$ 1,352 million in 2006 to US\$ 3,981 million in 2016. India's exports of processed food products have reached the important markets of Europe, USA, the Middle East, Japan, Singapore, Thailand, Malaysia, Russia and Korea apart from other parts of the world.

INDIAN TEA





INDIA GROWS TEA – INDIA KNOWS TEA

India is growing tea since the nineteenth century and is the largest consumer of black tea in the world. Tea is mingled intrinsically with the fabric of life in India, in its many colours, varieties, forms and types.



A VAST ESTATE

India has around 577,477 hectares of area under tea production, with total production reaching 1,250.49 million kg in 2016-17.



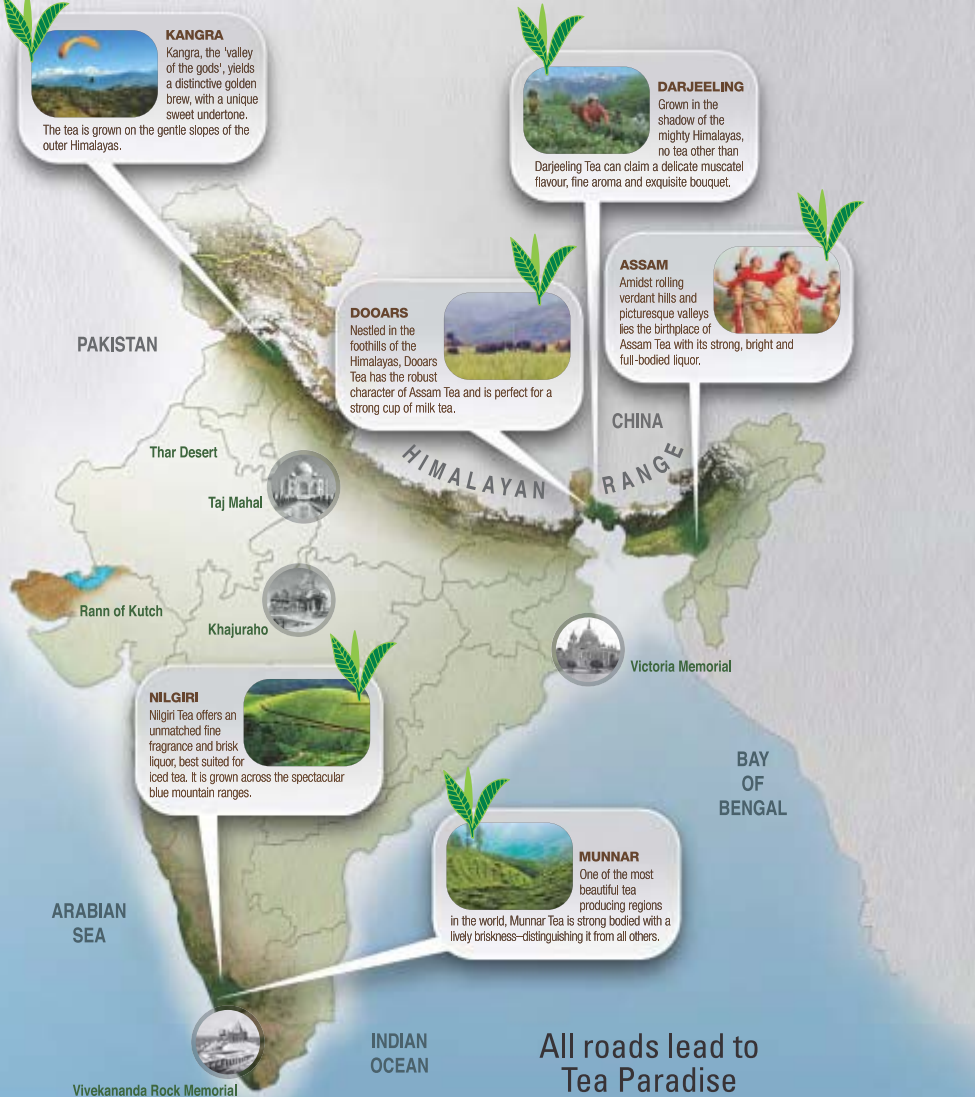
AT THE FOREFRONT OF GLOBAL TRADE

India is the second largest producer and fourth largest exporter of tea in the world. Exports reached 227.63 million kg in quantity and US\$ 690.73 million in value terms during 2016-17.



WORLD LEADER IN BLACK TEA

India is the world's largest producer and consumer of black tea. Tea consumption in India reached around 973 million kg in 2016-17.



KANGRA
Kangra, the 'valley of the gods', yields a distinctive golden brew, with a unique sweet undertone.

The tea is grown on the gentle slopes of the outer Himalayas.

DARJEELING
Grown in the shadow of the mighty Himalayas, no tea other than

Darjeeling Tea can claim a delicate muscatel flavour, fine aroma and exquisite bouquet.

DOOARS
Nestled in the foothills of the Himalayas, Dooars Tea has the robust character of Assam Tea and is perfect for a strong cup of milk tea.

ASSAM
Amidst rolling verdant hills and picturesque valleys lies the birthplace of Assam Tea with its strong, bright and full-bodied liquor.

NILGIRI
Nilgiri Tea offers an unmatched fine fragrance and brisk liquor, best suited for iced tea. It is grown across the spectacular blue mountain ranges.

MUNNAR
One of the most beautiful tea producing regions in the world, Munnar Tea is strong bodied with a lively briskness—distinguishing it from all others.

A RICH BOUQUET

India produces all types of teas - black, green, oolong, bio dynamic, white, instant, etc. Indian tea is available in various formats e.g. CTC, Orthodox, etc. The country has different varieties – Darjeeling, Assam, Nilgiri, Munnar, Kangra, Dooars-Terai, Sikkim and many more.

All roads lead to
Tea Paradise



SPECIAL TEAS

The single origin specialty teas of India viz Darjeeling, Assam, Nilgiri, Munnar, Kangra, Dooars-Terai, Sikkim represent the quality and character of the specific region in which they are grown. It is the result of a combination of soil, agro-climatic conditions and plant genes and cannot be replicated anywhere else in the world.



CONNOISSEUR'S DELIGHT

DARJEELING – nestled in the foothills of the snow-capped Himalayas in North East India – grows the world's most sought after tea. The region's cool and moist climate, high altitude, soil and sloped terrains give Darjeeling tea its distinctive Muscatel flavour. Darjeeling Tea is a protected Geographical Indication.



THE CUP OF STRENGTH

Assam - to the far Northeast of India - the land of the one-horned rhino and the mighty river Brahmaputra - is home to the single largest contiguous tea growing region in the world. It is also the largest tea producing state in India. Assam teas, which are often referred to as just 'Assam', generate a rich, full-bodied and bright and strong liquor in the cup. Assam Orthodox tea has been registered as a Geographical Indication in India.



THE NECTAR OF NILGIRI

Grown at altitudes from 1,000 metres to 2,500 metres across the picturesque Nilgiris or Blue Mountains of South India, Nilgiri teas are known for their unique combination of fragrance and briskness and make a great base for iced teas. Nilgiri Orthodox tea is registered as a Geographical Indication.



A DISTINGUISHED BREW

Kangra tea is grown on the foothills of the snow-capped Dhauladhar Mountains in Himachal Pradesh. It is widely appreciated for its characteristic flowery fragrance with a refreshing green note combined with a distinctive heavy note.



AN EXPRESSION OF NATURE

The scenically beautiful state of Sikkim is nestled amidst a picturesque setting in the Himalayas in North East India, where the tea gardens produce tea which is light, flowery, golden yellow and delicate in flavour. Sikkim Tea has been certified 100% organic by IMO Control, a member group of IMO Switzerland, since 2008.



TROPICAL BREW

The Dooars-Terai region at the foothills of the Eastern Himalayas is renowned for its rich tropical forests, wildlife and the Dooars-Terai tea, which is heavy and full bodied.



MUNNAR MAGIC

Munnar tea is known for its distinctive clean and medium toned fragrance of sweet biscuit in a dip malt. The teas are cultivated in the undisturbed ecosystem of the Western Ghats. With some tea plantations at 2,200 m above sea level, Munnar has some of the highest growing tea regions in the world.



A VIBRANT TEA DRINKING CULTURE

Tea is the most popular beverage next to water. It is served and enjoyed in various forms in India e.g. kahwa of Kashmir, gur tea, kulhad tea, cutting chai, masala chai, lemon tea, etc.



ORGANIC ODYSSEY

India is one the pioneers and also one of the largest producers of organic teas.



MASALA CHAI- THE SPICY TREAT

India is famous for its Masala Chai - tea with milk, sugar and Indian spices. One of the important ingredients for masala chai is Assam CTC tea.

INDIA COFFEE





TALE OF SEVEN MAGICAL BEANS!

Indian coffee had mystical beginnings in the 17th century when legendary saint Baba Budan brought seven beans from Yemen and planted them in the Chandragiri hills of Karnataka.



A SHADE BETTER

India grows its coffee under a two-tier mixed shade canopy of evergreen leguminous trees. It is the only country to grow all its coffee in the shade.



ECO-FRIENDLY BREW

Coffee is grown in India primarily in the ecologically sensitive regions of the Western and Eastern Ghats, which is one of the 25 biodiversity hotspots of the world. Through ecologically sensitive farming, coffee plantations have helped maintain this unique biodiversity and also enabled socio-economic development.



REFRESHINGLY RICH

Indian coffees are generally mild and low in acidity, with a full bodied taste and fine aroma.



IN FINE COMPANY

Intercropping of a variety of spices and fruits like pepper, cardamom, vanilla, orange and banana is done in Indian coffee plantations, which also infuses subtle and interesting nuances in the cup.



DIVERSE HUES

Thirteen distinct coffee growing regions have been identified across India, each with a distinct coffee quality.



PREMIUM SELECTION

Three specialty coffees have been identified from India for their distinct character in the cup – Monsooned Malabar, Mysore Nuggets Extra Bold and Robusta Kaapi Royale.





ROBUST PRODUCE

India has around 434,436 hectares of area under coffee production with production reaching 348,000 tonnes MT during 2015-16. Robusta accounted for around 70% of this production, with the remaining 30% share taken by Arabica.



IMPROVING CROP OUTCOMES

Productivity of coffee in India has increased steadily from 204 kg/ha in 1950-51 to 876 kg/ha in 2015-16.



WELCOME TO COFFEE COUNTRY

Karnataka is the largest coffee producing state of India with a production of 78,650 MT of Arabica coffee and 172,870 MT of Robusta coffee during 2015-16. It is followed by Kerala and Tamil Nadu.



GROWING STATURE IN GLOBAL COFFEE TRADE

India's share of world coffee exports has increased from 3.36% in 1993-94 to 5.01% in 2015-16.



GAINING TRACTION

Exports of specialty and value added coffees from India have grown from 61,489.9 MT in 2005-06 to 126,145 tonnes in 2016-17.



GENERATING LIVELIHOODS

India's coffee plantations employed an average of 632,993 people on a daily basis in 2015-16.



CUP THE WORLD CHEERS

Indian coffees are well accepted in the international market and are sold at a high premium. In particular, Indian Robusta coffee is recognised for its good blending quality.



SUSTAINABLE VALUE CREATION

The realised unit value of coffee exports from India has increased from Rs 27,858 per tonne in 1990-91 to Rs 158,612 per tonne in 2016-17.



BUON CAFFÈ

Italy is the top export destination for Indian coffee in quantity terms, importing 83,992 MT of coffee (23.43% of total exports) at a unit value of Rs 138,304 per tonne in 2016-17. It was followed by Germany and the Russian Federation.

INDIAN SPICES





A TIMELESS LEGACY

India is the home of spices and boasts of a long history of trading with the ancient civilisations of Rome and China. The desire for Indian spices led to wars, treaties and daring explorations over centuries.



ON THE SPICE ROUTE

Both Christopher Columbus and Vasco Da Gama embarked on their historic expeditions in the quest for Indian spices, particularly pepper.



SPICE BOWL OF THE WORLD

India is the world's largest producer and exporter of spices, producing around 3.2 million tonnes of different spices that are valued at around US\$ 4 billion. The country produces 75 of the 109 varieties listed by the International Standards Organization.



ECOLOGICAL EDGE

India has a naturally varying climate – from tropical to sub-tropical to temperate – that makes it possible to grow nearly all the spices. Almost all the states and union territories of India grow one or the other spices.



DELIGHTING GLOBAL PALATES

Indian exports of spices and spice products reached 947,790 tonnes in 2016-17, valued at ₹ 17,664.61 crore (US\$ 2,633.30 million), registering a growth of 9% in rupee terms and 6% in dollar terms of value over the previous year.



RAISING THE HEAT QUOTIENT

Chilli was the most demanded spice in FY 2016-17 with exports of 4,00,250 tonnes amounting to Rs 5,070.75 crores. It was followed by cumin, with a total volume of 119,000 tonnes valued at Rs 1,963.20 crore. Increased global demand for turmeric, especially in the pharmaceutical sector, drove its exports that reached 116,500 tonnes in volume and Rs 1,241 crores in value terms in 2016-17.



LEADING DESTINATIONS

Indian spices are exported to over 150 global markets, which include US, Europe, Japan, Oceania, Singapore, China, South Korea and Middle East. USA, Vietnam and China were the top three export markets for Indian spices in value terms in 2015-16 (estimated).



TRUE TO NATURE

Indian spices are typically grown in millions of tiny holdings, and the farming done is virtually organic, especially in the areas of North-East India. India has its own National Programme for Organic Production (NPOP), which has equivalence with EU 2092/91 and NOP.



EVOLVING WITH THE TIMES

The Indian spice community has evolved and matured over time as a technology-led, quality-conscious, customer-centric and market-driven industry. This has led to a rapidly growing variety of value-added spices in ground, crushed, cracked, blended, dehydrated forms in bulk, in brine and in consumer packs.



ASCENDING THE VALUE CHAIN

Indian spice oils and oleoresins continue to dominate the international processed food market, with exports reaching 11,635 tonnes valued at ₹ 21.42 billion in 2015-16 (estimated).





UNPARALLELED QUALITY

GI registration has been obtained for various spices such as Malabar pepper, Alleppey green cardamom, Coorg green cardamom, Naga mircha, Guntur sannam chilli, Bydagi chilli, Sikkim large cardamom, Mizo chilli, Assam karbi anglong ginger, Waigaon turmeric, Sindhudurg and Ratnagiri kokam and Uttarakhand tejpat.



END TO END PROCESSING

The Spices Board has launched special industrial parks for processing and value addition of spices and spice products called spices parks. These are regionally divided with integrated operations for cultivation, post harvesting, processing for value addition, packaging, storage and exports of spices and spice products which adhere to the quality specifications of the consuming countries.



COMMITTED TO QUALITY

The Spice Board's quality evaluation lab at Kochi is ISO 9001:2000, 17025, 14000 certified, NABL accredited and is well equipped to extend all the physical, chemical and microbiological analysis to the spice industry. There are other regional labs as well.



IN SEARCH OF EXCELLENCE

The Spices Board carries out research on good agricultural practices (GAP) and organic farming systems in cardamom. The Indian Cardamom Research Institute has full-fledged research laboratories and field blocks for basic and applied research programmes and adaptive trials on crop improvement, agronomy & soil science.



THE HEALTHY INGREDIENT

Spices like turmeric, black pepper, ginger, mint and cardamom are getting recognised for their medicinal value by the scientific community and are increasingly demanded by the nutraceutical industry.

A woman with dark hair and a gentle smile is the central figure. She is wearing a light-colored, possibly organic cotton, tunic with a simple V-neckline. Over her left shoulder, she wears a long, striped shawl or cardigan. Her accessories include a dark beaded necklace and several gold bangles on her right wrist. The background is a textured, aged map of Central Asia, with labels like 'WESTERN TURKESTAN' and 'Dzungari' visible. The overall aesthetic is earthy and traditional.

Spice Wear

100% Organic,
Eco-friendly
garments

A FABRIC THAT HEALS

Spice-dyed garments, developed using a dyeing method that combines spices and herbs according to an indigenous process stipulated in the Ayurvedic system, are being analysed for their potential role in treating several ailments.

ENGINEERING



PHARMA



ABOUT INDIA BRAND EQUITY FOUNDATION (IBEF)

India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the Brand India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry.

India, today, is well established as a credible business partner, preferred investment destination, rapidly growing market, provider of quality services and manufactured products; and, presents huge long term economic growth potential.

IBEF works with a network of stakeholders - domestic & international - to promote Brand India. Currently, IBEF is executing brand campaigns for global promotion of Indian engineering, pharma, agricultural and processed food sector, plantations (tea, coffee and spices), leather, textiles and services sectors.



PLANTATIONS



SERVICES

For further details, please visit:
www.apeda.gov.in | www.teaboard.gov.in | www.indiacoffee.org
www.indianspices.com | www.teacoffeespiceofindia.com



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