



The Cochin Dispatch Dust Sale No. 12 • 18 March 2014

The Tea Board of India: navigating uncharted waters.

In the 12th Cochin dust sale of the year, 86% of the offerings were sold at an average price of \$1.77 (no change). The market operated at par with good cross-sectional demand at current levels, steadier and dearer on quality while irregular otherwise.

	Sale No. 11 11 Mar 2014 (previous sale)	Sale No. 12 18 Mar 2014 (this sale)	Sale No. 13 25 Mar 2014 (next sale)
Total Qty. Offered	1,028,264 kgs	984,253 kgs	999,616 kgs
Total Qty. Sold	899,861 kgs (88%)	850,587 kgs (86%)	—
Total Qty. Unsold	128,403 kgs (12%)	133,666 kgs (14%)	—
Average Price	\$1.77	\$1.77	—

Key Observations

1. In the *Best* category, good liquoring varieties sold firm to dearer (+1–3¢), while popular marks sold irregular to easier (–1–3¢) with some withdrawals. In the *Medium* and *Plain* categories, appearance again became the key arbiter, with operators paying a premium for cleaner and blacker teas.
2. Other than exporters, who were relatively subdued, there was fair cross-sectional demand (Active: AVT, Tata Global, KSCS; Selective: Unilever). Also, upcountry and local traders supported.
3. On 19 March, the Tea Board of India issued the new Plant Protection Code (PPC) with a view to safeguard the plantation environment, ensure the welfare of the workers, and secure long-term supply. The mandatory guidelines will minimize the use of pesticides.

Highlight



As part of the Golden Leaf India Awards: Southern Tea Auction (TGLIA:STC), a specialty auction was held in Coonoor. 82 lots of South Indian dust tea with a volume of 32,177 kgs went under the hammer, of which 63 lots were sold at an average price of \$2.25.

In the Dust category, Vigneshwar Tea Estate Factory topped with their Super Red Dust (SRD) grade, which fetched a record price of \$5.75.

Sale History

Week-on-week and year-on-year comparative low-high Cochin CTC Dust prices in US Dollars.

BEST	Sale No. 12 2014	Sale No. 11 2014	Sale No. 12 2013	Sale No. 12 2012
PD	1.61 - 1.89	1.62 - 1.85	2.18 - 2.45	1.56 - 2.08
RD	1.66 - 2.00	1.67 - 1.98	2.49 - 3.14	1.95 - 2.14
SRD	1.89 - 2.23	1.87 - 2.26	2.56 - 3.06	1.95 - 2.32
SFD	2.02 - 2.39	2.02 - 2.36	2.58 - 3.06	2.03 - 2.38

GOOD	Sale No. 12 2014	Sale No. 11 2014	Sale No. 12 2013	Sale No. 12 2012
PD	1.44 - 1.57	1.49 - 1.59	2.12 - 2.21	1.42 - 1.60
RD	1.52 - 1.79	1.54 - 1.74	2.23 - 2.58	1.44 - 1.85
SRD	1.57 - 1.89	1.64 - 1.93	2.38 - 2.68	1.69 - 2.05
SFD	1.74 - 1.93	1.75 - 1.97	2.55 - 2.71	1.85 - 2.10

MEDIUM	Sale No. 12 2014	Sale No. 11 2014	Sale No. 12 2013	Sale No. 12 2012
PD	1.30 - 1.39	1.31 - 1.41	2.03 - 2.14	1.38 - 1.54
RD	1.33 - 1.56	1.33 - 1.54	2.03 - 2.40	1.46 - 1.64
SRD	1.39 - 1.52	1.39 - 1.59	2.16 - 2.49	1.48 - 1.56
SFD	1.48 - 1.72	1.48 - 1.70	2.31 - 2.69	1.66 - 1.87

PLAIN	Sale No. 12 2014	Sale No. 11 2014	Sale No. 12 2013	Sale No. 12 2012
PD	1.18 - 1.31	1.20 - 1.31	1.94 - 2.05	1.32 - 1.44
RD	1.23 - 1.31	1.23 - 1.31	1.81 - 2.07	1.38 - 1.50
SRD	1.25 - 1.39	1.23 - 1.34	1.81 - 2.14	1.40 - 1.56
SFD	1.30 - 1.39	1.31 - 1.39	2.05 - 2.34	1.42 - 1.64

Export Catalog

Brooklyn Beverages' prices (per kg) are pegged to the performance of our grades at the most recent Cochin Tea Auction, Dust Sale No. 12, 18 Mar 2014. Prices (Ex. Kochi) are good till the next auction sale, 25 Mar 2014. For FOB-Kochi pricing, please see the upcharge estimate at the below right.

In addition, we offer two blended standards (BP to BOPF)—*Periyar* and *Chinnar*—which serve as guidance to importers seeking to avail private labeling services. These are based on our own award-winning consumer brand *Chinnar*, which is renowned in the local market.

Black Tea

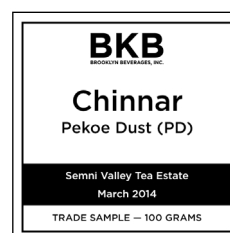
Grade	Sack	Mark	Density (cc)	Price	Change
Pf1/Fngs/D2 (Mixed)	55 kg	Brooklyn	175 - 195	\$1.58	none
Pekoe Dust (PD)	55 kg	Periyar/Haileyburia	185 - 200	\$1.42	-3¢
		Chinnar	180 - 195	\$1.84	+4¢
Red Dust (RD)	57.5 kg	Periyar/Haileyburia	180 - 190	\$1.45	-2¢
		Chinnar	165 - 190	\$1.91	-3¢
BOPF-CTC	52 kg	Periyar	205 - 220	\$1.48	+2¢
		Chinnar	195 - 225	\$1.92	-2¢
Super Red Dust (SRD)	61 kg	Periyar	165 - 180	\$1.55	-2¢
		Chinnar	160 - 175	\$2.07	+3¢
Super Fine Dust (SFD)	63 kg	Periyar/Haileyburia	155 - 165	\$1.69	+1¢
		Chinnar	150 - 160	\$2.44	+1¢

FOB Upcharge Estimate

	1x 20 Foot Container	1x 40 Foot Container
Warehousing	₹ 12,432.00	₹ 24,864.00
Inland Freight	₹ 15,000.00	₹ 20,955.00
THC	₹ 7,800.00	₹ 10,900.00
B/L Fee	₹ 2,000.00	₹ 2,000.00
Custom Clearance	₹ 16,500.00	₹ 21,500.00
Subtotal	₹ 53,732.00	₹ 80,219.00
Service Tax (12.5%)	₹ 6,716.50	₹ 10,027.38
Total (INR)	₹ 60,448.50	₹ 90,246.38
Total (USD)	\$990.96	\$1,479.45
Total Weight (kg)	11,000	22,000
Cost per Kilogram	\$0.09	\$0.07

Standard Blends

Grades	Packaging	Blend	Price
BP to BOPF	Bulk, 1 kg, 500 g, 250 g	Periyar Std.	\$1.85
		Chinnar Std.	\$2.15



Ask for Samples

The difference is not only in the price but also in the taste.