



COONOOR, INDIA



**THE NILGIRI PLANTERS' ASSOCIATION**  
"Glenview", Coonoor 643 101, Nilgiris, Tamil Nadu, INDIA  
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www.nilgiriplantersassociation.com

## **NILGIRI WINTER SPECIALTY TEA AUCTION**

The Nilgiri Planters Association was founded in the year 1891. The Association represents the organized plantation sector covering a total extent of 6900 hectares, spread over the four Taluks of Nilgiris, namely Ooty, Coonoor, Kotagiri and Kundah, at an average height of 6500 ft. The annual production of the Member Estates is about 16 million kgs of Orthodox Teas.

The Member Estates are located in the Geographical Indication region of Nilgiri (Orthodox) Tea registered under the Geographical Indication of goods (Registration and Protection) Act.

The Association proudly announces its plans to conduct the next Nilgiri Specialty Tea Auction in March 2012 at Coonoor, Nilgiris, Tamil Nadu, India.

The first of the Nilgiri Specialty Tea Auctions was held on 12<sup>th</sup> March 2005 at Coonoor, Nilgiris. The auction received overwhelming support from the producers and buyers of Specialty Teas.

This was followed-up by a Nilgiri Specialty Tea Auction organized at Las Vegas, United States of America in March 2006 in association with World Tea Expo and it was a grand success.

These novel and maiden Specialty Tea Auctions organized by the Association have been acknowledged as land mark events benefitting both the sellers & buyers of Orthodox Specialty Teas .

In continuation of the same, the Nilgiri Planters Association is holding a **"Nilgiri Winter Specialty Tea Auction"** on 10<sup>th</sup> March 2012 at the Coonoor Tea Trade Association, Nilgiris , Tamilnadu, South India.

It is proposed to hold the Specialty Tea Auctions on a regular bi-annual basis by the Association , in the month of March and early October for highlighting the Nilgiri Winter Specialty Teas and Autumn Specialty Teas.



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Interested parties can contact the Nilgiri Planters' Association for further information regarding **the "Nilgiri Winter Specialty Tea Auction"**.

Please contact :

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**SURESH JACOB**  
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21<sup>st</sup> January, 2012.



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