



IITC 2025

Ideate | Innovate | Invigorate

18-20 September 2025
Grand Hyatt Kochi Bolgatty, Kerala



8TH
INDIA
INTERNATIONAL
TEA CONVENTION
2025

*This is where tea meets tomorrow!
Don't miss your pour!*

 www.iitc2025.com

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INDIA TEA

Tea is one of the most widely consumed beverages globally, and its history is deeply intertwined with that of India. India stands both as one of the largest consumers and one of the leading producers of black tea in the world. The story of Indian tea is one of remarkable diversity, rooted in the unique terroirs of its many growing regions.

From the muscatel-flavoured Darjeeling to the robust and full-bodied Assam, to the fragrant, smooth Nilgiris from the Blue Mountains, and many more unique terroirs - each tea growing region in India produces teas with character that cannot be replicated anywhere else on Earth. These distinctive origin teas and other origins having its own quality traits make Indian tea a treasure trove for enthusiasts and connoisseurs alike.

8TH INDIA INTERNATIONAL TEA CONVENTION (IITC) 2025

The India International Tea Convention (IITC) has proudly carried a legacy that spans over twenty-five years, serving as a significant platform for the Indian tea industry to showcase its heritage, innovation, and global relevance. Over the years, IITC has been held at key locations including Kochi (1999), New Delhi (2000), Kolkata (2003), Guwahati (2007), Kochi (2009), Goa (2012), and Ooty (2016). Each edition brought together global tea experts, industry leaders, growers, manufacturers, buyers, traders, auctioneers, packeteers, exporters, retailers, associations, and tea enthusiasts, featuring industry sessions, tea tasting events, and destination tours.

The 8th India International Tea Convention (IITC) 2025 is being hosted in the scenic city of Kochi, Kerala. This prestigious gathering would celebrate the strength and diversity of Indian tea while fostering global dialogue, innovation, and collaboration across the entire value chain. Organized by the United Planters' Association of Southern India (UPASI) in association with industry stakeholders and supported by the Tea Board of India, IITC 2025 would also bring together key industry bodies.

IITC 2025 aims to reinvigorate conversations around India tea in the global context, address contemporary challenges, highlight innovations, and create new opportunities for collaboration. It will also seek to reconnect the global tea community, celebrate the resilience of the industry, and reaffirm India's leadership in the world tea market. As always, the event will feature immersive experiences, expert-led forums, and diverse cultural showcases to make it not just a convention - but a celebration of everything tea stands for.



EVENT FEATURES



High-Impact
Business Sessions



The Golden Leaf India Awards :
Southern Tea Competition Final Tasting



B2B Interactions



Exclusive Trade Exhibition



Speciality Tea Tasting



Cultural Programmes, Dinner and
Networking Receptions

CONVENTION THEME

A TEA ECOSYSTEM FOR TOMORROW

As the global tea industry navigates an era of rapid technological evolution and environmental challenges, 'A Tea Ecosystem for Tomorrow' emerges as a timely and transformative theme for IITC 2025. This concept goes beyond automation and digitization, emphasizing the harmonious integration of human creativity, advanced technologies, and sustainable practices. By fostering collaboration between growers, technologists, policymakers, and consumers, it seeks to reshape the tea value chain from cultivation to consumption in a way that is more resilient, inclusive, and responsive to the demands of the future. At IITC 2025, this vision will guide discussions and innovations that aim to future-proof the tea ecosystem while honouring its rich heritage.



VENUE

GRAND HYATT KOCHI BOLGATTY

Grand Hyatt Kochi Bolgatty, located on the scenic Bolgatty Island by the Vembanad Lake, is a premier waterfront retreat that blends world-class hospitality with Kerala's rich cultural charm. Just minutes from Kochi's city center and easily accessible from the airport, the property offers luxury rooms, conference venue, fine-dining options, wellness facilities, and a serene setting for both relaxation and business.



EVENT OFFERINGS

BUSINESS SESSIONS

The India International Tea Convention (IITC) 2025 is set to host five high-impact sessions, spotlighting emerging trends, innovations, and the evolving dynamics of the global tea market. Spanning five sessions, the convention will bring together key stakeholders to engage in meaningful dialogue and collaborative planning. With a focus on shaping the future of the tea industry, IITC 2025 aims to foster strategic insights, partnerships, and actionable outcomes that will drive sustainable growth and global competitiveness.

SPECIALITY TEA COMPETITION

One of the most anticipated features of IITC 2025 will be the Specialty Tea Competition - an exclusive event designed to celebrate the diversity and craftsmanship of India's finest teas. This curated tasting session will present a handpicked selection of specialty teas sourced from tea-growing regions across the country. These limited-edition teas, produced in small batches and representing the unique terroir of their respective gardens, will be available for sampling during the conference. The tasting menu will include an array of exquisite teas such as Black teas, White teas, Green teas, Oolong teas, and other speciality brews.

INDUSTRIAL EXPO

The convention will also host a comprehensive exhibition, providing a platform for stakeholders to showcase innovations, products, technologies, and services to a global audience.

CULTURAL EVENTS

IITC 2025 will showcase the rich cultural heritage of India, with a special focus on the Indian tea growing regions. Delegates will be welcomed with captivating performances of classical and folk art forms from Kerala, Tamil Nadu, Karnataka, West Bengal and Assam.

Throughout the event, evenings will come alive with a vibrant mix of Indian traditional dances, folk music, contemporary Indian and Western songs, and band performances, offering delegates a deep and immersive experience of India's diverse cultural landscape. In addition to these cultural showcases, the inaugural day will feature a spectacular demonstration of the traditional snake boat race on the Vembanad Lake, located just behind the main venue.

THE GOLDEN LEAF INDIA AWARDS: SOUTHERN TEA COMPETITION

A special feature of the convention, The Golden Leaf India Awards: Southern Tea Competition (TGLIA: STC 2025) Final Tasting, will spotlight South Indian teas, which have significantly enhanced their quality through innovation in field and factory practices. This 20th edition of the competition is a much-anticipated celebration of excellence, attracting producers eager to showcase their finest teas.

TEA TOUR PACKAGES

As part of its effort to promote tea tourism, IITC 2025 will offer specially curated optional travel packages for delegates to explore the renowned tea-growing regions of Kerala and Tamil Nadu. These destinations include the misty hills of Munnar, the lush green landscapes of Wayanad, and the scenic slopes of The Nilgiris, each known for their rich tea heritage and breathtaking natural beauty.

These curated packages will serve as an enriching extension to the main event. Experiences will include stays at heritage plantation bungalows, guided tours through sprawling tea estates, and indulgence in authentic regional cuisine. Participation in these tea tourism packages will be optional and available at an additional cost.

BECOME A DELEGATE

The 8th India International Tea Convention (IITC) 2025 will be held in the picturesque city of Kochi, Kerala. This esteemed event will showcase the strength and diversity of Indian tea, while promoting global dialogue, innovation, and collaboration across the entire value chain. Register now to take advantage of the exclusive opportunities and benefits this convention offers.

DELEGATE ENTITLEMENTS



Access to all the convention sessions.



Entry to the Industrial Expo and associated competitions.



Participation in curated tea tasting experiences and networking events.



Invitations to Dinners, Luncheons, and High Teas.



Participation in the Snake Boat Race, cultural performances, and social events.



Delegate Kit containing official convention materials and documentation

DELEGATE FEE

Delegate admission to the convention will be subject to a registration fee, in line with established practice. Special concession rates for hotels and accommodation will be made available exclusively to registered delegates.

CATEGORY	UP TO 31.08.2025	FROM 01.09.2025
Domestic Delegate	₹ 24,000 + 18% GST	₹ 29,000 + 18% GST
Spouse (Domestic Delegate)	₹ 15,000 + 18% GST	₹ 15,000 + 18% GST
International Delegate	\$ 340	\$ 410
Spouse (International Delegate)	\$ 215	\$ 215

#International rates are inclusive of taxes.

ACCOMMODATION

Delegates attending the India International Tea Convention (IITC) 2025 will have the opportunity to enjoy exclusive accommodation rates at the prestigious Grand Hyatt Kochi Bolgatty, the official hospitality partner for the event. Grand Hyatt offers a luxurious and convenient stay, enhancing the overall experience for participants.

ROOM TYPE	IITC Single Rate (INR)	IITC Single Rate (USD)	IITC Double Rate (INR)	IITC Double Rate (USD)
King Bed/Twin Bed	₹ 10,900 + 18% GST	\$ 165	₹ 12,400 + 18% GST	\$ 190
Backwater View Room King/Twin	₹ 12,900 + 18% GST	\$ 195	₹ 14,400 + 18% GST	\$ 215
Grand Terrace Suite	₹ 26,000 + 18% GST	\$ 385	₹ 27,500 + 18% GST	\$ 405

#International rates are inclusive of taxes.

PAYMENT INFORMATION

1. Online

Visit our website at www.iitc2025.com

2. By Demand Draft/At Par Cheque:

To be drawn in favour of 'UPASI' payable at Coonoor, The Nilgiris, Tamil Nadu.

3. By Bank Transfer:

NAME : UNITED PLANTERS ASSOCIATION OF SOUTH INDIA
BANK : UNION BANK OF INDIA
BRANCH : COONOR, TAMIL NADU
A/C NO : 334402010008398
IFSC : UBIN0533441
MICR : 643026102
SWIFT : UBININBBMCC
GSTIN : 33AAAAU0279JIZH

CANCELLATION & REFUNDS

Cancellation must be received at the IITC-2025 Camp Office by letter, or e-mail, within the stipulated dates. Registration is fully transferable, if from the same organization.

- All refunds will be made after a period of 30 days of the conclusion of the Convention.
- No refunds of applicable taxes will be made.
- Full refund, less administration charges of 15% of registration for cancellations received up to 31-08-2025
- No refunds will be made for cancellations received on or after 01-09-2025

BE PART OF THE INDUSTRIAL EXPO

India International Tea Convention 2025 offers exhibition opportunities to those wishing to showcase their products viz. value-added teas, tea machinery, agro inputs, farm equipments, packaging machinery etc. to a highly targeted, global audience of tea experts, industry leaders, growers, manufacturers, buyers, traders, auctioneers, packeteers, exporters, retailers, associations, and policymakers. As one of the most influential platforms in the global tea sector, IITC 2025 provides direct access to key decision-makers, emerging markets, and strategic partners. Exhibitors gain valuable exposure, strengthen brand visibility, and engage in meaningful dialogue that can lead to new business opportunities, collaborations, and market expansion.

EXHIBITOR BENEFITS



Fabricated Maxima/Octonorm Exhibition Stall
Includes name fascia, carpet flooring, three spotlights, two chairs, one table, a power outlet, and a waste bin



Exhibitor Delegate Passes
Two complimentary passes for each stall



Brand Visibility
Company logo prominently displayed on the exhibition layout



Convention Access
Entry to official convention sessions



Networking Opportunities
Participation in curated networking events with industry professionals



Food & Beverages
Access to two dinners, two lunches, and four high-tea sessions



Official Exhibitor Kit
Includes convention materials and essential documentation



Social and Cultural Engagement
Admission to cultural programs and social gatherings

This edition features a dedicated exhibition space with only 39 stalls - 16 premium and 23 standard - offering exclusivity and high visibility for exhibitors.

STALL	SIZE	TYPE	RATE (INR)	RATE (USD)
Premium	3x3 sq. mtr.	Fabricated Maxima Stall	₹ 2,00,000 + 18% GST	\$ 2765
Standard	2x2 sq. mtr.	Fabricated Maxima Stall	₹ 1,50,000 + 18% GST	\$ 2075

#International rates are inclusive of taxes.

STALL ALLOTMENT

Stalls will be allotted on a first-come, first-served basis. The stall layout is available on the IITC 2025 website. To book a stall, please complete the booking form and email it to the IITC Camp Office at irpr@upasi.org. Exhibitors can also express their interest by registering online.

For more information, please visit www.iitc2025.com. To check the availability of your preferred stall, contact the IITC Secretariat via email or phone at 0423-2230270 Extn: 111 or +91 9842944179.

PAYMENT INFORMATION

100% advance payment for stall rent to be paid within 3 days from the date of reservation of stall. Failure to make payment within stipulated time would render cancellation of stall booking. Details of mode of payment are given below.

1. By Demand Draft/At Par Cheque:

To be drawn in favour of 'UPASI' payable at Coonoor, The Nilgiris, Tamil Nadu.

2. By Bank Transfer:

NAME : UNITED PLANTERS ASSOCIATION OF SOUTH INDIA
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SPONSORSHIP OPPORTUNITIES

India is a powerhouse in the global tea landscape - and IITC 2025 the ideal platform for high-visibility branding, meaningful dialogue, and business development. By sponsoring this prestigious event, the organization will gain access to a powerful network of decision-makers and influencers, and benefit from valuable exposure in a dynamic, high-profile environment. Sponsors will also enjoy exceptional opportunities for brand positioning, market outreach, and stakeholder engagement. Stakeholders may partner with us at IITC 2025 and showcase their commitment to excellence in the global tea industry.

SPONSOR BENEFITS



Included delegate passes



Logo featuring at venue, stage, social media and website.



Access to convention sessions



Exhibition Stall



Participation in tea tasting and networking events



Dinners, Lunches, and High teas



Cultural programmes and social gatherings



Delegate Kit with official convention documentation and materials

PACKAGES

PLATINUM

GOLD

SILVER

BRONZE

KIT

F & B

For sponsorship inquiries or additional assistance, please contact us at +91 42322 30270 or email us at upasi@upasi.org.

For more details about the convention, visit our website: www.iitc2025.com.

ABOUT THE ORGANIZER



UPASI

The United Planters' Association of Southern India (UPASI), established in 1893, is the apex body representing the plantation industry in the southern states of India - Tamil Nadu, Kerala, and Karnataka. With a rich legacy of over a century, UPASI plays a pivotal role in promoting the interests of tea, coffee, and rubber growers in the region. The organization serves as a vital link between the plantation sector and the government, advocating for policy reforms, sustainable practices, and scientific research. Through its well-equipped research stations, educational initiatives, and industry outreach, UPASI continues to support innovation, productivity, and environmental stewardship in the plantation ecosystem of South India.



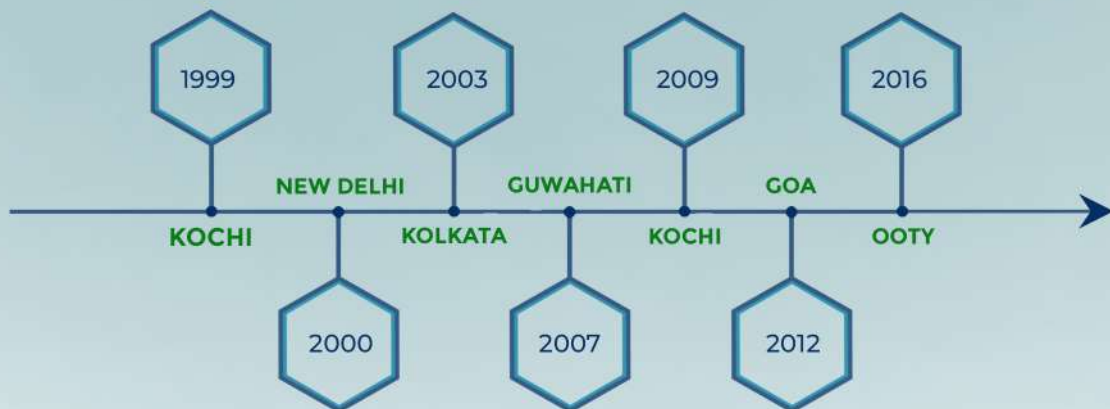
India International Tea Convention (IITC) 2025

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IITC OVER THE YEARS



CONTACT US

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