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OPPORTUNITIES FOR SRI LANKAN TEA IN PAKISTAN



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Pakistan

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1. SUMMARY

Tea consumption has a long tradition in Pakistan culture and it is one of the popular beverages. People of all demographic groups across all the regions of the country regularly consume tea. Tea consumption of about 1 kg per capita in Pakistan is one of the highest in the world and continuously increasing due to the increase in demand. Pakistan is one of the largest tea importing nations in the world. Out of the annual estimated tea consumption of 220,000 - 235,000 tons, around 150,000 tons are channeled legally and the rest finds its way through informal channels. Total tea imports in 2015-16 rose to 180,790 MT as compared with 150,538 MT in 2014-2015. Blended tea production increased to 138,422 MT in 2015-16 from 117,270 MT in 2014-15.

During 1970s and early 1980s Sri Lanka was the market leader of tea in Pakistan. The market share declined with the escalation of auction prices in Colombo with the increased cost of production. As a result Pakistan importers moved to lower priced CTC teas from Kenya. In 1975 nearly 67 % of Pakistan tea imports were from Sri Lanka. By 1998 the share declined to 7 % and to 2.6 % by 2003. The decline was a result of Kenyan tea gradually making in-roads to the Pakistan market. The sudden increase of Kenyan tea imports was also a result of an aggressive marketing campaign to change the preferences of Pakistan consumers from traditional teas to CTC teas. Under the Pakistan Sri Lanka free Trade Agreement -PSFTA, 10,000 MT of tea per year is allowed duty free to Pakistan whereas 10% custom duty is applicable for teas from other countries. In order to capture the lost market share using the new opportunity under the FTA, Sri Lanka needs to engage in an aggressive promotional campaign to promote Ceylon Tea in Pakistan.

2. MARKET ANALYSIS

a. Demand, Local Supply and Import Trends

The total tea consumption in Pakistan is approximately 235,000 MT per annum. Pakistan produces a limited quantity of its own tea in KPK province and relies mainly on imports. Pakistan tea imports were 150,880.76 MT in 2015 with an increase of 10.4% when compared with 136,657.65 MT imported in 2014. According to the Pakistan Bureau of Statistics, tea imports have recorded a rising trend since 2013-14. Black tea imports rose to 108,421 tons valued \$326 m in July-January 2015-16 compared with 92,598 MT with a value of \$197m in the same period previous year. The most popular tea brands in Pakistan are Lipton by

Unilever, Tapal and Vital. The market share of Tapal is estimated at 40%, Unilever 32%, others 28%.

b. Consumer Behavior and Non-price Factors

Pakistan tea consumers are now more taste conscious and look for varieties available in the market regardless of the price factor. Tea consumption in Pakistan has much significance in its culture and one of the most consumed beverages in the Pakistan cuisine. Tea is usually consumed 3-4 times a day. Spending patterns vary from home to home and person to person but the preference is mostly for strong black tea with milk. A variety of types, such as green tea, black tea, spiced tea, slim tea, flavored tea and pink tea are used in Pakistan.

c. Standards, Certificates and Registrations

Following standards, certificates and registrations are required to import tea into Pakistan:

- PHYTO Certificate
- Chamber Registration Certificate
- Human Consumption Certificate
- Certificate of Origin
- Three years shelf life of the product
- The importer(s) shall obtain the Quality certificate for the product as mentioned in Appendix N of Import Policy Order 2016 from Pakistan Standards & Quality Control Authority (PSQCA) at entry port(s) in Pakistan (as post-shipment inspection).

d. Business Practices (Delivery and payment terms)

Importers, wholesalers and retailers are the dominant trade channels. Importer expects fastest possible delivery within four weeks. Sight Letter of Credit is considered the best option since both the exporter and the importer are protected. In case of shipments by air, 100% advance payment is preferred. DAP documents are delivered to the importer through exporter's bank upon receipt of invoice value and importer gets the shipment released against the documents. This procedure however is least practiced. Delivery expectations vary according to the size of the shipment. Cash Against Delivery (CAD) through banks is practiced by most traders.

e. Buyer Preferences

Pakistan tea importers are generally not concerned with the requirements of Fair Trade practices and Sustainable Production process certification etc.

f. Price Situation (Price factor)

There was a recent decline in tea prices in the world market. As a result packers particularly in Kenya reduced the price of tea by Rs140-150 per kg in March, 2016. Variation in production of tea in Kenya results in price variations in Pakistan as Kenya is the largest tea supplier to Pakistan. Consumers witnessed an increase of Rs 60-125 per kg in tea prices in 2015 owing to the increase in Kenyan tea price which went up from \$3-3.5 to over \$4 per kg. Following the reduction in prices, good quality Kenyan tea rate has plunged back to \$3-3.20 per kg in the last few months. Kenya produces a variety of teas with prices starting from \$1.5 to over \$4 per kg. Since May 2016, tea prices in Pakistan market recorded a rising trend once again due to a number of reasons. The authorities of Pakistan have now included tea in the list of luxury items instead of food items resulting in higher taxes and duties being imposed on tea imports to Pakistan. This has also resulted directly in an increase in prices of tea in the market. Local tea blenders have increased prices of all brands of tea, by Rs261 per kilogram from Rs 595 to Rs 856 in the last quarter of 2016. Price of loose tea has also gone up. The product shortage experienced in the winter season added to an increase in prices in the last quarter of 2016.

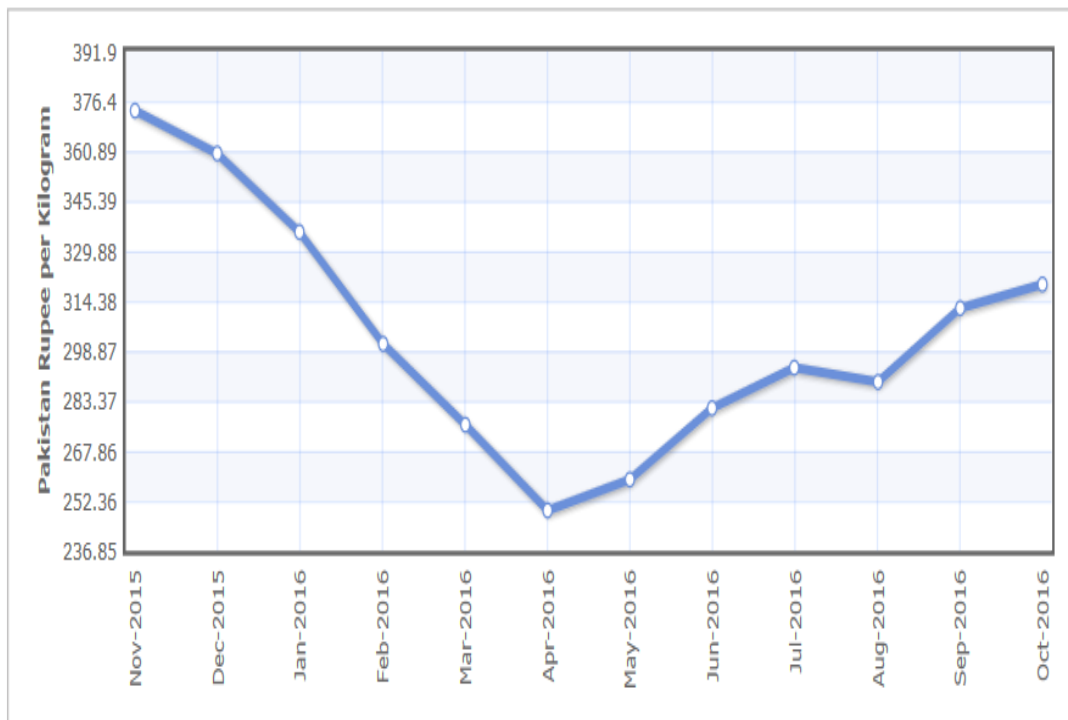


Table 1 - Change of Tea Prices (from November 2015 – October 2016)

Month	Price (PKR/Kg)	Change
Nov 2015	373.24	-8.95 %
Dec 2015	359.95	-3.56 %
Jan 2016	335.61	-6.76 %
Feb 2016	300.82	-10.37 %
Mar 2016	276.21	-8.18 %
Apr 2016	249.32	-9.74 %
May 2016	259.05	3.90 %
Jun 2016	281.50	8.67 %
Jul 2016	293.72	4.34 %
Aug 2016	288.99	-1.61 %
Sep 2016	311.85	7.91 %
Oct 2016	319.36	2.41 %

Source: <http://www.indexmundi.com/commodities>

g. Import Tariffs/NTBs

The Quota of 10,000 MT granted by Pakistan for export of tea at zero duty under Pakistan-Sri Lanka Free Trade Agreement PSFTA was expected to help Sri Lanka to increase its market share in Pakistan. Although tea exports from Sri Lanka to Pakistan have shown some improvement, tea quota utilization by Sri Lankan exporters remain at a very low level. Pakistan importers face difficulties/delays in obtaining quarantine certificates from the relevant authorities. IN addition to Zero duty facility under PSFTA under the South Asian Preferential Trade Agreement (SAPTA) too, duty free facility is available for tea exporting countries like Sri Lanka, Bangladesh and Nepal.

Table II shows the Import Tariff Structure of PSFTA.

TABLE-II

S.No.	HS Code in the First Schedule to the Customs Act, 1969	Description	Quantity (TRQ)	Extent of Tariff Concession
(1)	(2)	(3)	(4)	(5)
1	0902.1000	Green tea in packets/bags in immediate packing of a content not exceeding 3 kg	10,000 M/T in one financial year	100%
2	0902.2000	Other green tea		100%
3	0902.3000	Black tea and partly fermented tea, in immediate packing of a content not exceeding 3 kg		100%
4	0902.4010	Other black tea and other partly fermented tea		100%
5	0902.4020	Black tea in a packing exceeding 3 kg		100%
6	0902.4090	Others		100%

Table III - General Duty and Tax Structure of Pakistan

General Duty and Tax Structure	
Custom Duty	10%
Additional Custom Duty	1.02%
Sales Tax	20.40%
Additional Sales Tax	3.10%
Income Tax	7.34%
Excise & Taxation	1.16%
Shipping, Port, PSQCA & other charges	6.98%
Service charges	-
Total	50.00%

3. POSITION OF SRI LANKAN TEA IN PAKISTAN

a. Brief Review of Sri Lanka's Export Performance.

Tea exports from Sri Lanka to Pakistan was 4675.26 MT in 2012 which drastically declined to 25.08 MT by 2014. Sri Lanka was able to increase its exports again in 2015 to 3150.17 MT. Most of the teas consumed in Pakistan are imported from Kenya, India, Uganda, Rwanda and Tanzania. Currently Sri Lanka's market share in Pakistan is only 2-3% of total tea imports. Local packers and traders of Pakistan import 70% of tea from East African countries to blend with teas imported from other countries.

b. Analysis of Reasons Behind the Failure to Penetrate the Market in comparison with Competitors

Sri Lanka was the leading supplier of tea to Pakistan until 1984 but lost the market share over years. Pakistan tea market is dominated at present by Kenya due to the popularity of

its CTC (cut, tear and curl) teas. Sri Lanka produces only 10% of CTC tea out of its total tea production which is not sufficient to cater to the huge Pakistan market. Although Sri Lanka produces a large quantity of orthodox tea, prices are very high compared with other orthodox tea exporters mainly due to the increased cost of production. Sri Lanka exports most of its tea in value added forms while other countries export in bulk. Value added forms of tea from other countries are offered at lower prices. This has resulted in Sri Lanka's failure in the Pakistan market.

4. ACTIVITIES OF COMPETITION

a. Identification of Major Competitive Suppliers /Countries

The table below illustrates the major tea supplying countries to Pakistan:

Table IV - Major Tea Supplying Countries to Pakistan

Origin	2012 MT	2013 MT	2014 MT	2015 MT	Average Price US\$ /Kg for 2015
Sri Lanka	4,675.26	668.38	25.08	3,150.17	3.55
Kenya	69,207.79	78,832.08	90,862.20	101,322.36	3.14
India	20,694.14	16,882.97	16,692.13	17,754.16	1.31
Rwanda	6,191.84	5,822.72	7,268.82	10,785.70	2.82
Tanzania	2,553.57	1,327.36	2,832.59	4,226.49	1.70
Uganda	3,640.66	2,962.41	2,627.81	3,265.99	1.45
Indonesia	5127.87	3,915.11	3,867.91	1,900.31	2.12
Vietnam	6,067.01	5,719.77	1,202.19	1,393.06	1.20
Bangladesh	1,083.12	287.784	2,012.76	306.95	0.95
China	3,208.19	3,992.66	1,511.61	344.40	0.89
Other countries	6,788.762	5,417.51	7,754.53	6,431.11	-
Total	129238.2	125,828.7	136657.6	150880.76	2.78

Source: Pakistan Tea Association

Pakistan tea imports were 150,880.76 MT in 2015 recording an increase of 10.4% when compared with 136,657.65 MT imported in 2014. Tea market of Pakistan is dominated by Kenya as the Pakistan consumers have developed a preference to the taste of Kenyan tea. The import of tea from Sri Lanka to Pakistan has marked a significant increase in 2015, at 3,150.17 MT compared with 25.08 MT in 2014 due to the increased average price of Kenyan tea. The average price of black tea imported into Pakistan varies according to the country of origin and quality. The lowest average price of black tea from China was recorded at US \$ 0.89 per Kg .The highest average price recorded for Sri Lankan tea was US \$ 3.55 per Kg. It is important to note that the average price of Kenyan tea imports has increased by 30 % to reach US \$ 3.14 per Kg in 2015 when compared with US \$ 2.41 per Kg in 2014.

b. Competitive Advantages over Sri Lankan Tea

East African countries such as Kenya, Rwanda, Tanzania, and Uganda enjoy a competitive advantage over Sri Lankan tea. These countries export tea by the name of Original Gardens. They also produce sufficient quantity of CTC teas to export to the huge Pakistan market throughout the year at competitive prices.

5. CONCLUSION AND RECOMMENDATIONS

a. Market Progress

Pakistan is one of the largest tea consuming countries in the world. The consumption of Tea in Pakistan is about 1Kg per capita. This is continuously increasing due to the increase in demand. Total tea imports to Pakistan increased by 17% from 129,238 MT in 2012 to 150,180 MT in 2015. Tea industry of Pakistan is now at a mature stage. Large players have established their brands in the market and enjoy huge profit margins. They are now looking towards product differentiation and multi segmentation because consumers are now more taste conscious and look out for variety in the tea market. In addition to the organized tea market, unorganized market captures a good share in Pakistan. Tea is mainly smuggled from different neighboring countries of Pakistan to the unorganized market. Sri Lankan tea exporters however should focus on the organized tea market where different companies like Tapal and Unilever are holding major market shares.

b. Assessment of Opportunities for Sri Lankan Exporters

The quota of 10, 000 MT granted by Pakistan for export of tea at zero duty under Pakistan-Sri Lanka Free Trade Agreement (PSFTA) was expected to help Sri Lanka to increase its

market share over time. Although tea exports from Sri Lanka to Pakistan have shown some improvements, tea quota utilization by Sri Lankan exporters still remain at very low levels since the implementation of the PSFTA. Custom duty on tea imports from other countries is 10%. This is a good opportunity for Sri Lankan tea exporters to promote their products in the Pakistan market, it is of vital importance to utilize the duty free concessions available under PSFTA.

c. Recommended Approach Strategy

The price factor is playing a vital role in penetrating the Pakistan tea market. Average price of Sri Lankan tea is the highest when compared with other sources of supply (Table-III). In order to reduce the prices to a competitive level, a subsidy scheme to defray the high cost of production need to be introduced for the Sri Lankan tea exporters to promote their products to Pakistan. It is also necessary to undertake a series of promotional campaigns such as inward & outward promotional delegations, participation in international trade fairs. Seminars/awareness programs could be continuous side events during trade fairs to re-capture the lost segment of this important market. While capitalizing on the taste factor, Sri Lankan tea companies should produce quality strong black CTC teas comparable to East African countries focusing on leaf and liquor in large quantities and offer straight lines such as Garden Originals. Pakistan consumers are very particular about the appearance of tea and prefer to drink thick gold color tea. The members of Pakistan Tea Association are highly concerned about the regular supply of teas from Sri Lanka. It is recommended that Sri Lanka Tea Board takes necessary steps to re-open its promotion bureau in Karachi which operated in 1990s for the promotion of Ceylon Tea in Pakistan.

ANNEXURE - LIST OF IMPORTERS OF TEA IN PAKISTAN

S.No.	Company Name	Type Of Biz	Business Address	Email address	Name Of Authorized Representative
1	M/S. A Tea Internaional Certificate No: 307490	Tea Importer	Selani Chamber, Room No.10 Mohammab Feroze Street Jodia Bazar Karachi.	khantea1@hotmail.com	Mr. Ismat Nazeen Khan
2	M/S A.B Corporation Certificate No 307491	Tea Importer	Mr 5/136 Thanai Lane Street Jodia Bazar Karachi.	bpl@cyber.net.pk	Mr. Abdul Basit
3	M/S A.Qayyum & Sons Certificate No 307492	Tea Importer	511/616 2nd Floor Qasr-E-Zebr Ali Akbar Street, Near Achi Qabar, Karachi.	map@cyber.net.pk	M. Tariq Paracha
4	M/S. A. S. Trading Co Certificate No 307493	Tea Importer	Katra Neel Chowk Yadgar Peshawar.	ashfaqahmad80@hotmail.com	Mr. Ishfaq Ahmed
5	M/S. Abdul Manan Paracha & Co Certificate No 307494	Tea Importer	Mr.6/26, M.Feroze Street Jodia Bazar Karachi.	abd.mananparacha@gmail.com	Mr. Abdul Manan
6	M/S Abdul Samad & Sons Certificate No. 307495	Tea Importer	Room No 205 2nd Floor Sattar Chamber Jodia Bazar Karachi.	assons@cyber.net.pk	Mr. Zahid Samad Paracha
7	M/S. Abdul Samad Kudia Certificate No. 307496	Tea Importer	Thanai Lane, Jodia Bazar Karachi.	abdulsamad786@live.com	Mr. Abdul Samad
8	M/S. Abid Corporation Certificate No. 307497	Tea Importer	Mr.5/143, 2nd Floor Thanai Lane Jodia Bazar Karachi.	m_hassan@cyber.net.pk flavourtea@hotmail.com	Mr. Abid Hassan
9	M/S.Adler Certificate No. 307498	Tea Importer	Plot Mr.6/31, R.206,2 Flr Sidra Trade Cent M.Feroz St Jodia Bazar Karachi	info@alphatea.com	Mrs. Fasiha Arif

10	M/S. Agar International (Pvt) Ltd Certificate No. 307499	Tea Importer	Mr 3-1 G/1, House Of Agar Boultan Market, Karachi.	info@agar.pk	Mr. Mohammad Haroon Agar
11	M/S. Ahbaab Impex Certificate No. 307500	Tea Importer	Office No. 9, 2ns Floor Al Hafiz Center Jodia Bazar Karachi	ahbaabinternational@yahoo.com	Mr. Mohammad Shahnawaz Azam
12	M/S. Al-Khair Corporation Certificate No 307501	Tea Importer	Haji Yousf Manzil , Zakria Lane Jodia Bazar Karachi.	alkhair66@yahoo.com	Mr.Muhammad Arshad Paracha
13	M/S. Al-Mushtaq & Co Certificate No. 307502	Tea Importer	Katra Neel, Chowk Yadgar Peshawar.	almushco@pes.comsats.net.pk	Mr. Ishtiaq Ahmed
14	M/S. Al-Khyber Tea & Food Manufacturing Company Certificate No. 307503	Tea Importer	Shop No. 146, Ashraf Road Katchery Gate, Peshawar.	alkhyber@yahoo.com	Mr. Mohammad Zakria Khan
15	M/S. Aman Traders Certificate No. 307504	Tea Importer	Mr. 5/99, Kulsoom Manzil 2nd Floor, Thanai Lane Jodia Bazar, Karachi.	aman.paracha@hotmail.com	Mr. Mohammad Aman Paracha
16	M/S. Aims Enterprises Certificate No. 307505	Tea Importer	Off # 15,20,32,33 2nd Floor, Al Hafiz Centre Mr/4/67 Opp, Acchi Qabar Jodia Bazar Karachi.	info@aims.com.pk	Mr. Mohammad Arshad
17	M/S. Asif Rehman Paracha Certificate No. 307506	Tea Importer	2nd Floor, Paracha Building,Mr 4/13/14 Zakaria Lane,Jodia Bazar, Karachi	asif.paracha@chai.com.pk	Mr. Asif Rehman Paracha
18	M/S. Aslam Impex Certificate No. 307593	Tea Importer	Shop No. 2, Sharjah House Daryalal Street, Jodia Bazar Karachi.		Mr. Mohammad Aslam
19	M/S. Aslam Trading Co Certificate No. 307507	Tea Importer	No. 7, 1st Floor Devdas Pradji Building, New Chali Karachi.	atcom@cyber.net.pk atcom07@hotmail.com	Mr. Mohammad Aslam Abutalib
20	M/S. Athar Jamil Importer & Exporter Certificate No. 307508	Tea Importer	Katra Neel, Chowk Yadgar Peshawar	atharp@brain.net.pk	Mr. Athar Jamil

21	M/S. Awami Tea House Certificate No. 307509	Tea Importer	H-1279, Akbari Mundi Lahore.	awaisparacha87@gmail.com	Mr. Mohamamd Awais Inayat
22	M/S. Bakar Enterprises Certificate No. 307510	Tea Importer	5/69, Thanai Lane, Jodia Bazar, Karachi.		Mr. Abu Bakar
23	M/S. Bantvawala Corporation Certificate No. 307511	Tea Importer	Mr.5/136, Thanai Lane Virjee Street Jodia Bazar	bpl@cyber.net.pk	Mr. M. Hussain H. Essa Hussain
24	M/S. Bantvawala (Pvt) Ltd Certificate No. 307512	Tea Importer	Mr.5/136, Thanai Lane Virjee Street Jodia Bazar Karachi.	bpl@cyber.net.pk	Mr. Haji Abdulrazak
25	M/S. Beximco Trading Company (Pvt) Ltd Certificate No. 307513	Tea Importer	35, Press Center Shahrah-E-Kamal Attaturk, Karachi.	beximco@cyber.net.pk	Mr. Jalal Aslam Ali
26	M/S. Biz Impex Certificate No. 307514	Tea Importer	Suite # 215, Panorama Centre Fatima Jinnah Road Karachi.	rap_sitaratea@hotmail.com	Mr. Shakeel Jan
27	M/S. Central Impex Certificate No. 307515	Tea Importer	Shop No.8, Soomar Centreali Akber Street Jodia Bazar, Karachi.	rap_sitaratea@hotmail.com	Mr. Riaz Ahmed Paracha
28	M/S. Crescent Impex Certificate No. 307516	Tea Importer	Shop No. 11, Soomar Centre Ali Akber Street Jodia Bazar, Karachi.	rap_sitaratea@hotmail.com	Mr. Mohammad Usman Paracha
29	M/S. East West Traders Certificate No. 307517	Tea Importer	Flate 1/2, Mr 1/34, 1st Floor Haribai Paragjee Building Rahbharti St. Jodia B. Khi.	aamir68@gmail.com	Mr. Aamir Saeed Khawaja
30	M/S. Emad Tea Trading Certificate No. 307518	Tea Importer	Suite No.203, 2nd Flr, Sttar Chmaber M.Feroz Street, Jodia Bazar Karachi	mSP1@cyber.net.pk teamarketers@gmail.com	Mr. M. Shoaib Paracha
31	M/S. Farooq Trading Company Certificate No. 307519	Tea Importer	House No. 2, New Sarwar Gunj, Soneri Masjid Road Peshawar	fbtraders@hotmail.com	Mr. Farooq Ahmed
32	M/S. Fayyaz Ahmed Tea Merchant Certificate No. 307520	Tea Importer	Shop No. 17, Mohammad Plaza, Naz Cenima Road Peshawar.	siddeek@cyber.net.pk	Mr. Fayyaz Ahmed

33	M/S. Forel International Certificate No. 307521	Tea Importer	Plot No.Mr 6/31,Room No.203 2nd Floor Sidra Trade Centre Jodia Bazar Karachi	info@alphatea.com	Mr. Mohammad Arif Khan
34	M/S. Grand Tea Company Certificate No. 307522	Tea Importer	Shop No. 1, Subhania Mansion, Clerk Street Shahrah-E-Iraq, Saddar, Khi.	grandtea_com16@ymail.com	Mr. Khawaja Mohammad Bilal Sethi
35	M/S. H. Khalil & Co Certificate No. 307598	Tea Importer	Mr.5/82, 2nd Floor, Virjee St, Jodia Bazar Karachi	hkhalilco@cyber.net.pk	Mr. Mohammad Khalil Paracha
				hkhalilco@gmail.com	
36	M/S. Haji Hashim & Sons Certificate No. 307523	Tea Importer	Shop No. 10, Adam Building Jodia Bazar, Karachi.	munirhhs@gmail.com	Mr. Mohammad Ashraf
37	M/S. Habibullah Paracha & Co Certificate No. 307524	Tea Importer	Mr. 5/25-28 Balwani Trade Centre 1st Floor Ali Akbar Street Jodia Bazar Karachi.	hpco@cyber.net.pk	Mr. Fahad Jawaid Paracha
38	M/S. Hafiz Abdul Qader Certificate No. 307525	Tea Importer	Thanai Lane, Virji Strret Jodia Bazar Karachi	haqhope@hotmail.com	Mr. Haifz Abdul Qader
39	M/S. Haji Khair Mohammad Faiz Mohammad Paracha Certificate No. 307526	Tea Importer	Mr 6/19 1st Floor Selani Chamber, Mohammad Feroze Street Jodia Bazar, Karachi..	zmp@cyber.net.pk	Mr. Zafar Mohammad Paracha
40	M/S. Haji Razak Haji Habib Janoo Certificate No. 307527	Tea Importer	F/16-F, Near Philips Electrical Industries, S.I.T.E, Karachi.	hrazak@cyber.net.pk	Mr. Mohammad Hanif Janoo
41	M/S. Hamid Holdings Certificate No. 307528	Tea Importer	1st Floor, Mr 5/146, Near Adam Masjid, Thanai Lane,Jodia Bazar, Karachi.	hrazak@cyber.net.pk	Mr. Sohail Hanif Janoo
42	M/S. Hamza International Certificate No. 307529	Tea Importer	Flate 1/2,Mr 1/34,1st Floor Haribai Paragjee Building Rahbharti St. Jodia B. Khi.	hamidkhawaja@gmail.com	Mr. Hamid Saeed Khawaja
43	M/S. Harts Pakistan Limited Certificate No. 307596	Tea Importer	Mezzanine Floor, Building No.84-C,11th Commercial St.Phase li Ext. Dha Karachi..	raheel.rahman@hartspakistan.com	Mr. Raheel Rahman

44	M/S. Hussain Traders Certificate No. 307530	Tea Importer	Mr 6/20 Ramchand Pudman Building A.Rehman Street, Jodia Bazar Karachi.	chuskatea@yahoo.com fierybird@me.com	Mr. Mohammad Nasir
45	M/S. Idrees Corporation Certificate No. 307531	Tea Importer	1st Floor, Saya Building Mohammad Feroz Street Jodia Bazar, Karachi.	idreescorp@cyber.net.pk	Mr. Idrees Janoo
46	M/S. James Finlay Limited Certificate No. 307532	Tea Importer	Finlay House, 3rd Floor I.I. Chundrigar Road Karachi	ivazeer@finlayskhi.com	Mr. Irfan Hussain Ali Vazeer
47	M/S. Jawaid Ali Paracha Certificate No. 307533	Tea Importer	1st Floor, Qasr-E-Zaiba Jodia Bazar Karachi.	amppk@cyber.net.pk	Mr. Jawaid Ali Paracha
48	M/S. Jawaid Iqbal & Co Certificate No. 307434	Tea Importer	Mr5/25-28 1st Floor Bilwani Trade Centre Ali Akbar Street Jodia Bazar Karachi.	hpco@cyber.net.pk	Mr. Jawaid Iqbal Paracha
49	M/S. Jetpurwala Enterprises Certificate No. 307535	Tea Importer	Np 11/76-77, Daryana Street Jodia Bazar, Karachi.	jetpur@cyber.net.pk	Mr. Mohammad Amin Jetpurwala
50	M/S. Ktc Certificate No. 307599	Tea Importer	M-12, Mezzanine Floor Cornish Bldg. Opp. Bilawal House, Block 2, Clifton, Khi.	info@ktcpakistan.com ktcteacompany@gmail.com	Mr. Hareesh Kumar
51	M/S. Kayaich Enterprises Certificate No. 307594	Tea Importer	Flat No. 201, Plot No. 202 Street No 16, B.M.C.H.S Sharfabad, Karachi..	khurramhameed@live.com	Mr. Khurram Hameed
52	M/S. Khyber Tea & Food Company Certificate No. 307536	Tea Importer	Ashraf Road, Katchery Gate, Peshawar	khybertfc@gmail.com	Mr. Fakhr-E-Alam Paracha
53	M/S. Kohinoor Premium Tea Certificate No. 307537	Tea Importer	Plot No. S-108, Gulbai Shershah Site Area Karachi.	kohinoortea@hotmail.com ktc@cyber.net.pk	Mr. Mohammad Siddiq
54	M/S. Kohistan Tea Company Certificate No. 307538	Tea Importer	250 Razi Market, Dawood Chowrangji, Landhi, Karachi..	ismail@unitradeimpex.com	Mr. Abid Fida Paracha
55	M/S. M. M. Brothers Certificate No. 307539	Tea Importer	36 Chemical Chamber, A. A Rehman Street , Jodia Bazar Karachi..	khaledpuri@msn.com	Mr. Mohammad Khalid Puri
56	M/S. M. M.	Tea	31, West Wharf Road	ispahani@cyber.net.pk	Mr. Mirza Kareem Ispahani

	Ispahani Ltd Certificate No. 307540	Importer	No. 04 Karachi.		
57	M/S. M. Qasim Habibullah Brothers Certificate No. 307541	Tea Importer	Mr 5/99, 1st Floor, Thanai Thanai Lane, Near Adam Masjid, Jodia Bazar, Karachi.	qasim112233@gmail.com	Mr. Mohammad Qasim Paracha
58	M/S. Mohammad Salim Mohammad Siddiq Certificate No. 307542	Tea Importer	Mr. 5/80/81, Thanai Lane Jodia Bazar, Karachi.	ktc@cyber.net.pk salwwmktc@gmail.com	Mr. Mohammad Salim
59	M/S. Salim Traders Certificate No. 307543	Tea Importer	N.P.12/105, G.Floor Daryana St, Jodia Bazar Karachi	ampk@cyber.net.pk	Mrs. Saima Jawaid
60	M/S. Mohammad Younus Sultan Mohammad Savul Certificate No. 307544	Tea Importer	Chowk Yadgar, Peshawar.	savuli@hotmail.com	Mr. M. Younus Sultan M. Savul
61	M/S. Maryam Enterprises Certificate No. 307545	Tea Importer	4/37, Abid Chambers, Shahrah-E- Liaquat, New Chali, Karachi.	ahmed.jamshed21@gmail.com	Mr. Ejaz Ahmed Jamshed
62	M/S. Milan Foods Certificate No. 307546	Tea Importer	Ws-21, Block-14, Federal B. Area, Karachi.	milanfoods@yahoo.com	Mr. Obaid-Ur-Rehman
63	M/S. Mohammad Ebrahim Paracha Certificate No. 307547	Tea Importer	Mr 4/53, Hanif Manzil, Virjee Street, Jodia Bazar Karachi..	unitradeimp@gmail.com	Mr. Khurram Salim
64	M/S. Moinuddin Paracha Certificate No. 307548	Tea Importer	Mr. 5/148, Shop No. 01 Thanai Lane, Jodia Bazar Karachi..	moinuddin-p@cyber.net.pk	Mr. Moinuddin Paracha
65	M/S. Mubarik Sons Certificate No. 307549	Tea Importer	Katra Neel, Chowk Yadgar Peshawar	saeedahmedkhawaja@gmail.com	Mr. Saeed Ahmed Khawaja
66	M/S. Mubasher Hassan Importer & Exporter Certificate No. 307550	Tea Importer	Katra Neel, Chowk Yadgar Peshawar	hmhp@cyber.net.pk	Mr. Mubasher Hassan
67	M/S. Mujtaba Traders Certificate No. 307551	Tea Importer	4/12, Maimoona Manzil Ali Akber Street, Jodiabazar, Karachi.	mujtaba_safari@hotmail.com mujtabakassim@yahoo.com	Mr. Mujtaba Kassam

68	M/S. Muqet Brothers Certificate No. 307552	Tea Importer	Shop. No. 2, Mr-5/76, Thanai Lane, Jodia Bazar, Karachi.	muqetbros@gmail.com	Mr. Mohammad Muqet Khalid
69	M/S. Muslim Tea Company Certificate No. 307553	Tea Importer	No. 20, Bilwani Centre Opp. Adam Masjid, Ali Akber Street, Jodia Bazar, Karachi.	muslimtco@hotmail.com	Mr. Mohammad Asim
70	M/S. Noble Tea & Commodities Certificate No. 307554	Tea Importer	M.R 5/55, Thanai Lane Jodia Bazar Karachi	imports@noble.com.pk	Mr. Adnan Ahmed Paracha
71	M/S. Noble Traders Certificate No. 307555	Tea Importer	Mr.5/55, Thanai Lane P.O. Box 6961, Jodia Bazar Karachi	traders@noble.com.pk	Mr. Abdul Qayyum
72	M/S. Noor Tea Company Certificate No. 307556	Tea Importer	F-24, Near Sui Souther Plot # F-24, S.I.T.E Gas Company Karachi	noor_tea76@yahoo.com	Mr. Mohammad Farooq
73	M/S. Orient Traders Certificate No. 307514	Tea Importer	497/5, Mohammad Feroze Street, Jodia Bazar Karachi.	orientrade@cyber.net.pk orientrade497.5@gmail.com	Mr. Ghulam Rasool
74	M/S. Oriental Traders Certificate No 184610	Tea Importer	Mr 7/32 1st Floor M. Feroz Street Jodia Bazar Karachi	orientaltraders445@live.com	Mr. Abdul Haseeb
75	M/S. Pervez Traders Certificate No. 307558	Tea Importer	Mr-5/24, Shop No. 5 Madina Tea Company , Grey Square, Ali Akbar Street Jodia Bazar, Karachi.	perveztraders@hotmail.com	Mr. Pervez A. Sattar
76	M/S. Premier International Certificate No. 307559	Tea Importer	Mr-5-80-81 Thanai Lane Jodia Bazar Karachi	nicetea@cyber.net.pk	Mr. Mohammad Naeem
77	M/S. Premium Tea Company Certificate No. 307560	Tea Importer	Shop # Mr 56, Adam Masjid Jodia Bazar, Karachi.	premiumtea2000@gmail.com	Mr. Ramesh Kumar Kumar
78	M/S. Quality Products Certificate No. 307561	Tea Importer	Plot # 33-B, Street # 10 Sector I-9/2, Industrial Area Islamabad	zaiqatea@gmail.com	Mr. Abid Saeed Paracha
79	M/S. Raay Impex Certificate No. 307562	Tea Importer	Mr 5/87, Thanai Lane, Jodia Bazar Karachi	raayimpex@gmail.com	Mr. Mohammad Arif

80	M/S. Raza Ahmed Kudia Certificate No. 307563	Tea Importer	140/41, Abdul Sattar, Virji Street Jodia Bazar Karachi	rak@kudia.net	Mr. Raza Ahmed Kudia
81	M/S. S. S. Corporaton Certificate No. 307564	Tea Importer	Room No. 2 Mehran Manzil Zakaria Lane Jodia Bazar Karachi.	shani2@cyber.net.pk	Mr. Maqsood Anwar
82	M/S. Saddiq Ahmad Tea Merchant Certificate No. 307565	Tea Importer	Shop No. 17, Mohammad Plaza, Naz Cenima Road Peshawar.	saddiqahmadparacha@gmail.com	Mr. Saddiq Ahmed
83	M/S. Saleem Pervez Certificate No. 307566	Tea Importer	Mr 7-12, Aisha Noor Mohammad Building, Jodia Bazar Karachi.	saleem@ranyal.com	Mr. Saleem Pervez
84	M/S. Salim Traders Certificate No. 307567	Tea Importer	N. P. 12/105, Duryana Street Jodia Bazar, Karachi	abantva@cyber.net.pk	Mr. Mohammad Salim
85	M/S. Shaheen Paracha Associates Certificate No. 307568	Tea Importer	Shop # 4, Paracha Building, Mr.4/13-14 Jodia Bazar, Karachi	teatrading@paracha.net	Mr. Abdul Rehman Paracha
86	M/S. Shahid Samad & Co Certificate No. 307569	Tea Importer	Room No 205, 2nd Floor Sattar Chamber Jodia Bazar, Karachi.	assons@cyber.net.pk	Mrs. Maqbool Begum
87	M/S. Shahzad International Certificate No. 307570	Tea Importer	Office No.3 , 2nd Floor, Marry Chamber 4/25 Ali Akber St, Jodia Bazar Karachi.	shzdintl@cyber.net.pk	Mr. Naushad Ali Khaku
88	M/S. Sheikh Trading Corporation Certificate No. 307571	Tea Importer	Mr 7/1 Virjee Street Jodia Bazar, Karachi.	smico@cyber.net.pk smico_pk@hotmail.com	Mr. Sheikh Sohail
89	M/S. Sharif International Certificate No. 307572	Tea Importer	Plot N.P. 5/11 Kundan Street, Opp, Lea Market, Khajoor Bazar, Karachi	tmaster@cyber.net.pk	Mr. Sohail Mohammad Ali Rehmani
90	M/S. Sohail Habib & Co Paracha Certificate No. 307573	Tea Importer	Mr5/25-28,1st Floor Balwani Trade Centre Ali Akber Street Jodia Bazar Karachi.	reracha708@gmail.com sohail@hpcopk.com	Mr. Sohail Habib Paracha
91	M/S. Sohail Impex Certificate No. 307574	Tea Importer	76/77, Daryana Street Jodia Bazar, Karachi.	jetpur@cyber.net.pk	Mr. Mohammad Anwer Jetpurwala

92	M/S. Spatco's Certificate No. 307575	Tea Importer	Suite # 215, Panorama Centre Fatima Jinnah Road Karachi	rap_sitaratea@hotmail.com	Mr. Shakeel Jan
93	M/S. Standard Tea Co Company Certificate No. 307576	Tea Importer	Shop No. K-1/B, Uk Square Block-16, F.B. Area, Karachi.	standardtea@hotmail.com	Mr. Mohammad Arif
94	M/S. Subha Sawyeray Tea Company Certificate No. 307577	Tea Importer	Np. 6/15river Road, Troup Masjid Joona Market, Karachi.		Mr. Mohammad Zahid
95	M/S. Syed Fariduddin Aidrus Certificate No. 307597	Tea Importer	C/16/C Opp. Street 1 Khayaban-E-Sehar, Phase 5 D.H.A, Karachi.	fariduddin.aidrus@gmail.com	Mr. Syed Fariduddin Aidrus
96	M/S. T. A. Brothers Certificate No. 307578	Tea Importer	511/3rd Floor, Qasr-E-Zeba	aqsarif@yahoo.com.au	Mr. Mohammad Arif
97	M/S Taj Traders Company Certificate No. 101901	Tea Importer	Mr. 5-77/78, Thanai Lane Jodia Bazar Karachi .	taj.danish@gmail.com	Mr. Taj Mehmood
98	M/S. Tapal Tea (Pvt) Ltd Certificate No. 307579	Tea Importer	Plot# 40, Sector 15 Korangi Industrial Area Karachi.	mohsin.saify@tapaltea.com	Mr. Mohsin Mansoor Saify
99	M/S. Tariq Traders Certificate No. 307580	Tea Importer	Mr5/99 Kulsoom Manzil, 1st Floor, Thani Lane, Adam Masjid, Jodia Bazar Karachi.	tariq_traders@hotmail.com	Mr. Tariq Hameed Paracha
100	M/S. Tea Master Certificate No. 307581	Tea Importer	Shop # 1, Plot No. Mr 4/11, Ali Akber Street, Jodia Bazar Karachi.	tmaster@cyber.net.pk	Mr. Mohammad Hashim Sumar
101	M/S. T. Suleman & Co Certificate No. 307582	Tea Importer	Np 12/67, Darialal Street, Jodia Bazar Karachi.	borra@cyber.net.pk borra@mobilink.blackberry.com	Mr. Mohammad Altaf
102	M/S. Tetley Clover (Pvt) Ltd Certificate No. 307583	Tea Importer	Lakson Square, Building No. 2, Sarwer Shaheed Road Karachi.	iqbal.khan@tetleyclover.com.pk	Mr. Iqbal Khan
103	M/S. The Health Importers & Exporters Certificate No. 307584	Tea Importer	Katra Neel, Chowk Yadgar Peshawar	tufail@pes.comsats.net.pk	Mr. Mohammad Tufail

104	M/S. Trade World (Pvt) Ltd Certificate No. 307585	Tea Importer	35, Press Centre, Shahrah-E-Kamal Attaturk, Karachi.	beximco@cyber.net.pk	Mr. Jalal Aslam Ali
105	M/S. Unilever Pakistan Ltd Certificate No. 307586	Tea Importer	Avari Plaza, Fatima Jinnha Road, Karachi.	syed-ahmed.khawaja@unilever.com	Mr. Syed Ahmed Khawaja
106	M/S. Usmania Traders Certificate No. 307587	Tea Importer	Shop No. 5, Mr 5/53-54 Ali Akber Street Jodia Bazar, Karachi.	usmaniatraders@gmail.com	Mr. Mohammad Afzal
107	M/S. Yakin Co Certificate No. 307588	Tea Importer	Np-12/105, Ismail Manzil, Ground Floor, Duryana Street Jodia Bazar Karachi.	abantva@hotmail.com	Mr. Asif Amanullah
108	M/S. Younus Traders Company Certificate No. 307595	Tea Importer	Plot No. 361/1, Flat No. 110 Shahani Street, Ali Garden East, Karachi.	younuslobania@yahoo.com	Mr. Mohammad Younus
109	M/S. Zahid Habib & Co Certificate No. 307589	Tea Importer	Mr 5/25-28 1st Floor Bilwani Trade Centre Ali Akbar Street Jodia Bazar Karachi	hpco@cyber.net.pk	Mr. Zahid Habib Paracha
110	M/S. Zahid Samad & Co Certificate No. 307592	Tea Importer	Mr. 6/40, Mohammad Feroze Street, Jodia Bazar Karachi.	assons@cyber.net.pk	Mr. Shahid Samad Paracha
111	M/S. Zia Trading Co Company Certificate No. 307590	Tea Importer	Shop No. 4/1 Ali Akber Street, Jodia Bazar Karachi.		Mr. Mohammad Salim
112	M/S. Ziauddin Paracha Certificate No. 307591	Tea Importer	Yousuf Manzil, 1st Floor Mohammad Feroze Street Jodia Bazar Karachi.	zeeshan@gmail.com	Mr. Ziauddin Paracha
113	M/S. Al-Khursheed Traders Certificate No. 101903	Tea Importer	Mr- 5/75, Thanai Lane, Jodia Bazar, Karachi.	ihparacha@gmail.com	Mr. Iqbal Habib Paracha
114	M/S. Mc Adam International Certificate No. 101904	Tea Importer	Off No. 30, 2nd Floor, Al Hafiz Centre, Mr- 4/67, Opposite.Acchi Qabar, Jodia Bazar, Karachi.	info@mcadam.com.pk	Mr. Muhammad Shahbaz Bhatti
115	M/S. Aqtra Certificate No.	Tea Importer	Flat No. 711, Chapal Plaza	info@aqtra.co	Mr. Muhammad Saad Paracha

	101905		Hasrat Mohani Road, Karahci		
116	M/S. Muhammad Brothers Certificate No. 101906	Tea Importer	F-763, S.I.T.E, Karachi	muhammadbros@gmail.com	Mr. Muhammad Ali
117	M/S. Shafiq Sons Certificate No. 101907	Tea Importer	L-565, Sector 5-C-2, North Karachi	shafiqsons2020@gmail.com	Mr. Shafiq Ahmed Vohra
118	M/S. The Paracha Textile Mills Ltd Certificate No. 101909	Tea Importer	A/22, Maripur Road, S.I.T.E Karachi.	akhtar.hanif@mezangrp.com	Mr. Akhtar Hanif
119	M/S. Mezan Tea (Pvt) Ltd Certificate No. 101910	Tea Importer	A/22, Maripur Road, S.I.T.E Karachi.	akhtar.hanif@mezangrp.com	Mr. Akhtar Hanif

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