

COFFEE



PURE COFFEE, PURER TASTE



Old Coffee

The first mention of coffee has been recorded as far back as the 9th century. Early in its history, coffee was first cultivated exclusively in Ethiopia and then in the Arabian Peninsula.

To maintain this monopoly on coffee production, the Arabians forbade the export of coffee beans that had not been roasted or boiled enough to prevent

germination. It is said that in the 17th century Baba Budan, an Indian pilgrim to Mecca, brought seven coffee beans back home to India. These he planted in the Mysore region, thereby establishing the first coffee plantation in India.

By 1840, coffee plantations in India were producing enough to cater to the export market.



Coffees of India: Stimulating

India is Asia's third and the world's seventh-largest producer of coffee, accounting for around 4 per cent of the total global coffee production.

Approximately 4,09,600 hectares are under coffee cultivation; the country produces both the Arabica as well as the Robusta varieties of coffee.

In 2012-13, Italy was the major importer

of coffee, followed by the Russian Federation, Germany, Belgium and Slovenia. That year saw a total coffee export volume of 3,10,612 metric tonnes, which generated a revenue of US\$ 959.47 million.





Trends of the Blend

The year 2012-13 has brought lots of cheer for the Indian coffee industry as an upward trend has been identified in terms of the production and unit value realisation, as against the previous year.

India's coffee production has increased from 3,14,000 tonnes in 2011-12 to 3,15,500 tonnes in 2012-13. The production of Robusta coffee was 2,15,275 tonnes in 2012-13, (thereby constituting nearly 68 per cent of India's total coffee production), while the Arabica output reached 1,00,225 tonnes. There has also been a recent increase in the land under coffee cultivation in Andhra Pradesh and Karnataka.

Soothing Taste Buds Globally

India exports coffee to over 45 countries and 2012-13 saw over 50 per cent of the country's total coffee exports heading to Europe. India exported 25.08 per cent (77,906 metric tonnes) to Italy, generating a revenue of US\$ 205.6 million.

Exports to the Russian Federation and Germany accounted for 9.07 per cent and 8.33 per cent of total coffee exports, respectively, and generated revenues of US\$ 79.9 million and US\$ 73.5 million, respectively.

The Taste of Quality

The great taste of Indian coffee is no accident;

it is the result of careful quality control and specialised techniques. Indian coffee is grown 1,000-1,500 metres above the mean sea level (MSL) under a two-tier mixed forest canopy.

The country is one of the few to grow coffee under shade; for this purpose, India's coffee plantations house over 50 types of shady trees. Hallmark harvesting procedures are also followed while strict quality control measures are adopted for all varieties of coffee, especially those earmarked for exports. There are 13 regional variations of the scintillating Arabicas and Robustas, and of celebrated specialty coffees such as Robusta Kappi Royale and Monsooned Malabar.

In addition,

due to the increasing output and introduction of export incentives, coffee exports have increased from US\$ 502.45 million in 2007-08 to US\$ 959.47 million in 2012-13, recorded an average growth of 13.8 per cent.

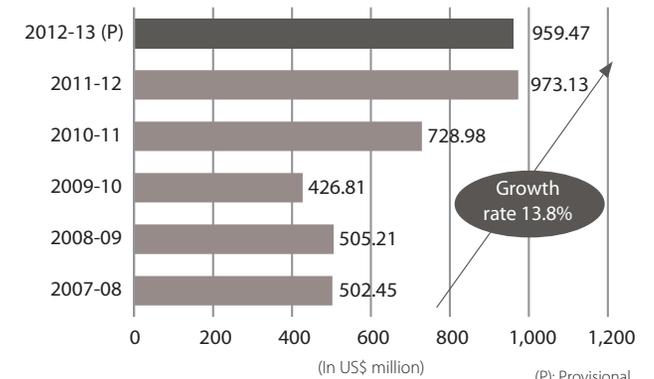


Strong Coffee

Coffee in India is grown on hill ranges that record the highest rainfall in the world; in fact, the country's coffee regions are one of the 25 biodiversity hotspots in the world. With its low acid content, Indian coffee is mild with a full-bodied taste and fine aroma.

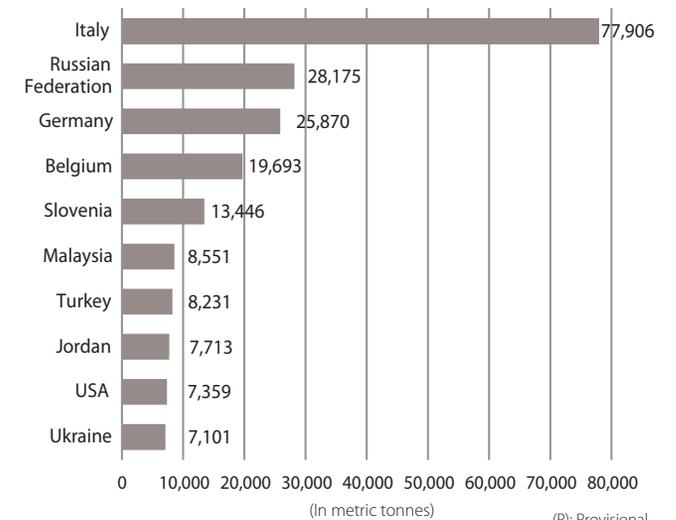


Revenues from India's Coffee Exports
(2007-08 to 2012-13)



Source: Coffee Board of India, Database on Coffee - March 2013

Country-wise Export of Coffee from India - 2012-13 (P)



Source: Coffee Board of India, Database on Coffee - March 2013