

Sir/Madam,

Sub: Buyer Seller Meet for Turmeric at Erode, Tamil Nadu on 2nd
November 2019

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development and worldwide promotion of Indian spices has been spearheading activities for promotion and facilitation of spice trade by strengthening linkages at various levels of spice industry. The Board has been organizing Buyer Seller Meets (BSM) in the major spice producing regions of the country, with a view to provide a common platform for the buyers and sellers of spice industry, to interact directly and establish effective business linkages.

Tamil Nadu, holds a significant position in the spice sector of India, with abundant production of spices across the South-Eastern region of the country. The State, produces sizeable quantities of Turmeric, Clove, Chillies, Black Pepper, Tamarind, Coriander, Cardamom, Curry leaves etc. The ports at Chennai, Kattupalli & Tuticorin of Tamil Nadu handle around 27% in volume of India's total exports of spices.

Erode has the country's largest turmeric market and Erode Turmeric, on account of its unique characteristics, has been awarded the GI tag. With the view to showcase the potential of the Turmeric produced in Erode and surrounding areas of Tamil Nadu and to facilitate linkages between the exporters from across the country & sellers/growers of Turmeric, Spices Board is organizing a Buyer Seller Meet (BSM) **at Kasturba Gandhi Auditorium, Vellalar College for Women, Thindal, Erode, Tamil Nadu on 2nd November, 2019 at 12 noon.**

The BSM is organized in association with Confederation of Indian Industries (CII), Erode and is scheduled on the sidelines of the Pon Manjal- Turmeric Conclave organized by CII, Erode during 1 – 2 November 2019.

Around 500 sellers representing progressive farmers, farmer's societies, processors and traders from Erode and nearby areas of the State will be participating in the BSM. The focus spice for the BSM is Turmeric.

All exporters of spices are cordially invited for the BSM, which would provide a platform for building direct market linkages with the sellers/suppliers of spices from Erode, as well as to reflect upon the pertinent issues grappling the spice sector. Interested exporters may confirm the willingness to participate in the BSM by mail to rosberode@gmail.com, with copy to mahabaleshwarappa.honnur@nic.in, dm.sb-ker@gov.in & nithin.joe@nic.in latest by 25^h October 2019, 4.00 PM, with the following details;

Name & Full address of the Firm with contact no & email id:

Spices Board Exporter Regn. No (CRES):

Name & designation of the representative(s) attending with contact no & email id:

Requirement of Accommodation: YES/NO

For outstation exporters, the Board is open to providing accommodation (one single/double room per firm), if required.

For details/ enquiries, kindly contact:

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Spices Board, Regional Office Erode, Tamil Nadu, 0424 2214300

Shri. R Shivalingam, Extension Assistant, 6369271961

Shri. K Vivekananth, Agri. Demonstrator, 9995819876

Director,
Spices Board