

Hemanta Kumar Nath | Assam | December 14, 2021

Assam's Manohari Gold Tea sets record, sells for a whopping Rs 99,999 per kg

Manohari Gold Tea has once again created history by breaking its own record. The Gold Tea was bought by Saurav Tea Traders with the highest bid of Rs 99,999 per kg.

The Manohari Gold Tea is produced by the Manohari Tea Estate in upper Assam's Dibrugarh district.

A famous and rare variety of Assam tea called Manohari Gold Tea has set a record on Tuesday after it was auctioned at a record price of Rs 99,999 per kg.

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The Manohari Gold Tea is produced by the Manohari Tea Estate in upper Assam's Dibrugarh district. It is being claimed that this is the highest price ever paid for tea in a public auction.

Earlier, a rare variety of handmade Assam tea called the Golden Butterfly Tea of Dikom Tea Estate of Rossell Tea Industries fetched Rs 75,000 per kg at Guwahati Tea Auction Centre (GATC).

Dinesh Bihani, Secretary of Guwahati Tea Auction Buyers Association (GTABA) told India Today that, Manohari Gold Tea has once again created history after it fetched Rs 99,999 per kg on Tuesday at Guwahati Tea Auction Centre.

"It is a world record in auction of tea. It's a proud moment for us that Manohari golden tips tea has been sold at Rs 99,999 per kg. This tea is special and rare and is produced by Manohari Tea Estate in Dibrugarh district. I hope that the tea industry of Assam will produce this type of special tea, white tea, oolong tea, green tea, yellow tea in near future also. Local buyer Mangilal Maheshwari of Sourabh Tea Traders bought the tea," Dinesh Bihani said.

He further added that the Manohari Gold Tea is now available at the tea lounge premise of Guwahati Tea Auction Centre.

Earlier in August 2019 the Golden Butterfly Tea of Dikom Tea Estate was sold at Rs 75,000 through GTAC broker by J Thomas & Co Pvt Ltd at Guwahati Tea Auction Centre (GTAC) Sale no 33 and the tea was bought by one of the oldest tea shops in Guwahati M/S Assam Tea Traders for their customers.

On August 1, 2019, Guwahati based Mundhra Tea Company Private Limited had purchased the orthodox Golden Tips Tea from Maijan tea garden at the record price of Rs 70,501 per kg and the broker was Parcon(India) Private Limited, the second-largest tea auctioneer in North-India.

On July 30 in 2019, the Manohari Gold manufactured by the Manohari Tea Estate in upper Assam's Dibrugarh district fetched Rs 50,000 per kg at the Guwahati Tea Auction Centre and it was bought by Saurabh Tea Traders of Guwahati.

It is to be mentioned that Assam is one of the world's largest tea-growing regions as the industry continued to grow for 200 years now and Assam tea is very famous in the world.

According to the reports, around 17.41 crore kg tea was sold at the Guwahati Tea Auction Centre in 2016-17 and the figure grew up to 18.44 crore kg in 2017-18, 18.29 crore kg in 2018-19 and 16.22 crore kg in 2019-20.

A total of 1241 tea gardens and 244 buyers are registered under Guwahati Tea Auction Centre.

LC: <https://www.indiatoday.in/trending-news/story/assam-s-manohari-gold-tea-sets-record-sells-for-a-whopping-rs-99-999-per-kg-1887740-2021-12-14>