Council of Scientific and Industrial Research
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No. : 5-1(17)/2008-PD Date: 05.11.2026

OFFICE MEMORANDUM

Sub : Compliance of 334th Report of DRPSC regarding promotion and institutional adoption of "Yule Tea" and other products of AYCL -reg.

The undersigned is directed to state that the Competent Authority has accorded approval to forward the Office Memorandum No. 10-05/2/2023-PE-1 dated 16 October, 2026 on the above subject issued by Ministry of Heavy Industries, Government of India to all CSIR Labs./Instts./Units for information, guidance and compliance.

Vandana Digvijay Singh
Deputy Secretary (PD)

Encl. : As above
Copy to:

1. The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
2. CSIR Website
3. Office copy

No. 10-05/2/2023-PE-1
Government of India
Ministry of Heavy Industries

GPOA-3, Netaji Nagar,
New Delhi-23
Dated: 16th October, 2026

OFFICE MEMORANDUM

Subject: Compliance of 334th Report of DRPSC regarding promotion and institutional adoption of "Yule Tea" and other products of AYCL -reg.

The undersigned is directed to refer to the subject cited above and to inform that in compliance with the recommendations of the 332nd Report of the Department-related Parliamentary Standing Committee (DRPSC) on Industry, all Ministries/Departments were requested, vide this Ministry's D.O. letter dated 29.05.2026 (copy enclosed), to issue suitable directions to the organisations under their administrative control to serve **"Yule Tea"** in their respective canteens and during official meetings, functions and other official gatherings.

2. Further, DRPSC on Industry vide its 334th Report has directed this Ministry to pursue the matter proactively with the concerned Ministries, Departments and other Government organisations to ensure the effective implementation of initiative and facilitate wider institutional adoption of Yule Tea, wherever feasible and in conformity with the extant procurement guidelines. This Ministry has also been requested to furnish a comprehensive status report in the matter while submitting its Action Taken Replies on the recommendations contained in the Report

3. In view of the above, it is requested that the status of action taken in the matter may kindly be furnished to this Ministry at the earliest, to enable the Ministry to apprise the DRPSC of the action taken in this regard.

(Kulbhushan Malhotra)
Deputy Secretary to the Govt. of India
Tel: 011-26871563
Email: kb.malhotra@nic.in

To,

Secretaries of all Ministries/Department of Govt. of India
(as per list enclosed)

विजय मित्तल
संयुक्त सचिव एवं
मुख्य सतर्कता अधिकारी
VIJAY MITTAL
Joint Secretary & CVO

सत्यमेव जयते

भारत सरकार
भारी उद्योग मंत्रालय
GOVERNMENT OF INDIA
MINISTRY OF HEAVY INDUSTRIES

D.O. No. 10-05/2/2023-PE-1

Dated: 29th May, 2026

Respected sir/madam

Andrew Yule & Company Limited (AYCL), a Central Public Sector Enterprise under the administrative control of Ministry of Heavy Industries (MHI), owns and operates 15 Tea Estates in Assam and West Bengal and is one of the oldest tea producing organisations in the country. The Company has made significant contributions towards employment generation and the socio-economic development of weaker sections of society, including SC/ST communities and women, particularly in remote north eastern tea-growing regions of the country.

2. The Company manufactures high-quality Darjeeling, Dooars and Assam teas in Orthodox, CTC, Green Tea and flavoured variants. The Company also offers a wide range of premium and flavoured tea under the brand name "Yule Tea". The Company supplies tea to Parliament through Tea Board and is available online at www.andrewyuletea.com. The products of the Company are well received by its customers. However, the Company is presently facing financial stress owing to various reasons.

3. The Department related Parliamentary Standing Committee (DRPSC) on Industry has *inter alia* recommended to coordinate with Ministries/Departments for wider promotion and adoption of Yule Tea.

4. I would, therefore, request you to kindly issue suitable directions to the organisations, which come under administrative control of your Ministry/Department, to serve "Yule Tea" in canteens, official meetings, functions and other departmental gatherings. Enhanced institutional support and wider usage of the Company's products would provide significant encouragement to the Company's ongoing efforts towards operational and financial stability, while also promoting a quality indigenous public sector brand associated with employment generation and socio-economic development in tea-growing regions.

5. For any query/information, the following officials of the Company may be contacted:

a) Shri Shantanu Boral, Dy. General Manager (SC&M) with Addl. Charge of Operations (Tea). e-Mail: shantanu.boral@andrewyule.com Mob. No. 98313 10812

b) Shri Ronen Mookerjee, Assistant General Manager (Marketing), e-Mail: ronen.mookerjee@andrewyule.com Mob. No. 96099 87679

With kind regards

Yours sincerely,

(Vijay Mittal)

To

Secretaries of all Ministries/Departments of Govt. of India
(as per list enclosed)

कमरा सं. 150, उद्योग भवन, नई दिल्ली – 110011, दूरभाष : 23061858, फैक्स : 23061135, ईमेल : vijay.mittal@nic.in
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