



Process of Tea Manufacturing and Selling in Tata Company

L. Mathesh¹, Dr N. Shanmugapriya²

¹Student, Department of commerce with computer applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

²Assistant professor, Department of commerce with computer applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

ABSTRACT:

Post-production, Tata Company focuses on packaging and branding, emphasizing sustainable practices and maintaining high product standards. Distribution channels play a crucial role, reaching both domestic and international markets. Marketing strategies are implemented to promote Tata tea products, considering consumer preferences and market trends.

1. INTRODUCTION:

Tea is a refreshing and aromatic drink made steeping the leaves of *Camellia sinensis* in hot water. Believed to have been discovered in 2737 BCE by Chinese sage/emperor Shennong, tea is the second most consumed beverage in the world after water.

Tea is a rich source of xenobiotics, a class of secondary metabolites. These metabolites are present in tea plants for their natural defense, but when consumed as part of the dietary intake, they are metabolized alongside water-soluble compounds .

A. OBJECTIVES:

1. To facilitate and induce growth of the small tea growers.
2. To find out the brand preference for tea in South India.
3. To study the factors influencing brand preference for tea.
4. To identify the source of awareness for tea

B. STATEMENT OF PROBLEM:

Tea is the major crop cultivation that provides source of income for many people in the Nilgiris District. Majority of the workers working in the Tea Factories are found to be Tribes. The plantation sector provides income and livelihood for the vast majority of the people residing in the Nilgiris District. The Nilgiris district of Tamil Nādu constitutes 14 per cent of the total tea production in South India. This study is undertaken to check if the socio-economic status of the employees have improved after joining the Tea Factory and, is there is a positive effect to justify the reasons for joining the tea factor and has bank intervention and loan dispersion improved.

C. RESEARCH METHODOLOGY:

Primary data has been collected for the research study in South India. The research design involves descriptive style. Consumers of various age groups have been conducted with the research survey.

The sample size was 100 and the sampling technique used is random sampling. The research instrument used was questionnaire and it comprises both open and close-ended questions.

RESEARCH TOOL:

1. Simple percentage method
2. Chi Square Test

SAMPLE SIZE:

- Sample size includes minimum 100 Respondents.

PERIOD OF STUDY:

- The period of study is within December 2022-January 2023.

SOURCES OF DATA:

For this purpose of study, the data has been collected in 2 ways:

- Primary Data
- Secondary Data.

PRIMARY DATA:

- Primary Data is gathered through questionnaire respondents.

SECONDARY DATA:

- Secondary data is gathered through Journals, Books, E-Sources, and Reports and so on

2. REVIEW OF LITERATURE:

- Griffiths (1967) made a laudable work about tea industry of India. In his book, he stated that tea industry of India emerged in early 1830s. This study further revealed that problems of labour in the early stage were prevailed and multifarious problems were also confronted by the planters
- Guha (1977) studied on the two distinct dimensions of tea plantation economy of Assam; the plant raj and the swaraj. The special focus of this study was on the freedom struggle of tea cultivation workers of Assam. The study linked up economic problems and exploitations of tea workers by planters with political development of Assam
- Subramaniam (1993) studied on the need for development of human resource in plantations.

The study utterly pointed out that there was a need for excellence in managerial function in the plantations sector, since the sector was growing tremendously in India. The training was extensively required to excel the industry.

3. COMPANY PROFILE:

Tata Consumer Products is an Indian fast moving consumer goods company and a part of the Tata group. Its registered office is located in Kolkata while its corporate headquarters is in Mumbai. Tata-Finlay Ltd, Tata Group's tea, coffee, and spices business, was established in May 1963 as a joint venture with James Finlay and Company, a Scottish firm that first came to southern India in 1897. It is the world's second-largest manufacturer and distributor of tea and a major producer of coffee. With 53 estates and over 26,000 hectares under cultivation, Tata Tea became the largest tea company.

DATA ANALYSIS AND INTERPRETATION:

GENDER	LIPTON TEA	TATA TEA	TAJ MAHAL	DUNCUNS	TOTAL
MALE	6	28	13	4	51
FEMALE	10	25	10	4	49
TOTAL	16	53	23	8	100

CHI SQUARE VALUE (χ^2) = (Observed value – Expected value)²/Expected value.

Calculated Value of χ^2 = 1.522

Degree of freedom = (Row - 1)*(Column - 1)

= (2-1)*(4-1) = 2*3

Degree of Freedom = 6

Significance Level = 0.05 (5%)

Table value = 12.592

INTERPRETATION

In the above comparative analysis, the calculated value (1.522) is less than the table value 12.592 At 0.05 level of significance. Hence Null hypothesis is accepted.

4. FINDINGS, SUGGESTION AND CONCLUSION:**1. FINDINGS:**

1. More males are given respondent to the questionnaires as compare to female with 51%.
2. The most of the respondent are coming from the age range of 21 to 30 years.
3. Most of the respondent tea vending duration are less than 2 years as 53%.
4. The 66% majority of the respondent prefer to drink tea than coffee.
5. Most of the respondent prefer Tata Tea than the Lipton, Duncuns and Taj Mahal in the study conducted.
6. Most of the respondent consume tea daily once frequently.
7. Majority of the respondent prefer packet of tea as 68%.
8. Majority of the respondent vote that the market price of tea consumed is reasonable.
9. Most of the respondent like to shift to Tata tea than Taj Mahal and Lipton if they are not satisfied with their preferred brand.
10. According to the most of the respondent Tata Tea has largest marketing share.

2. SUGGESTIONS:

1. In Tamil Nadu there are lot of uncultivable land. The Tea Board can encourage the tea cultivators to cultivate the tea plant by explaining clearly about the production and marketing activities of tea.
2. Majority of tea manufacturers feels Tea Board don't give any current information. So the Tea Board must give the current market information to the tea manufacturers.
3. Majority of tea cultivators feel about inadequate finance. So Tea Board may increase the subsidies to cultivators.
4. Tea Board may take sufficient steps to avoid the unnecessary marketing charges.

3. CONCLUSION:

The management of current liabilities and provision in Tata Tea during the period of study was efficient and effective. Computation of creditors' turnover average payment period as well as a study of percentage of total current liabilities to total working fund reveals that the Tata Tea has successfully utilized the various sources of working finance resulting in quick transmutation of working capital.

The total position of receivables management in the Tata Tea was impressive. The analysis of the size and compositions of receivables of the company has shown that the receivables were managed on the basis of sound commercial account receivables

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