



Apeejay Tea honours over 100 workers for skills and commitment in first two months of Tea Season 2019

1/4th of performers in Apeejay Tea Factories are women

Guwahati, July 04, 2019: Apeejay Tea presented 90 Pluckers and 21 Factory workers with Best Plucker Award and Factory Star Award honours for skills of plucking, food safety, health & hygiene standards and exemplary service in April & May 2019. These Apeejay Tea awardees will now compete for Apeejay Tea Chairman's Trophy to be given out for 23 slots of Champion of the Season 2019.

Giving away awards in Khobong Tea Estate in the Upper Assam area commonly referred to as Assam Frontier, garden manager and company DGM Debashis Barua said, *"Our company's approach of rewarding and recognizing the contribution of our workers on a monthly and bi monthly basis comes from our heart and the response last year and this year so far from our tea communities has been phenomenal. We are all working hard as a team to achieve business goals in an unprecedented industry environment and while doing so keeping our workspace marked with mutual encouragement and respect as it helps everyone deliver sincere work and drives home the saying in Tea - "Quality is made on the field."*

The first two months of the Season 2019 saw Usha Bhumij of Ghoiralie tea estate emerge as best plucker in her division and category. Usha was selected last year as "Best Plucker" among 72 tea gardens under CCPA in the North Bank by the Labour and Welfare Department of Government of Assam and also received Apeejay Surrendra Group Value Achiever award for her Inspired work in Season 2018. Lochmi Birsa of Hilika tea estate, Anjoli Ronjit from Budlabeta tea estate, Aroty Bigoo and Anita Kondon from Hapjan tea estate, Tabi Bhangra from Borjuli tea estate, Salmi Iakra from Budlapara tea estate and Ruma Bawri from Napuk tea estate who won the Apeejay Surrendra Group Value Achiever Award and Champion of the 2018 Tea Season have emerged as best pluckers in their division/ category in April and May 2019.

Ramakrishna Ghosh, General Manager HR, Apeejay Tea who gave away Champions of the 2018 Tea Season awards earlier this year in March and spearheads the Initiative said, *"I am delighted to see Champions of the 2018 Season emerge in the first two months of Season 2019 as best performers ! Encouraged by the warm response many more categories of Apeejay Surrendra Group Value Achiever Awards have been announced for Apeejay Tea in various areas of work in tea gardens. They will be awarded to those who uphold the Group's values - Solid, Committed, Youthful, Inspired and Entrepreneurial – through their work in their respective areas. The company has increased the time span of the monthly Factory Star Awards as production started early in Season 2019 and already five women have aced the Factory Star Awards in April & May! These awards were instituted to acknowledge the contribution of the workers with the tedious nature of the work and playing the crucial role in the business. Last year we awarded 360 pluckers and 105 factory workers out of which 13 emerged as Champions of the Season. Abilities, team work, purpose and positive intent shown*



by every single person involved in Field and Factory will help our company and people overcome the current phase the tea industry is going through.”

From the over 100 winners, 71 are brand new talents that have emerged as winners in first two months. The next awards in the 15 Factories will be given out in July for work done in June and in Field to Pluckers in August for work done in June and July 2019.

The company awards Best Pluckers every 60 days in Permanent and Casual categories in 45 divisions spread across its 17 tea estates in Assam and awards Stars in 15 Factories. The awards roll on every 30 and 60 days till end of Season when a competition amongst these winners leads to the Champion of the Season. All bi-monthly and monthly awards through the Tea Season comprise a cash prize and a certificate. Annually Champions of the Season get the Chairman’s Trophy and a Cash Prize at the Annual Award Ceremony. Season 2018 ceremony was held in three locations - Napuk tea estate, Hapjan tea estate and Borjuli tea estate in March 2019. Season 2019 annual award ceremony is slated for March 2020. The ceremony will also see Apeejay Surrendra Group Value Achiever Award being given out to those who uphold the Group’s values of Solid, Committed, Youthful, Inspired and Entrepreneurial through their work.

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