

Expression of Interest

The Embassy of India in Moscow invites “Expression of Interest and Bids” with proposed terms of reference from research companies with proven track record to undertake study “Opportunities for Indian Tea in Russian Market”. The terms of study are enclosed.

The length of study should be approximately 40 000 words and it should be completed within six weeks from the date of the acceptance of the bid/proposal.

Interested parties with sound financial background and experience in undertaking the market studies may send their “Expression of Interest and Bids” to Mrs. Vrindaba Gohil, Head of Trade Wing, Embassy of India, Moscow at trade.moscow@mea.gov.in and mexec.trade@gmail.com on or before 05 February 2019.

Suggestions & Requirements for incorporating into the ToR

Analysis of current tea market of Russia

- Summary of Russian demographic structure of population, average incomes by Russian regions, Russian climatic and cultural traditions, which affects the demand for tea, region-wise;
- total demand for tea in Russia and total sales, region wise forecasting of domestic demand (urban and rural separately) – assessment of spread (number of households drinking tea) as well as depth (consumption per household)
- Profiling of consumers – age profile, family size & structure, socio-economic classification (SEC based on education & occupation), monthly household income (MHI)
- Awareness of various types of tea, level of awareness – sources of information (influencers, advisors, advertisements etc) and preferences by type & frequency
- Purchase pattern – triggers & barriers (social, emotional & rational), factors considered while choosing generic tea, branded tea, decision making, frequency & quantity of purchase and the types of outlets preferred (HORECA)
- Consumption pattern - in-home and out-of-home consumption by type & frequency of consumption, types of tea being consumed and preferred (black/green, special tea, flavoured, branded, organic) and the average consumption, effects of seasonality
- Economics of buying (prices, economics of choices compared to other beverages, price elasticity of demand) and Share of throat for a household
- Post-purchase satisfaction/dissonance - reasons for switching/ trying various brands
- The shares of supplies of tea domestically produced and imported from main foreign suppliers, the share of India-produced tea imported into Russia,
- Main competitors for Indian tea in Russia, their strong and weak features,
- Retail and wholesale prices for tea in Russia region-wise.
- Main importers, wholesalers and retailers of tea in Russia, industry associations and groups including key influences.
- Sourcing and Delivery channels in respect of supplies of tea to Russia.
- Specific customs and other legislation applicable, algorithm for passing customs procedures, risks related to Russian laws.
- Specificity of banking operations with Russia, possible risks regarding sanctions imposed by the USA and other countries.
- Currency exchange rate risks and opportunities.
- Specific issues of Russian mentality to be accounted when dealing with Russian partners, costumers and authorities.
- Main barriers to entry for India.
- Marketing strategies recommended for Indian suppliers.
- Suggestions on how to recreate “Indian Tea” in Russia.