

# India Coffee

E-Magazine

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# INDIA'S COFFEE IS COFFEE AT ITS FINEST

“BREWED IN **INDIA**, LOVED BY THE WORLD”

- Honorable Prime Minister



Indian coffee is becoming very popular all over the world. Whether it is Chikmagalur, Coorg, and Hassan in Karnataka; the Pulney, Shevaroy, Nilgiri, and Annamalai regions in Tamil Nadu; the Biligiri hills on the Karnataka–Tamil Nadu border; Wayanad, Travancore, and Malabar in Kerala; or Andhra Pradesh and Koraput, proudly quoted as the ‘Pride of Odisha’ – the diversity of Indian coffee is truly remarkable!

As coffee cultivation is progressing in Northeast, identity of Indian Coffee is further strengthening worldwide. Beyond geography it supports livelihood of many with greatly transforming women’s lives. Coffee has brought them both respect and prosperity. The Indian coffee has been liked so much that many people are embracing their passion and are successfully invested in this field.

# From SECRETARY'S Desk



Coffee cultivation in India is unique and well known for its environmentally sustainable production system. Unlike several other coffee-growing countries where coffee is cultivated in open conditions, Indian coffee is largely grown under a two-tier shade canopy. This shade-grown system helps maintain ecological balance, supports biodiversity, and reduces the impact of climate variability. It also enables farmers to practice intercropping with crops such as pepper, cardamom, and various fruit trees, thereby improving farm income and promoting sustainable agricultural practices.

Considering the priorities of producers, evolving consumer preferences, changing lifestyles, and the steady growth in domestic consumption and exports, the Coffee Board is pleased to relaunch the India Coffee Magazine as a quarterly digital publication. This E-magazine is being introduced in an easily accessible digital format for sharing information and developments related to the coffee sector. The revised digital edition includes a variety of content covering different aspects of the coffee value chain. In addition to research articles and field-based experiences, the E-magazine also features information on coffee lifestyle, signature beverages, and emerging trends in coffee consumption. Valuable contributions from the Central Coffee Research Institute (CCRI) and its Regional Research Stations have been included in this edition, presenting research findings, case studies, and technical information relevant to coffee growers and other stakeholders.

The year 2025 has been significant for the Indian coffee sector with several important events held with the support and guidance of the Ministry of Commerce & Industry, Government of India. One of the key highlights was the celebration of International Coffee Day on 1st October at Bharat Mandapam, New Delhi, which brought together stakeholders from across the coffee industry. Another major milestone was the Centenary Celebration of the Central Coffee Research Institute (CCRI) at Balehonnur, Chikmagalur, marking 100 years of research and service to the Indian coffee sector. As part of the centenary celebrations, coffee cultivation guides in regional languages and technical bulletins were also released for the benefit of coffee growers.

Indian coffee has also gained increased attention in international markets. Recent trade agreements have helped strengthen coffee exports, and participation in international events has further enhanced the global presence and recognition of Indian coffee. The India Coffee E-Magazine aims to serve as a digitally accessible medium to share information, highlight developments, and showcase the achievements of the Indian coffee sector. Coffee Board acknowledges the contributions of all institutions and individuals involved in bringing out this digital edition. We hope that this publication will help strengthen knowledge sharing and support the continued growth and promotion of Indian coffees.



**Sri. Kurma Rao M, IAS**  
CEO & Secretary, Coffee Board

# EDITOR *notes*

## Welcome to INDIA COFFEE E-Magazine

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Scientific research and innovation have always played a vital role in the growth and sustainability of the Indian coffee sector. The Central Coffee Research Institute (CCRI) at Balehonnur, Chikkamagaluru along with its Regional Research Stations, has been at the forefront of scientific research and technological advancements aimed at supporting coffee growers and strengthening the entire coffee value chain. Over the decades, CCRI has made significant contributions in areas such as varietal development, pest and disease management, soil and nutrient management, climate resilience, and improved cultivation practices.

The year 2025 marks an important milestone in the history of Indian coffee research as the Central Coffee Research Institute completed 100 years of dedicated service to the coffee sector. The centenary celebration held at Balehonnur, Chikmagaluru, commemorated a century of pioneering work that has significantly contributed to the development and global recognition of Indian coffee. Over the past hundred years, CCRI has developed several high-yielding and disease-resistant coffee varieties, improved agronomic practices, and sustainable farming techniques that have benefitted coffee growers across the country.

In addition to research advancements, the institute has consistently focused on effective dissemination of knowledge to farmers and stakeholders. As part of the centenary celebrations, several coffee cultivation guides were released in regional languages, making scientific information more accessible to growers. A series of technical bulletins and research publications, books on 100 progressive growers were also brought out to provide updated recommendations on cultivation practices, pest and disease management, post-harvest handling, and quality improvement.

The research activities of CCRI are further strengthened by its Regional Research Stations located in major coffee-growing regions, which help address location-specific challenges faced by coffee growers. Through field trials, demonstrations, and extension activities, these stations play a key role in transferring research findings from laboratories to plantations. The revival of the India Coffee Magazine in digital format as a quarterly E-Magazine provides an excellent platform to share research findings, case studies, and field experiences with a wider audience. This publication aims to bridge the gap between scientific research and practical application by presenting useful information for growers, researchers, industry stakeholders, coffee enthusiasts, and the general public.

I congratulate all those involved in bringing out this digital edition and hope that it will serve as a valuable source of knowledge and information for the coffee community. Continuous collaboration between researchers, growers, and industry stakeholders will remain essential for sustaining the growth and global reputation of Indian coffees.



### **Dr. M. Senthil Kumar**

Director of Research

Central Coffee Research Institute, Coffee Board

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# Cover *Story*

Indian Coffee's Fresh Pour into UK Markets

# INDIA-UK FTA

## Coffee SECTORAL IMPACT

**Author : Dr. Pradeepa Babu B N**, Deputy Director (Research), Coffee Board

United Kingdom (UK) is the major market for Coffee. As per the International Coffee Organization (ICO) database, UK is the 11<sup>th</sup> largest importer of coffee in the world with a share of about 2% in global coffee imports. UK's annual imports are about 3 lakhs tonnes valued at USD 1,637 million. **Green Coffee**<sup>1</sup> is the major chunk in UK's total coffee imports with a share of about **54.82%** in UK's total coffee imports followed by **Soluble coffee**<sup>2</sup> with **24%** and **Roast & Ground Coffee**<sup>3</sup> with **21.18%**.



(Quantity in Lakh Tonnes)

Type wise UK's Coffee Imports	Year 2020	Year 2021	Year 2022	Year 2023	Year 2024	Avg. (2020 to 2025)	% Share in total
Green Coffee	1.63	1.59	1.87	1.69	1.54	1.67	54.82%
Roast & Ground Coffee	0.77	0.59	0.65	0.6	0.62	0.64	21.18%
Soluble Coffee	0.72	0.4	0.85	0.81	0.87	0.73	24.00%
<b>Total</b>	<b>3.12</b>	<b>2.58</b>	<b>3.37</b>	<b>3.1</b>	<b>3.03</b>	<b>3.04</b>	<b>100.00%</b>

<sup>1</sup>Green Coffee (HS 090111) <sup>2</sup>Soluble coffee (HS 210111 & HS 210112) <sup>3</sup>Roast & Ground Coffee (HS 090121 & HS 090122)

# MAJOR SUPPLIERS

## of COFFEE TO UNITED KINGDOM

Brazil (19.06%), Vietnam (13.68%), Germany (9.97%), Spain (7.13%) and Netherlands (6.54%) are the top five major suppliers of coffee to UK, together these five countries account for about 56% of UK's total coffee imports. Italy (5.03%), Colombia (4.50%), Indonesia (4.34%), France (3.89%), Switzerland (3.42%), Honduras (3.27%), Peru (2.43%), Belgium (2.08%), **India (1.77%)** and Poland (1.39%) are the other major suppliers of coffee to UK. These 15 countries together account for about 89% of UK's total coffee imports. During the last five year, UK imported coffee from about 137 countries. **India is the 14<sup>th</sup> largest supplier with a share of 1.77 per cent in United Kingdom's total coffee imports.**

### MAJOR SUPPLIERS OF COFFEE TO UNITED KINGDOM

Country						(Quantity in tonnes)	
	2020	2021	2022	2023	2024	Avg. 2020 to 2024	% Share in total
Brazil	48850	42326	49732	74758	74097	57953	19.06%
Viet Nam	37697	36722	54571	41320	37634	41589	13.68%
Germany	54203	6831	20073	24686	45824	30323	9.97%
Spain	22144	17553	22717	24439	21512	21673	7.13%
Netherlands	8230	5956	45286	28968	10983	19885	6.54%
Italy	14468	14980	14912	15222	16928	15302	5.03%
Colombia	15452	14697	14528	11169	12585	13686	4.50%
Indonesia	20316	12858	20447	8714	3593	13185	4.34%
France	20249	18127	9408	5736	5612	11826	3.89%
Switzerland	1340	22434	11846	7268	9037	10385	3.42%
Honduras	10643	12642	8934	9024	8513	9951	3.27%
Peru	5645	7657	8978	6382	8297	7392	2.43%
Belgium	2776	5234	11421	8215	4007	6331	2.08%
India	3783	3531	5472	7787	6262	5367	1.77%
Poland	3950	3382	4828	4085	4954	4240	1.39%
Others	42079	32946	34042	32214	33256	34907	11.48%
<b>Total</b>	<b>311824</b>	<b>257875</b>	<b>337192</b>	<b>309988</b>	<b>303095</b>	<b>303995</b>	<b>100.00%</b>

# UNITED KINGDOM

## MFN RATES AND PREFERENTIAL DUTY

United Kingdom kept Most-Favored Nation tariff (MFN) rate of 0% on green coffee (HS 090111), 8% on Green Coffee - decaffeinated (HS 090112), 6% on Roast & Ground Coffee (HS 090121), 8% on Roast & Ground Coffee decaffeinated (HS 090122), 0% on other forms of coffee under Chapter-0901, 8% on instant coffee (HS 210111) and 10% on instant coffee (HS 210112).

### UK MFN RATES AND PREFERENTIAL DUTY

HS Line	MFN Rate by UK	GSP Rate by UK @	Preferential duty under India-UK CETA	Preferential duty under GSP EF*	Preferential duty under LDC#	India MFN (%)
090111	0%	0%	0%	0%	0%	100%
090112	8%	4.50%	0%	0%	0%	100%
090121	6%	2.50%	0%	0%	0%	100%
090122	8%	3.10%	0%	0%	0%	100%
090190	0%	0%	0%	0%	0%	100%
210111	8%	3.10%	0%	0%	0%	30%
210112	10%	6.50%	0%	0%	0%	30%

However, among the coffee producing countries United Kingdom is extending preferential duty up to 0% for Ethiopia and Uganda under Tariff preferences for Least developed countries (LDC). However, these two countries are not the major suppliers of coffee to UK. United Kingdom is also extending preferential duty up to 0% for the countries viz., Afghanistan, Angola, Bangladesh, Benin, Bhutan, Burkina Faso, Burundi, Cambodia, Central African Republic, Chad, Comoros, Democratic Republic of the Congo, Djibouti, Eritrea, The Gambia, Guinea, Guinea-Bissau, Haiti, Kiribati, Lao People's Democratic Republic, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Myanmar, Nepal, Niger, Rwanda, Sao Tomé and Principe, Senegal, Sierra Leone, Solomon Islands, Somalia, South Sudan, Sudan, Tanzania, Timor-Leste, Togo, Tuvalu, Vanuatu, Yemen, Zambia under Tariff preferences for Least developed countries (LDC). However, these countries are not the major suppliers of coffee to United Kingdom. Besides, UK is extending preferential duty up to 0% for the import of value-added coffees from Algeria, Bolivia, Plurinational State of, Cabo Verde, Congo, Cook Islands, Kyrgyz Republic, Micronesia, Federated States of, Mongolia, Nigeria, Niue, Pakistan, Philippines, Sri Lanka, Syrian Arab Republic, Tajikistan, Uzbekistan under General System of Preference Enhanced Framework. However, these countries are also not the major suppliers of coffee to United Kingdom. Under India-UK CETA, the UK is extending preferential duty up to 0% on all forms of coffee imports from India. Thus, Indian coffees especially value added coffees will have cost competitiveness in UK market compared to other major suppliers of Coffee to UK.

# Research *Articles*

Grounds for Study

# IMPORTANCE OF IRRIGATION IN ROBUSTA COFFEE WITH SPECIAL REFERENCE TO BLOSSOM AND BACKING

**Author: Kishor Mote**, Chandana. M, Abinesh. R. V, C. Babou, Rudra Gouda, M. Govindappa, M. Jaykumar and M. Senthilkumar, Central Coffee Research Institute, Coffee Research Station Post – 577117, Chikkamagaluru District, Karnataka, India



## WHY IRRIGATION MATTERS IN ROBUSTA?

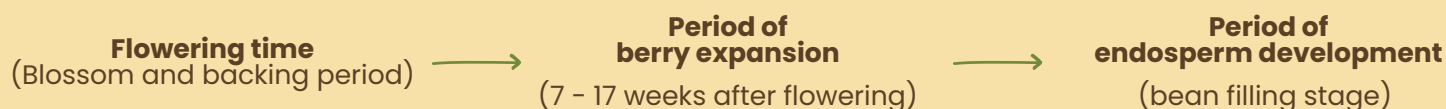
Coffee in India is largely grown under agro-forest conditions and depends heavily on rainfall. In South Indian coffee tracts, a dry spell of 4-5 months is common every year. This long dry period seriously affects Robusta coffee, which is more sensitive to drought and responds well for irrigation than Arabica. When coffee plants face water stress along with poor nutrition, problems such as die-back, poor flowering, low fruit set, and inferior bean quality occur. Due to climate change, rainfall patterns have become more irregular than usual, irrigation has become essential for sustaining coffee production. Awatramani (1973) opined that a modest rain during flowering period is not sufficient but both quantity and distribution of rainfall are very important. Besides this, if blossom rains are delayed beyond March then the production of coffee receives a major setback. In coffee, irrigation is mainly used as an insurance to ensure proper flowering (blossom), fruit setting (backing) and to help plants survive long droughts. Efficient and timely use of limited water resources is therefore critical for the future of the coffee industry.

# SIGNIFICANCE OF WATER STRESS AND DORMANCY IN COFFEE

Under South Indian conditions, flower bud initiation in coffee begins around September. After growing to about 7–8 mm, the buds enter a resting stage called dormancy. They remain in a dormant stage until they receive sufficient rain or irrigation during summer. **Several factors influence flower initiation, such as shorter day length, suitable temperatures, carbon-nitrogen balance, and plant hormones.** However, water stress followed by timely irrigation is the key trigger for uniform flowering in coffee.

Research shows that coffee plants flower normally when they experience moderate water stress and then receive irrigation or rainfall. Once dormancy is broken, flower buds develop rapidly and reach full bloom (anthesis) within 8–12 days. If irrigation is given too early before flower buds are fully mature, it can cause problems such as uneven flowering, running blossoms and poor fruit sets. Hence, **timing of irrigation is as important as the quantity of water applied.**

## MOST ESSENTIAL STAGES OF IRRIGATION FOR COFFEE PLANTS IN INDIA



## BLOSSOM AND BACKING - THE MOST CRITICAL STAGE

In Robusta coffee, flowering usually occurs during the dry summer months of February to March. This stage is known as blossoms. For a successful fruit set, backing showers are required within 15–20 days after blossoming. Failure of rain or irrigation during these stages can result in;

- **Floral abnormalities such as pink blossom and paddyng**
- **Poor fruit set and berry drop**
- **Significant yield loss and poor bean quality**

**Studies have clearly shown that irrigation only for blossom and backing can increase Robusta yield by 25–60%, even without continuous irrigation throughout the year.**

## QUANTUM OF IRRIGATION & WATER REQUIREMENT

There are problems that cause the reduction of coffee production and productivity, one of them is water deficit that leads to floral abnormalities like pink flowering and paddyng which results in reduction of yield and quality of Robusta coffee. Hence, the right quantity of water at the right time with assured irrigation sources would be the solution for providing blossom and backing to boost the growth and productivity of Robusta coffee.

Water requirement	Water requirement per acre
For blossom 1.5 inch	37.5 mm = 1,50,000 Lit
For backing 1.0 inch	25.00mm = 1,00,000 lit
<b>Grand total requirement</b>	<b>62.50 mm = 2,50,000 lit</b>

# METHODS ADOPTED FOR BLOSSOM AND BACKING IRRIGATION IN ROBUSTA COFFEE

**Sprinkler irrigation** simulates natural rainfall by spraying water uniformly over the coffee field. With proper design and pressure control, this method ensures efficient water use and uniform soil moisture. Long-term studies have shown that sprinkler irrigation for blossom and backing can increase Robusta yields by 75–110% compared to unirrigated coffee. It remains one of the most reliable and widely adopted methods in Indian coffee plantations.

**Micro-sprinklers** apply water at a lower rate and cover a smaller area around each plant. They can induce good blossoms and yields similar to overhead sprinklers while using 40–50% less water. However, their use is generally limited to smaller areas due to issues such as clogging, maintenance difficulties and limited coverage in large estates.

**Drip irrigation** delivers water directly to the root zone, reducing losses from runoff and deep percolation. It is especially useful in water-scarce areas, undulating terrains and shallow soils. An added advantage is fertigation, where water-soluble fertilizers are applied through the drip system. Research at the Central Coffee Research Institute (CCRI) has shown that drip fertigation with 100% recommended fertilizer dose can increase Robusta yields by 20–45% compared to conventional soil fertilization.

## Benefits of irrigation in robusta coffee

- Irrigation during dry winter months helps in significant increase in cropping wood there by increasing the yield.
- Blossom and backing irrigations act as insurance of crop yield against failure of regular blossom and backing showers.
- Staggering of blossom irrigations facilitates staggered harvesting of blocks, which improves the efficiency of harvest & drying operations.
- Improves nutrient uptake and helps in uniform ripening of berries there by facilitating single major harvest and also improves the density of beans and production of 'A' grade beans.

## CONCLUSION

Blossom and Backing irrigation have become the backbone of sustainable Robusta production in India. With limited water resources, using the right quantity of water at the right time is the key. Whether through sprinkler systems or other methods, assured irrigation ensures that when the rains don't come, the coffee value chain still ends with a good harvest.





# COFFEE FEEDING LIVES

*Filling Hearts*



# AN UNDESIRED VISITOR IN THE ARAKU VALLEY THE STORY OF VIGILANCE AND UNITY

**Author :** Sudeesh.S Extension Inspector, E Ramesh, Asst. Extension Officer, Samala Ramesh, Senior Liaison Officer & H R Muralidhara, Deputy Director(E), Coffee Board, Non Traditional Area, Andhra Pradesh. Sri D. Sunil Babu, OIC, RCRS, R V Nagar. & Dr M Senthil Kumar, DR,CCRI.



In the lush hills of Araku Valley, coffee is more than just a crop, it's the lifeblood of thousands of tribal families. For years, these plantations thrived, untouched by the world's most notorious coffee pest: the Coffee Berry Borer (CBB). But in August 2025, the serene coffee plantations of Araku Valley in Andhra Pradesh witnessed an unprecedented challenge. For the first time, the Coffee Berry Borer (*Hypothenemus hampei*) – recognized globally as the most destructive pest of coffee was detected in the region. This discovery marked a turning point for tribal growers, researchers, and administrators, prompting swift and coordinated action to safeguard both livelihoods and the heritage of Araku coffee.

It began quietly. Coffee samples were brought from Araku to an exhibition in Paderu, where sharp-eyed Extension Officers noticed something unusual; tiny holes in the berries. The dreaded Coffee Berry Borer had arrived. News traveled fast. The Deputy Director of the Coffee Board was alerted, and soon, experts from the Central Coffee Research Institute (CCRI) in Chikamagaluru were on the scene.

The scientists confirmed the worst: CBB was present in leftover fruits and green berries in Pakanakudi village. The pest, known for devastating coffee crops worldwide, had found its way to Andhra Pradesh. Immediate action was needed.

# QUICK SNAPSHOT OF THE OPERATION

- **Area cleaned :** 158 acres
- **Coffee harvested & destroyed :** 17,664 kg
- **Estates involved :** 142 Estates/tribal farmers
- **Villages covered :** Malivalasa, Malasingaram, Chinalabudu, Turaiguda, Pakanakudi, Garudaguda, Pedalabudu, Gatragilleda, Nariyaguda, Santhinagar



## MOBILIZING THE COMMUNITY

Awareness programs sprang up overnight. Field officers and scientists met with tribal growers, teaching them how to spot and manage the pest. Surveys swept through villages like Pakanagudi, Malisingram, Mallivalasa, and Thuragiduda mapping the spread. The team briefed district officials, and soon, the entire administration was mobilized.

### The scientists advised urgent measures :

- Harvest all coffee fruits promptly, leaving none on the plants.
- Dip infested berries in boiling water, then bury them deep in the soil.
- Use picking mats to prevent berries from dropping and spreading the pest.
- Install Broca traps to monitor infestation.
- Avoid transporting infested coffee to clean areas.
- Maintain strict hygiene in estates.



But not everyone was convinced. Some farmers, worried about losing income, resisted clean harvesting. They demanded compensation for their lost crop.

## A DISTRICT RESPONDS

The district administration acted swiftly. Surveys expanded, covering 30,000 acres. Training programs educated growers in both affected and unaffected areas. When more plantations showed signs of infestation, the government stepped in. Scientists from Dr. Y.S.R. Horticultural University joined the fight, and the District Collector explored compensation for affected farmers. A special Infestation Containment Committee was formed. Zones were marked with red, yellow, and blue flags, each indicating the severity of infestation. The committee outlined clear dos and don'ts for each zone and began capacity-building efforts.

## ZONES AND SOLUTIONS

- **Red Zone :** Complete harvest, boiling water treatment, deep burial of berries, and strict movement restrictions.
- **Yellow Zone :** Targeted harvest and similar controls.
- **Blue Zone :** Selective picking and monitoring.
- **Green Zone :** Regular monitoring with Broca traps.

Medium-term measures included spraying *Beauveria bassiana*, a natural fungus that attacks the pest, and installing traps around drying yards and storage units. Long-term plans focused on ongoing monitoring, careful storage, and, if needed, chemical control.

# COMMUNITY EFFORT AND RESULTS

From September 5th to 8th, a joint operation involving multiple departments and hundreds of workers harvested and destroyed infested coffee across 158 acres. Students, officials, and villagers worked side by side, marking contaminated areas and restricting movement to prevent further spread.

The Secretary of the Coffee Board visited the region, reviewing progress and encouraging growers. More surveys followed, and the team educated farmers on vigilance and reporting. Broca traps and *Beauveria bassiana* were distributed and used widely. A committee comprising of Coffee Board scientists and officers, state govt officials, SHGs, and coffee growers surveyed Paderu division's Mandals in ASR District. And created awareness on identifying Coffee Berry Borer (CBB) among tribal growers, covering habitation-wise areas.

## A NEW LAW AND ONGOING VIGILANCE

To protect the region, the government enacted the Coffee Berry Borer (Control) Act, 2025. Transporting coffee from infested to clean areas was strictly prohibited, with heavy fines for violations. Committees at district, mandal, and village levels were formed to monitor, educate, and regulate coffee trade.

Thanks to these efforts, the outbreak was contained to a small area.

The community learned valuable lessons in pest management, and the administration's swift response helped safeguard the livelihoods of thousands of tribal growers.

## CONCLUSION

The Coffee Berry Borer's arrival in Araku was a wake-up call. Through teamwork, science, and community action, the region fought back, protecting its coffee heritage and the families who depend on it. The story of Araku's response is a testament to resilience and the power of coming together in times of crisis.



# Signature *Recipe*

Reimagine the Daily Grind

# BEYOND *the* DABARA



A concept that redefines how Indian filter coffee is seen and experienced. Rooted in tradition but driven by creativity, it takes kaapi beyond the familiar steel tumbler and presents it as a versatile, expressive beverage. Through modern techniques, thoughtful flavour pairings, contemporary presentation, and storytelling, this concept showcases Indian filter coffee at a higher stage - without losing its soul.

**'Beyond the Dabara' is about honoring heritage while inviting innovation, conversation, and new experiences around Kaapi!**



# CHATPATA KAAPPI

Inspired by the simple joy of after-school pineapple slices sprinkled with salt and pepper, Chatpata Kaapi brings a childhood memory into the cup. Juicy pineapple and a splash of lime create a bright base, sharpened with a pinch of salt and a hint of chilli and pepper. Finished with bold Indian filter coffee decoction, this chilled beverage balances sweet, tangy, spicy, and bitter – playful, nostalgic, and unmistakably **INDIAN**.

**Beverage & Recipe by : Tejas Vahnikul,**  
Barista Trainer, Coffee Quality Division, Coffee Board

## BEVERAGE COMPOSITION

- Pineapple juice..... 100 ml
- Lime juice..... 05 ml
- Pineapple juice..... Pineapple juice
- Salt..... 1 pinch
- Chilli powder..... ½ pinch
- Pepper powder..... ½ pinch
- Indian filter coffee decoction..... 50 ml to top

## PREPARATION

- Fill a glass with 100gm of ice cubes.
- Add pineapple juice, lime juice, salt, chilli powder, and pepper powder.
- Gently stir to balance sweetness, acidity, and spice.
- Finish by topping with freshly brewed Indian filter coffee decoction.

# *Lifestyle* articles

Coffee Meets Modern Living



# COFFEE QUALITY IS NOT CONNECTED

*to price* IT IS CONNECTED *to pride*

**Author : Dr. Ramya M**, Subject Matter Specialist, Coffee Quality Division, Coffee Board

For years, we have been taught almost subconsciously that expensive coffee must be good coffee. A higher price, a premium label, or an elegant café setting often convinces us that quality is guaranteed. But coffee does not work that way always.

## COFFEE QUALITY IS NOT BORN OUT OF PRICE, IT IS BORN OUT OF PRIDE!

I have tasted coffees that sold at very modest prices yet were remarkably clean, sweet, and balanced. I have also encountered expensive coffees that failed in the cup - flat, harsh, or dull in character. The difference was never the market value. The difference was the intention behind the coffee.

Quality begins at the farm, not at the shelf. It begins when a grower chooses to harvest ripe cherries instead of rushing for volume. It shows up when fermentation is monitored instead of guessed, when drying is slow and even rather than hurried by weather or impatience. These decisions are rarely rewarded immediately by the market, yet they define the cup.

In India, many growers and processors work under severe constraints-labour shortages, volatile weather, unpredictable prices. Yet some of the cleanest coffees emerge from estates where pride outweighs compromise. These are the producers who cup their own coffees, who learn to identify defects, who correct errors quietly and improve year after year, without waiting for applause or higher prices.

Price is shaped by trends, branding, certifications, logistics, and storytelling. But Quality is shaped by discipline, consistency, and respect for the bean. The two may intersect, but they are not the same. A low-priced coffee can be honest and well-made. A high-priced coffee can still be careless.

# TRUE **COFFEE** QUALITY IS AN **ATTITUDE**

- It is the pride of the **Farmer** who refuses to mix underripe cherries



- It is the care of the **Processor** who protects the coffee during drying and storage



- It is the integrity of the **Roaster** who roasts for clarity, not camouflage



- It is the sensitivity of the **Brewer** who allows the coffee to speak



# THE RISE OF SPECIALTY *Coffee* CULTURE IN INDIA'S TIER-2 CITIES

**Author : Rubiya Nadaf**, Digital Media Manager, Social Media Cell, Coffee Board



## YOUTHFUL ASPIRATIONS, DIGITAL INFLUENCE, AND A BREWING REVOLUTION

India's coffee revolution, once the preserve of metropolitan hubs and southern states, is now rapidly penetrating into the heart of Tier-2 cities like **Indore, Coimbatore, Lucknow, and Bhubaneswar**. This transformation is being fueled by youthful demand, digital discovery, and the emerging coffee-preneurs in local areas. In these urban centers, cafés are no longer just about the beverage in the cup, they have become vibrant destinations for socializing and symbols of evolving cultural aspirations.



## DRIVING FORCES BEHIND THE COFFEE BOOM

A mix of factors is powering the specialty coffee surge in smaller cities. Unique interiors designed for social sharing, handcrafted brews, and curated café experiences are replacing the traditional tea stall, signaling a move toward premium and personalized consumption. Major coffee chains like Third Wave Coffee and Starbucks India are entering Tier-2 markets, attracted by lower property costs and less saturated competition. Alongside, homegrown brands such as Nothing Before Coffee and Blue Tokai, are fueled by franchise and hybrid business models with reduced financial risk, enabling rapid scaling, making it easier to introduce specialty coffee to new audiences.

**Many cafés now celebrate regional identity by procuring beans directly from Indian estates in Chikkamagaluru, Coorg, and Araku Valley, supporting local farmers and fostering a sense of authenticity among stakeholders through backward and forward integration.**

For Youth & Gen Z

# Coffee

Not just a drink but

*a lifestyle* marker

and a medium for  
Self-Expression

## DIGITAL INFLUENCE AND ENTREPRENEURIAL ENERGY



The digital ecosystem plays a vital role in this renaissance. Platforms like Instagram and Zomato have turned café discovery into a visual and social experience, where shareable moments and aesthetic spaces are central to attracting Gen Z and millennial audiences. This has encouraged cafés to invest in distinctive décor and to organise events that build community engagement. Local entrepreneurial ventures exemplify this trend. They are not only serving coffee but also nurturing coffee culture through brewing workshops and community events.

# THE EVOLVING CAFÉ LANDSCAPE AND MARKET POTENTIAL

Coffee consumption in India is rising steadily, driven by café culture, higher disposable incomes, and a growing preference by youth. Both urban and rural areas reflect this shift, with **domestic demand increasing from 84,000 tonnes in 2012 to 91,000 tonnes in 2023**, marking coffee's emergence as a daily staple according to the Press Information Bureau (Jan 2025). Increasingly, consumers are gravitating towards specialty and premium coffee offerings, driven by a desire for unique flavors, higher quality, and experiential consumption. This trend is particularly seen among younger generations who are more adventurous in their coffee choices and seek out novel experiences. Over the past two decades, India has seen an unprecedented increase in the number of coffee enthusiasts.

**Health-conscious consumers are increasingly seeking healthier alternatives. Various coffees are introduced to the market, to serve a wide range of consumers as calorie-conscious consumers and diabetic populations are looking for alternatives to sugar in their drinks.**

Consumers are increasingly willing to spend on experiences, including visits to coffee shops, where they can sit, socialize, work, or relax while enjoying their favorite brews. Specialty coffee segments such as gourmet blends, single-origin coffees, and artisanal brewing methods are gaining traction among new consumers. Leveraging this change, Cafés have evolved workspaces, leisure spots, and community hubs. Specialty cafes near the educational institutions attract students and creatives, while some bustle with freelancers and entrepreneurs. Recent cafes with visually striking interiors and fusion menus have become daily haunts for college-goers and friends.

## TAKEAWAY?

Specialty coffee is no longer an urban luxury reserved for India's metros. Thanks to youthful curiosity, digital trends, local entrepreneurship, and strategic expansion by leading brands, Tier-2 cities have become vibrant centers of coffee innovation and culture.

AS THE MARKET MATURES, TIER-2 CITIES ARE POISED TO DEFINE THE NEXT CHAPTER OF INDIA'S COFFEE JOURNEY  
**one cup, and one experience, at a time!**





# THE GOLDEN

*Blossom*

Photography by  
Nature M S





# HOME BARISTA CULTURE

*Brewing excellence from your kitchen*

**Author : Shushmitha R**, Content Writer Cum Analyst, Social media cell, Coffee Board

## TRADITION BEFORE TRENDS!

**FROTH, FEEDBACK OF  
GOOD FILTER COFFEE!**  
Southern part of Indian Homes  
masters Filter coffee, with  
precision, balance, and intuition.

Long before hashtags and home brew bar setups, households in Southern part of India had already mastered the Art of **Filter Kaapi**. Precision lived in each cup, patience in slow decoctions. The froth on top was the feedback, that the brew was right. What the world today celebrates as a wave once existed naturally in Indian kitchens, passed down through observation, tasting, repetition & refining.

In recent years, the term **Home Barista** has gained renewed relevance alongside the rise of specialty coffee and the third-wave movement. Before the pandemic, daily coffee consumption relied heavily on cafés and workplaces, which also played a vital cultural role in shaping taste preferences and introducing new brewing trends. However, the lockdowns of 2020-21 enabled a lasting shift, accelerating the movement of coffee brewing back home from cafe centered culture.



## KITCHENS TURN INTO COFFEE SPACES

As coffee preparation moved indoors, kitchens evolved into personal brewing spaces. Home barista culture has played a significant role in strengthening domestic coffee consumption, particularly in markets where café access was once the primary driver of demand. By shifting brewing into the home, consumers began drinking coffee more frequently and more consciously.

Globally, the concept of a **"Coffee Corner"** or **"Brew Bar"** has emerged, where home brewers dedicate a specific space with organized tools, jars, cups and aesthetic elements that reflect their personal identity and lifestyle. Brewing at home allows coffee enthusiasts to choose their beans, experiment with grind size, water temperature, and brewing time, and engage deeply with the process.

**Coffee is no longer simply consumed, rather it is explored and experienced!**

## CONSUMERS NOT JUST RECIPIENTS BUT ARE **PROSUMERS!**

A defining feature of modern home brewing is the emerging concept of 'Prosumer' (Professional Consumer) - a consumer who participates actively in creation, learning, and innovation. Prosumers invest in professional-grade equipment, seek technical knowledge, and continuously refine their brewing skills.

Social media, online forums, and tutorials have transformed learning into a shared experience. Coffee enthusiasts exchange recipes, new techniques, review equipment, and celebrate coffee together. This sense of community has turned home brewing into a collective cultural movement.





Specialty coffee, once limited to cafés, is now accessible to home brewers who seek distinctive flavours & traceable origins. This transformation has changed coffee into an experience rather than a commodity.

## CAN WE CALL THE FOURTH WAVE OF COFFEE CULTURE?

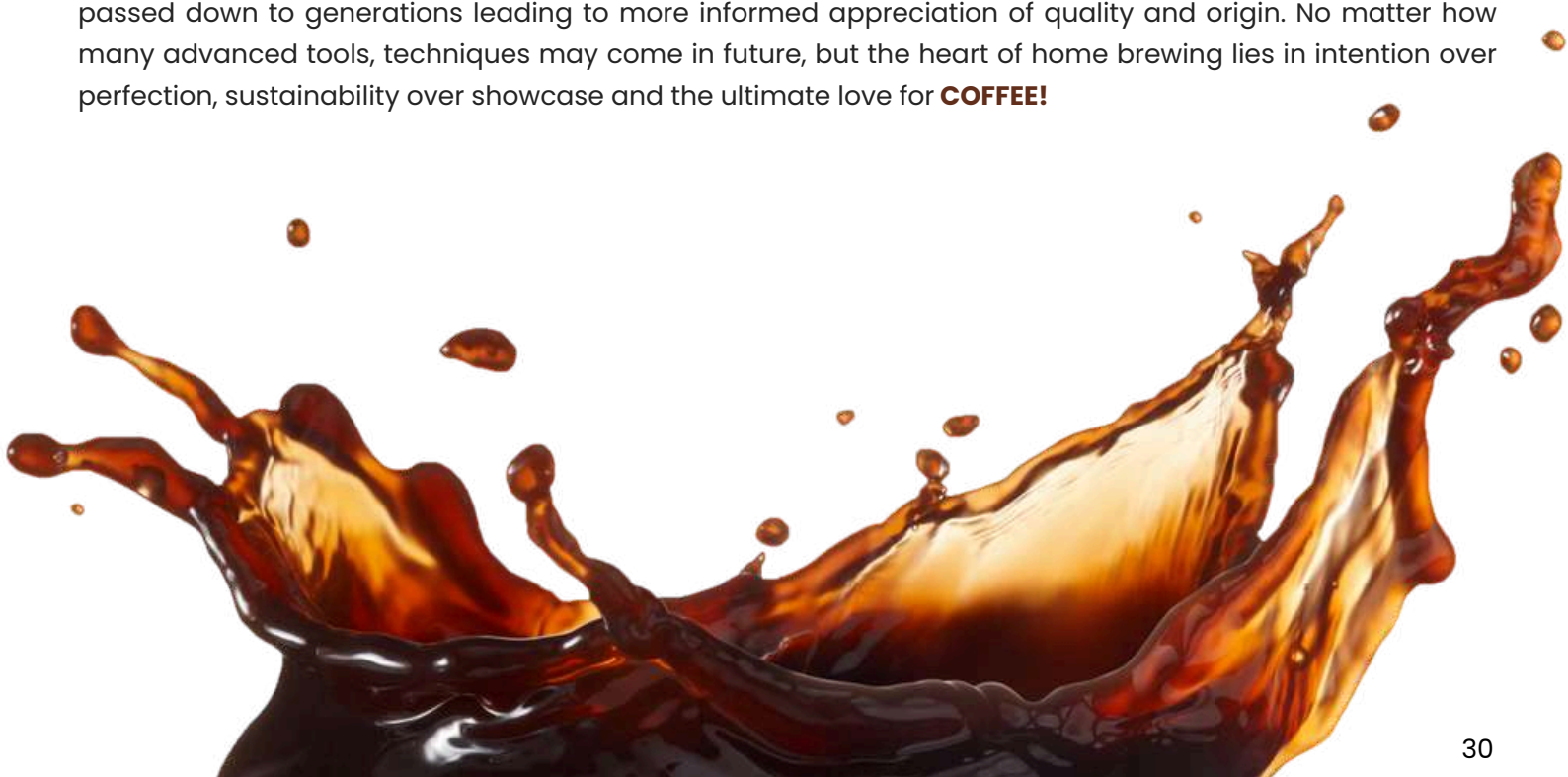
Coffee culture is often described in “waves,” each representing a major shift in how coffee is produced, consumed, and valued. While the third wave focused on specialty coffee, origin transparency, and artisanal café experiences, the fourth wave is increasingly defined by knowledge, technology, and accessibility. Home brewing fits naturally into this narrative. In the fourth wave, excellence is no longer limited to cafés. Other most interesting elements of home barista culture is experimentation, digital education, global communities. **Coffee lovers adjust ratios, try different roast profiles, explore single-origin coffees, and even develop signature recipes!**

## COFFEE AS A HOBBY, A SKILL, AND A LIFESTYLE

Home brewing at a basic level delivers better coffee. At a deeper engagement level, it provides a hobby that combines science, creativity, and enjoyment of beverage. Measuring, adjusting, tasting, and refining become part of a satisfying routine. Hobby aspect is especially visible among younger generations. Many millennials approach coffee through ethical awareness, while Gen Z brings experimentation, visual storytelling, and aesthetics into the mix.

## COFFEE CULTURE TO STAY FOR LONG TIME!

Looking ahead this culture apart from being a skill, it could be an integrated lifestyle. By empowering consumers to brew, experiment, and engage with coffee on their own terms, this movement could be passed down to generations leading to more informed appreciation of quality and origin. No matter how many advanced tools, techniques may come in future, but the heart of home brewing lies in intention over perfection, sustainability over showcase and the ultimate love for **COFFEE!**



# Case Study

Success defined by the philosophical and practical principles of natural farming!

# FARMING IN HARMONY WITH NATURE

**A Case Study of** *Mr. Chandrashekhara*  
Naranapura, Mugthihalli, Chikkamagaluru

**Author: Thara K T**, Senior Liaison officer, Coffee board, Chikkamagaluru



In the picturesque hills of Chikkamagaluru, Karnataka, a quiet revolution in agriculture is taking place - led by a farmer who chose nature over chemicals, diversity over monoculture and sustainability over short-term gains. Mr. Chandrashekhara Mugthihalli, a pioneering natural farmer, has transformed his 12-acre farm into a living example of sustainable and profitable **"Zero Budget Natural Farming (ZBNF)"**, inspiring countless farmers to rethink conventional agricultural practices.

Mr. Chandrashekhara embarked on his natural farming journey in 2010, at a time when organic agriculture was widely misunderstood as unprofitable, laborious, and plagued by pest and yield problems. Despite skepticism and challenges such as labor scarcity and rising cultivation costs, he remained steadfast in his belief that farming should work in harmony with nature; not against it. By 2012, he fully embraced organic farming, relying solely on farmyard manure, compost, and vermi-compost. Within four years, healthier soil and vigorous crops convinced him to deepen his practice: preparing farm-based inputs like Jeevamrutha and producing vermi-compost on-site.

# FARM PROFILE

- **Total landholding** : 12 acres
- **Crops cultivated** : Coffee, Areca Nut, Cocoa, Pepper, Banana, Cardamom, and various Fruit trees
- **Livestock** : 12 milch animals



**Mr. Chandrashekar's farm, "Krishi Nivasa" is not just a production unit but a dynamic ecosystem where crops, trees and animals interact to enrich soil fertility and farm resilience.**

## CORE PRINCIPLES OF NATURAL FARMING

- **No Tillage** : Minimal soil disturbance preserves soil structure, microbial life, and long-term fertility.
- **No External Fertilizers** : Minimal soil disturbance preserves soil structure, microbial life, and long-term fertility. Natural farming harnesses nutrients from air, water, and sunlight (about 98%), with the rest supplied by soil microflora - eliminating the need for chemical fertilizers.
- **Cow-Based Bioformulations** : Indigenous cow dung and urine are used to prepare Jeevamrutha and Beejamrutha, enriching soil microflora and boosting plant health.

***Jeevamrutha application : 200 liters per acre, three times a year***

- **Soil Mulching** : Continuous soil cover using crop residues conserves moisture, builds humus, and supports beneficial soil organisms.
- **Diversification** : Integrating multiple crops, trees, and livestock enhances biodiversity, mitigates risks, and strengthens ecological resilience.
- **On-Farm Compost & Nutrient Management** :

I : Vermicompost production: 8–14 metric tonnes per acre per year

II : Market value: ₹7,000 per MT. The farm meets its entire nutrient requirement from these on-farm inputs, markedly lowering costs.

## PREPARATION OF GHANA JEEVAMURTHA

Ingredients	Quantity
Cow Dung	100 Kg
Black Jaggery	02 Kg
Pulse flour	02 Kg
Cow Urine	5-10 litres
Soil	Hand Full

**Mix Ingredients** : Spread the cow dung in a shady place and thoroughly mix it with the pulse flour, jaggery, and fertile soil.

**Add Gomutra** : Slowly blend in the desi cow urine to form a thick, dough-like consistency.

**Fermentation** : Allow this mixture to sit in the shade for 24 to 48 hours.

**Drying** : Break the fermented mixture into small, medium-sized balls and let them dry completely in the shade. Avoid direct sunlight, as it kills the beneficial microbes

**Storage** : Once fully dried, the Ghana Jeevamrutha can be stored for up to 6 months.



# ECONOMIC SUCCESS THROUGH NATURAL FARMING

A Case Study of *Mr. Chandrashekhara*  
Naranapura, Mugthihalli, Chikkamagaluru

Mr. Chandrashekhara proves that organic agriculture can deliver both profit and sustainability. By eliminating chemical inputs, he cut costs by up to 80%, boosting net income while nurturing soil health, biodiversity, and water retention. His chemical-free produce ensures safe, nutritious food and long-term resilience for farming communities.

## Annual Returns;

- **Coffee (3 acres)** : ₹15,60,000
- **Areca nut (12 acres)** : ₹41,65,000
- **Cocoa (11 acres)** : ₹6,05,000

Natural farming can be **economically viable and often more profitable than conventional farming** when ecological principles guide production.



## CHALLENGES AND THE PATH AHEAD OF IT

### Adjustment Period :

Yields can decline initially as the ecosystem recovers its natural balance during the transition years.

### Need for Support Systems :

Simplified certification, farmer training programs, access to markets, and institutional backing are crucial for wider adoption.

**Mr. Chandrashekhara believes that empowering farmers with knowledge, tools, and community support is essential to scale natural farming practices across regions.**

## RECOGNITION AND OUTREACH

A respected voice in the natural farming community, Mr. Chandrashekhara actively shares his experiences through books, articles, and farm visits. Students and farmers frequently visit Krishi Nivasa to observe his methods firsthand. His contributions have earned him the **'Krishi Pandith'** award from the State Department of Agriculture, and he has been featured on several television programs where he promotes ecological farming.

## CONCLUSION

Mr. Chandrashekhara Mugthihalli's journey exemplifies the transformative power of farming in harmony with nature. His work affirms that natural farming is not only environmentally responsible but also economically rewarding. At a time when agriculture faces mounting challenges from climate change, soil degradation, and rising input costs, his story offers a compelling model for a sustainable and resilient agricultural future.

# Market *Watch*

Brewing Data Driven Insights

# COFFEE MARKET SCENARIO

JANUARY 2026

**Author : Dr. D.R. Babu Reddy**, Dy. Director (Market Research), Coffee Board



Presenting the extracted information from December 2025 and January 2026 Coffee Market Reports of International Coffee Organization (ICO) on global supply & demand, global prices, and global exports as well as Indian domestic coffee trends.

## GLOBAL COFFEE MARKET SCENARIO

The global coffee market recorded deficits in three of the past four coffee years (2021/22 to 2024/25), with a cumulative deficit of 17.91 million bags over that period. At the same time, publicly available consumer stocks in Europe declined sharply to 7.86 million bags as of 31 October 2025 from 15.04 million bags at the start of coffee year 2022/23. Similarly, certified Arabica stocks held in ICE warehouses in the United States fell to 0.48 million bags in December 2025, down from 0.91 million bags in January 2025. Against this backdrop of tight supply and low inventory levels, market prices have become more prone to sharp reactions to new information.

# WORLD SUPPLY/DEMAND BALANCE

(in thousand 60-kg bags)

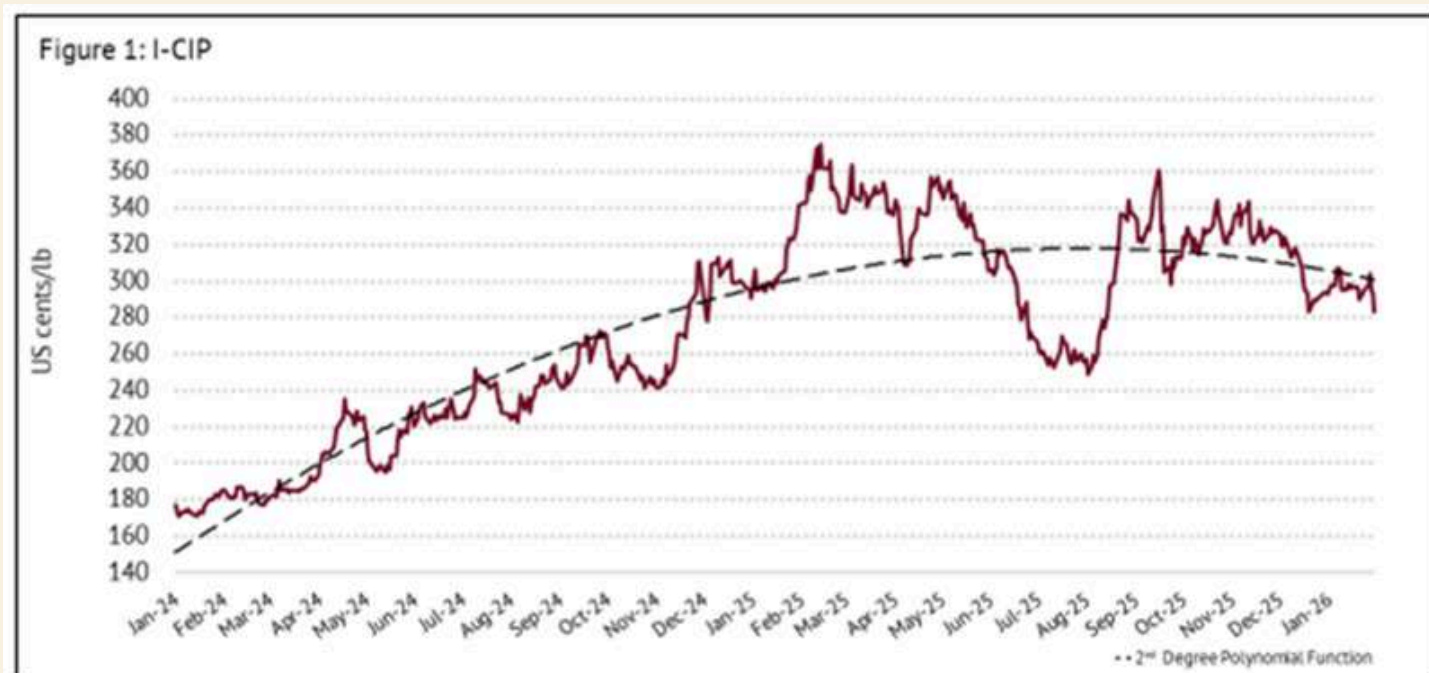
Coffee Year	2021	2022	2023	2024	% change 2023/24
<b>PRODUCTION</b>	<b>165092</b>	<b>165785</b>	<b>168707</b>	<b>177513</b>	<b>5.2%</b>
Arabica	91737	93876	97674	102065	<b>4.5%</b>
Robusta	73356	71910	71033	75448	<b>6.2%</b>
Africa	19589	18865	21173	22782	<b>7.6%</b>
Asia & Oceania	51063	49275	46035	49637	<b>7.8%</b>
Mexico & Central America	18053	18214	17161	18304	<b>6.7%</b>
South America	76388	79431	84338	86790	<b>2.9%</b>
<b>CONSUMPTION</b>	<b>170500</b>	<b>176855</b>	<b>172578</b>	<b>175071</b>	<b>1.4%</b>
Exporting countries	54438	55664	56344	57742	<b>2.5%</b>
Importing countries (Coffee Years)	116062	121191	116233	117329	<b>0.9%</b>
Africa	12677	12446	11566	12145	<b>5.0%</b>
Asia & Oceania	42422	43534	44163	47447	<b>7.4%</b>
Mexico & Central America	5752	5980	5957	6172	<b>3.6%</b>
Europe	52350	56001	54178	53552	<b>-1.2%</b>
North America	30228	31324	28694	27745	<b>-3.3%</b>
South America	27071	27570	28020	28010	<b>1.8%</b>
<b>BALANCE</b>	<b>-5407</b>	<b>-11070</b>	<b>-3871</b>	<b>2443</b>	

Source: ICO Coffee Market Report – January 2026



# GLOBAL COFFEE PRICES

The ICO Composite Indicator Price (I-CIP) averaged 296.89 US cents/lb in January 2026, a 2.6% decrease from December 2025. Coffee prices in January were largely range-bound, reflecting a market that lacked a clear directional catalyst. Prices appeared slightly too low to trigger aggressive producer selling, yet sufficiently elevated to keep farmers comfortable and engaged. This environment resulted in orderly trading and relatively low volatility throughout the month. However, the month closed with a fall.



Source: ICO Coffee Market Report – January 2026

The Colombian Milds' and Other Milds' prices retracted 2.8% and 4.5% in January 2026 compared to December 2025, averaging 371.59 and 363.94 US cents/lb, respectively. The Brazilian Naturals shrank 3.3% to 343.77 US cents/lb in January 2026. In the same month, the Robustas rose by 1.0% to 192.52 US cents/lb. The prices at the London Intercontinental Commodity Exchange (ICE) market increased by 0.8% to 180.23 US cents/lb, while the New York ICE market decreased by 3.7% to 334.99 US cents/lb in January 2026.



## THE CATALYSTS

The market was without clear directional catalysts throughout most of January; however, it was not devoid of drivers. Positive and negative factors offset one another, resulting in a neutral outcome in the I-CIP's movements.

## POSITIVE FACTORS

- **Stocks** - Certified exchange stocks remain historically low, at roughly half of the five-year average levels (Figure 5), continuing to add to the overall tight supply concerns and supporting the elevated position of the I-CIP.
- **Demand behaviour** - Coverage among roasters remains predominantly short term, as many continue to purchase as and when necessary. High outright price levels discourage long-dated coverage, as buyers anticipate that expensive coffee can be purchased later if needed. This is clearly reflected in the backwardation of the futures market, highlighting ongoing tightness in nearby availability and reinforcing the premium placed on prompt supply. It typically signals immediate high demand, supply shortages, or geopolitical risks, causing traders to pay a premium for immediate delivery. This structure continues to discourage storage and positively supports nearby prices.

### BACKWARDATION

A market condition where the current spot price of a commodity or asset is higher than its price for future delivery, creating an inverted futures curve.

## NEGATIVE FACTORS

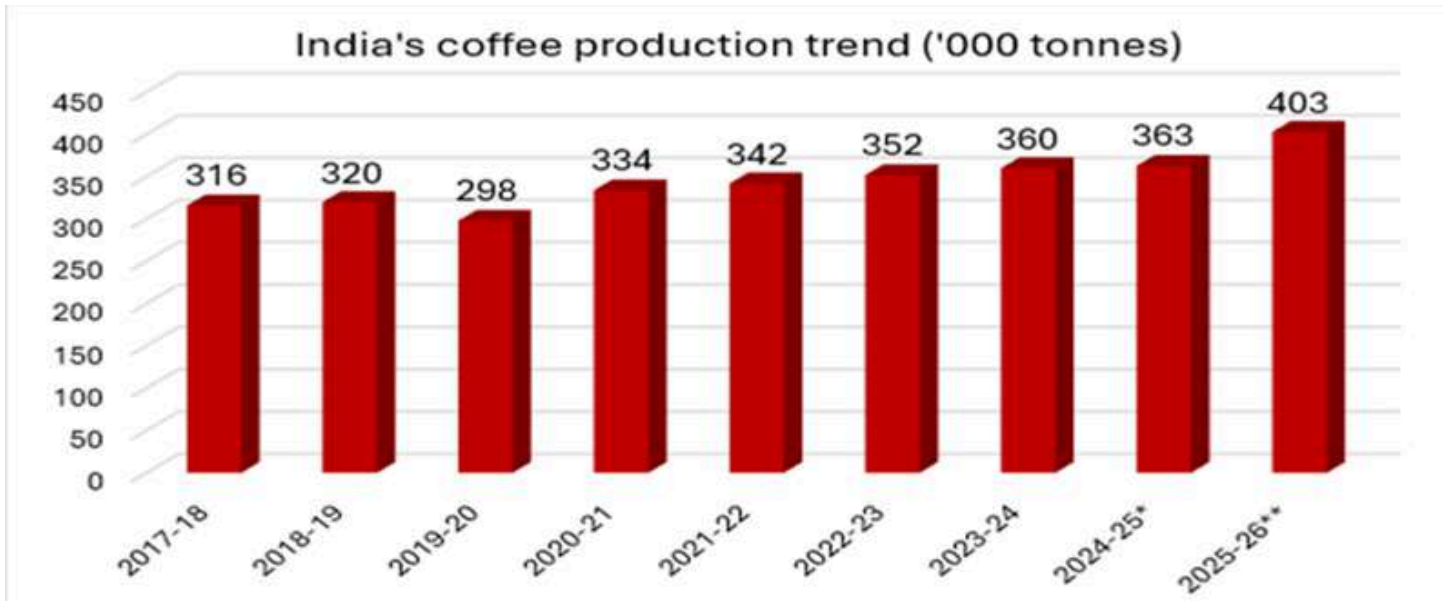
- **Logistics and shipping** - On the logistics front, conditions have gradually improved, especially related to the situation in the Middle East. Since the ceasefire agreement with Houthi rebels in Yemen on 10<sup>th</sup> October, no further attacks have been reported. On 12<sup>th</sup> January, a major shipping line confirmed that vessels had resumed transiting the Bab el-Mandeb Strait and the Red Sea, signaling a potential return to regular Suez Canal routes. While this remains a gradual process, the reduced need to reroute around the Horn of Africa could shorten transit times for coffee shipments from East Africa, Asia, and parts of Central America headed east. Over time, this may exert downward pressure on freight costs and reduce the amount of coffee "on the water," improving short-term availability at destination and leading to higher levels of certified stocks on the consuming side.
- **Seasonal factors** - Finally, seasonal dynamics typical of January - including slower physical trade flows and cautious buying behaviour - also helped keep prices supported, as liquidity remained thin and sellers were scarce.

# INDIA MARKET INSIGHTS

## India's Coffee Production

India's coffee production for the crop year 2025-26, is pegged at **a record high of 4.03 lakh tonnes** according to the Coffee Board's post-blossom estimates. These initial projections are higher by around 11 per cent over the 2024-25's final crop estimates of 3.63 lakh tonnes.

State / Region	Arabica (MT)		Robusta (MT)		Total (MT)	
	Final Estimate 2024-25	Post Blossom Estimate 2025-26	Final Estimate 2024-25	Post Blossom Estimate 2025-26	Final Estimate 2024-25	Post Blossom Estimate 2025-26
Karnataka	74,700	84,925	1,81,300	1,95,350	2,56,000	2,80,275
Kerala	2,000	2,150	70,950	83,000	72,950	85,150
Tamil Nadu	13,850	13,955	5,425	6,360	19,275	20,315
Non-Traditional Areas	15,060	16,980	40	70	15,100	17,050
North Eastern region	90	115	85	95	175	210
<b>Grand Total</b>	<b>1,05,700</b>	<b>1,18,125</b>	<b>2,57,800</b>	<b>2,84,875</b>	<b>3,63,500</b>	<b>4,03,000</b>



Source: Database on Coffee - Coffee Board of India

\* Final estimate \*\* Post-Blossom estimate

# INDIA'S COFFEE EXPORT WAVE

India has positioned itself as the **world's seventh-largest coffee producer and fifth largest exporter**. Over the past four years, India's coffee exports have consistently exceeded USD 1 billion, reaching a record USD 1.8 billion in FY 2024-25, reflecting an impressive 40 percent growth from USD 1.29 billion in the previous year. Despite global geopolitical challenges, exports 2025-26 (April 2025 to January 2026) stood at USD 1.70 billion, registering a 21% increase over the same period in 2024-25.

India is one of the major hubs for instant coffee production and exports, Value-added products account for nearly 38% of total coffee exports.

## India's coffee exports - Brewing strong aroma

Financial Year	Quantity (Tonnes)	Value (Rs. Crores)	Value (USD Million)	Unit value (Rs./ton)
2020-21	310647	5451	735	175468
2021-22	416247	7700	1016	184942
2022-23	413942	8984	1146	226672
2023-24	396327	10380	1286	270558
2024-25	389968	15449	1803	396526
2025-26 (Upto Jan 2026)	314752	14666	1676	465967

**Note:** The total coffee exports include export of Indian coffees as well as re-export of imported coffees after value addition.

## Major Destinations for Indian Coffee Exports

India's coffee exports (USD in million)

Countries	2020-21	2021-22	2022-23	2023-24	2024-25	Avg. 2020-21 to 2024-25	% Share in total exports
Italy	110.26	154.67	148.76	208.08	326.12	189.578	15.87%
Germany	72.33	94.1	122.5	126.93	198.57	122.886	10.29%
Belgium	56.4	88.71	90.33	73.83	134.68	88.79	7.43%
Russia	37.32	59.6	104.71	75.98	95.26	74.574	6.24%
UAE	14.26	26.03	45.38	70.49	91.73	49.578	4.15%
USA	42.08	57.09	60.7	64.69	81.89	61.29	5.13%
Libya	18.1	21.33	29.29	33.38	69.84	34.388	2.88%
Turkey	11.99	31.7	47.08	42.51	52.62	37.18	3.11%
Poland	24.67	25.51	45.04	45.98	49.66	38.172	3.20%
Jordan	32.13	55.59	51.6	43.68	48.75	46.35	3.88%
Netherlands	7.36	8.37	8.97	16.96	48.08	17.948	1.50%
Australia	15.54	18.25	19.87	20.88	37.09	22.326	1.87%
Malaysia	14.87	16.38	22.7	28.88	33.78	23.322	1.95%
Kuwait	23.27	23.2	29.15	32.89	32.65	28.232	2.36%
Egypt	8.18	15.65	11.69	16.23	31.88	16.726	1.40%
Others	230.66	319.38	308.25	384.63	472.4	343.064	28.72%
<b>Total</b>	<b>735.00</b>	<b>1016</b>	<b>1146</b>	<b>1286</b>	<b>1,803</b>	<b>1194</b>	<b>100.00%</b>



# EVENTS IN

*focus*





# A HISTORIC CENTENARY CELEBRATION OF CENTRAL COFFEE RESEARCH INSTITUTE, BALEHONNUR

20-22 December 2025, **CCRI, Balehonnur, Chikkamagaluru**

**1925 - 2025 #CCRI100**





# 100 YEARS OF HISTORIC CONTRIBUTION OF CENTRAL COFFEE RESEARCH INSTITUTE (CCRI)

**"7 Golden Seeds to a Glorious Future of 7 Lakh Tonnes"**

A key highlight of the inaugural day was a special message from **Shri Piyush Goyal**, Honorable **Union Minister of Commerce and Industry, Government of India**, praising the Central Coffee Research Institute for its century-long service and its vital role in strengthening India's coffee production, quality, and export potential





## RELEASE OF NEW COFFEE VARIETIES & INTRODUCTION TO NEW TECHNOLOGIES

One of the major highlights of the day was the release of **Two New Coffee Varieties - Suraksha and Shatabdi**. Followed by launch of sustainability standards and release of Coffee guides in regional language, inspiring stories of 100 progressive growers' publication





## INAUGURATION OF Q PROCESSING CENTRE & AUDITORIUM

Q Processing Centre & Auditorium was inaugurated by **Shri Pralhad Joshi**, Union Minister of Consumer Affairs, Food and Public Distribution, and **Shri K J George**, Honorable Minister of Energy, Government of Karnataka in presence of other dignitaries





## A HANDS-ON WORKSHOP BY MS. SUNALINI MENON, AND AN INSPIRING SHOWCASE BY NATIONAL BARISTA CHAMPION MR. SUHAS DWARAKNATH

A hands-on workshop was conducted by **Ms. Sunalini Menon**, a renowned coffee expert who provided valuable insights on coffee brewing, tasting, and enhancing awareness on quality and consumer preferences. An inspiring skill showcase by National Barista Champion **Mr. Suhas Dwaraknath**, sharing his learnings from the World Barista Championship 2025

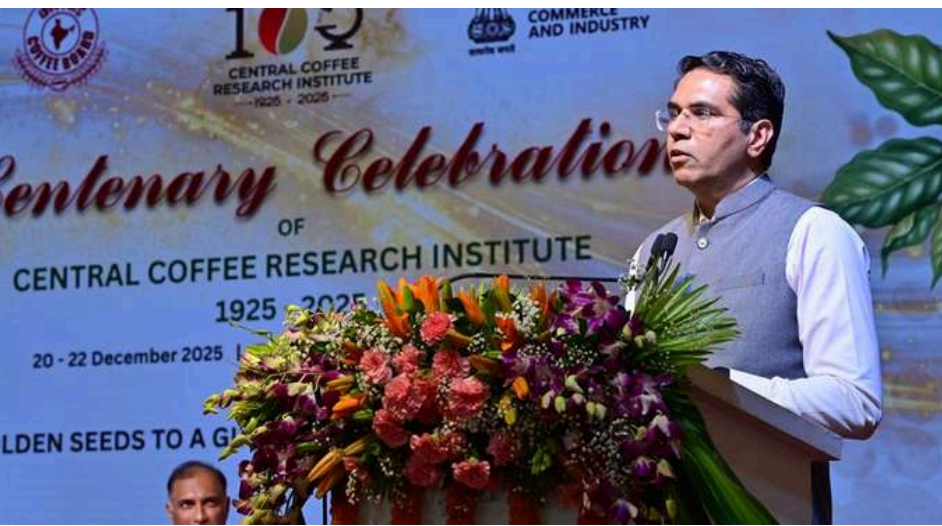




## SIGNIFICANT RESPONSE WITH NEARLY **18,000** ATTENDEES

The three-day CCRI Centenary witnessed a significant response with nearly **18,000** attendees, with a large and diverse gathering of delegates, visitors, students, and public, reflecting the strong interest and enthusiasm of coffee stakeholders and the wider community for the historic event





GLIMPSE  
#CCRI100





# GLIMPSE #CCRI100





# GLIMPSE #CCRI100





GLIMPSE  
#CCRI100





**GLIMPSE**  
**#CCRI100**





# GLIMPSE #CCRI100





# INTERNATIONAL COFFEE DAY

01 October 2025 **Bharat Mandapam, New Delhi**

The event was inaugurated by the honorable Shri Rajesh Agrawal, Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India, Smt. Kesang Y Sherpa, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India and Shri M. Kurma Rao, CEO & Secretary, Coffee Board of India. This was remarkably the first program attended by Shri Rajesh Agarwal ji right after the honorable took charge of Office of Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India





# GLIMPSE ICD2025





# GLIMPSE ICD2025





# COFFEX 2025

09-11 May 2025 Istanbul, Türkiye

The Coffee Board, along with 17 Indian coffee companies, participated in **COFFEX** Istanbul 2025 held from 09-11 May 2025 in Istanbul, Türkiye, in collaboration with the **Consulate General of India**, Istanbul

**The Department of Land Resources, Government of Nagaland**, also joined the Indian delegation. Of the 17 companies, six were from the Northeastern Region, highlighting the growing prominence of coffees from the region





# WORLD OF COFFEE

26–28 June 2025 Geneva, Switzerland

The Coffee Board of India, along with **five Indian coffee exporters** participated in 'World of Coffee 2025' held from 26–28 June 2025 at the Palexpo International Exhibition Centre, Geneva, Switzerland

**Sri. Kurma Rao M.**, CEO & Secretary, Coffee Board, led the Indian delegation. The First Secretary (Political, Publicity, Press & Information) from the Embassy of India, Berne, visited the **Coffees of India Pavilion** and interacted with participants and visitors





# VIENNA COFFEE FESTIVAL

12–14 September 2025 **Vienna, Austria**

The Coffee Board of India, along with **four Indian coffee companies**, participated in the Vienna Coffee Festival 2025 held from 12–14 September 2025 at Marx Halle, Vienna, Austria, under the banner of 'Coffees of India'. A Buyer–Seller Meet (BSM) was organized on 11<sup>th</sup> September 2025 in collaboration with the Embassy of India for Vienna, bringing together **Indian coffee exporters and Austrian importers**





# WORLD FOOD MOSCOW

16–19 September 2025 **Moscow, Russia**

The Coffee Board of India, along with **seven Indian coffee companies** participated in World Food Moscow 2025 held from 16–19 September 2025 at the Crocus Exposition Centre, Moscow, Russia, under the leadership of **APEDA** to promote the **Bharat/India Brand**





# 20<sup>TH</sup> SCAJ WORLD SPECIALTY COFFEE CONFERENCE & EXHIBITION 24–27 September 2025 Tokyo, Japan

The Coffees of India Pavilion was inaugurated by **Mr. R. Madhu Sudan, Charge d’Affaires, Embassy of India, Tokyo** in the presence of **Mr. Kurma Rao, CEO & Secretary, Coffee Board**, Mr. Karun Bansal, Counsellor (Commerce), Embassy of India, Tokyo, Ms. Debjani Chakrabarti, Embassy of India, Tokyo and our co-exhibitor. The event, held at Tokyo Big Sight from 24-27 September 2025, was one of Asia’s leading platforms for specialty coffee, bringing together producers, regions, and related industries from around the world!





# WALKATHON ON OCCASION OF INTERNATIONAL COFFEE DAY

01 OCTOBER 2025

International coffee day 2025, reflecting theme of **'Collaboration and Collective action, more than ever'** was celebrated through walkathon at Bengaluru and various coffee growing regions across India with public participation; making it a **people's movement!**





# ANUGA FOOD FAIR

04–08 October 2025 **Cologne, Germany**

The Coffee Board of India, along with **five Indian coffee companies**, participated in the ANUGA Food Fair 2025 held from 04–08 October 2025 at the Koelnmesse International Exhibition Centre, Cologne, Germany, under the leadership of APEDA to promote the **Bharat/India Brand**. The Coffee Board Pavilion was inaugurated by **Sri. Avinash Joshy, Secretary**, Ministry of Food Processing Industries (MoFPI), Government of India, in presence of **Smt. Suchitha Kishore**, Consul General of India, Frankfurt, **Smt. Meena Singh**, Assistant General Manager, APEDA, and other officials





# INTERNATIONAL COFFEE COUNCIL

## 13–17 October 2025 Honduras

The CEO & Secretary, Coffee Board, represented India at the **140<sup>th</sup> Session of the International Coffee Council (ICC)** and related International Coffee Organization (ICO) meetings held at San Pedro Sula, Honduras, from 13–17 October 2025, along with officials from the **Department of Commerce, Ministry of Commerce & Industry, and the Embassy of India** (Guatemala, El Salvador & Honduras)





# HOST MILANO TRADE FAIR

17-21 October 2025 **Milan, Italy**

The Coffee Board of India along with **five Indian coffee companies** had participated in the Host Milano Trade Fair 2025 scheduled from 17-21 October 2025 at the Fiera Milano International Exhibition Centre, Rho, Milan, Italy. **Sri. Lavanya Kumar**, Consul General of India, Milan, Italy inaugurated the **Coffees of India Pavilion** at the Host Milano Trade Fair 2025





# INTERNATIONAL CAFÉ SHOW

19–22 November 2025 Seoul, South Korea

Coffee Board of India along with **six coffee companies from India** had participated in the International Café Show Seoul 2025 Trade Fair scheduled from 19–22 November 2025 at the CoEx International Exhibition Centre, Seoul, Republic of Korea (South Korea). On 20<sup>th</sup> November 2025, **Sri. Nishi Kant Singh**, Deputy Chief of Mission, Embassy of India in Seoul, Republic of Korea inaugurated the **Coffees of India Pavilion** at the International Café Show Seoul 2025



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