2026
Week-47

BROKERS MEETING.

19
Thursday
323-42

- Think through the 2 meetings.

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Outcomes.

2026
Week 48

1. Prices annually very above the flow prices.
2. Ushodax tea low absorption ithe and to
3. TEA Levy Suspended until Further notice.
4. Decisions well in control
MDs.
5. Delayed but moving forward we will be holding quarterly meetings.

Thursday 26
Compared to 330-35 DSOs
passing thru MD's Office

10

11 A.O.B

12 1) Contracts from KTDA. We discussed in the last meeting but as yet to get any progress from KTDA.

13 GM - Marketing, still having issues with contracts from factories;
But ones rectified are to be resolved by the Legal dept.
- MD informed that there are some legal challenges that are barring them from giving Contracts. As of now it's still being looked at. but one struck. NO straight Answer from KTDA for now.

14

MEETING END 17:30pm

11 NOV

* Rains increasing, high season coming up, lets all be responsive....

	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
								1	2	3	4	5	6	7	8	9	10	11	12	13	14
November	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					

25

Wednesday

329-36

On basis; ktdc advised that we should try & self regulate rather than let other parties to come in and set punitive measures which can affect business & agent a farmer.

6. The KRA Private Ruling on VAT for Auction Sales

Ketra hired a consultant to look into KRA; they did and KRA made a private ruling and them.

As long as theres documentation to say that the tea

Private sales are "PASSIVE CATALOGUE" it still has been sold via the broker and is still considered ~~PA~~ ZERO-RATED.

Private Sale for Export has will be 'TAX EXEMPT'

Sent by EATTA on 2nd October 2026..

November

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
15	16	17	18	19	20	21	1 22	2 23	3 24	4 25	5 26	6 27	7 28	8 29	9 30	10	11	12	13	14

24 Tuesday
328-37

We need facts / details when it comes to comparing DSOs at Auction.

Both systems work but they need regulation.

Using DSOs some Int'l buyers are able to use sole contracts to obtain focus from their county rather than buying at the auction where no available funding.
→ Qstn: answered!!! 😊 ; & that's how KTDAs is able to sell at a higher rate than at the Auction.

* Suggestion - Reduce the percentage of DSOs during low crop season and ~~drop~~ probably increasing during High Crop..

* Feedback from KTDA, to be prompt so that we don't loose out on the sales.

→ KTDA assures to improve it communication feedback to a shorter period.

Broker Requesting a factory to pack a BP Tea for them. ???

→ Brokers requesting for prices from the factories, then the factory

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later comes back to complain why his tea are selling at lower prices.

November
Week-48

DSO 23

Monday
327-38

KTDA RESPONSES.

1. Tea Allocations.
System designation - It allocates in kgs and not grade wise. among other factors. As the system allocates, some grades like dust which are loss in volume, it forces Ktda Staff members to do some adjustments manually.
With regards to the grading division, Ktda informs that it tries to balance on weekly basis.

2. Threshold of kgs

* Auction Performance * Alarmi very !000 ....

request report from Cyrus.

Requesting for DATA.... on the prices to inform and support the analysis by KTDA.

Orthodox Auction Prices → Marketing informs that prices are affected by the lower prices knocked down by brokers in the auction. & Consequently prices affected and lowered.

November

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W	T	F	S
11	12	13	14

20

Friday

324-41

3) APPROVAL OF BIDS.

Seek approval from the

— Improve the feedback / response timeline to

bidders

4) Setting of the Price levels for each Garden in the

Auction room.

Sale 48 * old teas:

5) IMPACT OF DSO on Price discovery and how to enhance

price discovery. 829

2024 - ~~480~~ Million (auction)

2025 ~~436~~ 438 " "

2026 ~~388~~ 379 " "

} Taking away teas from the auction & going directly as DSOs also

75% → Auction

25% → DSOs.

6) KRA Rivvat Ruling on the treatment of VAT

November

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