



iTea eBazaar USER GENERAL GUIDELINES

The **iTea eBazaar** (eBazaar) is an online tea-trading platform that brings together Producers and Buyers worldwide with offers based on **iTea QualiTech** Quality Determination and Valuation Reports. It is an open tea trading platform that allows all global subscribed Buyers to bid at the same time, allowing for greater and wider competition over the teas, and making it the best price-discovery mechanism.

To use **iTea eBazaar** Trading Platform, the following are the requirements:

1. iTea eBazaar Trading Platform Rules & Regulations – April 2023

All participants in the **iTea eBazaar** Trading Platform are subscribers to the **iTea eBazaar** Trading Platform. All players at the **iTea eBazaar** Trading Platform MUST be duly registered by their regulatory authorities in their countries of domicile as provided by the laws of those countries. All subscribers shall be deemed to have agreed to the **iTea eBazaar Trading Platform Rules and Regulations – April 2023** as spelt out and which may be varied by iTea from time to time.

2. iTea eBazaar Users Code of Conduct & Business Ethics Form

Besides the trade being conducted in accordance with the **iTea eBazaar Trading Platform Rules and Regulations – April 2023**, all subscribers MUST observe the **Code of Conduct and Business Ethics** and sign up to be able to participate at the **iTea eBazaar** Trading Platform.

This is a commitment made by all subscribers to conduct their business activities at the Platform in full compliance with all laws and regulations in an ethical, transparent and professional manner while maintaining the highest of standards, and treating all others with integrity. This is expected to generate trust among all players including our customers, business partners, suppliers, the Government and the community in general. This is our bond that forms the bedrock of our values that shall govern the way we shall run our activities and represent what we stand for. The letter and spirit of this Code is mandatory to all iTea eBazaar Users and underscores the very essence of **iTea eBazaar** Trading Platform.

3. iTea eBazaar Users Application Form

All System Users MUST apply for the System Users Category that they desire to belong by filling the **iTea eBazaar Users Application Form** to be approved by iTea Limited after confirming compliance with the **Users Category Requirements** and payment of the relevant fees.

All applicants MUST meet the tea trade legal requirements in their country of domicile before applying for subscription with **iTea eBazaar** Trading Platform. All Users MUST be duly licensed by the relevant tea regulatory authorities in their domicile country for the respective User categories as per the Law. All relevant copies of licenses, registrations and certifications MUST be attached to the subscription application. All these MUST be attained prior to subscription application.



4. General Navigation Guide on Using *iTea eBazaar*

4.1 *iTea eBazaar* Procedures for Producers (Applicable ONLY to subscribed Producers)

1. **Login to *iTea eBazaar* Producer Module steps**
 - a) log in to market.itea.co.ke using **username** and **password**
2. Book into the system the teas being dispatched to a Designated Warehouse, with all prescribed details
3. Access the Pre-Sale Catalogue and Select the Tea Manufacture Invoices **not to** be offered in the ***iTea eBazaar*** within 24 hours after iTea Lab analysis results are uploaded
4. Follow the active sales real-time on the appointed day and time for the garden mark

4.2 *iTea eBazaar* Procedures for Warehouses (Applicable ONLY to subscribed Warehouses)

1. **Login to *iTea eBazaar* Warehouse Module steps**
 - a) log in to market.itea.co.ke using **username** and **password**
2. Book into the system the teas being received at the Designated Warehouse, with all prescribed details
3. Access the Pre-Sale Catalogue to take note of the Tea Manufacture Invoices on offer at the current Sale

4.3 *iTea eBazaar* Procedures for Buyers (Applicable ONLY to subscribed Buyers)

1. **Login to *iTea eBazaar* Buyers Module steps**
 - a) log in to market.itea.co.ke using **username** and **password**
2. Access the Pre-Sale Catalogue 72 hours before the Monday Sale and 48 hours before the Thursday Sale to identify teas of interest using the iTea QualiTech Reports
3. At the same time access the Sample matching report for ease of selecting the desired teas
4. On the Sale Day, bid for the tea invoices on offer and note
 - a) All Invoices on Sale are offered simultaneously in batches of a maximum of 25, with each batch lasting 15 minutes
 - b) Only bids above a secret reserve price shall be accepted
 - c) Subsequent higher bids can only be in the provided multiples
 - d) All unsuccessful Offers shall be automatically offered in the subsequent Sale
 - e) The highest bidder wins the bid and buys the tea
 - f) If a bid goes silent for five minutes during the allocated batch time, the highest bidder wins
5. A Commercial Invoice shall be issued to the Buyer that will include the bid value and the Commission to the Trading Platform
6. Payments MUST be made within 7 Days of issuance of the Commercial Invoice and teas collected from the Producer Warehouse thereafter within 3 Days
7. Failure to make payment within the stipulated time shall lead to a cancellation of the Bid and a 10% penalty of the Bid Value
8. Once payment is made a Release Order is issued to Buyer, with copies to Designated Warehouse and the Producer



Please refer to the [iTea eBazaar User Category Requirements](#) (Tea Producer Factory, Tea Buyer, Tea Packer, Tea Warehouse, Tea Managing Agent/Managing Company, Tea Transporter, Transaction Bank, Tea Regulator/Research Institution, Government Agency)

For your respective iTea eBazaar User category, licensing needs please contact the the respective tea regulatory authority in your country of domicile

For Avoidance of Doubt the following are the definitions of the various iTea eBazaar User Categories

- **Tea Producer Factory** – Any person, firm or company, so legally licensed/registered to manufacture green leaves into made tea.
- **Tea Buyer** – Any person, firm or company so legally licensed/registered to buy tea at the auction.
- **Tea Packer** – Any person, firm or company so legally licensed/registered to buy tea at the auction and pack for both the local and export markets.
- **Tea Warehouse** – Any person, firm or company so legally licensed/registered to warehouse teas being sold in accordance with the **Trading Rules and Regulations of the iTea eBazaar Trading Platform – June 2022**.
- **Tea Management Agent/Managing Company** - Any firm or company so legally licensed/registered and either appointed by a Tea Producer Factory company through a specific management contract or agreement to perform or offer professional services; or a company owning a Tea Producer Factory.
- **Tea Transporter** – Any person, firm or company that transports made tea from one location to another by road or rail
- **Transaction Bank** – Any commercial bank that is actively involved in financing tea trade in East Africa
- **Tea Regulator** – a governmental agency mandated with regulating the tea industry
- **Tea Research Institution** – any governmental, non governmental or private institution carrying out research in tea production, processing, marketing or trade
- **Government Agency** – Any government institution that has interest in the tea industry