

Consulate General of India

Hamburg

Kolhöfen 21, 20355 Hamburg

Website: <https://www.cgihamburg.gov.in/>

Email: hoc.hamburg@mea.gov.in @ com.hamburg@mea.gov.in

Expression of Interest

Notice Inviting expression of interest for undertaking Market Study and Promotion of Indian Coffee from Professionally qualified organisations and consultants in Germany.

1. The Consulate General of India, Hamburg invites applications for expression of interest from the professionally qualified market research organisations or consultants registered in Germany who can provide extensive research on the Indian coffee potential for the German market.
2. The Objectives and Deliverables consisting of the following documents consists of the requirement of the study and the proposed plans need to be submitted to the Consulate according to it.

Objectives: The scope of the market study should consist of the following

- A. Consumption habits
- B. Roasting profiles preferred by the consumers
- C. Demographic and lifestyle factors driving demand
- D. Composition of market share of Roast & Ground Coffee, instant coffee etc.
- E. Speciality coffee trends and Voluntary sustainability Standards Certified Coffee preference, & ready to pay premiums for these coffees.
- F. Market Dynamics & Consumer Trends
- G. Labelling, packaging, and traceability requirements-demand for traceable and deforestation-free coffee, preferences for farm to cup narrative/stories.
- H. Distribution channels and value chains
- I. Importers, distributors, and leading brands and Key players and contact targets (with contact) [importers, traders, retailers, roasted etc.]
- J. Specialty Roaster & Direct Channel Strategy: High-Value Growth (Specialty, Sustainable, Origin-Led Coffees)

- K. Alignment with the competing origin countries unique strength of other competing origins
- L. Important trade fairs, B2B platforms, Importer/Roasters collaboration opportunities
- M. Growth potential – type wise (Green, roasted, Soluble, decaffeinated, sustainable, speciality etc.)
- N. Developing tangible B2B links between Indian exporters and European buyers.
- O. Pricing structure and margins
- P. Untapped segments (e.g. GI tagged, VSS certified, organic, single origin, estate coffee)
- Q. Tailored research, matchmaking, and positioning in Germany
- R. Input for marketing, branding, and positioning in Germany

Deliverables: The expression of interest should contain

- i. The cost of the market study
- ii. The duration of the study with clear objectives at each stage
- iii. Clear explanations on how Indian Coffee promotion can be done in Germany.
- iv. Prospects and objectives for the upcoming years.
- v. A final report is required to be submitted; prior to this, the various stages of work should be shared with the Consulate as decided through a PowerPoint presentation.
- vi. For information can contact HOC, Consulate General of India, Hamburg via email at hoc.hamburg@mea.gov.in or com.hamburg@mea.gov.in for any clarification.
- vii. The Consulate General of India, Hamburg reserves the right to reject any or all expression of interest with assigning any reasons, if not found suitable.

FORM OF EXPRESSION OF INTEREST

(To be submitted in a sealed envelope or as an attachment via email)

To:
Consulate General of India
Hamburg

We have carefully examined the conditions of the Expressions of Interest and hereby offer to undertake research on the undertaking Market Study and Promotion of Indian Coffee for Germany for the Consulate General of India, as and when such services are required.

If this offer is accepted, we are willing to enter a contract and will submit the report by 31.03.2026 on the same terms and conditions as stipulated in the document.

We understand that the Consulate is not bound to accept any expression of interest received.

Signature _____

In the capacity of _____

Duly authorized to sign interests for and on behalf of

Stamp:

Address: _____

Date: _____

CERTIFICATE

This is to certify that we understood the requirement as mentioned above in the Scope of Work and condition mentioned.

Sign and Stamp of the Company Owner/Authorised Representative