

# TOAT

**TOBACCO AUTHORITY OF THAILAND**

**[www.thaitobacco.or.th](http://www.thaitobacco.or.th)**

**Tobacco Authority of Thailand**

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Tobacco Authority of Thailand

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## Corporate Purpose

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To be the superior organization in the tobacco industry of the world tobacco industry.

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## Mission

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Maintain tobacco market share in Thailand, Expand business globally with good quality products while developing business for sustainable development.

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## Export

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Our flagship brands are committed with the best quality and taste signatures which are our strengths. TTM's cigarettes and fine cut tobacco would fulfill the customers with our promised taste and worthiness.

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## Strategic Partnerships

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Our business vision is to develop mutually beneficial partnerships that transform operational efficiency. The prime objective is to deliver improved efficiencies for customers. We strive for optimum reliability and strategic advantage whilst keeping our customers at the core of everything we do. That means working with other organizations that understand our business, collaborating to innovate and collectively expanding. Our alliances include OEM, licensing, joint venture, distribution, etc.



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## TOAT Major Policies

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- **Leaf Policy**  
TOAT promotes the production of tobacco leaves to international standards. This requires ensuring high quality tobacco that is free of residues and friendly to the environment by implementing Good Agricultural Practices (GAP).
- **Production Policy**  
TOAT strives to improve the production process and the research and development.
- **Marketing Policy**  
TOAT formulates responsive strategies for marketing in order to increase competitiveness and the market share by developing new products and improving the quality of cigarettes in all segments.
- **Administration Policy**  
TOAT management structure is revised to create greater efficiency, increasing competitive potential and responding to future business operations.



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## **Nature of Business**

Tobacco Authority of Thailand (TOAT), a state enterprise under the supervision of the Ministry of Finance, was established in 1939 and categorized as a revenue raising agency. Business is operated on cigarette manufacturing and distributing to respond to the need of adult smokers. TTM's operations are divided into our major clusters as follows:

1. Leaf Cluster: Promote and support tobacco cultivation for farmers, procures good quality and residue-free tobacco leaves to be used as a raw material of cigarette production.
2. Production Cluster: Manufacturing cigarette, which includes primary process of leaf blending, flavoring, packing and delivering cigarette to storage warehouse ready for distribution.
3. Marketing Cluster: Distributing the products to meet customers' demand while managing customer satisfaction, brand loyalty as well as looking for new business opportunity.
4. Administration Cluster: Optimizing the management of resources, e.g. human workforce, finance, materials, equipment, assets and technology in order to maximize their benefits.

## **Agricultural Process of Tobacco**

- From high quality tobacco seeds, they are cultivated in fertile land of Thailand, leading to the advance Thai tobacco business.
- GAP is a practical procedure embraced to producing good quality leaves.
- Energy saving curing barn is a Thai innovation to increase speed of tobacco input and curing capacity.
- International standard of the Research and Development Department ensures ISO/IEC 17025 standard.





### **Laboratory**

- The standard has been established under cooperation between its International Organization for Standardization and the International Electro Technical Commission.
- The most advanced technology in Asian on tar and nicotine quantity testing laboratory.
- Record keeping and reporting system under the standard focusing on several aspects, including documentation, prevention, correction, tools, uncertainty evaluation, sampling, etc.
- To control and develop good quality of tobacco as well as generate innovation and technology to the market.



# Thai Burley

## Tobacco

### Tobacco Characteristics

#### 1. Grade B1

Group : Cutters (C) and Leaf (B)  
Body : Thin - Fleshy  
Maturity : Mellow - Ripe  
Finish : Bright - Clear  
Color : Tan (F)  
Guide Grades : As similar to the U.S.  
Official Standard Grades  
B1F, B2F, B3F, C1F, C2F, C3F  
Nicotine Content : 3.30 - 3.90%  
Available for sale : Crop 2017

#### 2. Grade BT

Group : Leaf (B)  
Body : Medium - Heavy  
Maturity : Ripe - Immature  
Finish : Bright - Dingy  
Color : Tan (F)  
Guide Grades : As similar to the U.S. Official Standard Grades  
B1F, B2F, B3F, B4F, B5F, B3D, B4D, B5D, B4K, B5K  
B5G, T3F, T4F, T5D, T5G  
Nicotine Content : 3.20 - 3.80%  
Available for sale : Crop 2017 Crop 2018




### 3. Grade BC



Group : Cutters (C)  
Body : Thin - Medium  
Maturity : Ripe - Immature  
Finish : Bright - Dingy  
Color : Tan (F)  
Guide Grades : As similar to the U.S. Official Standard Grades  
C1L, C2L, C3L, C4L, C5L, C1F, C2F, C3F, C4F, C5F, C4K, C5K, C5G  
Nicotine Content : 2.70 - 3.30%  
Available for sale : Crop 2017 , Crop 2018

### 4. Grade BX



Group : Lugs (X)  
Body : Tissuey - Thin  
Maturity : Mellow - Immature  
Finish : Bright - Clear  
Color : Tan (F)  
Guide Grades : As similar to the U.S. Official Standard Grades  
X1L, X2L, X3L, X3L, X4L, X5L, X1F, X2F, X3F, X3F, X4F  
X5F, X4K, X5K, X5G  
Nicotine Content : 1.90 - 2.50%  
Available for sale : Crop 2017 , Crop 2018

**Moisture Content : 10.50 - 11.50%    Leaf : 100% Thailand origin**



# *Thai Oriental*

## **Tobacco**

### **Tobacco Characteristics**



**1.**

**Grade AG/RE**

<b>Group</b>	<b>:</b>	<b>Tip (1), Leaf (2)</b>
<b>Body</b>	<b>:</b>	<b>Medium- Fleshy</b>
<b>Width</b>	<b>:</b>	<b>5-7 cm</b>
<b>Length</b>	<b>:</b>	<b>9-11 cm</b>
<b>Color</b>	<b>:</b>	<b>Orange/Yellow</b>
<b>Guide Grades</b>	<b>:</b>	<b>A1, A2, B1, B2</b>
<b>Nicotine Content</b>	<b>:</b>	<b>0.70 - 1.30%</b>
<b>Aroma</b>	<b>:</b>	<b>Aromatic</b>





**2.**

**Grade AG/RO**

**Group** : Cutters (3), Lugs (4)  
**Body** : Thin- Medium  
**Width** : 9-11 cm  
**Length** : 15-17 cm  
**Color** : Yellow - Brown  
**Guide Grades** : A3, A4, B3, B4  
**Nicotine Content** : 1.00 - 1.60%  
**Aroma** : Aromatic



**3.**

**Grade KP/RE**

**Group** : Tip (1), Leaf (2),  
Cutters (3), Lugs (4)  
**Body** : Thin -Fleshy  
**Width** : 9-11 cm  
**Length** : 11-17 cm  
**Color** : Grey  
**Guide Grades** : K1, K2, D  
**Nicotine Content** : 1.00 - 1.60%  
**Aroma** : -



# Thai Virginia

## Tobacco

### Tobacco Characteristics



#### 1. Grade BAF

Group	: Leaf (B)
Body	: Medium - Fleshy
Maturity	: Ripe
Oil	: Rich - Oily
Color	: Yellow (L), Orange (F)
Guide Grades	: As similar to the U.S. Official Standard Grades B1L, B2L, B3L, B1F, B2F, B3F
Nicotine Content	: 1.60 - 2.20%
Reducing Sugar	: 13 - 23%



#### 2. Grade CAF

Group	: Cutters (C) and Lugs (X)
Body	: Thin - Medium
Maturity	: Ripe
Oil	: Oily
Color	: Yellow (L), Orange (F)
Guide Grades	: As similar to the U.S. Official Standard Grades X1L, X2L, C1L, C2L, C3L, X1F, X2F, C1F, C2F, C3F
Nicotine Content	: 1.30 - 1.90%
Reducing Sugar	: 13 - 23%



### 3. Grade CBF

- Group** : Cutters (C) and Lugs (X)
- Body** : Thin - Medium
- Maturity** : Ripe - Mature
- Oil** : Oily - Lean
- Color** : Yellow (L), Orange (F)  
Greenish (V)
- Guide Grades** : As similar to the U.S. Official Standard Grades  
X3L, X4L, X5L, C4L, C5L, X3F, X4F, X5F, C4F, C5F,  
X3V, X4V, C3V, C4V
- Nicotine Content** : 1.30 - 1.90%
- Reducing Sugar** : 13 - 23%



### 4. Grade BBF

- Group** : Leaf (B)
- Body** : Medium - Fleshy
- Maturity** : Ripe - Mature
- Oil** : Oily - Lean
- Color** : Yellow (L), Orange (F)  
Greenish (V)
- Guide Grades** : As similar to the U.S. Official Standard Grades  
B4L, B5L, B4F, B5F, B3V, B4V, B5V
- Nicotine Content** : 1.60 - 2.20%
- Reducing Sugar** : 13 - 23%