

# New Web site for Rubber Board

## Our Correspondent

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Ms Sheela Thomas, Rubber Board Chairman, inaugurated a new Web site for rubber to promote 'Indian natural rubber' brand. The new Web site, [www.indiannaturalrubber.com](http://www.indiannaturalrubber.com), provides all trade-related information on natural rubber at a single point for all stakeholders across the value chain.

The Web site provides quality parameters of branded rubber, tracking facility to buyers to confirm the details of rubber certified by the Board, 'virtual trade fair' to promote exporters of branded NR, current market news and other news influencing natural rubber market. Daily price update in domestic and international markets is another speciality of the site. It also contains information on various schemes operated by the Market Promotion Department, details of rubber wood companies, various trade policies related to NR, data relating to price of various grades of NR, export and import of NR etc. The Web site also has links of other Web sites.

The objective is to assure quality of the produce and thereby capture the international market. Ms Sheela Thomas also gave away an award to Mr M. T. Thomas, Managing Director of M/s Thomson India Rubbers, Kanjirappally, for exporting maximum quantity of branded rubber last fiscal.