

August 6th, 2015

Results for Quarter ended June 2015**Tata Global Beverages announces steady growth in revenues****Consolidated Results:****Income from Operations for the year at Rs 2029 crores, up by 9% in constant currency
Operating profits lower due to higher brand and growth investments**

Tata Global Beverages Ltd. today announced its results for the Quarter ended June 2015. The Company reported a steady growth in revenue as compared to the corresponding period last year.

Income from operations, at Rs 2029 crores, increased by 6% as compared to corresponding quarter of the previous year. At previous year exchange rate the increase is 9%. Profit from operations Rs 153 crores is lower than the comparative quarter of the previous year mainly due to higher expenditure on brands and new initiatives.

The quarter saw strong performance by the business in India. Other markets like Canada, Middle East and Russia performed well. Continued focus on the green & specialty tea category across geographies enabled share gains in key markets.

Tetley in the UK launched an impactful multimedia campaign to promote its range of Super Green Tea, urging consumers to 'Super Power' their day. Tetley Super Green tea launched last year offers the goodness of green tea combines with the added benefits of vitamins. In India, the Tetley green tea range and the Tata Tea Acti green range continue to see good response. Tetley in Canada launched a campaign around its Signature collection, which features fun and flavourful blends in a drawstring tea bag, designed to 'Squeeze more from the moment.' The campaign highlighted the benefits of the drawstring tea bag and also introduced consumers to innovative and delicious tea pairings with food. In Poland, the Vitax brand launched five new flavours based on exotic fruits such as Cranberry & Passionfruit, Mango & Acerola.

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PRESS RELEASE

Mr. Ajoy Misra, Managing Director and CEO of Tata Global Beverages, said – “Consumer trends point to a growing market in green & specialty tea. We will continue to leverage this trend while strengthening our core black tea markets. We continue to invest behind our brands and remain focused on growth through innovation, category expansion and our strategic alliances.”

About Tata Global Beverages

Tata Global Beverages is a global beverage business; its brands have presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world's second largest tea company. 250 million servings of its brands are consumed everyday around the world. Tata Global Beverages' annual turnover is US\$1.3bn; it employs around 3,000 people across the world. The company focuses on natural beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Tata Water Plus and Tata Gluco+, Good Earth tea, Grand Coffee and Eight O'clock coffee. For more information please visit www.tataglobalbeverages.com

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