August 28, 2019

The National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor, G Block, Bandra-Kurla Complex, Bandra East, Mumbai – 400 051 Scrip Code: **TATAGLOBAL**	**BSE Ltd.** Corporate Relationship Dept, 1st Floor, New Trading Wing, Rotunda Building, PJ Towers, Dalal Street, Mumbai – 400 001 Scrip Code: **500800**	**The Calcutta Stock Exchange Ltd.,** 7, Lyons Range, Kolkata – 700 001 Scrip Code : **10000027 (Demat)** **27 (Physical)**

Dear Sir,

Sub.: Intimation of Presentation of Analyst/Institutional Investor Meetings under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Further to our letter dated August 28, 2019, we enclose herewith a copy of the presentation for the Analyst/Institutional Investor meeting to be held at Japan on August 29, 2019

A copy of the same will also be uploaded on the Company's website www.tataglobalbeverages.com.

This is for your information and records.

Yours Sincerely
For **TATA GLOBAL BEVERAGES LIMITED**

Neelabja Chakrabarty
Vice President & Company Secretary

Encl: a/a

TATA GLOBAL BEVERAGES LIMITED
11/13 Botawala Building 1st Floor Office No 2-6 Horniman Circle Fort Mumbai 400 001 India
Tel 91 22 6121 8400 Fax 91 22 6121 8499
Registered Office 1 Bishop Lefroy Road Kolkata 700 020
Corporate Identity Number - L15491WB1962PLC031425
e-mail investor.relations@tgbl.com
website www.tataglobalbeverages.com

TATA GLOBAL BEVERAGES *

FLAVOURS OF GROWTH

TATA GROUP & TGBL
Overview
2019

*TGBL to be renamed Tata Consumer Products Limited
Subject to necessary approvals

Agenda

FLAVOURS OF GROWTH

1 The TATA Story

2 TATA Global Beverages

Leadership with Trust- since 1868

FLAVOURS OF GROWTH

Jamsetji Tata
Founder of the Tata Group

"In a free enterprise the community is not just another stakeholder but is in fact the very purpose of its existence."

30
companies across ten business verticals

100
countries across 6 continents

$ 110 Bn
Combined Revenue of all TATA companies

TATA

INDIA'S MOST VALUABLE BRAND*
($ 19.6 Bn)

$ 145 Bn
Combined Market Cap of listed Tata companies

700,000
People employed collectively

66%
owned by philanthropic trusts

*Brand Finance India, 2019

10 Business Verticals & Key Players

FLAVOURS OF GROWTH

1

TELECOM AND MEDIA

Tata Communications

#1 International wholesale voice provider

2

INFORMATION TECHNOLOGY

Tata Consultancy Services

Among **Top 3** most valuable IT brands in the world

3

STEEL

Tata Steel

Among **Top 10** steel companies in the world

4

AUTOMOTIVE

Tata Motors

Among **Top 10** commercial vehicle manufacturers in the world

5

CONSUMER AND RETAIL

Tata Salt (TCL)

#1 National Brand of Salt in India

TGB

#2 Largest Tea company globally

10 Business Verticals & Key Players

FLAVOURS OF GROWTH

6

INFRASTRUCTURE

Tata Power

#1 Integrated power company &
Largest renewable energy company

7

FINANCIAL SERVICES

Tata Capital

One of the **Largest** NBFCs in India

8

AEROSPACE AND DEFENSE

Tata A&D

To be India's **Largest** private aerospace and defense players (post consolidation)

9

TOURISM AND TRAVEL

Taj

One of Asia's **Largest** & finest group of hotels

10

TRADING AND INVESTMENTS

Tata Industries

Incubating multiple new businesses for Tata Group

Global Partners

FLAVOURS OF GROWTH

STARBUCKS COFFEE	50:50 JV with Tata Global Beverages for Starbucks Cafes in India
Honeywell	Technology partnership to develop their first ever petrol turbocharged engine
SINGAPORE AIRLINES	Vistara Airlines, a full-service carrier is an equal JV between Tata and Singapore Airlines
GE	Strategic partnership to manufacture LEAP engine components in India
thyssenkrupp	JV with Tata Steel Europe
DASSAULT AVIATION	Strategic partnership to leverage each other's core capabilities to deliver solutions in key sectors such as energy, process, utilities and construction

TATA GLOBAL BEVERAGES

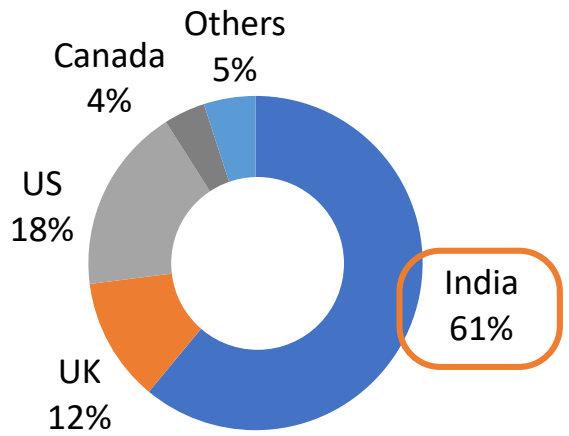
About Us

FLAVOURS OF GROWTH

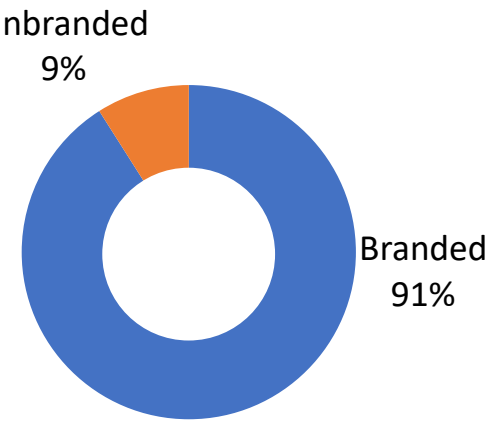
- **Large Consumer segment player with strong presence in India**
  - Total revenue of over $ 1,320 Mn
  - EBITDA of over $ 170 Mn
  - India contributes to >60% of our revenues
  - Over 90% revenues comes from branded products
- **Unique portfolio of strong market leading brands in India**
  - **Tata Salt**: #1 in branded salt
  - **Tata Tea**: #1 by volume and #2 by value in branded tea
- **Significant international presence (40+ Countries) with iconic Brands**
  - **Tetley**: Among the top 3 tea brands in UK and Canada
  - **Eight O' Clock**: 4th largest player in coffee bags in the US

REVENUE SPLIT

Branded Revenue by Geographies

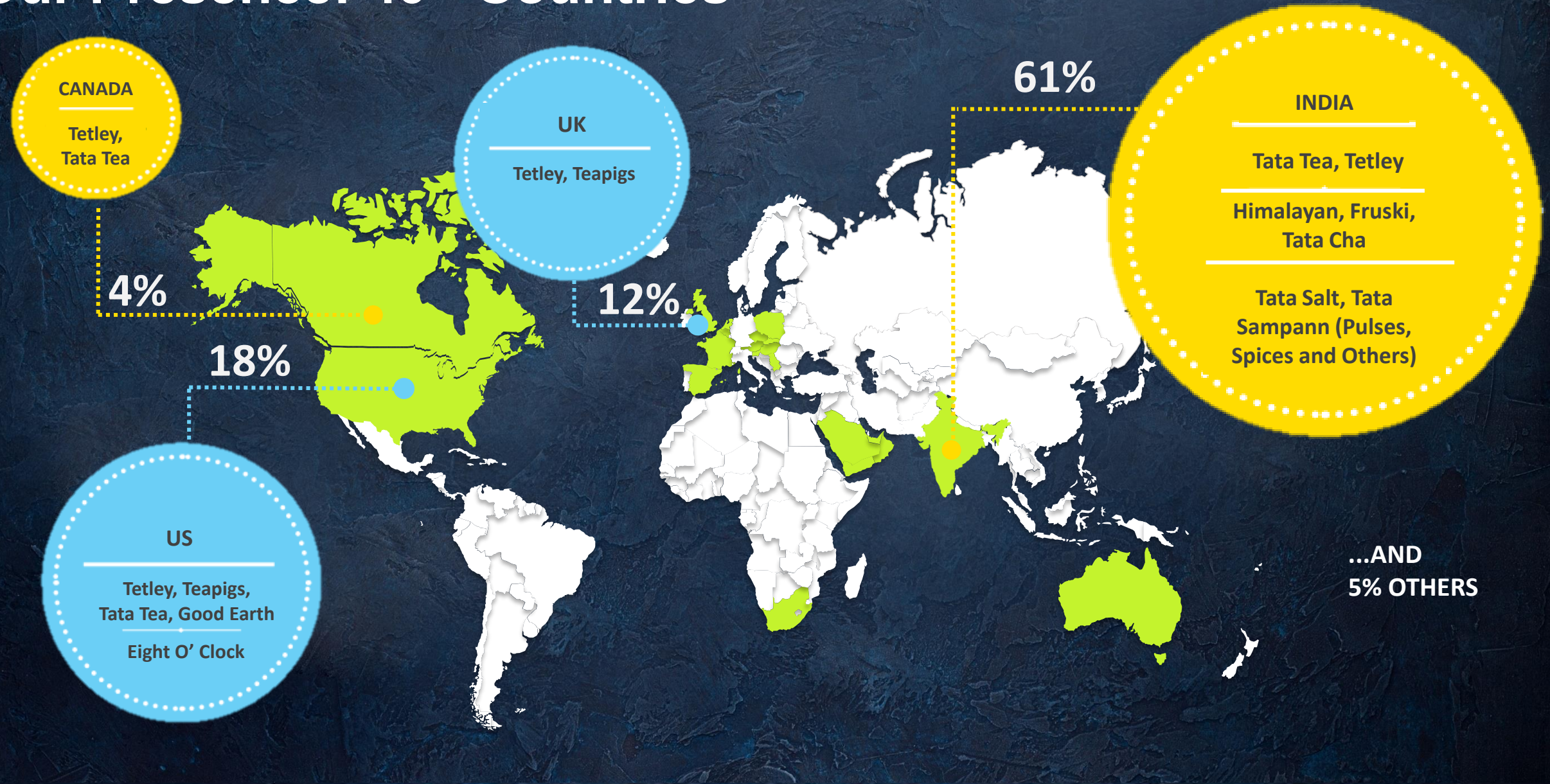


Total Revenue by Product Type



Note: TCL to de-merge its Consumer Product Business (CPB) into TGBL through a NCLT approved Scheme of Arrangement. The Scheme of arrangement is approved by SEBI and Stock Exchange. Company is in process of filing the application to NCLT.

Our Presence: 40+ Countries



Our Strengths

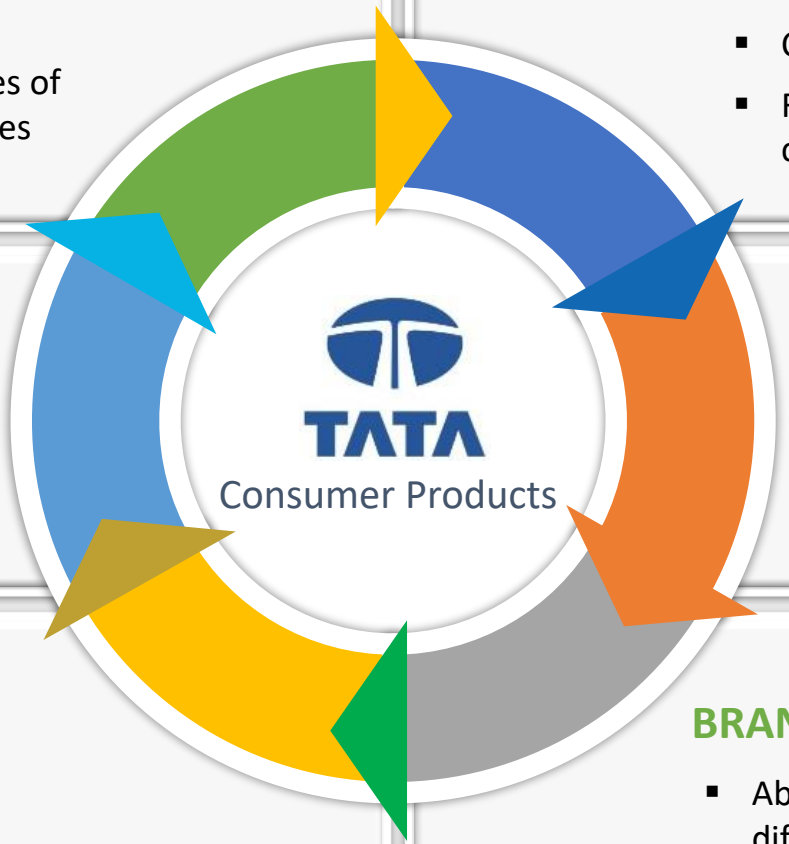
FLAVOURS OF GROWTH

MULTI-CATEGORY

- Leading player in Tea, Salt and Water
- To grow rapidly in the fast growing categories of Staples, Packaged Foods and Liquid Beverages

INNOVATION

- Cross-leverage know-how
- Fast-track new product development at lower costs



F&B SERVICES

- Tata Starbucks – leading retail coffee chain in India
- Tata Cha – ethnic tea retail stores

SOURCING / MANUFACTURING

- Strategic investments and long term supply tie-ups – Tata Chemicals, Tata Coffee, APPL and KDHP
- Right mix of own assets and co-manufacturing partners

DISTRIBUTION

- Strong distribution infrastructure
- Combined reach of 200mm households

BRANDING

- Ability to create brands with strong recall and differentiated positioning

Our Journey

FLAVOURS OF GROWTH

1960-1990s

Tata Salt pioneered the cause of Iodization in India (1983)

2000

Acquisition of **Tetley**

2005

Acquisition of **Good Earth**

Acquisition of **EOC & Jemca**

2010

New Corporate Identity formed

JV formed with **Starbucks**

JV formed with **PepsiCo**

2015

Launched **Tata Sampann** as umbrella brand for foods

2016

Expanded into Spices and Value added Foods

2017-19

Launched various new products like Chutneys, Basmati Rice, Red Poha, Snacks and various mixes

TGB and TCL (CPB) Merger announced

OUR PORTFOLIO

Our Brand Portfolio

FLAVOURS OF GROWTH

CATEGORY	PRODUCTS
TEA	
SALT	
PULSES (Tata Sampann)	

Our Brand Portfolio

FLAVOURS OF GROWTH

CATEGORY	PRODUCTS
SPICES (Tata Sampann)	
COFFEE & WATER	
NEW PRODUCTS	

Leading Brands of Today and Tomorrow

FLAVOURS OF GROWTH

Current Leading Brands

- TATA Salt
  - #1 in category
  - #8 most trusted brand
- TATA TEA
  - #1 in category by volume
  - #2 most trusted brand in hot beverages
- Tetley
  - #1 in Canada / #3 in UK
  - Over 180 year old heritage
- Himalayan
  - #1 natural mineral water brand in India
  - Captive aquifer at the foothills of Himalayas
- EIGHT O'CLOCK
  - #4 R&G Coffee brand in US
  - Over 125 year old heritage

Brands of the Future

- TATA Sampann
  - Umbrella brand for staples/packaged foods
- TATA Fruski
  - Umbrella brand for liquid beverages
- GOOD EARTH teapigs
  - Youth focused international tea brands
- TATA Nx
  - Nutri-Supplements and Sweeteners
- TATA Chai
  - Out-of-Home

Strong Distribution Network

FLAVOURS OF GROWTH

Large Product Basket → **Distribution Strength** → **Households**

- ***2.5mm retail outlets***
- ***5,000 Stockists/ Distributors***
- ***Reaching 2 lakhs outlets across 80K villages***

- ***200mm households***

S&D Transformation underway to enhance reach and improve channel efficiency

India

FLAVOURS OF GROWTH

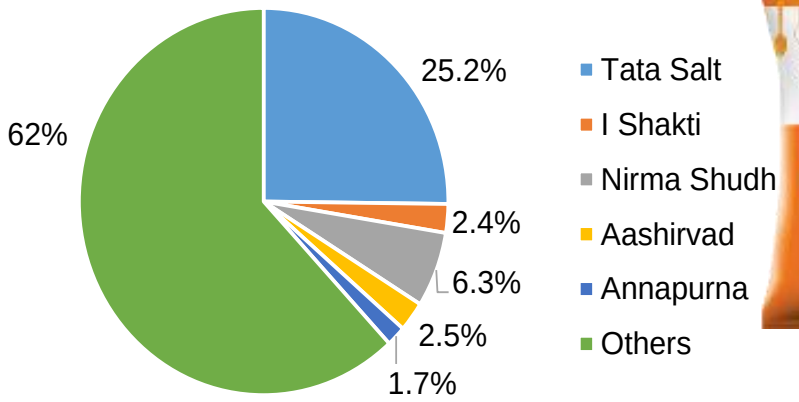
TATA TEA

- **Market leader** in overall tea category, with a market share of **20.0%**
- **Strong Distribution** network across India
- **Digital Transformation** of S&D network underway
- A Strong Portfolio of **National & Regional** Tea brands

TATA SALT

- India's **first packaged Iodized Salt**
- Vacuum evaporated and untouched by hand across the value chain
- **#1 National Branded Salt**, Reaching **143 million** households
- Consistently ranked as **#1 Most Trusted Foods Brand** in India
- Manufacturing capacity with TCL in Mithapur(Gujrat) of 1.1 million MT with plans to expand to 1.45 million MT

Market Share



India

FLAVOURS OF GROWTH

TATA sampann™

"Nourishing India": Offering wholesome everyday nutritious food

PULSES

- Unpolished dals ,Besan and Organic dals
- Only national brand in pulses
- Reach: 175,000 stores

SPICES

- Pure Spices, Blended Spices and Chutneys
- Reach: 60,000 stores

RTC/Snacks

- Ready-mixes and Snacks
- Differentiated propositions

India

FLAVOURS OF GROWTH

COFFEE

- Distinctive play in the coffee category through Tata Coffee Grand

WATER

- Himalayan - #1 Premium source water in India
- Tata Water Plus - Proprietary patented nutrient enriched water
- Tata Gluco Plus - Instant energy drink
- Tata Fruski – Refreshing drink with goodness of tea

OUT OF HOME

- Tea Retail Out-of-Home Venture : “Tata Cha”
- Opened 6 stores in Bengaluru

UK

FLAVOURS OF GROWTH

TEA

- Third largest player in tea category with two brands – **Tetley and Teapigs**
- Over 22% share in Black Tea segment and 18% share in the overall Tea market
- Teapigs is the most premium tea brand in the UK with over 5% share in the Fruit & Herbal Tea segment
- Strong pipeline of innovation led products in the fast-growing non-black segments (e.g. Supers, Squash and Cold Infusions)

USA

FLAVOURS OF GROWTH

- Present across Coffee and Tea
- Strong presence “East of Mississippi”

COFFEE

- Coffee (Bags and K-Cups) with Eight O’ Clock brand
  - ~6% share in the Bags segment

TEA

- Tea
  - Mainstream (Black and Green): Tetley
  - Premium (Specialty tea): Good Earth
  - Super premium (Specialty tea): Teapigs
- Good Earth brand expanded into adjacent categories (e.g. Kombucha)

Canada

FLAVOURS OF GROWTH

TEA

- Market leaders in overall tea category, with a market share of ~30%
- Market share in the Black Tea Segment is 50% while share in the Specialty Tea segment is 20%
- Present through three brands
    - Mainstream (Black and Green): Tetley, Tata Tea
    - Super premium (Specialty tea): Teapigs
- Pipeline of innovation led products in the fast-growing non-black segments (e.g. Supers and Cold Infusions)

Others International Businesses

FLAVOURS OF GROWTH

Australia

Middle East

West Europe

East Europe (Czech and Poland)

JVs in India

FLAVOURS OF GROWTH

NOURISHCO

- 50:50 JV company formed between Tata Global Beverages and PepsiCo
- Marketing and Distribution of non-carbonated ready-to-drink beverages in India
- Products: Himalayan, Tata Water Plus and Tata Gluco Plus

STARBUCKS INDIA

- 50:50 JV company formed between Tata Global Beverages and Starbucks Coffee International Inc which owns and operates Starbucks café in India
- Presence in 8 cities with 151 stores
- Awarded as ET's "India's 100 Best Companies to Work For 2019"

Associates and Subsidiaries

FLAVOURS OF GROWTH

TATA COFFEE

Shares held- 57.5%

- One of the largest integrated coffee plantation companies in the world
- Businesses include: Instant Coffee, Coffee Beans, Tea and Pepper
- Spread over 12800 Ha. Produces 8.6 mn kg of Coffee, 8000 MT of Instant Coffee and 6.2 mn kg of Tea
- Freeze dried coffee facility in Vietnam

APPL

Shares held- 41%

- Based in Assam & West Bengal (East/NE India)
- Second largest tea plantation company in India with total area around 24500 Ha
- Produces 38 mn kg of tea including 13 mn kg from bought leaf

KDHP

Shares held- 28.5%

- Based in Kerala (South India)
- Total area of 22000 Ha , with 16 factories
- Produces 25 Million kg of tea including 4 mn kg from bought leaf

Sustainability Initiatives

FLAVOURS OF GROWTH

TGBL joined UK Plastics Pact with commitment to 100% reusable, recyclable, compostable plastic packaging by 2025

Himalayan water exported to USA is certified CarbonNeutral® by Natural Capital Partners

100% Tetley tea in International Business is Rainforest Alliance certified. Tata Tea brands 57% trustea certified

Project Jalodari installed water recharge structures in production units and water security for hill communities

Improving Lives program of UNICEF and ETP will reach 250,000 members of Assam's tea communities

CDP - 12% of total energy consumption from renewable sources. GHG emissions decreased by 30% in 2010-2019