

# TATA GLOBAL BEVERAGES \*

## FLAVOURS OF GROWTH

## TATA GROUP & TGBL Overview 2019

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



# Agenda

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**FLAVOURS  
OF GROWTH**

- 1 The TATA Story
  - 2 TATA Global Beverages
-

# Leadership with Trust- since 1868

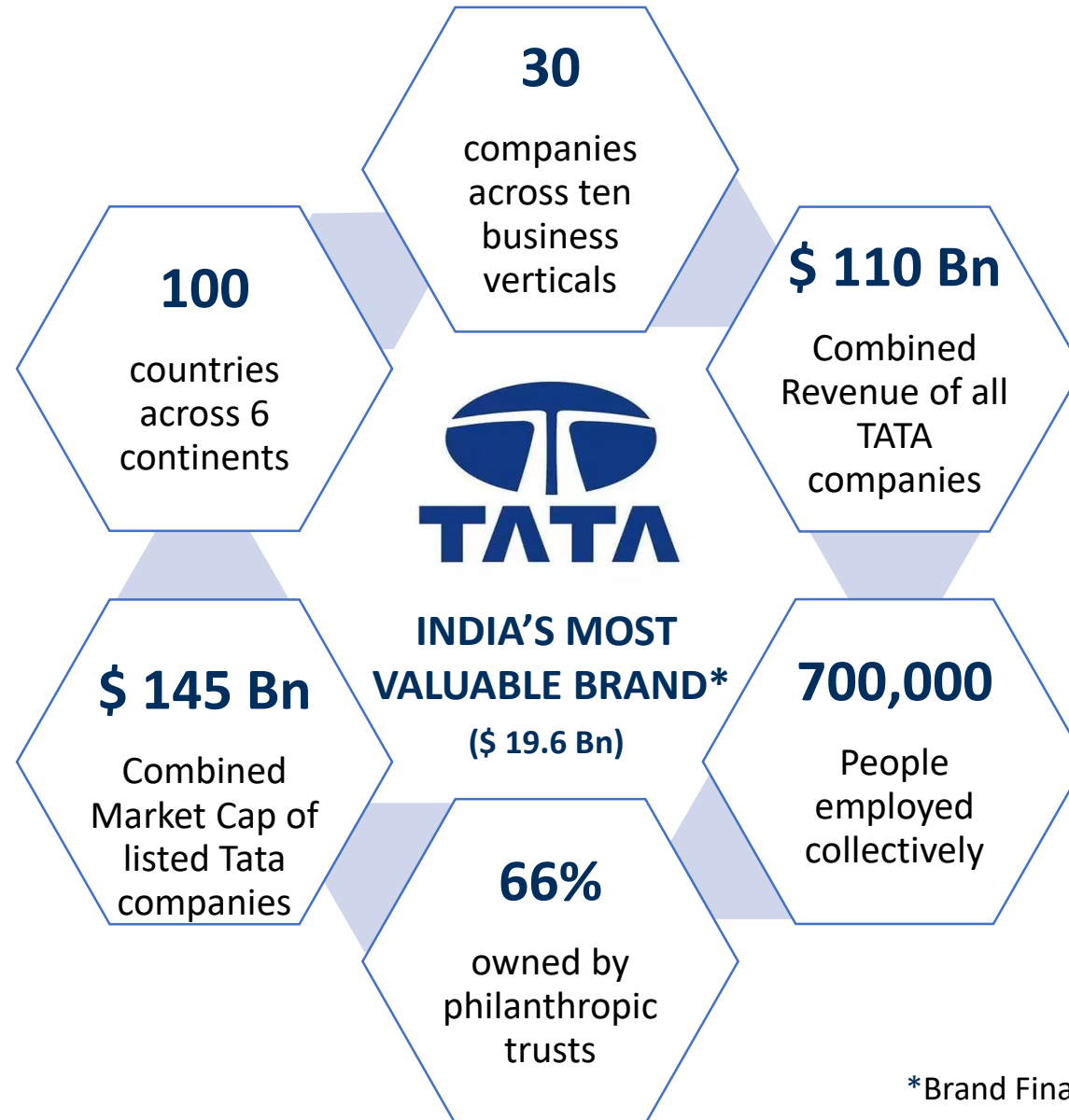
**FLAVOURS  
OF GROWTH**



**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."*



# 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

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50:50 JV with Tata Global Beverages for Starbucks Cafes in India

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Technology partnership to develop their first ever petrol turbocharged engine

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Vistara Airlines, a full-service carrier is an equal JV between Tata and Singapore Airlines

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Strategic partnership to manufacture LEAP engine components in India

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JV with Tata Steel Europe

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Strategic partnership to leverage each other's core capabilities to deliver solutions in key sectors such as energy, process, utilities and construction

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# TATA GLOBAL BEVERAGES



# About Us

## ■ 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

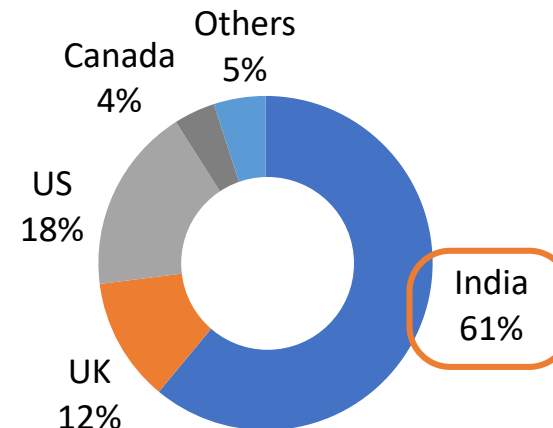
- **Tata Salt:** #1 in branded salt
- **Tata Tea:** #1 by volume and #2 by value in branded tea

## ■ Significant international presence (40+ Countries) with iconic Brands

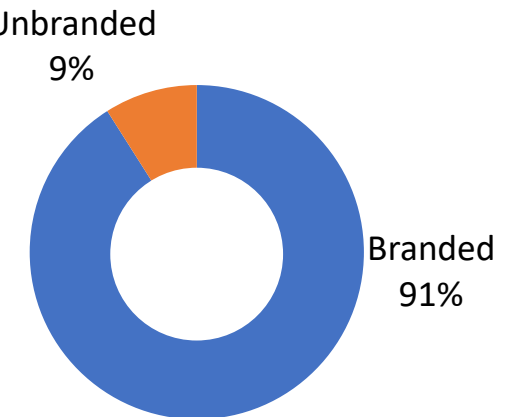
- **Tetley:** Among the top 3 tea brands in UK and Canada
- **Eight O' Clock:** 4<sup>th</sup> largest player in coffee bags in the US

### 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

**CANADA**  
Tetley,  
Tata Tea

4%

**UK**  
Tetley, Teapigs

12%

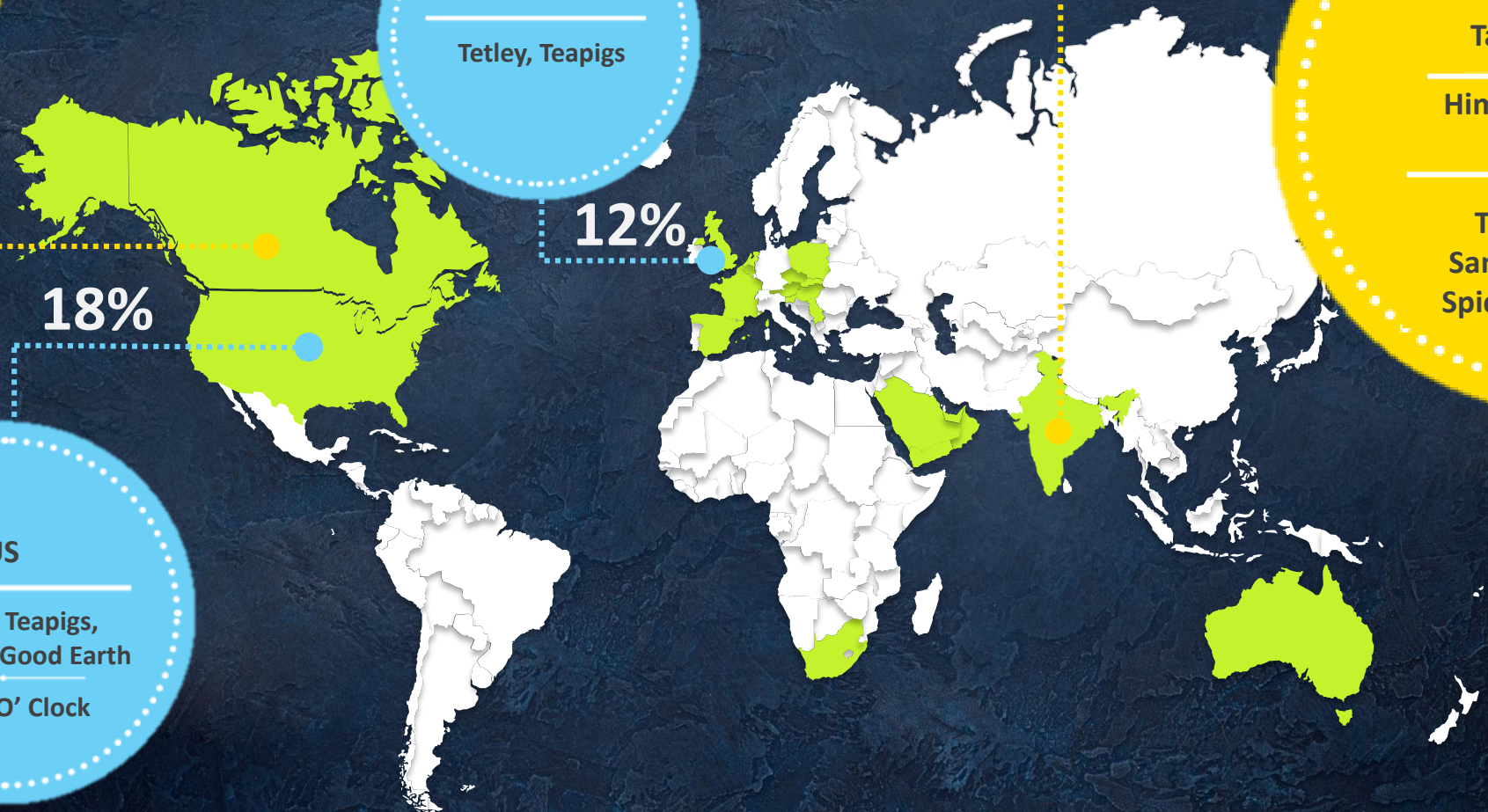
**US**  
Tetley, Teapigs,  
Tata Tea, Good Earth  
Eight O' Clock

18%

61%

**INDIA**  
Tata Tea, Tetley  
Himalayan, Fruski,  
Tata Cha  
Tata Salt, Tata  
Sampann (Pulses,  
Spices and Others)

...AND  
5% OTHERS



# Our Strengths

## 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

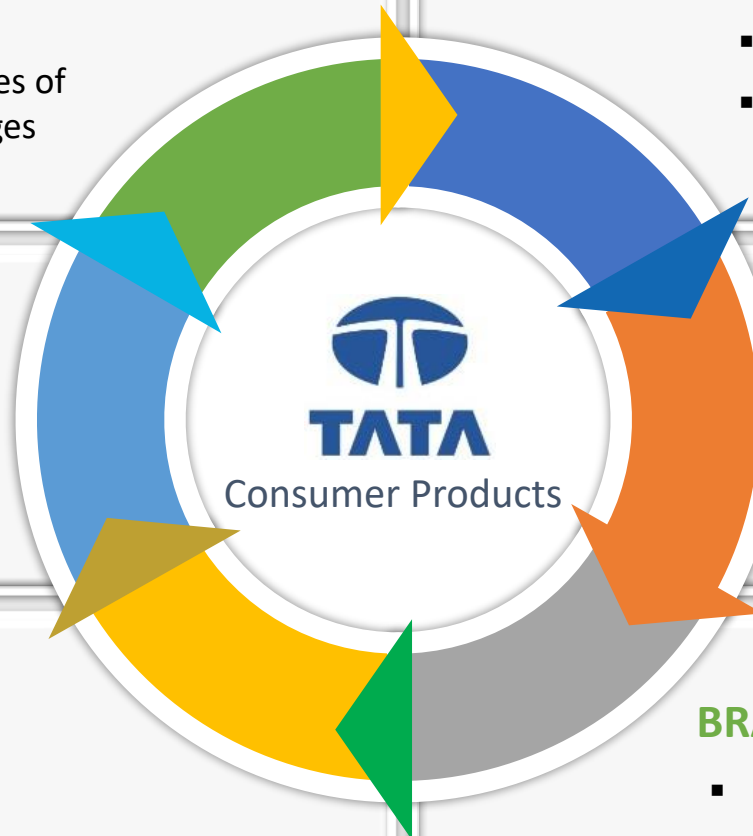
- Strategic investments and long term supply tie-ups – Tata Chemicals, Tata Coffee, APPL and KDHP
- Right mix of own assets and co-manufacturing partners

## DISTRIBUTION

- Strong distribution infrastructure
- Combined reach of 200mm households

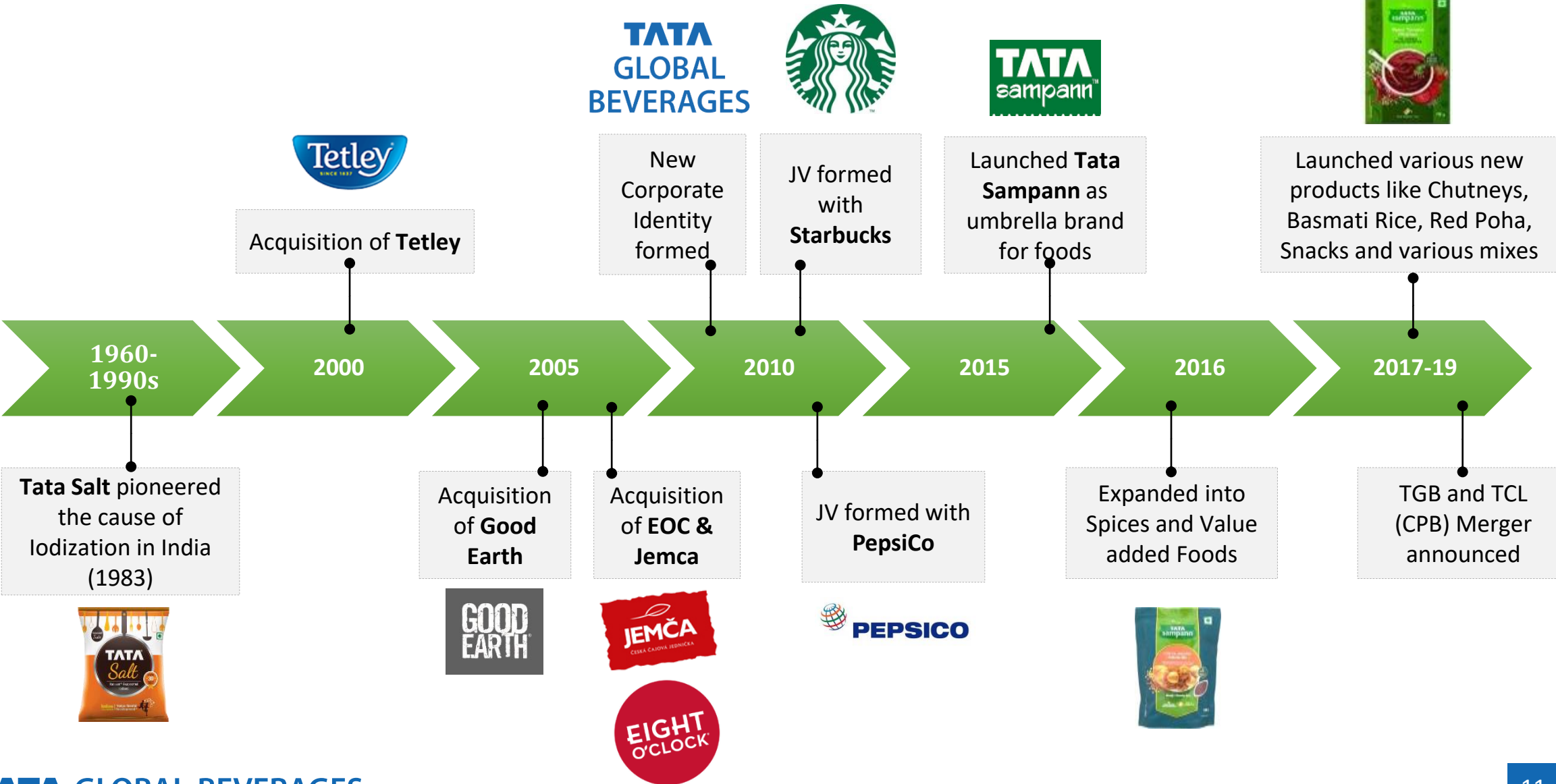
## BRANDING

- Ability to create brands with strong recall and differentiated positioning



# Our Journey

## FLAVOURS OF GROWTH





# OUR PORTFOLIO

# Our Brand Portfolio

**FLAVOURS  
OF GROWTH**

CATEGORY	PRODUCTS
TEA	
SALT	
PULSES (Tata Sampann)	

# Our Brand Portfolio

**FLAVOURS  
OF GROWTH**

CATEGORY	PRODUCTS										
<p><b>SPICES</b> (Tata Sampann)</p>											
<p><b>COFFEE &amp; WATER</b></p>											
<p><b>NEW PRODUCTS</b></p>											

# Leading Brands of Today and Tomorrow

## Current Leading Brands



- #1 in category
- #8 most trusted brand



- #1 in category by volume
- #2 most trusted brand in hot beverages



- #1 in Canada / #3 in UK
- Over 180 year old heritage



- #1 natural mineral water brand in India
- Captive aquifer at the foothills of Himalayas



- #4 R&G Coffee brand in US
- Over 125 year old heritage

## Brands of the Future



- Umbrella brand for staples/package foods



- Umbrella brand for liquid beverages



- Youth focused international tea brands

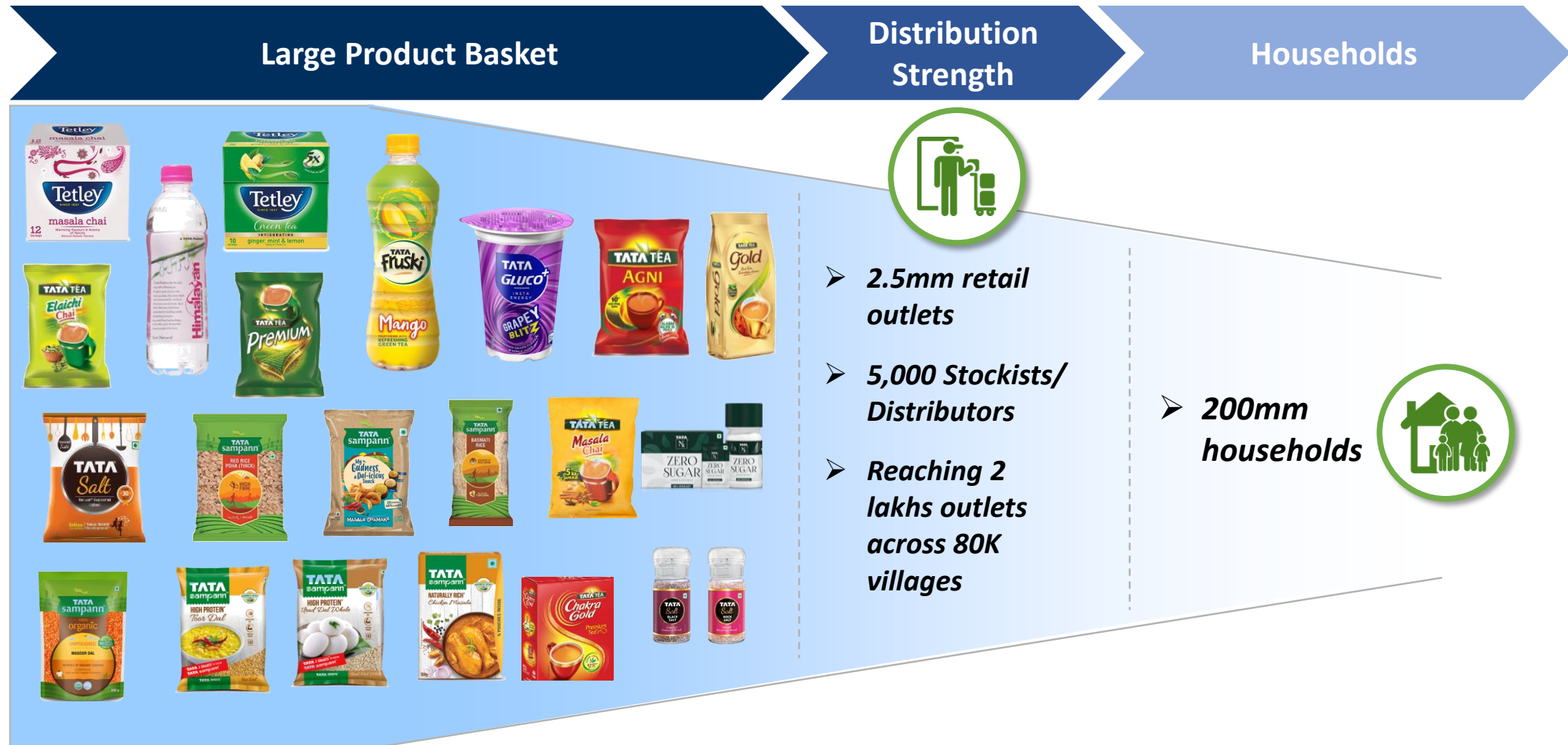


- Nutri-Supplements and Sweeteners



- Out-of-Home

# Strong Distribution Network



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



# India

FLAVOURS OF GROWTH

## TATA TEA

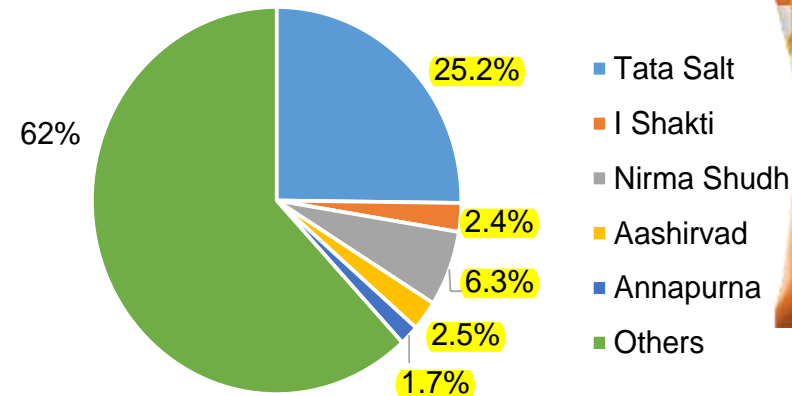
- Market leader in overall tea category, with a market share of **20.0%**
- Strong Distribution network across India
- Digital Transformation of S&D network underway
- A Strong Portfolio of **National & Regional** Tea brands



## 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





*“Nourishing India”: Offering wholesome everyday nutritious food*



**PULSES**



**SPICES**



**RTC/Snacks**

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

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

- Ready-mixes and Snacks
- Differentiated propositions

# India

### 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



## 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

## 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

## 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

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



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