



# TATA GLOBAL BEVERAGES

## Analyst Meet - Quarter 1 Results

August 2013





# Agenda

 **Performance Highlights**

 **Operating Performance Highlights**

 **Financial Review**





# Performance Highlights -2012-13 Consolidated Financials

## Vs Prior year

- Group income at Rs 1813 crores higher by 5% reflecting improved performance in South Asia, Canada & Australia, Water business and non-branded operations partially offset by adverse performance in US and EMEA regions.
- EBIT at Rs 178 crores higher by 15%, reflecting improvement in operating performance in many markets partially offset by underperformance in EMEA and impact of increased level of activities in Joint Ventures in India.
- Profit before tax at Rs 198 crores improves by 34% due to improved operating performance coupled with impact of exceptional income. (CY has the benefit of profit on sale of shares of Rs 32 crores)
- Group Consolidated Net Profit at Rs 112 crores improves by 44% mainly due to improved operating performance and exceptional income.





# Operating Performance Highlights

## Winning moments

1. India - tea : strong branded tea topline sales performance versus previous year
2. India - coffee : good performance.
3. Australia : all round improvement in topline & bottomline
4. USA : significant improvement in profitability of Eight O'Clock coffee, driven by lower green costs and clear strategy
5. USA & Canada : Eight O'Clock coffee K-cups & Tetley Tassimo discs make very good progress
6. India : "Starbucks – a Tata Alliance" expands to 18 stores, store profitability is robust
7. UK – strong performance by Tea Pigs our Super Premium Brand
8. Turnaround and strong performance in France
9. Cost interventions result in significant savings.
10. Tetley launch in Kuwait has done exceptionally well.
11. Sales improvement in Joekels in the private label market.
12. Water vertical in India significantly improves performance





# Operating Performance Highlights – South Asia

- 18% Top line growth across the portfolio during the quarter mainly due to value increases
- Maintained market volume and value leadership with 20.2%^ and 21.9%^.
- New Tata Tea Gold 'Power of 49' campaign launched in association with IIFA
- Premium teas for Indian blends – costs remain firm. For normal teas costs soften.
- Pakistan - Tata Tea Gold Launch implemented in Sukkur and Hyderabad zones supported by money back scheme.



^ AC nielsen MAT – June 13





# Operating Performance Highlights – CAA

## Australia

- Continued All round improvement in performance
- Growth has come from key customers & new products launched (Steam Green tea, F&H (camomile lemon, forrest fruit, mint ginger, lemon balm and honey), NPD (Chai Latte -Vanilla, Classic and Berry)

## USA

- Significant profit increase in Coffee – significant improvement in profitability due to lower green cost, good buying strategy, good promotional & pricing strategy
- EOC K-Cups (with Keurig) –excellent consumer acceptance

## Canada

- Canada business improves performance
- Tassimo/ Kraft – Single serve brewing machines – Two iced tea products (iced and peach iced tea) launched as in-and –out pack for summer.
- Breakthrough to service hospitals nationally in Canada for Black tea business.



# Operating Performance Highlights – EMEA



## EMEA

- Overall tea category continues decline by single digits on a MAT basis.
- Market leadership in Redbush tea maintained.
- New master brand campaign “blend of both” was aired in the quarter.
- Tea Pigs sales grows by a handsome 60% - reflecting significant growth in all channels.
- Sales improvement in Joekels by 57% in the private label market. Gained accreditation to pack organic teas which will be packed from next quarter.
- France is in significant growth and brand share recovery mode. Significant improvement in top-line and margins
- Tetley test market launch in Kuwait is underway and doing well. In-store promotions are running to support launch.
- Vitax Family green and Cold brew has been launched in Poland







# Operating Performance Highlights – Water & non branded businesses

## Water/Other Business

- Record quarter for water business. Significant topline growth.
- Nourishco - Distribution expansion in Andhra Pradesh has started building up reflecting improved volume sales.
- Tata Water Plus- India's first nutrient water was launched with new packaging in April 2013 aided by new campaign.
- Himalayan water began selling in Starbucks stores in Singapore and received a positive response among the customers.
- Activate – was awarded one of the breakout brands of the year for 2013, leading to great trade exposure and excitement with distributors and customers.
- Activate launches new 360° campaign “Stop Vitamin Cruelty” in NY and LA.
- Tata Starbucks – 18 stores opened till date with 9 stores in Mumbai and 9 stores in Delhi







# Operating Performance Highlights Non branded businesses

## Non Branded Business

- Tata Coffee registers increased turnover and profit aided by improvement in coffee and tea plantations
- Tea plantations - KDHP and APPL register significant profit increases led by higher productivity and better tea prices
- India and US instant tea operation stable
- China instant tea operation – Focus on sales of polyphenols and instant tea.
- New partner, Pyramid Wilmar, a part of the multi billion dollar Wilmar Group, was inducted in Sri Lankan business to leverage their wide sales and distribution network.
- Tata Coffee inaugurates a premium coffee extraction plant in Theni, Tamil Nadu



Agglomerated



Spray Dried



Freeze Dried



# Tribute to Mr. R.K. Krishna Kumar







 We have refined our Vision / Purpose statement

## Our Vision

“To be the most admired natural beverages company in the world by making a big and lasting difference in Tea, Coffee and Water”

## Our Purpose

“We will focus on creating magical beverage moments for consumers and an eternity of sustainable goodness for our consumers”



# TATA GLOBAL BEVERAGES

## Financial Review







# Financial Performance Highlights

- Significant improvement in operating performance
  - ❖ Income higher by 5%
  - ❖ Operating profits higher by 15%
  - ❖ Favourable impact of exceptional items
  - ❖ Group Consolidated net profit higher by 44%
  
- Key drivers of the improved performance include
  - ❖ Value and volume growth in India
  - ❖ Price increases with some volume growth in some major markets
  - ❖ Improved profitability in Eight O Clock coffee
  - ❖ Improved plantation performance
  - ❖ Favourable impact of cost interventions



# Group Financial Review

Particulars (In Rs crores)	Year ending March		
	Actual	PY	Variance
<b>Total Operating Income</b>	<b>1813</b>	<b>1725</b>	<b>88</b>
<b>Profit from operations</b>	<b>178</b>	<b>156</b>	<b>22</b>
<b>Other Income</b>	<b>18</b>	<b>19</b>	<b>(1)</b>
<b>Finance Cost</b>	<b>(20)</b>	<b>(21)</b>	<b>1</b>
<b>Profit Before Exceptional Items</b>	<b>176</b>	<b>153</b>	<b>23</b>
<b>Exceptional Items</b>	<b>22</b>	<b>(5)</b>	<b>27</b>
<b>Profit Before Tax</b>	<b>198</b>	<b>148</b>	<b>50</b>
<b>Tax</b>	<b>(62)</b>	<b>(49)</b>	<b>(13)</b>
<b>Profit After Tax</b>	<b>136</b>	<b>99</b>	<b>37</b>
<b>Share of Profit from Associates</b>	<b>(9)</b>	<b>(6)</b>	<b>(3)</b>
<b>Minority Interest in consolidated profit</b>	<b>(15)</b>	<b>(15)</b>	<b>-</b>
<b>Consolidated Group Profit</b>	<b>112</b>	<b>78</b>	<b>34</b>
<b>Earning Per Share (Rs)*</b>	<b>1.81</b>	<b>1.26</b>	<b>0.55</b>
<b>Earning Per Share (Rs) – prior to exceptional items*</b>	<b>1.49</b>	<b>1.30</b>	<b>0.19</b>

\* Not Annualised





# Region Wise - Income from Operation

Particulars (In Rs Crores)	Year Ending March		
	Actual	PY	Variance
<b>BRANDS</b>			
CAA	442	435	7
EMEA	503	550	(47)
South Asia Brands	663	549	114
<b>Total Brands</b>	<b>1608</b>	<b>1534</b>	<b>74</b>
Total Non Branded Operations	182	172	10
Other and Eliminations	23	19	4
<b>TOTAL OPERATING INCOME</b>	<b>1813</b>	<b>1725</b>	<b>88</b>



# THANK YOU