



November 17, 2017

The Secretary
**National Stock
Exchange of India Ltd.**
Exchange Plaza, 5th floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
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 Secretary
**Calcutta Stock
Exchange Asscn. Ltd.**
7 Lyons Range
Kolkata 700 001
Scrip Code - 10000027
(Demat)
27 (Physical)

Dear Sir,

We enclose herewith a copy of the Presentation which is proposed to be made to various investors in the Kotak's India Investment Forum in Hongkong and Singapore on 20th and 21st November, 2017, respectively.

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

This is for your information and records.

Yours faithfully
For **Tata Global Beverages Limited**

V Madan
Company Secretary

Encl: a/a

TATA GLOBAL BEVERAGES LIMITED

Kirloskar Business Park Block-C 3rd & 4th Floor Hebbal Bengaluru-560 024

Tel 91-80-67171200 Fax 91-806717 1201

Registered Office 1 Bishop Lefroy Road Kolkata 700 020

Corporate Identity Number (C/N) - L15491WB1962PLC031425

E-mail id- investor relations@tataglobalbeverages.com

Website address- www.tataglobalbeverages.com



Investor Presentation November 2017

Disclaimer



Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. Several factors could make a significant difference to the Company's operations. These include climatic conditions, economic conditions affecting demand and supply, government regulations and taxation, natural calamity, currency rate changes, among others over which the Company does not have any direct control.



Agenda

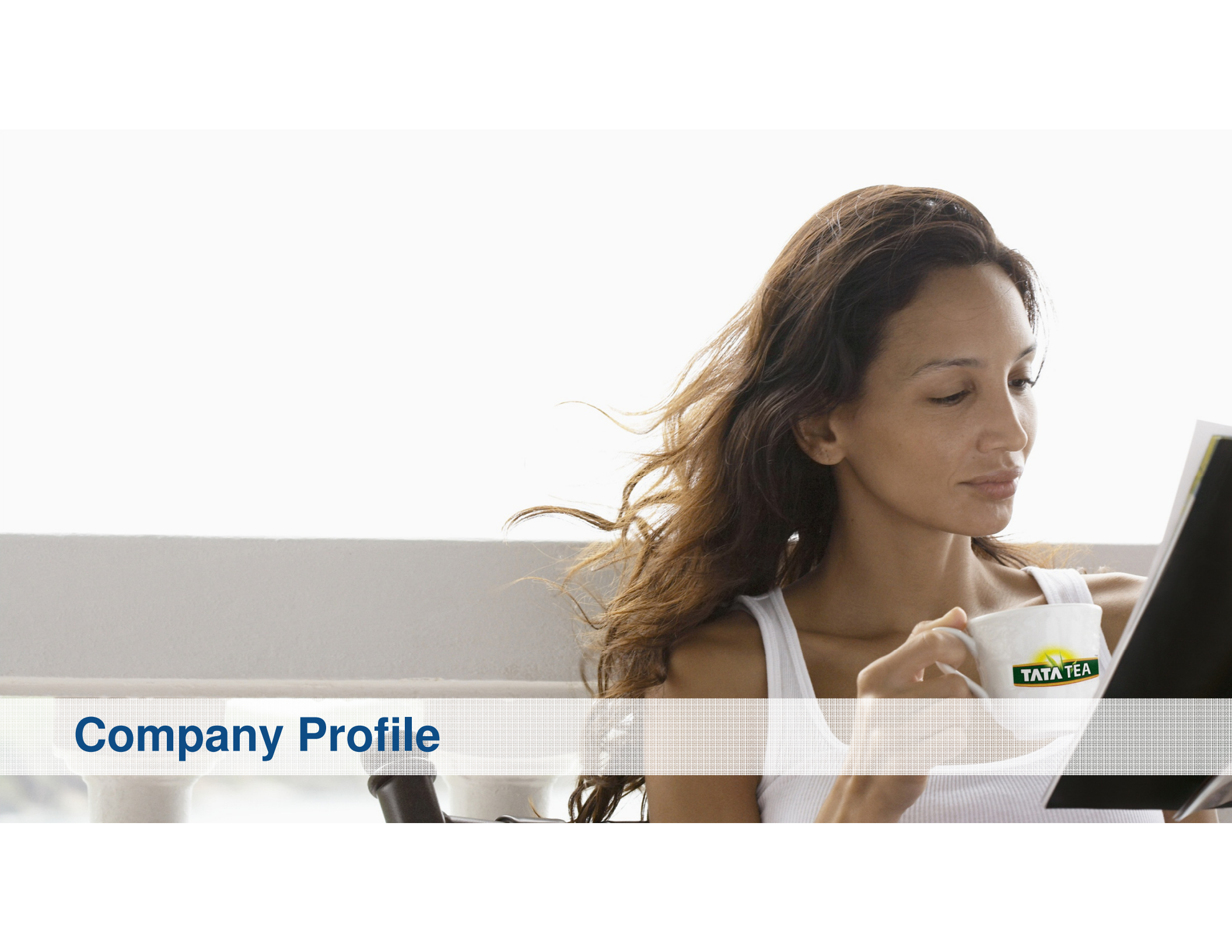
1. COMPANY PROFILE

2. OUR BRANDS AND INNOVATION

3. EXTERNAL ENVIRONMENT AND STRATEGIC PRIORITIES

4. OUR REGIONAL PROFILE

5. FINANCIAL OVERVIEW



Company Profile

A snapshot of Tata Global Beverages



01

Focused on natural beverages- Tea, coffee, water

02

Tata heritage with global brand ownership and significant brand presence in over 40 countries

03

2nd largest tea company in the world with growing interests in other beverages

04

330 million + servings of our brands consumed everyday across the world

05

\$1.4 BN* in revenues

06

Over 3000 employees worldwide

07

Three marketing and sales regions across the globe



* At 100% basis









TATA GLOBAL BEVERAGES



The organisation has gone through a lot of transitions, leadership changes and EO movements



Our journey across the globe included brand acquisitions, partnerships, significant divestitures and restructuring efforts.. This meant we had to invest efforts in building the organisation culture

<p>1960s Investment in Plantations in India</p>	<p>1980s Domestic branded play in tea</p> 	<p>Acquisition of Tetley</p> 	<p>Acquisition of Good Earth</p> 	<p>Teapigs incubated</p> <p>teapigs.</p> <p>Acquisition of Eight O'clock Coffee</p> 	<p>EO setup in UK</p> <p>Acquisition of Vitax</p> 	<p>Acquisition of Grand</p> 	<p>PEPSICO</p> <p>Formation of Pepsi-Co JV, NourishCo Beverages</p>	<p>EO relocated from UK</p>	<p>Agreement with Kraft to produce, market and sell Tetley Tea T DISCs exclusively for the TASSIMO on-demand beverage system in Canada</p>	<p>Divestment of stake in Rising Beverages Company</p> <p>ACTIVATE (BY ACTIVIA)</p>	<p>Merger of MEMW with TGB</p>	<p>Pakistan Restructure</p>	<p>China Instant tea exit.</p>	
1960s-1990s	2000	2002	2005	2006	2007	2009	2010	2011	2012	2013	2014	2015	2016	2017
<p>1990s Acquisition of interests in coffee plantations</p> <p>TATA COFFEE</p>		<p>Sale of PL Tea</p>	<p>Divestment of plantations businesses</p> 	<p>Acquisition of Jemca</p> 	<p>Investment in MEMW</p> <p>Himalayan</p>		<p>Tata Global Beverages corporate brand announced</p> <p>TATA GLOBAL BEVERAGES</p>		<p>JV signed with Starbucks</p> 		<p>Acquisition of the MAP brand</p> 	<p>Poland restructure: outsourcing Traditional Trade</p>	<p>Russia Restructuring completed</p>	<p>Tata Coffee to set up 5000MT FDC plant in Vietnam</p>
<p>1996 Acquisition of a stake in Estate Management Services Pvt Ltd</p>			<p>GLACÉAU Purchase of stake in Glacéau and subsequent sale to Coca-Cola</p>						<p>Eight O'clock signs agreement with Green Mountain Coffee Roasters Inc.</p>					<p>Himalayan water to enter US</p>
														<p>Agreement renewed with new terms with Keurig</p>

Our Presence



While we have leadership position in India (#1) , UK (#2) and Canada (#1), we have significant room to grow

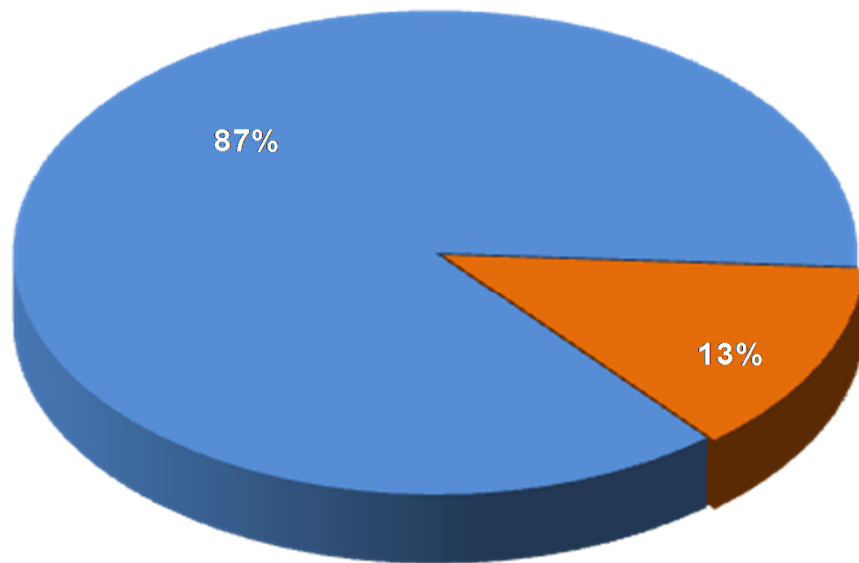


Business Profile



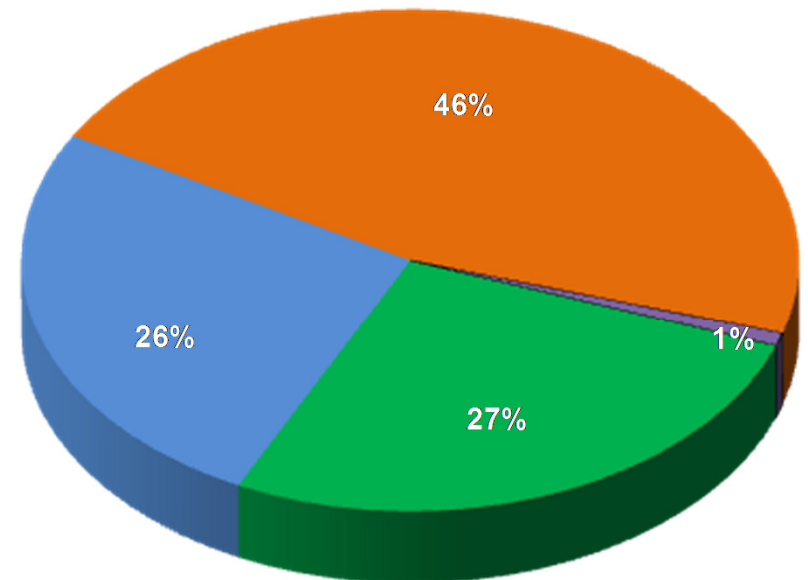
Approx. **87%** of our sales comes through our **Branded Business** whilst **13%** of our sales is through **Non Branded Business**

Segment-wise Turnover - 2017



■ Branded Business ■ Non Branded Business (Incl. inter-segment sales)

Region-wise Branded turnover - 2017



■ USA, Canada, Australia ■ GB, EMEA and Africa ■ South Asia ■ Others



Our Brands and Innovation

Continuous Investment behind our Power Brands



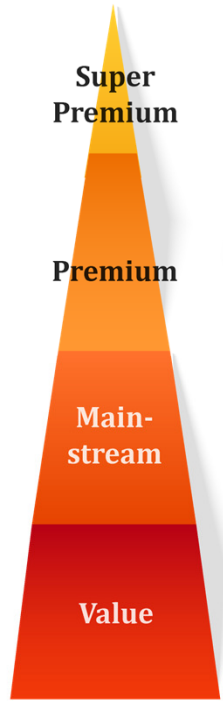
Global communications
Higher investment
Sr. Management focus

Local communications
Lower investment
Regional management focus



POWER BRANDS / HIGH PRIORITY BRANDS

LOCAL CHAMPIONS

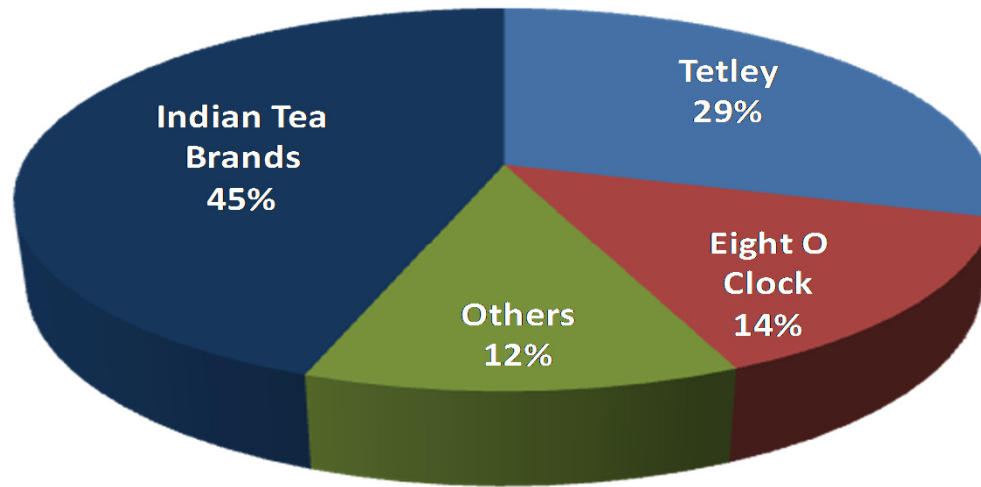


	POWER BRANDS / HIGH PRIORITY BRANDS	LOCAL CHAMPIONS
Super Premium	teapigs.	
Premium	Tetley, TATA TÉA, GOOD EARTH, Himalayan	map, Chakra Gold
Main-stream	Tetley, TATA TÉA, EIGHT O'CLOCK	JEMCA, vitax, Kanan Devan, GEMINI, TATA GLUCO ⁺
Value		GRAND, TATA WATER PLUS

Branded Turnover Profile



Branded Turnover - 2017



Others Brands: Good Earth (USA), Vitax (Poland), Jemca (Czech Republic), Teapigs, Water Business (India), MAP (Australia) and other Branded Sales

Rich track record of innovations



Product Innovations

 First Polypack delivering "garden fresh" tea	 First dripless tea bag	 Canisters	 Matcha Tea (Teapigs)	 Blend of both - a mixture of Black & Green tea	 EOC compatible with K-cups	 Tata Gluco Plus - innovative packaging	 Maharashtra Gold Mixture	 Tata Coffee Grand - Innovative	 Super Black	 Tetley Indulgence - UK Coffee Infusions - US							
1985	1989	1994	2002	2004	2005	2006	2008	2010	2012	2012	2012	2014	2014	2015	2015	2016	2017
 First round tea bag	 Fruit and Herbal infusions	 Pyramid Tea Bags - Temples	 EOC - Packaging innovation	 Tata Water Plus - India's first nutrient water	 Tata Acti Green - democratizing green tea in	 Super Greens / Super Fruits - additional benefits with Tea	 Tata Tea Elaichi	 Tetley RTD -Canada Fruski - India Tata Cha - India									

Some of our recent innovations – new products launched



**Tetley Ayurveda Balance
(Canada)**



**Tata Tea Teaveda
(India)**



**Tetley RTD
(Canada)**



**Eight O' Clock Infusions
(USA)**



**Tetley Super Greens
(UK)**



**Tetley Super Green Tea
(India)**



**Tetley Indulgence Range
(UK)**



**Tata Tea Elaichi
(India)**



**Himalayan Orchard Pure
and Sparkling (India)**

Our Brands : Tetley



- One of the larger tea brands, globally
- Enjoyed in over 40 countries worldwide
- 175 years of British heritage
- Market leader in Canada
- #1 in Decaffeinated and #2 in Everyday Black, Redbush and Green tea segment in the UK in volume terms
- Significant presence in other markets
- Strong innovation agenda in tea - Super Green, Super Fruit, Super Everyday Black, Herbal, Estate Blends, Black and Green
- Various awards won across continents
- Tetley restaged in 2015-16 to enhance brand positioning, modernize and premiumize brand identity and improve fixture navigation and shopability

New logo and packaging



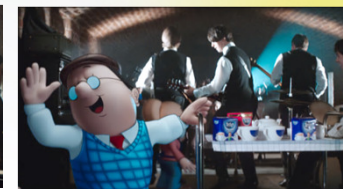
TATA GLOBAL BEVERAGES

Brand new TV campaign amplified with print and PR

Celebrating success at iconic moments in British history where there is a clear role for tea as a catalyst



Winning the war



Creating the best music



Winning the world cup



Our Brands : Tata Tea



- Tata Tea is rated as the second most trusted hot beverage brand in India and accorded 'Super Brand' status
- Promotes social awakening and action through its landmark Jaago Re platform. Version 2.0 launched recently.
- Tata Tea is the largest brand by volume and value in India

- INNOVATOR with 15% long leaf, built on the aroma platform
- Premium segment to upgrade imagery of Tata Tea

- Economy segment leader
- Strength & value for money
- Available in leaf and dust variant

- Flagship Brand - #1 tea brand of India
- Unique blend of Badi/Choti patti created by tea experts
- Largest Tea Brand in India
- Caters to mid segment

- #2 brand in the premium dust tea segment
- Key Markets – Andhra Pradesh & Tamil Nadu
- Customised blend delivery

Recent launches under **National Brands – Teaveda**, with the goodness of Ayurveda; and **Elaichi Chai** – Infused with Cardamom



- Health & wellness brand in mainstream tea space
- Flavours – Ginger, Cardamom, Brahmi, Tulsi



MARKET LEADER in dust segment in K'taka and #2 in Kerala

#1 brand in AP and Telangana. Built on strength

Our Brands : Himalayan / Teapigs

HIMALAYAN

- Himalayan is a premium, lifestyle, mineral water brand in India's top metropolitan markets
- Sourced from underground aquifer located in the Himalayas
- Bottled at source, completely untouched by human hand and full of nature's goodness - it's unique packaging and brand philosophy has helped break through in a crowded market place
- Distribution alliances with Pepsi and exclusive sales in Starbucks stores, in India
- Exploring international opportunities



TEAPIGS

- Launched in UK in 2006
- Positioned as a super premium tea brand
- Originally set up as an incubated business unit, reflecting the need to access new customer channels and foster an entrepreneurial focus
- Online channel model adopted for sales – a high-margin, growing business
- Distributed to premium food stores, online
- Brand being extended internationally (USA, Canada, Australia and other countries)



Our Brands: Eight O'Clock / Good Earth



EIGHT O'CLOCK COFFEE (EOC)

- EOC is a value gourmet coffee brand with national distribution in the US; limited distribution in Canada
- Rich heritage (since 1859); recognized for great taste and value
- Named one of America's Greatest Brands in the 2010 edition of America's Greatest Brands
- #2 brand of Bagged coffee in the Northeast grocery region of the USA; #4 brand nationally in bag coffee and #2 brand nationally of whole bean coffee
- Currently sold in Bag (Whole Bean and Ground) and K-Cup package formats



GOOD EARTH

- Distinctive and meaningful brand name
- Stands for goodness and exceptional flavor
- One of the first American herbal tea companies and a leader in specialty teas
- Unique and great tasting blends
- Re-launched with new packaging
- Digital platform – E-commerce portal launched



Our Brands: MAP/Tata Gluco Plus



MAP

- Acquired Earth Rules Pty Ltd in 2014, the owners of MAP brand of coffee
- Expansion of portfolio in Australia in a high growth contemporary Single Serve business
- Supplies finest Italian and locally roasted coffees to fairtrade and certified organic coffee to café, restaurants and bars
- Apart from Roast & Ground, the company also produces a range of the highest quality coffee pods (single service portions), and home appliances using the most advanced systems and technologies available



TATA GLOBAL BEVERAGES

TATA GLUCO PLUS

- Tasty hydration on the go – Variety of flavors to provide instant energy and refreshment to consumers
- Contains the benefits of Glucose, Electrolytes (mineral salts) and Iron that provide instant energy and recharge
- Packaging format ensures product quality at a value price point without compromising on taste and aroma
- Recent Launches - Jeera and Rose variants



TATA TEA

Tetley

Himalayan

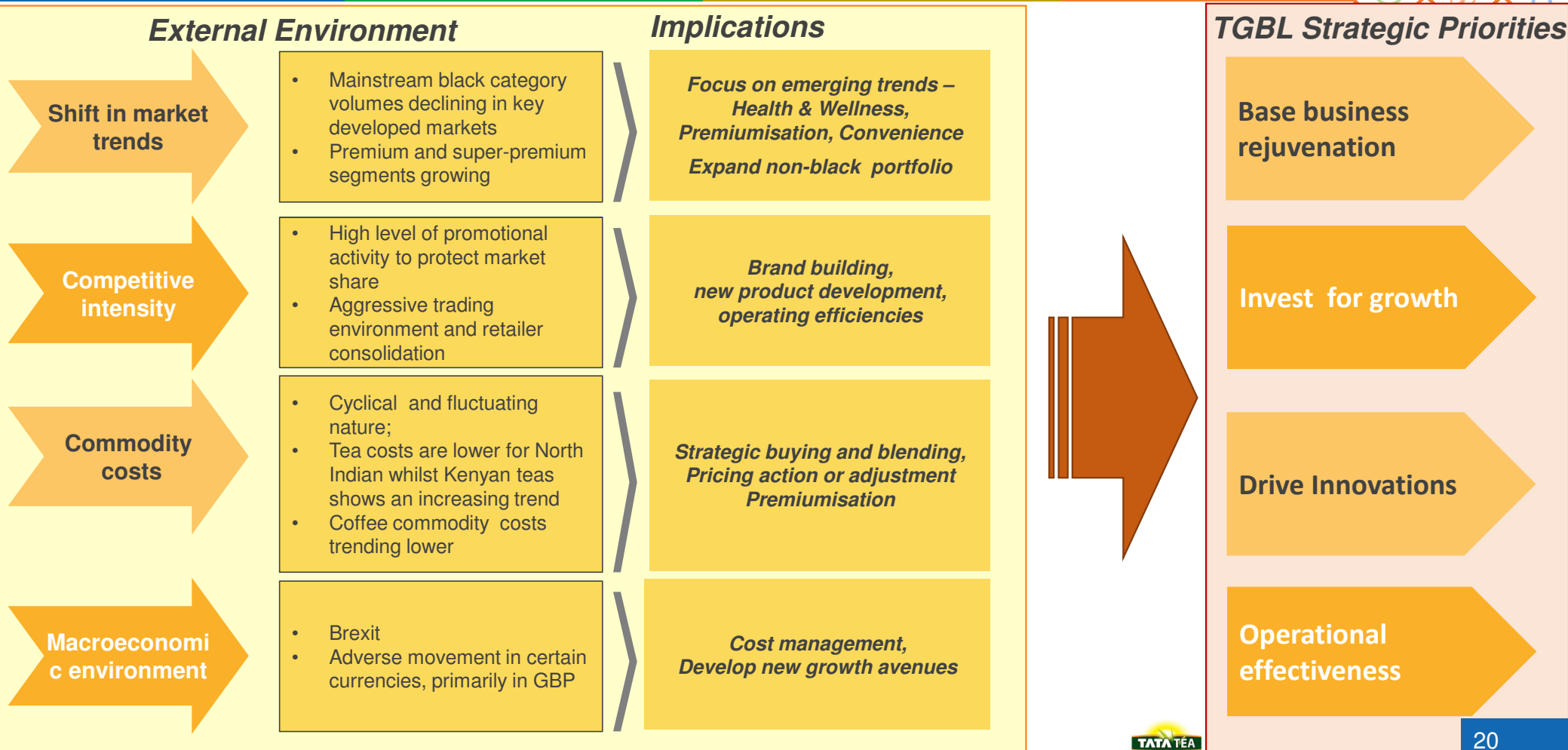
EIGHT O'CLOCK

18



External Environment and Strategic Priorities

Environment, Implications and Strategic pillars



Aggressive focus on Strategic Priorities



Strategic Priority

Base Business Rejuvenation/ Drive Innovations

Focus on Profitable Growth in core business

Innovative product / delivery

Opportunities

- Build Core Brands

- Premiumisation,
- Health and wellness,
- Grow Non-Black tea's

- Develop Alternate Channels
 - Digital space
 - Convenience

Initiatives

- Focus on **Power Brands**
- **Jaago Re Version 2 campaign** – Tata Tea
- **Tetley Supers** focus in UK
- Renegotiation of **Keurig contract** in US Coffee

- **Teaveda** launch in India, **Ayurvedic Balance** in Canada
- **Super Greens** in India and US
- **Infusion Coffee** range in US
- **Indulgence** launch in UK

- Extended **Supers range** to black and fruit and herbal in UK
- **Tetley RTD** in Canada, **Fruski** In India
- **Elaichi** - launch in India

- **Digital Boutique** roll out for Good Earth Teas in US
- Extending tea range in **Starbucks**

Aggressive focus on Strategic Priorities



Strategic Priority

Invest for Growth

Opportunities

Focus on incubatory business to drive future growth

White Space Expansion –

- Strengthen our position in large tea/coffee markets
- Explore new growth avenues

Initiatives

NOURISHCO:

- Launch of variants for **Tata Gluco Plus** which has been the star performer
- **Himalayan Flavoured Water / Himalayan Sparking Water** launched
- Good improvement in **operating profits**

STARBUCKS:

- Focus on store expansion – **100 store till Sep '17**
- Good **in-store performance**
- **Strong cash generated** from operations

MIDDLE EAST:

- Consolidating entry through new launches and growth in **GCC countries**
- **Loose tea launched** in Tetley Portfolio – Strong and Gold

- **Entry into new Asian markets** – Singapore, Malaysia and China which are large tea consuming markets
- **White spaces in India** – Consolidating our position in Maharashtra with Gold mixture
- Expansion of our super premium tea – **Teapigs into new markets**
- **Entry of Himalayan Water in US**
- **Evaluating other opportunities**

Aggressive focus on Strategic Priorities



Strategic Priority

Operational effectiveness

Opportunities

- Cost Opportunities
- Reinforce organizational capabilities
- Margin Improvements

Initiatives

- Exit from **loss making geographies** (eg Russia/China)
- **Restructure/reassess** stressed markets (eg Poland)
- Drive **operational improvements**
 - Cost management
 - Restructuring operations
- **Commodity cost**



Our Regional Structure – Managing the Business

“Global” organisation structure - a network organisation to be faster and more agile



Leveraging a networked organization within a hierarchical structure



* Non Branded Operations/JVs

- Ownership & Accountability
- Conflict Resolution
- Faster Decision Making

Regional Structure & Units

- Local market relevance for Business focus
- Speed and Agility

South Asia

BUSINESS PROFILE

- Contributes to approximately 40%+ of the total TGB Revenue.
- Mainly India, with smaller exposure in neighboring countries
- Volume and Value market leaders in overall tea category in India- leader in Black tea category
- Strong portfolio of brands
 - Tata Tea – National and Regional Brands
 - Tetley brand – Black and green, specially in tea bag category
- Strong Distribution network across India.
 - High Level of penetration - Presence in around 2 million outlets all over India, TGBL has a formidable distribution network across all Zones and Town-classes as well as in Rural
 - Leaders in the category on both numeric and weighted distribution
- Strong CSR program.

KEY FACTS AND MARKET STRUCTURE

- Significant market predominantly dominated by Black Tea.
- Small market in Green Tea and Tea Bags.
- Fragmented Distribution network - In India there are approx 9.9m FMCG outlets out of which 5.4 m outlets stocks branded tea.
- Economy and Loose tea volume market captures approximately 80% of the total tea market with premium tea market at 11% of the branded segment.
- Regional local players have significant dominance in the market

RECENT UPDATES

- Attractive market with category growth, conversion and scope for premiumisation.
- Various new innovative products launched recently
 - Tea - Maharashtra Blend, Fusion, Tata Tea Elaichi, Teaveda and Tetley Super Green Tea.
- Entry into Branded Coffee Business in India – with Tata Coffee Grand launch in November 2015
- Expansion of Tata Tea portfolio in Bangladesh.
- Gaon Chalo our Rural initiative reaches 80000 villages across 20 States in India.
- Path breaking Marketing campaigns under Jaago Re platform. In 2017, Jaago Re Version-2 – culmination through submission of petition to HRD ministry.
- Pilot launch of Fruski, a tea based ready to drink beverage.
- Pilot for retail stores



Jaago Re 2.0, Phase 2: Target to Inspire & Create 1 mn Pre-activist

<https://www.youtube.com/watch?v=3l8iNkB16N0>



Phase II aims to inspire people to be a part of change and pre-act on two issues:

WOMEN SAFETY

SHE = HE

SIGN THE PETITION

Only when we think they are equal will the world become safer for women.

Sign our petition to make gender sensitisation programmes compulsory across schools.

ALARM BAJNE SE PEHLE, JAAGO RE

SPORTS ENCOURAGEMENT

JOIN US IN BUILDING A CULTURE OF SPORTS IN INDIA

SIGN THE PETITION

It's time we gave sports its due importance.

Sign our petition to the HRD Ministry to make sports a compulsory subject in schools.

ALARM BAJNE SE PEHLE, JAAGO RE

- **Petition:** To the HRD Ministry to make Gender Sensitization compulsory in school curriculum
- **Pledge:** Parents to practice / teach gender sensitivity to children at home
- **More than 8.7 lac petitions received on Women Safety 1st July onwards ; equal number of petitions from men & women**
- The advert is available in <https://www.youtube.com/watch?v=KFv7mD2OkA>

- **Petition:** To the HRD Ministry to make sports a compulsory subject in schools
- **Pledge:** Parents to encourage children to play and follow a sport at home / in their locality
- **Launched on 16th August - To sign the petition and support the cause, log on to www.jaagore.com**
- The advert is available in <https://www.youtube.com/watch?v=zU5n0Ta1nzK>

Approximately 1.8m petitions received, which is to be submitted to the HRD ministry.

EMEA – Europe, Middle East and Africa



BUSINESS PROFILE

- Contributes to approximately 23 % of the total TGB Revenue.
- Main Markets
 - UK is the largest market within the region
 - Other operations in France, Czech Republic, Poland, Russia, Eastern Europe, ME and South Africa
- Primarily present in tea and to a lesser extent coffee
- Brands sold in the Region – Tetley, Teapigs (UK), Laager (South Africa) and Grand (both tea and coffee in Russia)
- In UK, No 2 on volume share on an overall basis
 - Good presence in all tea categories
 - #1 in Decaffeinated and #2 in Everyday Black, Redbush, and Green tea segment in the UK in volume terms
- Strong Distribution reach in the UK
- Best in class tea factory in Eaglescliffe

KEY FACTS AND MARKET STRUCTURE

- Across Europe - Everyday Black tea category de-growing whilst there is growth in other categories such as Green / Fruit and herbal
- UK - Everyday Black tea represents approximately 80% of the tea category in volume terms and 60% in value terms
- UK - Significant dependence in key retailers
- Difficult Macro-economic conditions in Russia.
- Brexit adds to uncertainty in the region.

RECENT UPDATES

- Strong performance in UK with higher volumes witnessed through growth in market shares across all major categories despite
 - Declining overall tea category, specially in everyday black
 - Continuing competitive intensity
- Green tea continues to grow with improvement in Super Greens
- Tetley has been highlighted as a **'Brand to watch' by Grocer** – a leading media house in UK.
- Teapigs, our premium teas in a growth trajectory – CAGR over 6 years is 26%
- Russian business restructure completed. Royalty agreement as brand will still be owned by TGB.

CAA – Canada, America and Australia



BUSINESS PROFILE

- Contributes to approximately 23 % of the total TGB Revenue.
- USA – dominant market within the region - mainly coffee with a smaller exposure in tea, Australia – both tea and coffee and Canada- mainly tea
- Brands sold in the Region – EOC coffee (USA), Tetley, Teapigs, Goodearth (USA) and MAP (Australia).
- EOC presence mainly in the East Coast – mainly present in the bag category (both whole-bean and ground)
- Presence in Pod’s category through successful relationship
 - with Keurig in both tea and coffee in USA
 - with Tassimo for tea in Canada
- No 1 tea brand in Canada with long history of innovation – highest loyalty and penetration rates
- Majority ownership in one of the largest foodservice business in the US
 - 56% JV with Harris Freeman
 - Strong customer relationship
 - Tetley and EOC brands

KEY FACTS AND MARKET STRUCTURE

- US coffee Market size is significantly large with “Single Serve” category being 1.7 x the bags category. Tea market is approx 10% of the total coffee market.
- Canada Tea market : Relatively moderate market with Specialty tea being 1.6 times the black tea market in value terms. We are market leaders in both Volume and Value terms in the overall tea category
- Australia – Coffee market approximately 5x of the tea market in value terms
 - Whilst the tea market growth is flat, coffee market has a growth of ~ 5-8% with significant growth in single serve.
- Everyday black tea market reflecting a declining/flat trend in CAA region but specialty tea categories growing.

RECENT UPDATES

- Intense competitive intensity and retailer pressure, specially in US.
- Higher operating profit in US coffee in 2016-17
- Topline impacted mainly on account of intense competitive intensity , adverse sales mix specially in the US.
- Re-negotiated K Cup agreement with Keurig – Recognised topline and higher profits in 2017-18
- Tea Pigs in US, Canada and Australia showing improvements. Tata Tea sold in Canada.
- Focus on effective promotions to drive efficiency.

Incubatory Business in India



BUSINESS PROFILE

- 50:50 JV company formed between **Tata Global Beverages** and **Pepsico**
- **Marketing** and **distribution** of products in the area of non-carbonated ready-to-drink beverages, focus on health and wellness
- Currently sells Himalayan, Tata Water Plus and Tata Gluco plus in India.
- Tata Gluco plus is now available in Tamil Nadu, Andhra Pradesh, Kerala, Karnataka, Maharashtra and Gujarat.
- Tata Water Plus sold mainly in Tamil Nadu and Andhra Pradesh.

RECENT UPDATES

- In the year 2016-17, the Company registered a topline growth of **29%** over the previous year.
- Growth led by stellar performance in Tata Gluco plus despite price increase.
 - New proposition of “Gas minus Energy Plus” with visual packaging changes received well by customers
- Good growth in Himalayan driven by growth in traditional trade, e commerce and key accounts.
- Tata Water Plus performance improves due to acquiring new key accounts contracts
- Himalayan Orchard Pure range of flavoured water launched in three flavours – Strawberry, Apple and Peach
- Himalayan Sparkling water launched in Q4 listed with premium chain of hotels,
 - Negotiations are on with other premium hotel / restaurant chains in the country.
 - Himalayan Sparkling has been chosen and published in LA’s 200 best packaging design world wide



Himalayan Water to enter US



BUSINESS PROFILE

- Tata Global Beverages' (TGB) premium natural mineral water brand 'Himalayan', will now enter the USA market
- Agreement signed by its subsidiary with Talking Rain Beverage Company to distribute and market the brand.
- This agreement will give Himalayan the benefit of Talking Rain's extensive go to market and execution capabilities in the US.
- Himalayan becomes one of the first premium Indian FMCG brands to target the broader American audience.

About Himalayan Water

Himalayan water is a premium source water, from a pure and pristine underground moving stream aquifer, in the foothills of the Himalayas.

Every drop travels through layers of rock, sand and silt which act as natural filters and during this journey, allow the water to pick up essential minerals from which it acquires its unique composition and taste.

About Talking Rain® Beverage Company

An iconic brand in the Seattle-area for 30 years, Talking Rain is a Washington-based beverage company situated in the foothills of the Cascade Mountains. This innovative company is outselling global brands in flavor-categories across the U.S., while beginning to find success internationally with the brand's bold-flavored, lightly carbonated sparkling water.



Incubatory Business in India – Tata Starbucks



BUSINESS PROFILE

- 50:50 JV company formed between **Tata Global Beverages** and **Starbucks Coffee International Inc** which owns and operates Starbucks café in India.
- Spectacular launch of the Inaugural flagship store, branded '**Starbucks – a Tata alliance**' – launched at Horniman Circle, Mumbai in the year 2012
- Store uses India roasted coffees from Tata Coffee, for all its espressos. Stores also offering Tata Tazo and Himalayan water.
- 100 stores opened till Sep 2017 in India.



RECENT UPDATES

- In the year 2016-17, the Company registered a topline growth of **14%** over the previous year.
 - Growth led by good in-store performance and expansion in no of stores .
- Leveraging Starbucks relationship beyond the Indian Market
 - One of the blends selected for Starbucks most premium offering - Starbucks Reserve stores.
 - Tata Coffee Limited tie up with Starbucks for international supply
 - TGB + Starbucks contributions to **Tata Strive**, which engages in Skilling Programs in India.
- Himalayan available in Singapore - looking for supply agreements for other international markets.



Non Branded Operations – Tata Coffee Limited



BUSINESS UPDATE

- TGB has 57.48% stake in Tata Coffee Limited (TCL) which primarily is into plantation and coffee extraction business
- **Plantation business**
 - Produces Coffee, Tea, Pepper and carries Timber wealth.
 - It has a total cultivated area of 25226 acres
 - It is one of Asia's largest producer of coffee at around 10000 mt
 - It is India's largest pepper producer.
 - Supply arrangements with the branded business – Tata Coffee Grand, Starbucks and Grand coffee in Russia
 - Coffee plantation business is subject to seasonality.
- **Coffee Extraction business –**
 - Has two plants with a total capacity of 8400 TPA
 - Produces 3 variants – Spray, Agglo and Freeze Dried
 - Around 90-95% exported - Major markets are Russia, CIS, SE Asia, West Africa, Japan and Far East

RECENT UPDATES

- **Spectacular performance in 2017, recording highest ever**
 - Operating Income, and
 - Operating Profit
- **Instant Coffee** - Improvement in coffee extraction business driven by improved volumes & favorable sales mix
- State of the art green field Freeze Dried instant coffee facility set up in Vietnam with a capacity of 5000 MT per annum. Estimated project cost is USD 50 million (approx Rs. 350 crores)
- Manufacturing units for coffee extraction running in full capacity. Focus on sustainable sourcing.
- Increased sourcing by Starbucks.

Non Branded Operations – Other Businesses

- Operates Tea Extraction business and has interest in other plantation businesses
- Tea Extraction
 - ▶ Tea extraction plants located in US and India
 - ▶ Caters to B2B businesses
- Interest in plantation companies
 - ▶ Have minority interest in tea plantation companies in North/South India and in Srilanka
 - North India – Amalgamated Plantation Pvt Ltd - Second largest tea plantation company in India with total area around 24500 Ha
 - South India – Kanan Devan Hills Plantation Co - Total area of 22000 Ha , with 16 factories
 - Sri Lanka – Watawala - Largest tea producer in Sri Lanka with total area of 12400 Ha, exporter of the finest Ceylon teas
 - ▶ Has leading brands Zesta, Watawala Kahata and Ran Kahata
 - ▶ JV between Sunshine Holdings PLC, TGB and Pyramid Wilmar Plantation



Sustainability initiatives



Sustainable products are good for people, good for the planet and also good for business

SOURCING IT RIGHT



Specific Project with ETP and Tea Research Association

PROTECTING THE ENVIRONMENT



Project Sustainable Plant Protection Formulation (S-PPF)

IMPROVING LIVES



TATA GLOBAL BEVERAGES

BREAKING BARRIERS



Awards and Achievements



Over 50 accolades for the Power of 49 campaign



Eight O'Clock Coffee wins two Reggies



Tetley Super Green Tea awarded UK Product of the Year 2016



Tetley in UK wins five Great Taste Awards!



TGB wins at the Effie Awards – Gold and Bronze



Website of the Year Award 2015 in Consumer Goods category



Tata Coffee wins two awards at the 12th Golden Leaf India Awards 2016

Awards and Achievements ... Contd.



TGB achieves full Rainforest Alliance certification for EMEA and CAA region



Tetley in UK sweeps up more Great Taste awards for the third consecutive year receiving a one-star endorsement, rated as 'Simply Delicious'



TGB recognised as one of the most transparent companies in emerging markets



Tetley Green Tea's Transformation series wins Gold at Emvies 2016



TGB is a leader again in Climate Disclosure Leadership Index India 2016

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Tata Coffee recognised as Most Ethical Company - Agricultural Sector





Financial Overview

Key Insights

Q2 PERFORMANCE UPDATE

- Sixth consecutive quarter of operating profit growth
- Good performance continues in Q2
 - Operating income higher by 6% in underlying currency
 - Growth in India tea brands
 - Improvements in US coffee ,
 - Offset by, underperformance in Non Branded Operations
 - Group Profit before exceptional items and Group Net profits improves by 23% and 11% respectively
 - Good cost management
 - Lower finance cost,
 - Offset by, Increase in commodity cost in US coffee and UK tea
- Good performance in some growing categories of tea
 - Green tea performs well across most markets
 - Good Performance of our super premium teas
- Improvement in Nourishco and Starbucks – our incubatory business in India.

LAUNCHES IN THE PERIOD

- Tetley Indulgence in UK
- Eight o'clock 'Pumpkin Spice'
- Tetley RTD in Canada
- Fruski (Tea based RTD) in India
- Tata Cha, retail format, in India
- Entry into new categories in markets where we were not present

GOING FORWARD

- Increased focus on India business
- Increased focus on innovation
- Focus on white spaces
 - Asia
 - ME
- Stringent re-look at stressed businesses
- Continued focus on cost reduction

Performance for YTD 2016-17- IndAS



INR Crores	Year Ended March	
	2017	2016
Particulars		
Total Operating Income	6780	6637
EBIT	665	538
Profit Before Exceptional Items	657	503
Exceptional Items	5	(333)*
Profit before Tax	662	170
Profit after Tax	464	(30)
Group Consolidated Profit	455	(37)
EPS (Rs.)	6.17	(0.09)

* Exceptional item for the previous year does not include profit on sale of non-core investments of Rs 328 crores which have been directly recognised in retained earnings.

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Segment Performance - 2016-17



Particulars (In Rs Crores)	Segment Revenue		Segment Results		Capital Employed	
	Mar 17	Mar 16	Mar 17	Mar 16	Mar 17	Mar 16
Branded Business						
Tea	4804	4715	578	579	3350	3606
Coffee	1118	1119	179	129	1584	1678
Others	36	29	(22)	(28)	4	20
Total Branded Business	5958	5863	735	680	4938	5304
Non Branded Business	890	815	137	72	854	801
Less: Inter-segment Revenue	(68)	(42)				
Un-allocable items			(210)	(582)	1392	1003
Total	6780	6637	662	170	7185	7109

Strong Balance Sheet - IndAS



Particulars (INR Crores)	March 2017	March 2016
SOURCES OF FUNDS		
Shareholder's Funds	7185	7109
Borrowings	799	1294
Non Operating Liabilities (net)	315	390
TOTAL	8299	8793
APPLICATION OF FUNDS		
Fixed Assets:		
Goodwill	3498	3710
Other Fixed Assets	1162	1062
Investments	1285	1123
Cash & Other Deposits	1074	1329
Current Assets (net)	1280	1569
TOTAL	8299	8793

Performance for Q2 and YTD 2017-18 vs 2016-17



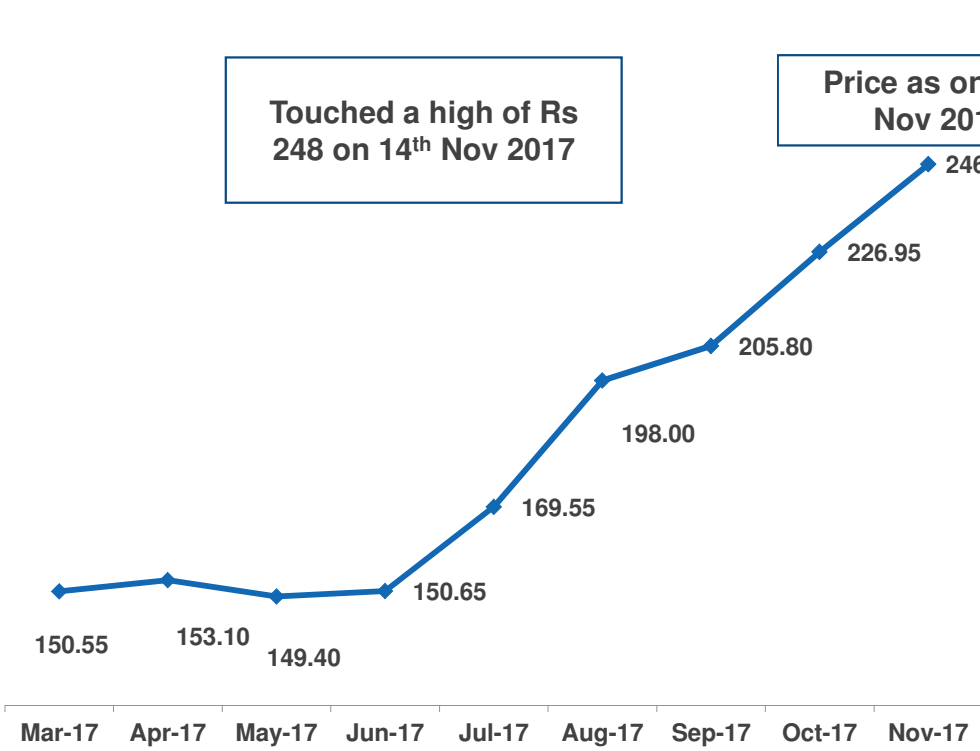
Quarter Ended		INR Crs	Half year Ended	
Sep			Sep	
2017	2016	Particulars	2017	2016
1692	1622	Total Operating Income	3397	3357
184	158	EBIT	400	360
208	170	Profit Before Exceptional Items	427	371
(12)	-	Exceptional Items	(7)	(1)
196	170	Profit before Tax	420	370
123	108	Profit after Tax	266	234
154	140	Group Consolidated Profit	296	259
2.28	2.01	EPS (Rs.) – not annualised	4.25	3.65

Segment Performance – H1 2017-18



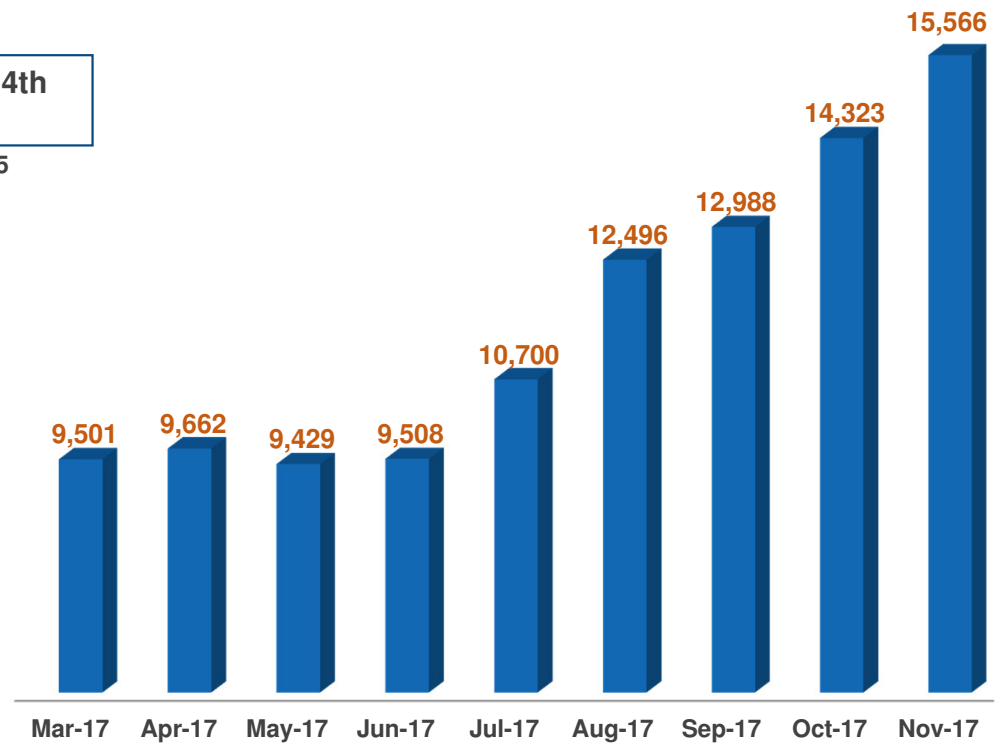
Particulars (In Rs Crores)	Segment Revenue		Segment Results		Capital Employed	
	Sep 17	Sep 16	Sep 17	Sep 16	Sep 17	Sep 16
Branded Business						
Tea	2454	2381	349	321	3641	3308
Coffee	540	557	91	99	1613	1693
Others	18	14	(5)	(8)	27	16
Total Branded Business	3012	2953	435	412	5282	5018
Non Branded Business	407	435	46	58	950	748
Less: Inter-segment Revenue	(22)	(32)				
Un-allocable items			(61)	(101)	1376	1097
Total	3397	3357	420	370	7608	6862

Share Performance & Market Capitalisation



Touched a high of Rs 248 on 14th Nov 2017

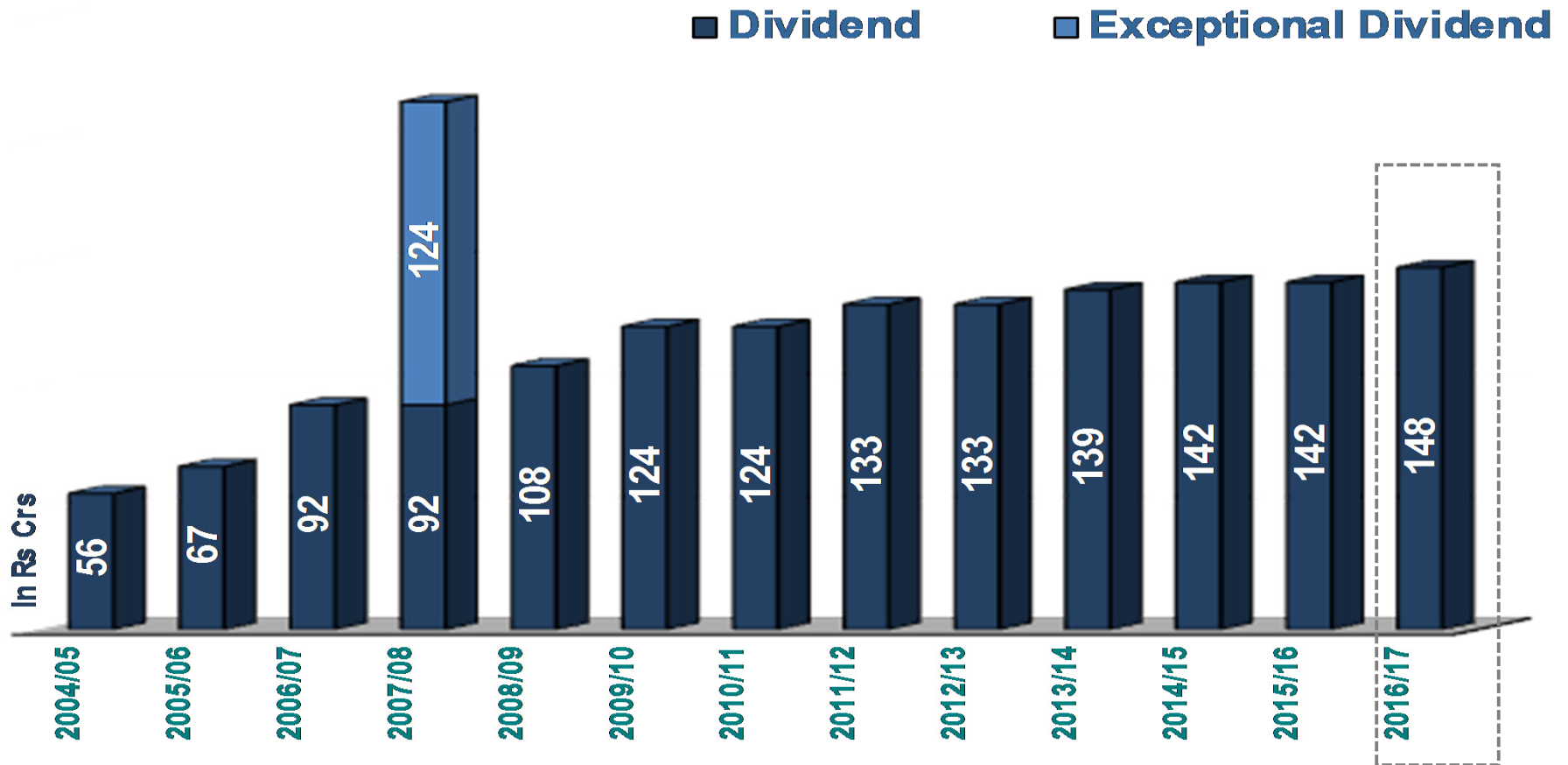
Price as on 14th Nov 2017



TGBL Share Price

Market Cap (Rs Cr)

Increase in Dividend Payout over time



Company information



Website: tataglobalbeverages.com

Equity Share details

Bombay Stock Exchange (BSE) – **500800**

National Stock Exchange (NSE) – **TATAGLOBAL**

ISIN No – **INE192A01025**

(International Securities Identification Number)

Depository Receipt

Luxembourg Stock Exchanges - **US8765692038**

London Stock Exchange - **TGBL**



Thank you

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