19th December, 2016

1. The Dy.General Manager
Corporate Relationship Dept.
BSE Ltd.
Phiroze Jeejeebhoy Towers,
Dalal Street
MUMBAI - 400 001
Scrip Code No: 532301

2. 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 symbol: TATACOFFEE

Dear Sir(s),

Please find enclosed a copy of the Press Release with regard to the outcome of the Board Meeting held on 19th December, 2016 for your information and records.

Thanking you,

Yours faithfully
For TATA COFFEE LIMITED

(N.S.SURYANARAYANAN)
COMPANY SECRETARY

Encl: as above

TATA COFFEE LIMITED
57 Railway Parallel Road, Kumara Park West Bengaluru 560 020
Tel: 91 80 23560695 - 97 23561976 - 81 Fax: 91 80 23341843
Registered Office: Pollibetta 571 215 South Kodagu Karnataka India
Corporate Identity Number (CIN) -L01131KA1943PLC000833
Website address - www.tatacoffee.com

Tata Coffee announces plan to set up a state of the art freeze dried coffee plant in Vietnam

Tata Coffee today announced plans to set up a state of the art freeze dried coffee plant in Vietnam with an installed capacity of 5000 MT pa. This move will further strengthen Tata Coffee's growth in the premium instant coffee segment. The company has made significant strides in moving up the coffee quality value chain by focusing on differentiation, premiumization and customer centricity.

Tata Coffee already has strong expertise in manufacturing freeze dried coffee at its plant in Theni, Tamil Nadu, which develops blends customized to varied consumer preferences. Freeze dried coffee is a growing segment worldwide in the premium instant coffee segment. Instant Coffee accounts for about 20% of the global coffee consumption with freeze dried instant coffee being the most premium.

The plant in Vietnam will serve discerning global customers of Tata Coffee with new product mixes of freeze dried coffee. Sanjiv Sarin, Managing Director of Tata Coffee said, "Tata Coffee has made steady progress in growing its freeze dried instant coffee business, which is now about 20% of our overall instant coffee portfolio. This move is in line with the company's strategy to strengthen focus on differentiation, premiumization and customer centricity. Our commitment to quality, process improvements, sustainability and understanding customers will help our growth in this market. Vietnam offers an attractive business environment besides being the largest Robusta Coffee growing region. The plant will help us further expand our global footprint."

TATA COFFEE LIMITED B'LORE

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