March 14, 2018

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

Calcutta Stock Exchange Asscn. Ltd.
7 Lyons Range
Kolkata 700 001
Scrip Code – 10000027
(Demat)
27 (Physical)

Dear Sirs,

Sub: Schedule of Meetings with Analyst / Institutional Investor

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find below the details of schedule of Analysts "Credit Suisse India Consumer Trip" meetings proposed to be held today i.e. 14th March, 2018 from 3.30 P.M - 4.30 P.M. at Mumbai.

Fund	Attendee
RBC	David Soh
Ontario Teachers Pension Plan Board	Jennifer Lee
Nikko Asset Management Asia	Ashwin Sanketh
Aristotle Capital	Ms. Weixin Lin
Columbia Thread Needle	Vanessa Donegan
ICICI Bank	Sumeet Agrawal
Kotak	Devender Singhal
Mirae Asset	Neelesh Surana
Mirae Asset	Ankit Jain
Goldman Sachs Asset Management	Aman Batra
Credit Suisse	Arnab Mitra
Credit Suisse	Rohit Kadam
Credit Suisse	Rajat Sabharwal
Credit Suisse	Ravi Shankar

We also enclose herewith a copy of the Presentation which will be made at the above mentioned Anaslyst's meet.

Yours faithfully,
For **Tata Global Beverages Limited**

TATA GLOBAL BEVERAGES LIMITED 1, BISHOP LEFROY ROAD KOLKATA-20

(V. Madan)
Vice President & Company Secretary

TATA GLOBAL BEVERAGES LIMITED
Kirloskar Business Park, Block C -3rd & 4th Floors, Hebbal, Bangalore - 560 024.
Tel 080 67171200 Fax 080 67171201.
Registered Office: 1 Bishop Lefroy Road, Kolkata – 700020
Corporate Identity Number (CIN) - L15491WB1962PLC031425
E-mail id - investor.relations@tataglobalbeverages.com
Website address – www.tataglobalbeverages.com



Investor Presentation

March 2018

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 ENVIORONMENT 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

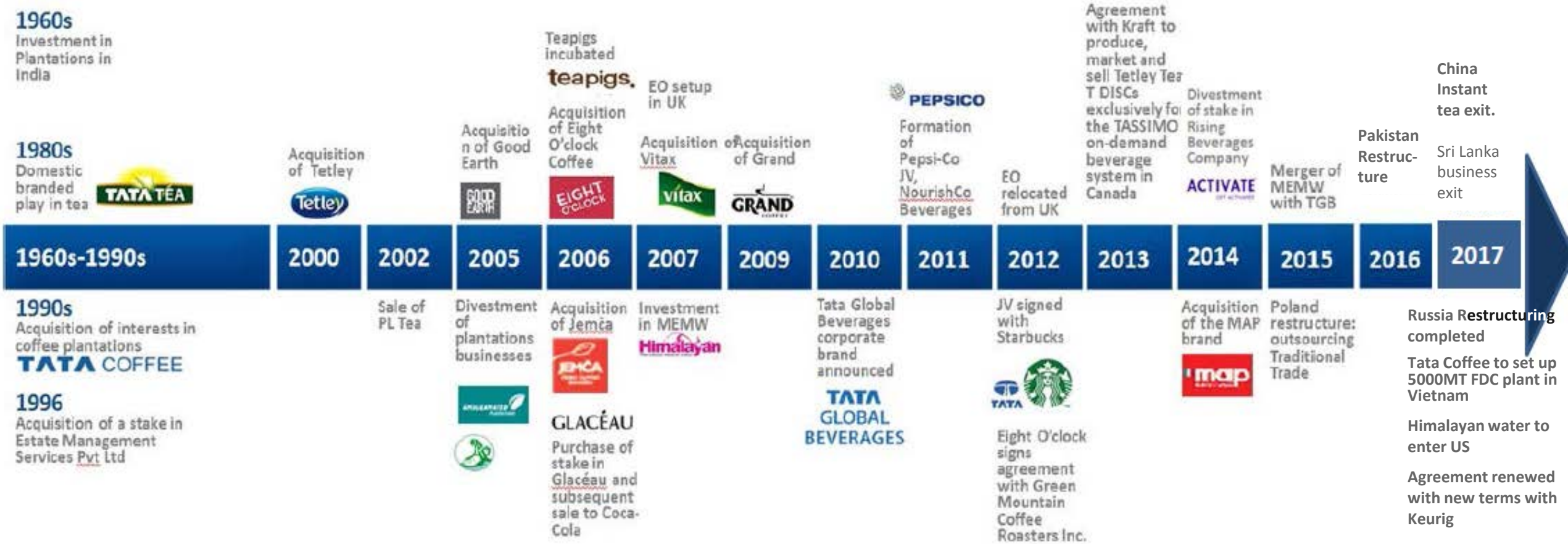
07 Three marketing and sales regions across the globe



** At 100% basis*

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



Our Presence

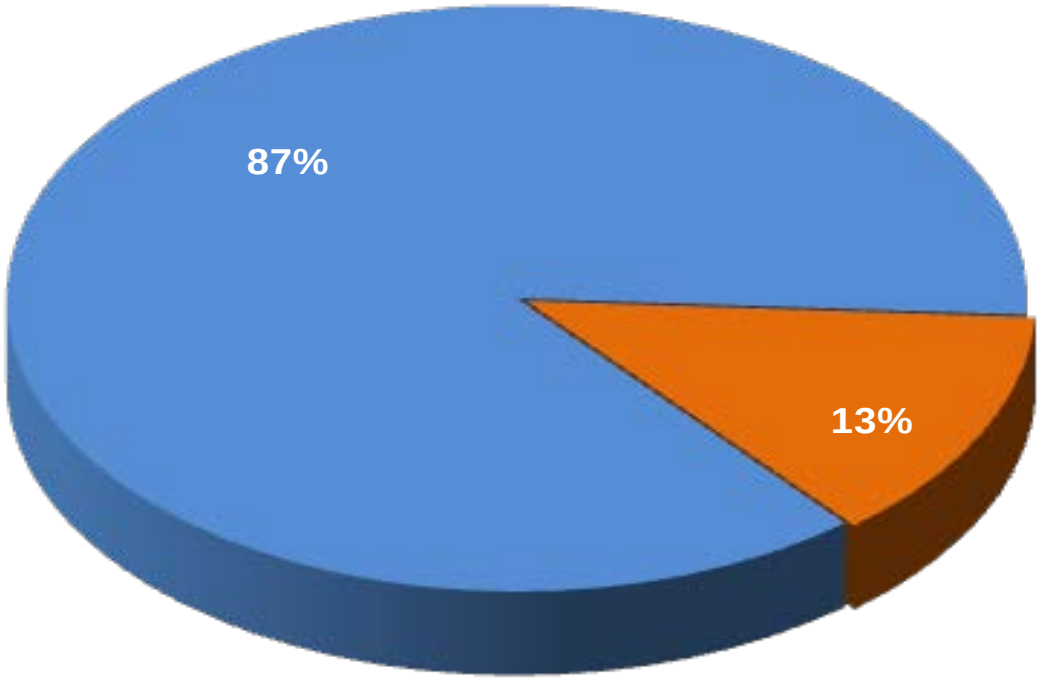
While we have leadership position in India (#1) , UK (#2) and Canada (#1), we have significant room to grow



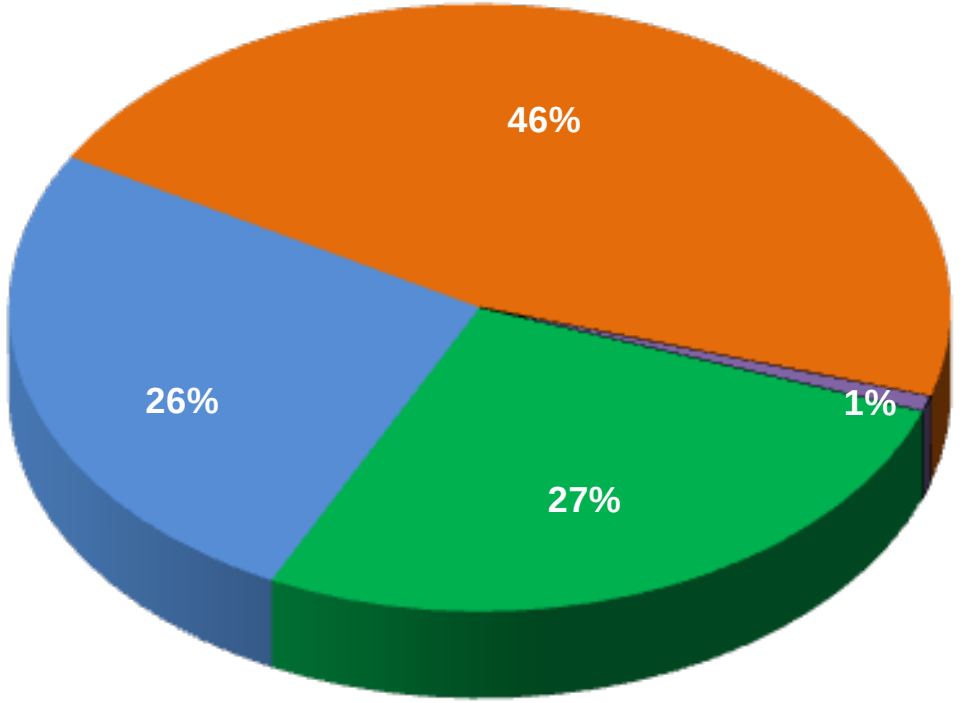
Business Profile

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

Segment-wise Turnover - 2017



Region-wise Branded turnover - 2017





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

teapigs.

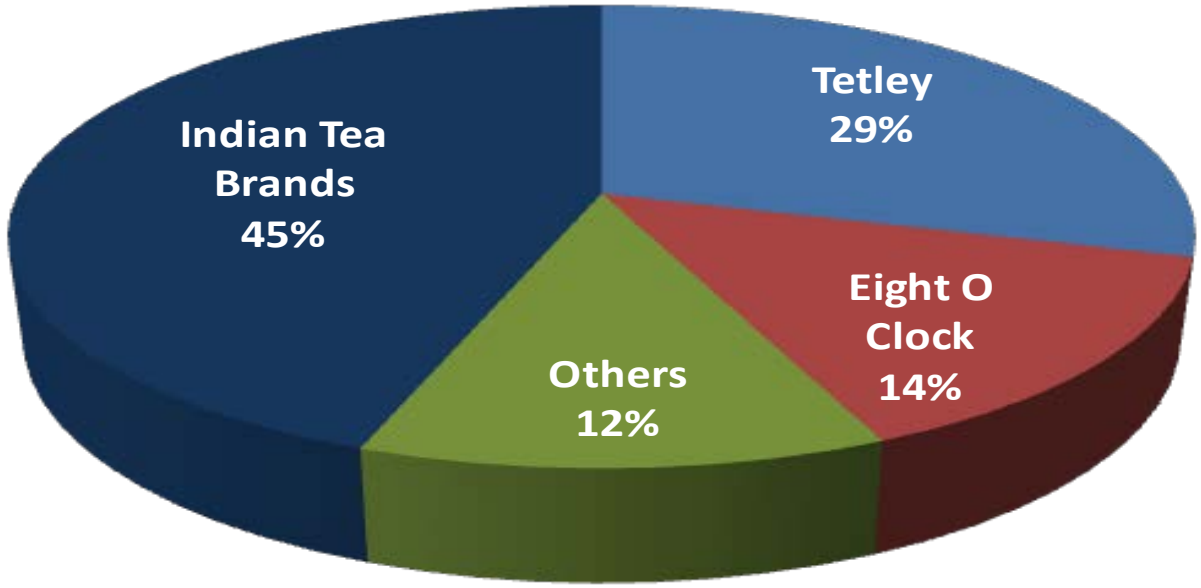
Tetley
TATA TEA
GOOD EARTH
Himalayan
The natural mineral water
map
TATA TEA Chakra Gold
TATA COFFEE GRAND

Tetley
TATA TEA
EIGHT O'CLOCK
JEMČA
vitax
TATA TEA Kanan Devan
TATA TEA GEMINI
TATA GLUCO+

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

1985 — First Polypack delivering "garden fresh" tea



1989 — First dripless tea bag



1994 — Canisters



2002 — First round tea bag



2004 — Fruit and Herbal infusions



2005 — Pyramid Tea Bags - Temples





2006 — Matcha Tea (Teapigs)



2008 — Blend of both - a mixture of Black & Green tea



2010 — EOC - Packaging innovation



2012 — EOC compatible with K-cups



2012 — Tata Water Plus - India's first nutrient water



2014 — Tata Gluco Plus - innovative packaging



2014 — Tata Acti Green - democratizing green tea in



2015 — Maharashtra Gold Mixture



2015 — Super Greens / Super Fruits- additional benefits with Tea



2015 — Tata Coffee Grand - Innovative



2016 — Super Black



2016 — Tata Tea Elaichi



2017 — Tetley Indulgence - UK



Coffee Infusions - US



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

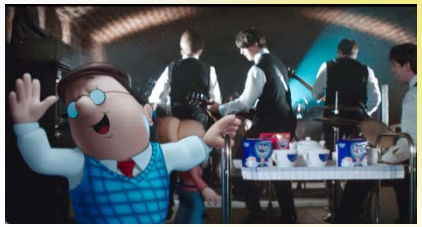


Brand new TV campaign amplified with print and PR

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

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

- 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



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

#1 brand in AP and Telangana. Built on strength



National brands

Regional brands

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 natures 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

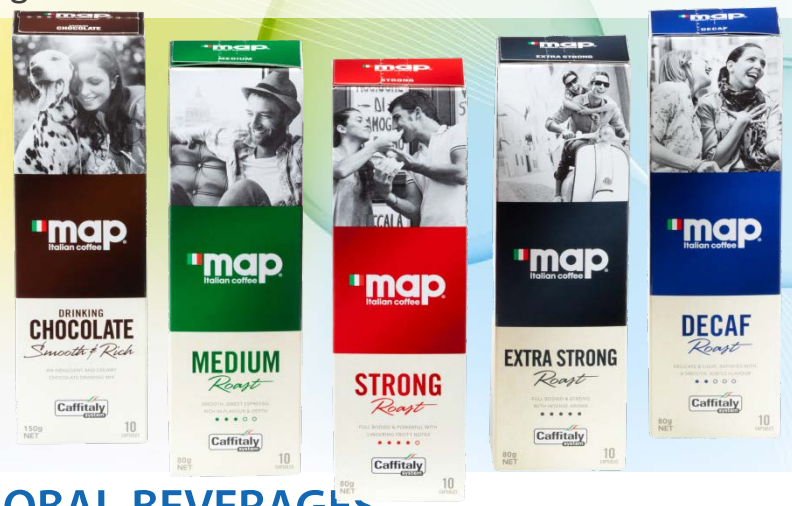
- Distinctive and meaningful brand name
- Stands for goodness and exceptional flavor
- One of the first American herbal tea companies and a leader in specialty teas
- Unique and great tasting blends
- Re-launched with new packaging
- Digital platform – E-commerce portal launched



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 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





External Environment and Strategic Priorities

Environment, Implications and Strategic pillars

External Environment		Implications
Shift in market trends	• Mainstream black category volumes declining in key developed markets • Premium and super-premium segments growing	***Focus on emerging trends – Health & Wellness, Premiumisation, Convenience*** ***Expand non-black portfolio***
Competitive intensity	• High level of promotional activity to protect market share • Aggressive trading environment and retailer consolidation	***Brand building, new product development, operating efficiencies***
Commodity costs	• Cyclical and fluctuating nature; • Tea costs are lower for North Indian whilst Kenyan teas shows an increasing trend • Coffee commodity costs trending lower	***Strategic buying and blending, Pricing action or adjustment Premiumisation***
Macroeconomic environment	• Brexit • Adverse movement in certain currencies, primarily in GBP	***Cost management, Develop new growth avenues***

TGBL Strategic Priorities

- **Base business rejuvenation**
- **Invest for growth**
- **Drive Innovations**
- **Operational effectiveness**

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 i**n 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

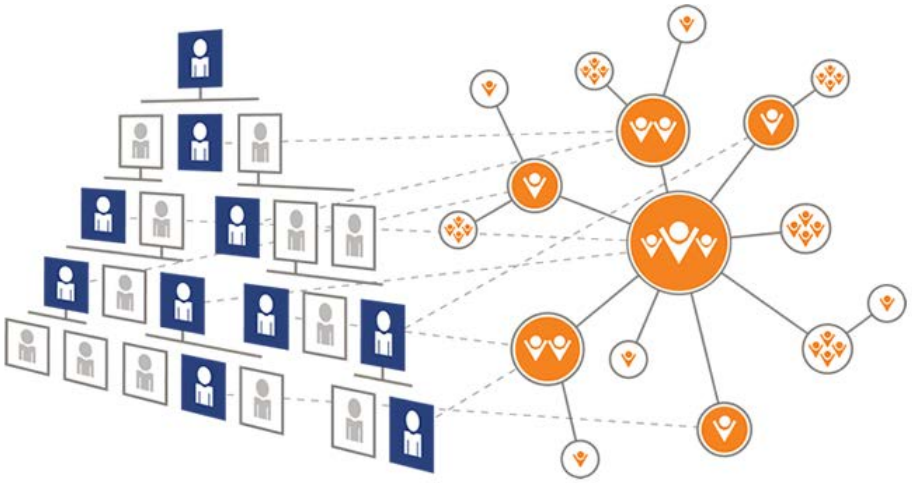
- Exit from **loss making geographies** (eg Russia/China)
- **Restructure/reassess** stressed markets (eg Poland)
- Drive **operational improvements**
  - Cost management
  - Restructuring operations
- **Commodity cost**



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=3I8iNkB16N0

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



- **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=KFvv7mD2OkA**



- **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

NourishCo A TATA PEPSICO JV

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 pubished 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 Himalayan water and a Teavana tea range.
- 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

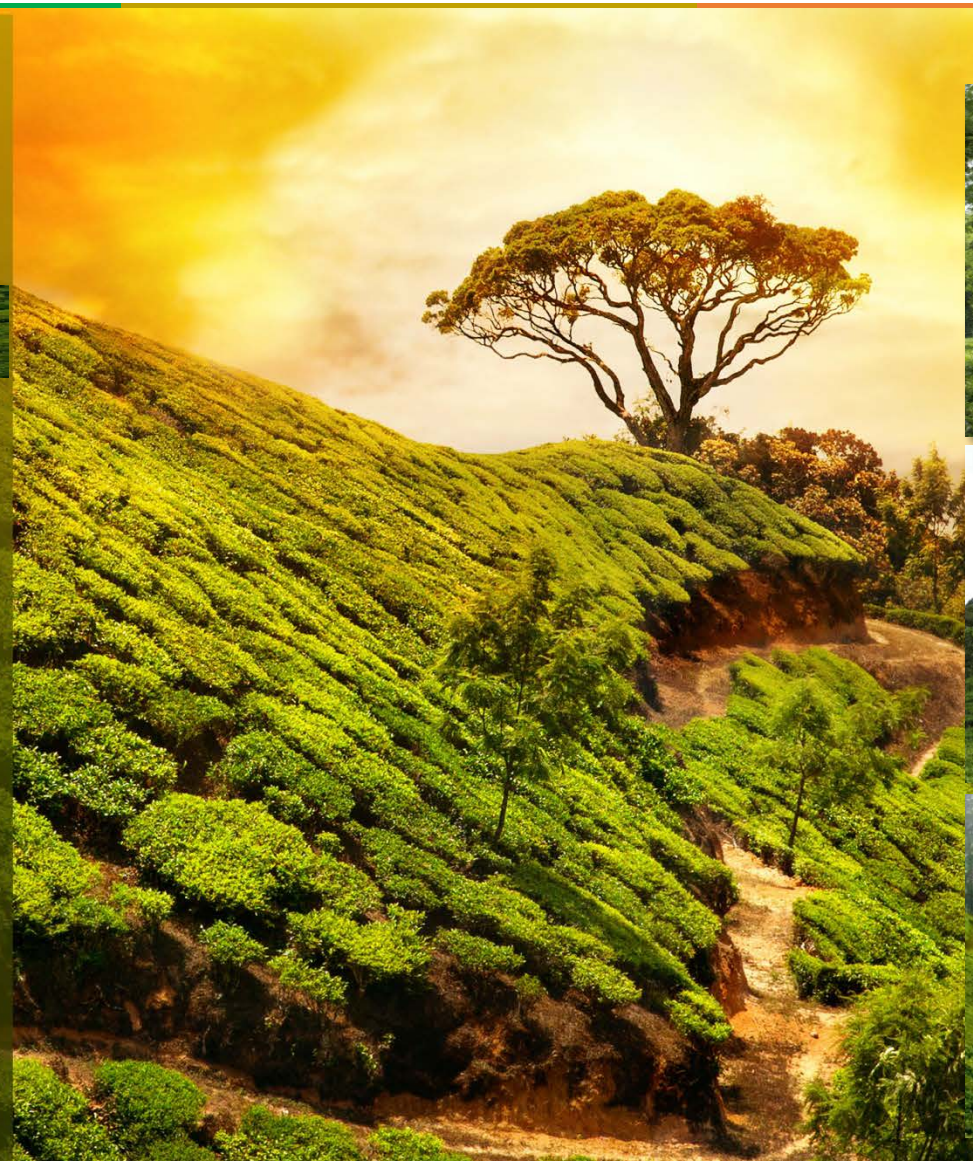
- TGB has 57.48% stake in Tata Coffee Limited (TCL) which primarily is into plantation and coffee extraction business
- ***Plantation business***
  - Produces Coffee, Tea, Pepper and carries Timber wealth.
  - It has a total cultivated area of 25226 acres
  - It is one of Asia's largest producer of coffee 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

trustea
ENVIRONMENT • SAFETY • LIVELIHOODS

Ethical Tea Partnership

RAINFOREST ALLIANCE CERTIFIED

Specific Project with ETP and Tea Research Association

PROTECTING THE ENVIRONMENT

CDP CLIMATE DISCLOSURE LEADER 2015

Project Sustainable Plant Protection Formulation (S-PPF)

IMPROVING LIVES

unicef
United Nations Children's Fund

Ethical Tea Partnership

ARANYA NATURALS

BREAKING BARRIERS

Farmers First Hand
Tetley
SINCE 1837

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

CDP
DRIVING SUSTAINABLE ECONOMIES

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



Tata Coffee recognised as Most Ethical Company - Agricultural Sector



Financial Overview

Key Insights

Q3 PERFORMANCE UPDATE

- Seventh consecutive quarter of operating profit growth
- Good performance continues
  - Operating income higher by 3% in underlying currency excluding Russia impact (divested)
    - Growth in India and UK tea brands
    - Offset by, underperformance in Non Branded Operations
  - Group Profit before exceptional items and Group Net profits improves by 50% and 31% respectively
    - Lower commodity cost in US coffee and India
    - Good cost management
    - Lower finance cost,
    - Phasing of advertisement spends
    - Offset by, Increase in commodity cost in 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.
- Disinvestment – Russia and EMSPL
- Benefit of the newly enacted tax rates in US partially offset by exceptional expenditure



LAUNCHES IN THE PERIOD

- Tetley Indulgence in UK
- Tetley RTD in Canada
- Fruski (Tea based RTD) in India
- Tata Cha, retail format, in India
- Tata Masala
- Tetley Super Squash in UK

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	
Particulars	**2017**	**2016**
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.**

Segment Performance - 2016-17

Particulars	Segment Revenue		Segment Results		Capital Employed	
(In Rs Crores)	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 Q3 and YTD 2017-18 vs 2016-17

Quarter Ended Dec		INR Crs	9 months ended Dec	
2017	2016	Particulars	2017	2016
1730	1741	Total Operating Income	5127	5098
206	150	EBIT	606	511
218	146	Profit Before Exceptional Items	645	517
(12)	50	Exceptional Items	(19)	48
206	195	Profit before Tax	625	565
186	145	Profit after Tax	453	379
189	145	Group Consolidated Profit	485	404
2.66	2.02	EPS (Rs.) – not annualised	6.91	5.67

Segment Performance – Q3 2017-18

Particulars	Segment Revenue		Segment Results		Capital Employed	
(In Rs Crores)	Dec 17	Dec 16	Dec 17	Dec 16	Dec 17	Dec 16
Branded Business						
Tea	1291	1239	193	144	3878	3820
Coffee	253	290	63	31	1526	1667
Others	8	9	(6)	(6)	33	20
Total Branded Business	**1553**	**1538**	**251**	**168**	**5438**	**5507**
Non Branded Business	**189**	**223**	**6**	**22**	**1037**	**797**
Less: Inter-segment Revenue	(12)	(19)				
Un-allocable items			(51)	5	1282	845
Total	**1730**	**1741**	**206**	**195**	**7757**	**7149**

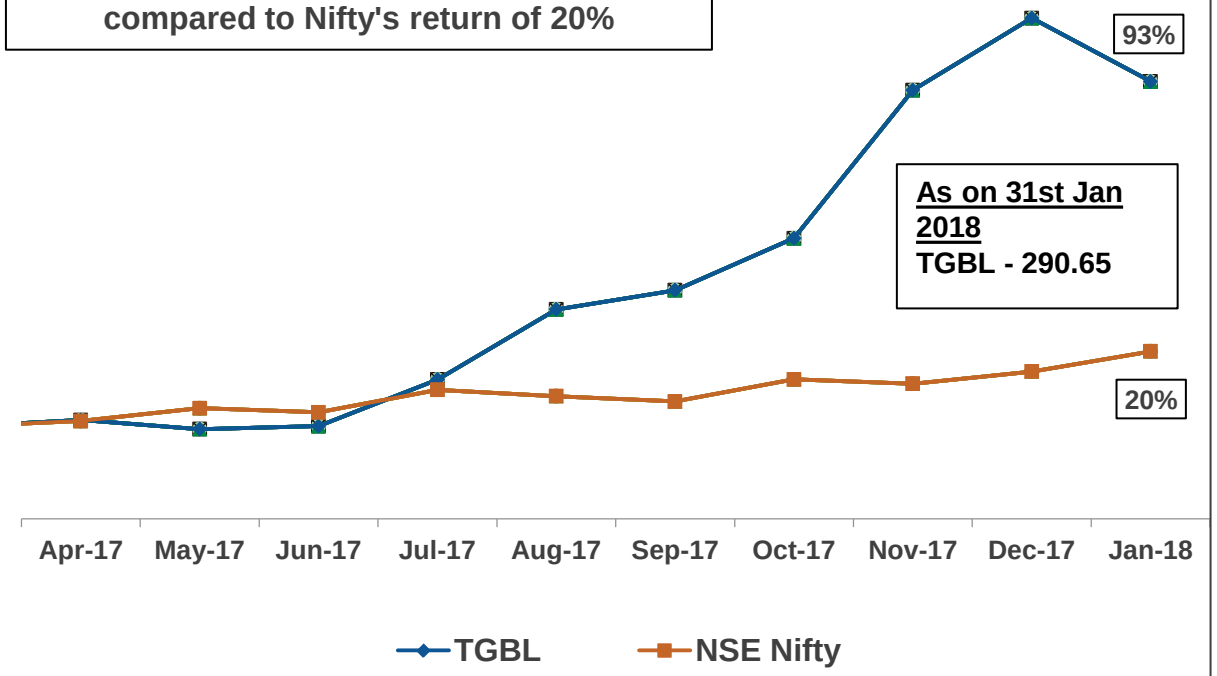
Segment Performance – YTD 2017-18

Particulars	Segment Revenue		Segment Results		Capital Employed	
(In Rs Crores)	Dec 17	Dec 16	Dec 17	Dec 16	Dec 17	Dec 16
Branded Business						
Tea	3746	3620	543	465	3878	3820
Coffee	793	847	154	130	1526	1667
Others	26	23	-11	-14	33	20
Total Branded Business	**4565**	**4491**	**686**	**580**	**5438**	**5507**
Non Branded Business	**596**	**658**	**52**	**80**	**1037**	**797**
Less: Inter-segment Revenue	-33	-51				
Un-allocable items			-112	-96	1282	845
Total	**5127**	**5098**	**625**	**565**	**7757**	**7149**

Share Performance & Market Capitalisation

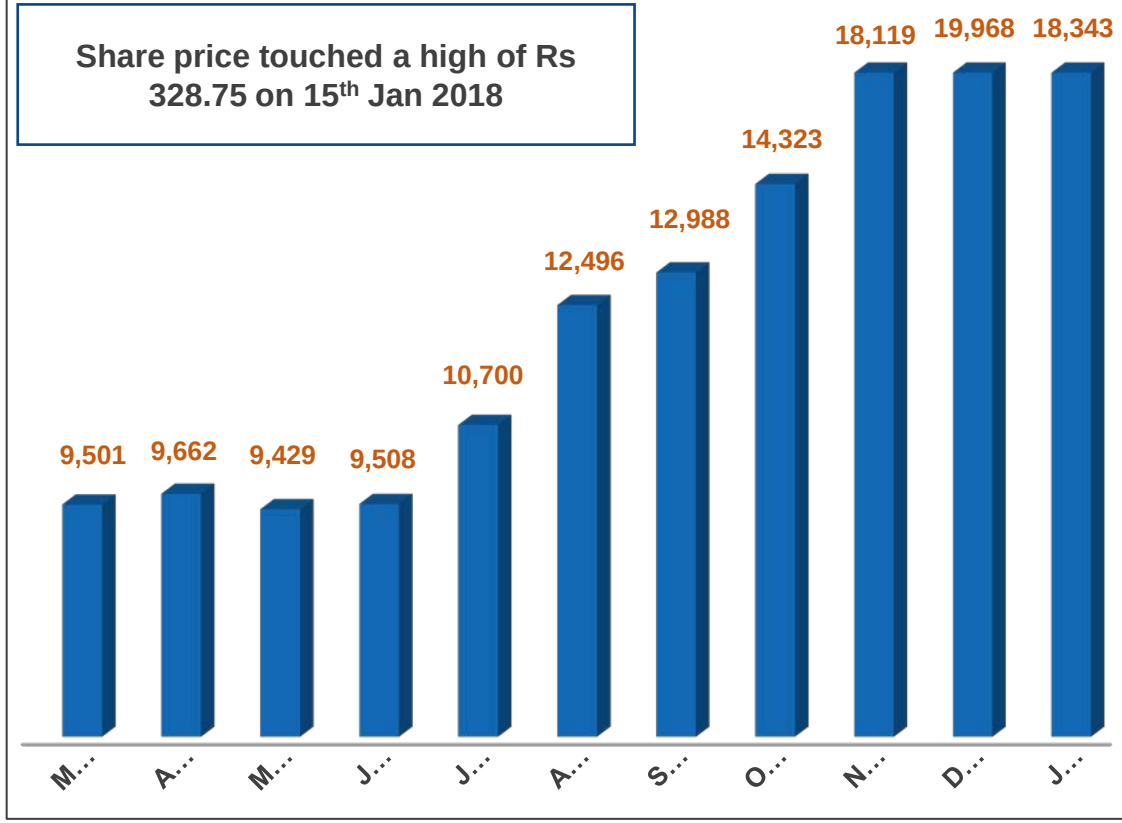
TGBL Share Performance vs NSE Nifty

On a YTD basis, TGBL has delivered 93% compared to Nifty's return of 20%

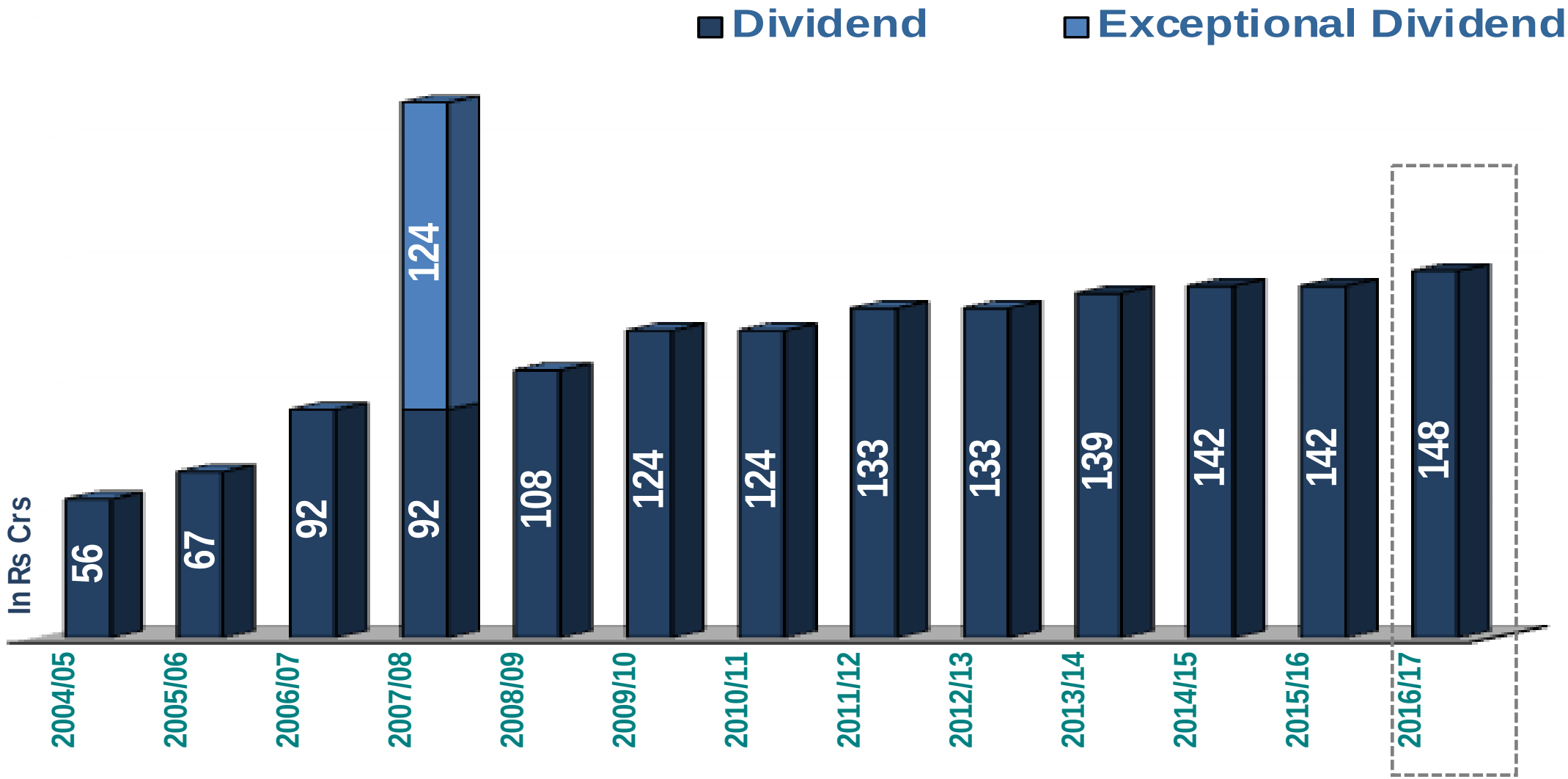


Market Cap (Rs Crores)

Share price touched a high of Rs 328.75 on 15th Jan 2018



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**


teapigs.
tummy tonic
caffeine free
15 biodegradable tea temples
peppermint leaves
TATA TEA
Premium
Tetley
SINCE 1837
SUPER GREEN TEA
Boost
Vitamin B6
Berry Burst
EIGHT O'CLOCK
TATA
WATER
PLUS
NUTRIENT WATER
Tetley
Indulgence
FLAVOUR BLENDS
CHOCOLATE MINT
map
italian coffee
STRONG
Himalayan
TATA TEA
Teaveda
AYURVEDIC GOODNESS
WITH Brahmi & Tulsi
Tetley
Cinnamon Orange
WITH A ROOIBOS BLEND
Tetley
Signature
BLOOMING GARDEN
sencha green tea
EIGHT O'CLOCK
ORIGINAL
TATA
Gluco+
Tetley
Ayurvedic
BALANCE
COOL PITTA
HERBAL TEA
vitax
HERBAL INSPIRATIONS
MIĘTA & MIÓD
GOOD EARTH
Tetley
454 g

Thank you